

CAIR 2015 Conference Sponsorship

Invitation to Sponsor

Conference sponsorship is the major and perhaps only yearly opportunity to network with hundreds of California higher education institutional research professionals and to gain physical exposure for your products and services. The California Association for Institutional Research (CAIR) is the largest western regional affiliate of the Association for Institutional Research. CAIR's membership includes purchasing influencers and decision makers from 112 community colleges, 23 California State Universities, all 10 University of California campuses, and dozens of non- and for-profit independent colleges. CAIR also draws attendance from surrounding states, such as Hawaii and Nevada. The CAIR Board of Directors invites you to review our sponsorship opportunities!

2014 Conference Highlights

Last year's San Diego conference was CAIR's largest to date. With a theme of research methods in action, the conference:

- Drew more than 300 professionals in institutional research and planning from more than 140 unique institutions; 47% were in leadership positions (dean, director, vice president, etc.).
- Featured more than 65 workshops, sessions and keynote speakers from accrediting bodies and leading higher education thinkers from around the nation.
- Provided multi-day exposure for 18 sponsors.

Historical Conference Materials

To assist your marketing planning, you may find the following resources useful:

- [CAIR 2013 39th Annual Conference Program](#)
- [Past conference materials](#)

2015 Event Details

Over 300 Attendees Expected

This conference is for leaders, analysts, and programmers in higher education IR and planning offices. Our attendees include representatives from all the major higher educational systems in California, as well as independent schools and a few out-of-state institutions who recognize the conference's value.

Purchasers and Influencers

Conference attendees are either decision makers or important influencers of purchasers for many of the technologies, consultants, and software used in higher education research and assessment.

Venue

November 2-4, 2015
Wednesday, Thursday, Friday
Holiday Inn Golden Gateway –
San Francisco
www.goldengatewayhotel.com/
1500 Van Ness Avenue, San
Francisco, CA 94109
(415)-447-3098

Sponsorship Contact

Kristina (Cragg) Powers, Ph.D.
CAIR Vice President
Bridgepoint Education
13500 Evening Creek Drive North
San Diego, CA 92128
(858) 519-6272 (cell)
Kristina.Powers@bpiedu.com

| Levels and Benefits | Platinum \$5000 | Gold \$2500 | Silver \$1300 | Bronze \$400 (non-attending) |
|--|--------------------|----------------|------------------|------------------------------------|
| Premier Platinum Sponsor – Only one Platinum sponsorship will be sold. Your company will be advertised to conference attendees and other sponsors as the only Platinum sponsor. | ✓ | | | |
| Extended Workshop Session – Host a hands-on 2 hours 45 minute workshop in where you show users how your product can be applied to institutional research. | ✓ | | | |
| Build a Custom Opportunity – The CAIR VP will work with you to develop a custom sponsor opportunity such as conference lanyards, ice cream social, conference bag, water bottles, lunch bag, etc. Talk to the CAIR VP to learn more. (Additional costs are the responsibility of the sponsor and not included in the sponsorship costs.) | ✓ | | | |
| Preferred Table Location –In order of full sponsorship payment, CAIR will assign tables first to the Platinum sponsor, then Gold, and then Silver. | ✓ | ✓ | | |
| Presentation Session – Option of a concurrent session or workshop (45 minutes) within the program. Concurrent sessions are information opportunities to share with attendees your product. Workshops are hands-on and teach attendees how to use the product. Software/access to the product needs to be made available to workshop attendees by sponsor. | | ✓ | | |
| Complimentary Registration – Coupon code for 1 free registration provided upon receipt of the sponsorship fees. Register and pay separately for as many other attendees as you wish. | ✓ | ✓ | ✓ | |
| Table & Two Chairs – One standard six-foot folding table with drape situated near the proceedings. Two chairs can be provided. | ✓ | ✓ | ✓ | |
| Excellent Table Positioning – CAIR has positioned the sponsor tables to be in high traffic locations directly adjacent to the session rooms maximize visibility. | ✓ | ✓ | ✓ | |
| Wireless Internet – Hotel-provided internet access at the table locations, as well as throughout the conference meeting space | ✓ | ✓ | ✓ | |
| Electrical Power – Each table will have access to power outlets. | ✓ | ✓ | ✓ | |
| Attendee List – Receive a preliminary email list of all attendees two weeks prior to the conference to invite them to your booth/presentation. A final list of attendees will be given after the conference. | ✓ | ✓ | ✓ | ✓ |
| Raffle Option – Provide CAIR a prize and be included in the closing lunch raffle where your business will be announced. | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement – A CAIR “Thank You” featured prominently in the front of the conference program and company logo featured on the conference website. | ✓ | ✓ | ✓ | ✓ |
| Promotional Advertising – CAIR will display your logo on the CAIR website, 1page flyer in the program, and on the CAIR mobile app. Sponsor to provide CAIR with a 1 page, single-sided promotional PDF flyer to include in our digital conference program. | ✓ | ✓ | ✓ | ✓ |

2014 Institutional Attendance

American Samoa Community College
Azusa Pacific University
Bridgepoint Education
Cabrillo College
Cal Maritime
Cal Poly Pomona
Cal Poly San Luis Obispo
California College of the Arts
California Community Colleges Chancellor's Office
California Lutheran University
California Northstate University
California State University Chancellor's Office
California State University, Bakersfield
California State University, Channel Islands
California State University, Chico
California State University, Dominguez Hills
California State University, Fresno
California State University, Fullerton
California State University, Los Angeles
California State University, Monterey Bay
California State University, Northridge
California State University, Sacramento
California State University, San Bernardino
California State University, San Marcos
California State University, Stanislaus
Cañada College
Chapman University
Clafin University
Claremont Graduate University
Claremont Lincoln University
Claremont McKenna College
Coleman University
College of the Canyons
College of the Desert
College of the Redwoods
College of the Sequoias
Cuesta College
De Anza College
Dominican University of California
El Camino College
El Camino College Compton Center
Foothill College
Forman Christian College
Fullerton College
Hope International University
Humboldt State University
Humphreys College
Imperial Valley College
Indiana University-Purdue University Indianapolis
International Technological University
Irvine Valley College
John F. Kennedy University
John Paul the Great Catholic University
Las Positas College
Kaiser Permanente School of Allied Health Sciences
Las Positas College
Lassen College
Life Pacific College
Loma Linda University
Long Beach City College
Loyola Marymount University
MiraCosta College
Mount St. Mary's College
Mt. San Jacinto College
National University
Northcentral University
Pacific Union College
Palomar College
Pardee RAND Graduate School
Pepperdine University
Pitzer College
Point Loma Nazarene University
Providence Christian College
Reed College
Reedley College
Research and Planning Group
Riverside Community College District
Saint Mary's College of California
Samuel Merritt University
San Diego Community College District
San Diego Mesa College
San Diego State University
San Francisco Art Institute
San Francisco Conservatory of Music
San Francisco State University
San Joaquin Delta College
San Jose State University
Sanford-Burnham Medical Research Institute
Santa Barbara & Ventura Colleges of Law
Santa Clara University
Santa Rosa Junior College
Sinclair Community College
Sonoma State University
Southwestern Community College District
Stanford University
Touro University California
Touro University Worldwide
Trident University
U.S News & World Report
UCLA/HERI
University of Antelope Valley
University of California Office of the President
University of California, Berkeley
University of California, Davis
University of California, Irvine
University of California, Los Angeles
University of California, Merced
University of California, Riverside
University of California, San Diego
University of California, San Francisco
University of California, Santa Barbara
University of California, Santa Cruz
University of Hawaii at Hilo
University of Hawai'i at Manoa
University of La Verne
University of Michigan
University of San Diego
University of San Francisco
University of the Pacific
University of the West
University of West Los Angeles
Vanguard University
WASC Senior College and University Commission
West Coast University
Westcliff University
Western University of Health Sciences
Whittier College
Woodbury University

2014 CAIR Conference Sponsors

Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsor

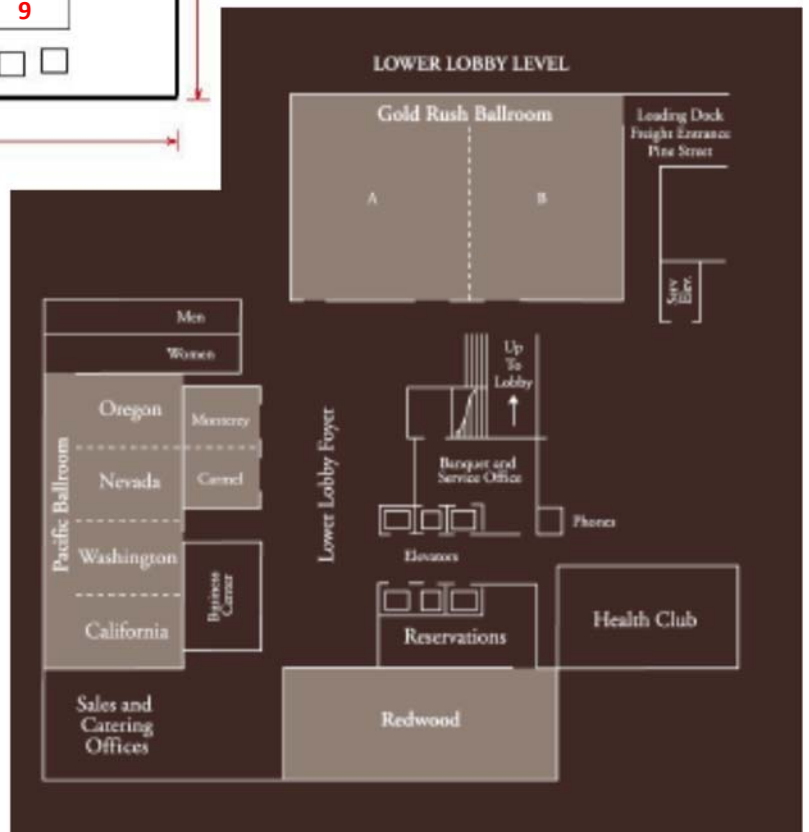
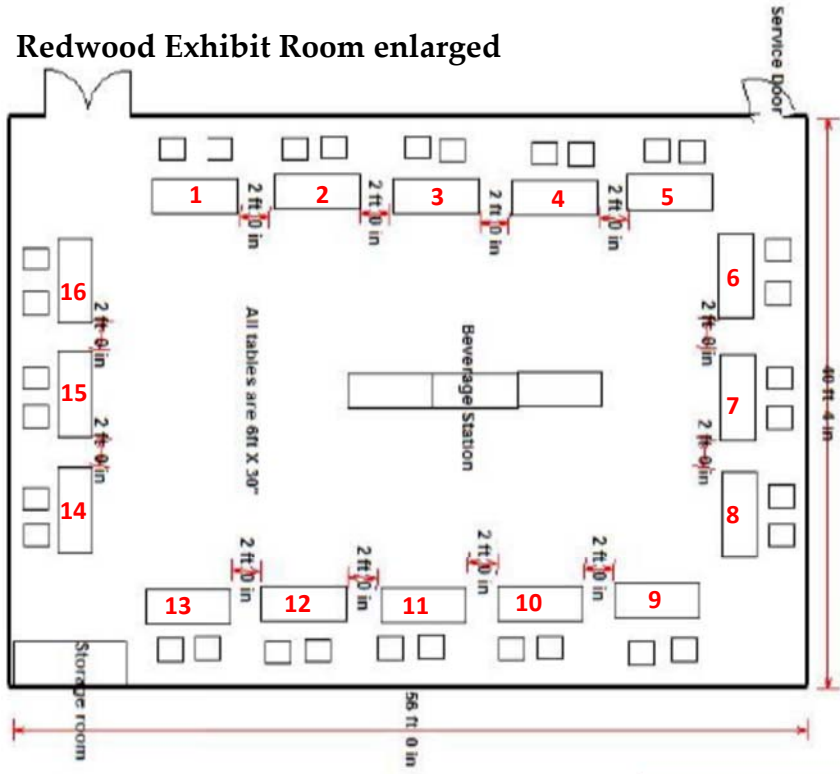


Blowup of Meeting Location and Sponsor Table Positions

The numbers 1-16 represent possible sponsor tables with entry between # 1 and #16. "R" is the CAIR conference registration table. * indicates where food and beverages will be located for breaks. CAIR will assign tables (6 feet) in order of receipt of the full sponsorship payment, first among platinum, then gold, then by silver sponsors. The Holiday Inn and CAIR reserve the right to make adjustments if necessary.

The Holiday Inn can provide audio visual rentals if needed. Please note that no amplified sound equipment may be used. The following form details the type of equipment available and rental prices. Please complete and submit to the Holiday Inn, as specified below, at your earliest convenience.

Redwood Exhibit Room enlarged



Send to CAIR

- ✓ Application form
- ✓ Terms & Conditions agreement
- ✓ Full Fee
- ✓ 8.5x11 PDF Brochure (1 pg.)
- ✓ e-Logo (Vector graphic EPS)

Send to Holiday Inn

- ✓ Equipment Reservations
- ✓ Drop Shipments

| | | |
|----------------------|-------|-----|
| NAME | | |
| TITLE | | |
| COMPANY/ORGANIZATION | | |
| MAILING ADDRESS | | |
| CITY | STATE | ZIP |
| PHONE | EMAIL | |
| WEBSITE | | |

| SPONSORSHIP LEVEL | COST |
|---|----------|
| <input type="checkbox"/> Platinum Sponsor | \$ 5,000 |
| <input type="checkbox"/> Gold Sponsor | \$ 2,500 |
| <input type="checkbox"/> Silver Sponsor | \$ 1,300 |
| <input type="checkbox"/> Bronze Sponsor (non-attending) | \$ 400 |

Payment terms: All payments must be made in US dollars. Checks should be payable to CAIR. Credit card payments are accepted; a fee of 3% of the sponsor rate + \$7.95 will be charged for this convenience. W-9 and invoices for sponsorship payment are available by request. **Only receipt of the full fee will secure your sponsorship space, subject to availability. Deadline for payment is September 30, 2015 but early payment is suggested due to the likelihood of reaching our maximum number of sponsors.**

Submit application materials to the CAIR Vice President:

Kristina (Cragg) Powers, Ph.D.
Bridgepoint Education
13500 Evening Creek Drive, North
San Diego, CA 92128
Email: Kristina.Powers@bpiedu.com

By submitting this application for Sponsorship, Sponsor agrees to be bound by all terms and conditions applicable to the event.

The following terms and conditions apply to all sponsors participating in the 2015 California Association for Institutional Research (CAIR) Conference.

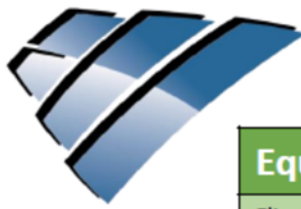
- 1. Full Payment.** Full payment is needed to secure participation in the conference. All payments must be made in US dollars. Checks should be payable to "CAIR" and mailed to the CAIR Vice President at: Kristina (Cragg Powers) Bridgepoint Education, 13500 Evening Creek Drive North, San Diego, CA 92128. Credit card payments may be accepted through the CAIR Conference Sponsorship website, <http://cair2015sponsors.eventbrite.com>. A fee of 3% of the sponsor rate + \$7.95 will be charged for this convenience. Deadline for sponsorship application and payment is September 30, 2015.
- 2. Cancellations.** In the event the conference is cancelled by CAIR, CAIR will refund monies paid by Sponsors. The Sponsor waives any and all damages and claims for damages should the event be cancelled. CAIR's liability is limited to a refund of the amount paid by Sponsor. In the event Sponsor cancels, Sponsor will not receive a refund of any monies already paid to CAIR and will forfeit sponsorship payment received by CAIR.
- 3. Assignment of Space.** Space assignments will be made based on the date of receipt of payment and Sponsor level. The Sponsor's preference will be used in making assignments; however, CAIR and the Conference Hotel have final decision-making authority over space assignments.
- 4. Drop Shipments.** The Conference Hotel, serviced by the UPS Store, charges package handling fees for any items received at the hotel or sent from the hotel. Handling and receiving of shipments are not the responsibility or liability of CAIR.
- 5. Sponsor Etiquette.** Sponsors are free to attend open conference sessions; however, they may not in any manner advertise their product or criticize any product used by the presenter. Additionally, if the Sponsor wishes to attend another Sponsored session, Sponsor must notify the presenter.
- 6. Security.** Each Sponsor has the responsibility of safeguarding its own materials or goods from the time they are placed in the exhibit space until they are removed. CAIR is not liable in any way for items lost or stolen during the conference.
- 7. Limitation of liability/indemnification.** The Sponsor agrees to indemnify, defend and hold harmless CAIR, the event facility, the owner of such facility, and the city in which this event is being held, and their respective parents, subsidiaries, affiliates, officers, directors, agents, contractors, and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way, directly or indirectly, from the sponsoring company, its employees, agents, licensees, contractors or customers. CAIR and the Conference Hotel and their respective parents, subsidiaries, officers, directors, agents, contractors and employees shall not be responsible for loss or damage to displays or goods belonging to Sponsors or injuries or damages to Sponsor's contractors, employees, invitees, or agents, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes,

excluding any such liability caused by the sole gross negligence of the Conference Hotel and its employees and agents.

8. **Displays and decorations.** CAIR shall have full discretion and final authority over the placing, arrangements, and appearance of all items displayed by sponsor, and may require the replacing, rearrangement, or redecorating of any item at the event site or of any sponsorship announcement, and no liability shall attach CAIR for costs that may result from such actions by CAIR
9. **CAIR's veto.** CAIR reserves the right to refuse placement of any ad or other written material that it believes to be injurious to the purpose of the publication or event.
10. **Intellectual Property.** Sponsor represents and warrants that all ads or other written materials and/or photographs or artwork submitted by Sponsor for use at the event are owned or properly licensed by Sponsor and that no third party can claim infringement based on use by Sponsor at the event.
11. **Insurance.** The Sponsor acknowledges that neither CAIR, the Conference Hotel, its owners, its operator, maintain insurance covering Sponsor's property and that it is the sole responsibility of the Sponsor, if they so choose, to obtain business interruption and property damage insurance, insuring any losses by Sponsor and naming CAIR and the Conference Hotel as additional insureds.
12. **Compliance.** The Sponsor assumes responsibility for compliance with all pertinent ordinances, regulations, and codes of local, state, and federal governing bodies; together with the rules and regulations of the operators and/or owners of the property wherein the exhibit is held. Cloth decorations must be flameproof. Wiring must comply with facility, fire department and Electrical Underwriters' rules. The Sponsor will abide by and comply with the rules and regulations of CAIR authorized contractors and local unions operating at the exhibition facility.
13. **Management/Rules.** CAIR reserves the right to interpret, amend, and enforce these terms and conditions as it deems appropriate to ensure the success of the exhibition. Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of CAIR. CAIR shall have full power in the matter of interpretation, amendment and enforcement of all rules and terms and conditions, and any such amendments when made shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.
14. **Attorneys' Fees, Venue and Governing Law.** If an action at law or in equity is necessary to enforce or interpret these terms and conditions, the prevailing party shall be entitled to recover its reasonable attorneys' fees and costs in addition to any other reasonable relief to which it may be entitled. With respect to any suit, action or proceeding arising out of or related to these terms and conditions, or the documentation related hereto, the parties hereby submit to the jurisdiction and venue of the appropriate court in the County of Sacramento, State of California for any proceeding arising hereunder. These terms and conditions shall be construed and governed pursuant to the laws of the State of California.

I have read and agree to the terms and conditions as specified above.

All shipments received by the Conference Hotel incur a handling charge. See below for package handling fees and shipping address.



Exhibitor Request Form

HOLIDAY INN GOLDEN GATEWAY

| Equipment | Price | Quantity | Days |
|------------------------------------|-------|----------|------|
| Flipchart & Markers | \$50 | | |
| Small Whiteboard | \$75 | | |
| DVD/Blu-ray Player | \$95 | | |
| 22-24" Monitor | \$200 | | |
| 50" Flat Panel Display | \$450 | | |
| Wireless Slide Advancer | \$60 | | |
| Power Strip | \$30 | | |
| Wireless Internet | \$20 | | |
| Wired Internet Line | \$100 | | |
| Black Velour Drape (per 10' panel) | \$200 | | |



All items subject to availability. Prices are valid up to 1 week prior to show date. Equipment not limited to those listed above.

Please return with included Credit Card Authorization Form.

For all other inquiry please contact AVMS:
Office: 415-447-3044

CREDIT CARD ADVANCE PAYMENT AUTHORIZATION FORM



Please complete all areas below. Incomplete requests will be rejected. This form must be received at least 5 days prior to Check-in or by the specified date in the Event Contract to ensure acceptance of the credit card to be charged.

*****The Hotel reserves the right to deny this form for any reason*****

NOTE: Charges for room/tax or group deposits will be charged to your credit card immediately upon receipt of this authorization form. Any incidental charges circled will be charged at the time of check out.

DO NOT EMAIL THIS FORM - FAX FORM TO: 415-775-5425 ATTN: _____ Date: _____

| | | |
|------------------------------------|----------------|------------------------------|
| Guest / Group Name: | | |
| Check-In Date | Check-Out Date | Confirmation / Event Number: |
| Name of Person Making Reservation: | | Phone: |
| HOTEL USE ONLY | | |
| Authorized Amount: | Approval Code: | Date: |

CARDHOLDER - Please complete the following section and sign/date below.

| | | |
|---|--|--|
| Cardholder Name as it Appears on Credit Card: | | |
| Credit Card Billing Address: | | |
| City: | State: | Zip: |
| Daytime Phone: | | Evening Phone: |
| Credit Card Number: | | Expiration Date: |
| Credit Card Type: (Circle one) | | |
| <input type="checkbox"/> Visa/Mastercard | <input type="checkbox"/> Amex | <input type="checkbox"/> Diners Club |
| <input type="checkbox"/> Discover | <input type="checkbox"/> JCB | |
| Credit Card Issuing Bank Name: | | Bank Phone Number (from back of your credit card): |
| I agree to cover the following categories of charges: (Please circle): | | |
| <input type="checkbox"/> All Charges | <input type="checkbox"/> Room & Tax | <input type="checkbox"/> Parking |
| <input type="checkbox"/> Incidentals | <input type="checkbox"/> Food & Beverage | |
| I agree to cover the above categories of charges up to a Maximum Amount of \$ _____ | | |

Hotel Use Only – Deposit to be immediately charged for room/tax or group event: \$ _____

By signing below, you authorize the hotel to charge your credit card up to the "Maximum Amount" indicated above. You further acknowledge that all guest/group related charges (less Advance Payment) will be charged to the above credit card at the time of check-out or event conclusion.

Cardholder Signature: _____ Date: _____