



IACETs 2nd Annual Conference Sponsorship Opportunities

The IACET 2nd Annual Continuing Education and Training Conference will be held September 22-23, 2021 at the Grand Hyatt, Reston, VA. This year we are celebrating the 50th Anniversary of the CEU (Continuing Education Unit). With keynote speakers, exhibitors, and breakout sessions on various industry topics to engage and inform our stakeholders including Accredited Providers, Continuing Education and Training professionals and all other Stakeholders, it promises to be an event that positions you in front of your customer base.

We have opportunities to sponsor breaks in between sessions, and receptions. We also have opportunities to provide levels of support for the livestream part of the conference and the 50th Anniversary Gala.

As a non-profit with limited resources, IACET utilizes support from sponsors and partnerships to provide its members with high-quality and cost-effective programs and benefits. We are asking for your support to help produce our 2nd Annual Conference! In turn, your organization will be recognized by IACET over the next year.

IACET has designed these benefits to ensure exposure to more than 13,000 IACET friends and last for a year after the event.

Please forward a high-resolution logo in jpeg format to dee.wells@iacet.org.

The deadline is August 15, 2021 for the 2021 program. Please note, those organizations applying for award recognition are not eligible to sponsor the event until the award winners have been selected.

Sponsored Breakout Session -\$500 (15 available)

Sponsored Break - \$1,500 (3 available)

As people flock to refreshments and coffee, earn their gratitude by sponsoring their break. Get your logo on the refreshment tables, an onsite booth, + 1 Conference ticket.

Sponsored Reception - \$2,000

Member Welcome Reception

Be the Life of the Party! Host the welcome reception on Tuesday night! Get your logo exclusively displayed in the event and on all conference materials, and onsite booth, +2 Conference tickets.

Emerging Leaders Reception

This networking reception dedicated to young continuing education and training professionals and millennials. This exclusive sponsorship puts your branding in front of these great young minds. Includes exclusive display of your logo at the event and on all conference materials, an onsite booth, +2 Conference tickets.

CEOs VIP Reception

This exclusive, invite-only event connects you with training leaders and IACETs, CEO, Board of Directors, Advisory Council members, Committee, Commission and Council Chairs. Get your logo displayed on conference materials, + 3 Conference tickets.

LiveStream Sponsor - \$2,500- Sold

The IACET community will be watching all conference activity and exhibits live. Put your brand and message in front of a targeted, engaged audience. Get your logo in the online environment with the message: "Livestream of the IACET 2nd Annual Conference is powered by [your company name], an onsite booth, + 3 Conference tickets.

Levels of Support

These unique offers provide valuable exposure and reinforces your organization's brand in the IACET community of more than 13,000 contacts.

Information

Sponsor Level	Diamond	Platinum	Gold	Silver	Exhibitor
	\$5000	\$3500	\$3000	\$2500	\$750
Availability	2	3	4	5	12
Benefit					
Complimentary Registration	5	4	3	2	2
Company Logo on Website for 1 year	X	X	X	X	
Signage Displayed During Annual Conference Event	X	X	X	X	
Pre-Conference Attendee List	X	X	X	X	X
Post-Conference Attendee List	X	X	X	X	X
Invitation to the CEOs Reception	X	X	X	X	
Company Logo on All Pre-Conference Materials	X	X	X	X	
Verbal Recognition during the Welcome, Luncheons, and Gala	X	X	X	X	
Mentions in Social Media upon signing sponsor commitment	X	X	X	X	
Logo included in email blasts promoting IACET training courses	X	X	X		
IACET Professional Development Webinar Sponsor	X	X			
Listed in Press Release for the Conference	X	X			
Organization profile in the IACET Blog	X				
Graphic on IACETs Newsletter for 1 year	X				

Sponsors and Strategic Partnerships

The generous contributions of our sponsors and partners help to support various programs and services such as our newsletter, award events, webinars, and workshops. IACET has four pathways for collaboration:

Strategic Partnerships

– A strategic partnership is developed when IACET's and the organization's goals align in a way that the exchange of services is mutually beneficial to both organizations. The CEO is responsible for identifying opportunities for these partnerships. Once mutual benefits are agreed upon, and MOU is signed by both parties.

Event Sponsorships

– An organization can sponsor one of IACET's events. An event sponsor's sponsorship fee allows the sponsor to be promoted by IACET during the event and on IACET's digital platforms while assisting IACET in offsetting the cost of the event for the attending members. Sponsorship fees vary.

365 Sponsors

– A 365 Sponsor is a year-long opportunity that blends direct member engagement with organizational branding on IACET digital platforms. Includes a Corporate Affiliate membership, 1 product related webinar presentation, and an opportunity to be a sponsor at the annual conference. Sponsorship fee is \$7500.

Corporate Affiliate

– This affiliate category is a part of the Membership profile and includes various benefits including discounts on event sponsorship, events, complimentary events, invitation to member only events, etc. With this partnership, there is an incredible opportunity to collaborate on a product that aligns with our Standards and Guidance that will be promoted to IACET's Accredited Providers and Affiliates and your customer base. The CEO is responsible for identifying and developing these partnerships. The Corporate Affiliate fee is \$2495.

Webinar Sponsorship Opportunities

- **Exclusive Webinar Sponsorship – \$2,000** – Choose one of 12 webinars for your exclusive sponsorship. Your logo and a short message will be prominently displayed in emails, social media, and website promotions for that webinar, reaching thousands. Your logo will also appear at the start of the webinar on a full slide and the moderator will read a message that you supply.
 - **50% discount as a corporate affiliate**
- **Partial Webinar Sponsorship – \$1,000** – Choose one of 12 webinars for your partial sponsorship. Your logo will be displayed in emails, social media, and website promotions for that webinar, alongside 1-2 others. Your logo will also appear at the start of the webinar on a half slide and the moderator will read a message that you supply.
 - **25% discount as a corporate affiliate**
- **Webinar Supporter – \$500** – Your logo or name appears in email and website promotions for one of our webinars. Your logo is displayed at the start of the webinar on a quarter of a slide.
 - **10% discount as a corporate affiliate**

Grover J. Andrews Research Fund Support

The International Accreditors for Continuing Education and Training (IACET) has established an endowment fund to support the Grover J. Andrews Research Award to recognize Grover J. Andrews, EdD, for his visionary leadership and profound contributions to research in the field of continuing education and training. His support for research, particularly within IACET, has led to continuous quality improvements in the field, now incorporated into programs in education, business, industry, government, health care, professional and trade organizations, and labor unions. The Continuing Education Unit Criteria and Guidelines, continually updated through research programs spearheaded by Dr. Andrews, are now used throughout the world as the benchmark for quality continuing education and training programs.

The purpose of this award is to support graduate students and others in conducting research studies aimed at refining and strengthening standards of good practice in continuing education and training. The Fund supports one or two projects per year, with each resulting in an IACET publication.