

CAIR 2018 Conference Sponsorship

Invitation to Sponsor

The California Association for Institutional Research (CAIR) is the largest western regional affiliate of the Association for Institutional Research. The annual CAIR Conference attracts hundreds of institutional research professionals from colleges and universities throughout California, which includes 114 community colleges, two noncredit institutions, 23 California State Universities, 10 University of California campuses, and dozens of private-independent colleges. CAIR also draws attendance from surrounding states, such as Hawaii and Nevada. Our forum provides a valuable opportunity for higher education purchasers and decision-makers to gain exposure and interact with your products and services. The CAIR Board of Directors invites you to review our sponsorship opportunities!

2017 CAIR Conference Highlights

Last year's conference in Concord, CA was remarkable. With a theme of *Plotting the Course: Showing the Way to Institutional Success*, the conference:

- Drew more than 330 professionals in institutional research and planning from more than 140 organizations and institutions, with more than a third in leadership positions (dean, director, vice president, etc.).
- Featured nearly 80 workshops, sessions and keynote speakers from accrediting bodies and leading higher education thinkers from around the nation.
- Provided multi-day exposure for 11 sponsors.

Historical Conference Materials

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

- [CAIR 2017 42nd Annual Conference Program](#)
- [Past conference materials](#)
- [CAIR Dashboard](#) – Facts & Figures for conferences

2018 Event Details

Over 400 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

Many conference attendees are decision makers or have purchasing influence related to technology, consultants, and software used in higher education research and assessment.

Venue

November 14-16, 2018
Wednesday, Thursday, Friday
Wyndham Anaheim Garden
Grove Hotel

12021 Harbor Blvd,
Anaheim, CA 92840
(714) 786-8348

Sponsorship Contact

Jessica Luedtke
CAIR Vice President
San Diego Continuing Education,
San Diego Community College
District
4343 Ocean View Blvd, San Diego,
CA 92113
(619)388-4922
jluedtke@sdccd.edu

2018 Conference Sponsorship Opportunities

Levels and Benefits	Platinum \$5000 <i>Sponsor Secured</i>	Gold \$2500(\$2750 after August 1 st)	Silver \$1500(\$1650 after August 1 st)	Bronze \$500 (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.	X			
Extended Workshop Session – Host (1) 3 hour, (2) 90 minute, or (3) 45 minute hands-on workshop(s), where you show users how your product can be applied to institutional research.	X			
Build a Custom Opportunity – The CAIR VP will work with you to develop a custom sponsor opportunity such as ice cream social, s’mores by the fire, karaoke night, conference bag, beverage station, water bottles, or 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.)	X			
Keynote Table Flyers – Sponsors may place flyers on tables prior to a selected keynote address (selection on first come first serve basis – up to three sponsors per keynote)	X	X		
Preferred Table Location – In order of full sponsorship payment, CAIR will assign tables first to the Platinum sponsor, then Gold, and then Silver.	X	X		
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.		X		
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. *Platinum sponsor receives 2 complimentary registrations	X*	X	X	
Table & Two Chairs – One standard six-foot folding table with drape situated near the proceedings. Two chairs can be provided.	X	X	X	

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Excellent Table Positioning – CAIR holds coffee breaks and the President’s reception in and/or near sponsors to maximize visibility.	X	X	X	
Wireless Internet – Hotel-provided internet access at the table locations, as well as throughout the conference meeting space	X	X	X	
Electrical Power – Each table will have access to power outlets.	X	X	X	
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.	X	X	X	X
Acknowledgement – A CAIR “Thank You” featured prominently in the front of the conference program, company logo featured on the conference website, and scrolling slideshow before keynote speeches	X	X	X	X
Promotional Advertising – CAIR will display your logo on the CAIR website, 1 single-sided 8x11page flyer in the electronic program, and on the CAIR mobile app. Sponsor to provide CAIR with a 1 page, single-sided 8x11 promotional PDF flyer to include in our digital conference program. Flyers can be four color because they will be electronic, not printed.	X	X	X	X

Stand-alone Options

	Cost
Lanyards – Sponsor may supply lanyards with company logo for all conference attendees. Sponsor is responsible for cost of producing lanyards and delivering to CAIR ahead of the conference. (no more than one sponsor per conference based upon first request)	\$500
Program at-a-Glance Logo – CAIR will place sponsor logo on conference Program-at-a-Glance. This one page document is highly utilized by attendees and a large poster size version is displayed on an easel next to the registration desk.	\$500

2017 Institution Attendance

Academy of Art University
American River College
Antelope Valley College
Ashford University
Azusa Pacific University
Bakersfield College
Berkeley City College
Brigham Young University, Hawaii
Cabrillo College
California Lutheran University
California Northstate University College of Pharmacy
California State Polytechnic University, Pomona
California State Polytechnic University, San Luis Obispo
California State University, Bakersfield
California State University, Chico
California State University, Dominguez Hills
California State University, East Bay
California State University, Fresno
California State University, Fullerton
California State University, Long Beach
California State University, Los Angeles
California State University, Monterey Bay
California State University, Northridge
California State University, Sacramento
California State University, San Marcos
California State University, Stanislaus
Cerro Coso Community College
Chapman University
Charles R. Drew University of Medicine and Science
Cogswell Polytechnical College
College of Alameda
College of Marin
College of the Desert
College of the Sequoias
Columbia College
Compton Community College
Concordia University, Irvine
Cuesta College
Dalian University of Technology
Delta College
Dominican University of California
El Camino College
Evergreen Valley College
Foothill-De Anza Community College District
Fresno City College
Fresno State University
Georgia State University
Glendale Community College
Golden Gate University
Hartnell College
Holy Names University
Humboldt State University
Imperial Valley College
International Technological University
John F. Kennedy University
Keck Graduate University
Laguna College of Arts + Design
Lake Tahoe Community College
Las Positas College
Life Chiropractic College West
Lincoln Law School
Loma Linda University
Los Angeles Trade Technical College
Loyola Marymount University
Menlo College
Merritt College
Moreno Valley College
North Orange Continuing Education
North Orange County Community College District
Northwestern Polytechnic University
Ohlone College
Palo Alto University
Pepperdine University
Peralta Community College District
Reach Institute for School Leadership
Reed College
Sacramento City College
Saint Mary's College of California
Samuel Merritt University
San Diego Community College District
San Diego Continuing Education
San Francisco Art Institute
San Francisco Conservatory of Music
San Francisco State University
San Joaquin Delta College
San Jose Community College
San Jose-Evergreen Community College District
San Jose State University
Santa Rosa Junior College
Sierra College
Skyline College
Sofia University
Sonoma State University
Stanford University
State Center Community College District
The Institute for College Access & Success
The Master's University
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, Santa Barbara
University of California, Santa Cruz
University of California, San Diego
University of California, San Francisco
University of Delaware
University of La Verne
University of St. Augustine for Health Sciences
University of San Diego
Western University of Health Sciences
Westmont College
William Jessup University

2017 Conference Sponsors

Platinum:



Gold:



Silver:



We hope to see you on the list of our 2018 Conference Sponsors!

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

Send to CAIR

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

Send to Wyndham Anaheim Garden Grove Hotel

- ✓ Equipment Reservations
- ✓ Drop Shipments

SPONSORSHIP LEVEL	COST (by August 1 st)	COST (after August 1 st)
<input type="checkbox"/> Platinum Sponsor - Secured	\$ 5,000	\$5,500
<input type="checkbox"/> Gold Sponsor	\$ 2,500	\$2,750
<input type="checkbox"/> Silver Sponsor	\$ 1,500	\$1,650
<input type="checkbox"/> Bronze Sponsor (non-attending)	\$ 500	\$500
STAND-ALONE		
<input type="checkbox"/> Lanyards	\$ 500	\$500
<input type="checkbox"/> Program-at-a-Glance Logo	\$ 500	\$500

Payment terms: All payments must be made in US dollars. **Checks are the preferred method of payment and should be payable to CAIR.** If paying via international check or wire transfer, a fee of \$15 must be included in payment. 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 1st, 2018. Early payment is suggested due to the likelihood of reaching our maximum number of sponsors.**

Submit application materials to CAIR Vice President:

Jessica Luedtke
 San Diego Continuing Education
 4343 Ocean View Blvd
 San Diego, CA 92113
 Email: jluedtke@sdccd.edu

Submit payment to CAIR Treasurer:

Ryan Cherland
 Office of Institutional Research
 456 Aldrich Hall
 Irvine, CA 92697-1425
treasurer@cair.org

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 2018 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 Treasurer at: Office of Institutional Research, 456 Aldrich Hall, Irvine, CA 92697-1425.** Credit card payments may be accepted through the CAIR Conference Sponsorship website, <https://cair2018sponsors.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 1st, 2018 and August 1st, 2018 for the early bird deadline.
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 inbound and outbound shipments are serviced via Fed Ex, UPS, or USPS. The hotel may charge package handling fees for any items received at the hotel or sent from the hotel. Handling and receiving of shipments, including package handling fees, 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 CAIR, of the Conference Hotel and their 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.

Name (signed)

Name (printed)

Date

Blowup of Meeting Location and Sponsor Table Positions

The graphic below represents possible sponsor table placements. Other suggestions for sponsor locations are welcome. 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 Conference Hotel and CAIR reserve the right to make adjustments if necessary.

