



**44<sup>th</sup> Annual Conference**  
**November 6-8, 2019**  
**Monterey Bay, CA**

## CAIR 2019 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!

### 2018 CAIR Conference Highlights

Last year's conference in Anaheim, CA was remarkable. With a theme of *Institutional Research for Public Good*, the conference:

- Drew more than 400 professionals in institutional research and planning from more than 150 organizations and institutions, with more than a third in leadership positions (dean, director, vice president, etc.).
- Featured more than 100 presentations, including workshops, speaker sessions, and keynote speakers from accrediting bodies and leading higher education thinkers from around the nation.
- Provided multi-day exposure for 16 sponsors.

#### Historical Conference Materials

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

[CAIR 2018 43<sup>rd</sup> Annual Conference Program](#)

[Past conference materials](#)

[CAIR Facts & Figures Dashboard](#)

### 2019 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 6-8, 2019  
Wednesday, Thursday, Friday  
Embassy Suites Monterey Bay  
Seaside

1441 Canyon Del Rey Blvd,  
Seaside, CA 93955  
(831) 393-1115

#### Sponsorship Contact

Cinnamon Danube  
CAIR Vice President  
University of California, Merced  
5200 N. Lake Road, Merced, CA  
95340  
(209) 228-6982  
cdanube@ucmerced.edu

# 2019 Conference Sponsorship Opportunities

Levels and Benefits	Platinum \$5000	Gold \$2500 (\$2750 after August 1 <sup>st</sup> )	Silver \$1500 (\$1650 after August 1 <sup>st</sup> )	Bronze \$500 (non- attending)
<b>Premier Platinum Sponsor</b> – Only one Platinum sponsorship will be sold. Your company will be advertised to conference attendees and other sponsors as the only Platinum sponsor.	X			
<b>Extended Workshop Session</b> – 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			
<b>Build a Custom Opportunity</b> – 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			
<b>Keynote Table Flyers</b> – 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		
<b>Preferred Table Location</b> – In order of full sponsorship payment, CAIR will assign tables first to the Platinum sponsor, then Gold, and then Silver.	X	X		
<b>Presentation Session</b> – 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		
<b>Complimentary Registration</b> – 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	
<b>Table &amp; Two Chairs</b> – One standard six-foot folding table with drape situated near the proceedings. Two chairs can be provided.	X	X	X	
<b>Excellent Table Positioning</b> – CAIR holds coffee breaks and the President’s reception in and/or near sponsors to maximize visibility.	X	X	X	
<b>Wireless Internet</b> – Hotel-provided internet access at the table locations, as well as throughout the conference meeting space	X	X	X	

<b>Electrical Power</b> – Each table will have access to power outlets and a drop.	X	X	X	
<b>Attendee List</b> – 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
<b>Acknowledgement</b> – 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
<b>Promotional Advertising</b> – 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
<b>Lanyards</b> – 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
<b>Schedule at-a-Glance Logo and Printing</b> – CAIR will place sponsor logo on conference Schedule-at-a-Glance on Wednesday, Thursday, <u>and/or</u> Friday. This document is highly used by attendees. A large poster size version is displayed on an easel next to the registration desk and attendees can take a paper copy from the registration desk. (No more than one sponsor per day. Selection of day based upon first request. <a href="#">Link to 2018 Schedule-at-a-Glance</a> if useful.)	\$500 Wed \$500 Thur \$200 Fri \$900 All three days
<b>CAIR-aoke Food &amp; Flyer</b> – Sponsor may place company flyer on dessert table at karaoke event on Thursday evening of the conference. A CAIR “Thank You” will be on the scrolling slideshow before keynote speeches. (No more than one sponsor based upon first request.)	\$1000
<b>PM Snack Break Food &amp; Flyer</b> - Sponsor may place company flyer on Wednesday or Thursday afternoon Snack Break table(s). A CAIR “Thank You” will be featured in the conference program and on the scrolling slideshow before keynote speeches. (No more than one sponsor per snack break. Selection of day based upon first request.)	\$1000
<b>AM Coffee/Tea Break &amp; Flyer</b> - Sponsor may place company flyer on Wednesday, Thursday, <u>or</u> Friday morning Coffee/Tea Break table(s). A CAIR “Thank You” will be featured in the conference program and on the scrolling slideshow before keynote speeches. (No more than one sponsor per Coffee/Tea Break. Selection of day based upon first request.)	\$500

## 2018 Institution Attendance

Allan Hancock College  
AMDA College and Conservatory of the Performing Arts  
American Musical and Dramatic Academy  
Antelope Valley College  
ArtCenter College of Design  
Azusa Pacific University  
Bakersfield College  
Biola University  
Bridgepoint Education  
Brigham Young University - Hawaii  
Cabrillo College  
Cal Poly Pomona  
California Baptist University  
California College of the Arts  
California Institute of the Arts  
California Lutheran University  
California State Polytechnic University, Pomona  
California State University, Bakersfield  
California State University, Channel Islands  
California State University, Fullerton  
California State University, San Marcos  
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 Bernardino  
California State University, Stanislaus  
Cerritos College  
Cerro Coso Community College  
Chapman University  
Charles R. Drew University of Medicine and Science  
Clovis Community College  
College of the Desert  
College of the Sequoias  
Columbia College  
Concordia University Irvine  
Contra Costa College  
CSU Office of the Chancellor  
Cuyamaca College  
Dalian University of Technology  
Delta College  
Design Institute of San Diego  
Douglas College  
East Los Angeles College  
Educational Results Partnership  
El Camino College  
Evergreen Valley College  
Foothill College  
Golden Gate University  
Hartnell College  
Harvey Mudd College  
Humboldt State University  
Imperial Valley College  
Irell and Manella Graduate School of Biological Sciences  
Irvine Valley College  
John F. Kennedy University  
Kaiser Permanente School of Allied Health Sciences  
Keck Graduate Institute  
Laguna College of Art + Design  
Lake Tahoe Community College  
Las Positas College  
Life Chiropractic College West  
Loma Linda University  
Los Angeles Community College District  
Los Angeles Pacific University  
Loyola Marymount University  
Mills College  
MiraCosta College  
Moreno Valley College  
Mount Madonna Institute  
Mount Saint Mary's University  
Mt. San Antonio College  
Musicians Institute  
Nanjing Normal University  
National University  
New York Film Academy  
North Orange Continuing Education  
Northwest University, China  
Notre Dame de Namur University  
Ohlone College  
Oklahoma State University  
Pacific Union College  
Palo Alto University  
Pasadena City College  
Peking University  
Pepperdine University  
Peralta Community College District  
Reiss-Davis Graduate Center  
Sacramento City College  
Sacramento State  
Saddleback College  
Saint Mary's College of California  
San Diego Continuing Education  
San Diego State University  
San Francisco Art Institute  
San Francisco State University  
San Francisco Theological Seminary  
San Joaquin Delta College  
San Joaquin Valley College  
San Jose City College  
San Jose Evergreen Community College District  
San Jose State University  
Santa Ana College  
Santa Rosa Junior College  
Saybrook University  
Scripps College  
Shanghai Jiao Tong University  
Skyline College  
Solano Community College  
Sonoma State University  
Stanford University  
State Center CCD  
TCS Education System  
The Claremont Colleges  
Tianjin Academy of Educational Sciences  
Toda school district  
Tongji University  
Unitek College  
University of California Office of the President  
University of California Education Abroad Program  
University of California Office of the President  
University of California, Berkeley  
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 Cruz  
University of California, Davis  
University of Guam  
University of Hawaii - West Oahu  
University of La Verne  
University of Nevada, Reno  
University of Saint Katherine  
University of San Diego  
University of Southern California  
University of St. Augustine for Health Sciences  
University of the West  
USC Marshall School of Business  
Vanguard University  
Weimar Institute  
West Coast University  
Westcliff University  
Western University of Health Sciences  
Westmont College  
Whittier College  
Xi'an International Studies University  
Yuba College

We hope to see you on the list of our 2019 Conference  
Sponsors!

## 2018 Conference Sponsors

**Platinum:**



**Gold:**



**Silver:**



**Bronze:**



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 (.PNG)

**Send to Embassy Suites**

**Monterey Bay Seaside, 1441  
 Canyon Del Rey Blvd, Seaside,  
 CA 93955**

- Equipment Reservations
- Drop Shipments

SPONSORSHIP LEVEL	COST (by August 1 <sup>st</sup> )	COST (after August 1 <sup>st</sup> )
<input checked="" type="radio"/> Platinum Sponsor <b>Secured</b>	\$ 5,000	\$ 5,500
<input type="radio"/> Gold Sponsor	\$ 2,500	\$ 2,750
<input type="radio"/> Silver Sponsor	\$ 1,500	\$ 1,650
<input type="radio"/> Bronze Sponsor (non-attending)	\$ 500	\$ 500
<b>STAND-ALONE</b>		
<input type="radio"/> Lanyards	\$ 500	\$ 500
<input type="radio"/> Schedule-at-a-Glance Logo & Printing – all days	\$ 900	\$ 900
<input type="radio"/> Schedule-at-a-Glance Logo & Printing – Wed	\$ 500	\$ 500
<input type="radio"/> Schedule-at-a-Glance Logo & Printing – Thur	\$ 500	\$ 500
<input type="radio"/> Schedule-at-a-Glance Logo & Printing – Fri	\$ 200	\$ 200
<input type="radio"/> CAIR-aoke Food & Flyer	\$ 1,000	\$ 1,000
<input type="radio"/> PM Snack Break Food & Flyer	\$ 1,000	\$ 1,000
<input type="radio"/> AM Coffee/Tea Break & Flyer	\$ 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 1<sup>st</sup>, 2019.** Early payment is suggested due to the likelihood of reaching our maximum number of sponsors.





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.

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Name (signed)

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Name (printed)

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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.

