



# **CASE Europe Annual Conference 2023**

**Sponsor & Exhibitor Pack**

[case.org/ceac](https://case.org/ceac)



# contents



# why attend?

## COME JOIN US FOR EUROPE'S LARGEST EVENT FOR ADVANCEMENT PROFESSIONALS

If you are a business who provides products and services to Schools, Higher Education, Charity or Arts & Culture sectors, this is the event for you.

Our delegates come to CEAC year-on-year to hear about trends, discuss hot topics, learn from one another and to meet their future suppliers.

It is the perfect opportunity to engage with the sector.

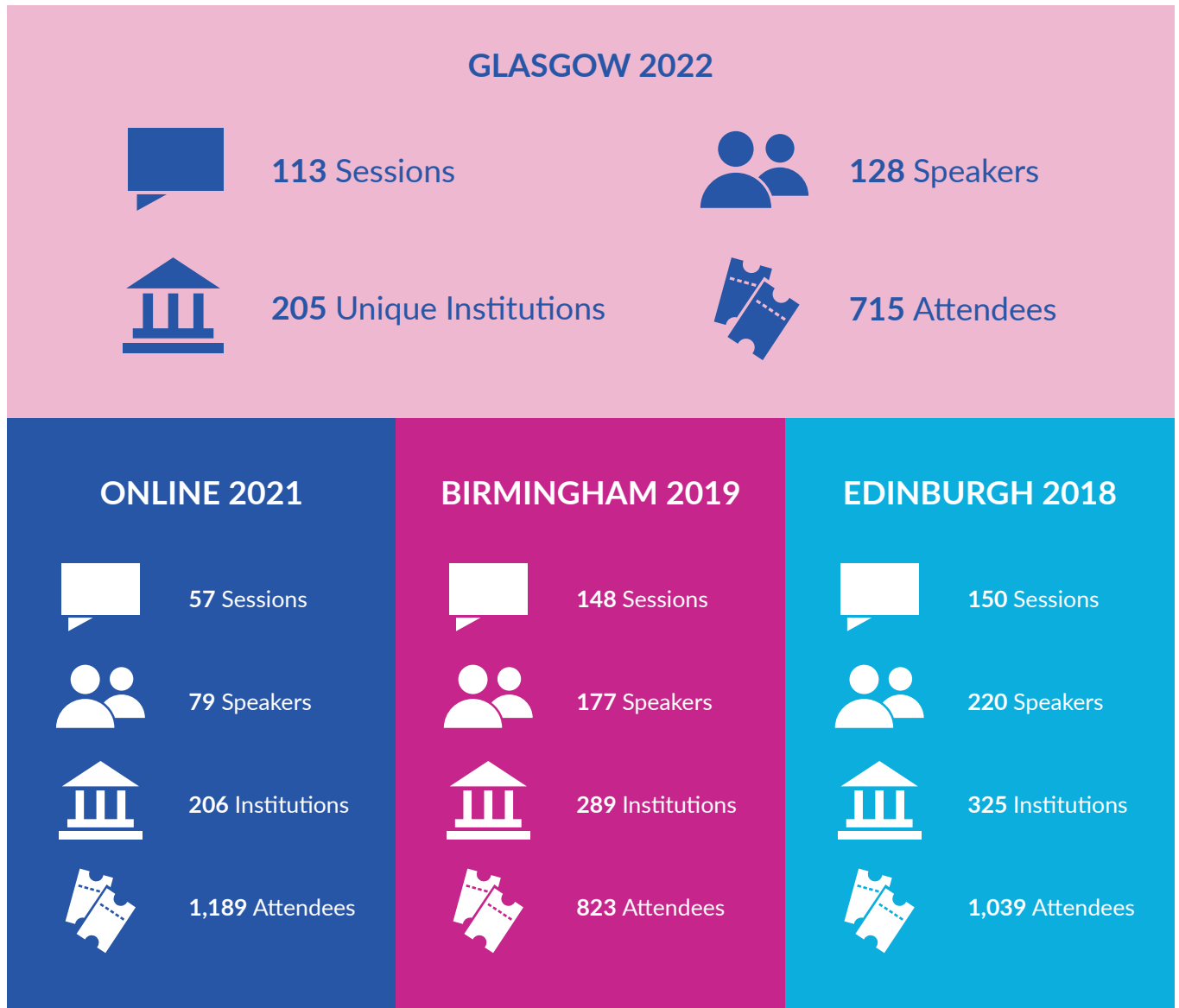
We are looking forward to receiving you in lovely Edinburgh for this year's conference.

## OUR AUDIENCE

CEAC welcomes professionals from higher education institutions, schools, and non-profit organisations in Europe, and ever increasingly, from other continents too. Delegates work in all advancement disciplines and numbers are generally equally composed across fundraising, alumni relations, and marketing and communications functions. Its diverse programme is beneficial to all experience levels, from directors and department heads to early-career managers and officers.

## CEAC IN NUMBERS

CASE prepared several interactive and social activities to celebrate the return to an in-person CEAC last year, where we achieved fantastic engagement levels – over 700 delegates coming from institutions in 11 countries from Europe and North America.



\*all data sharing is subject to GDPR  
For further information, questions or to book your sponsorship,  
please contact Cristina Marochi, [cmarochi@case.org](mailto:cmarochi@case.org).



# main info

## VENUE:

Edinburgh International Convention Centre (EICC)  
The Exchange, 150 Morrison Street, Edinburgh, EH3 8EE

## CONFERENCE DATES:

29 – 31 August

## MAIN CONFERENCE:

From Tuesday 29 to Thursday 31 Aug

## SPECIAL TRACKS:

### NEWCOMERS' TRACK:

Monday 28 Aug and Tuesday 29 Aug  
*(specific registration and pass required for this track)*

### LEADERSHIP TRACK:

Tuesday 29 Aug and Wednesday 30 Aug  
*(specific registration and pass required for this track)*

## GALA DINNER:

Thursday 31 August, at the EICC. Tickets for the gala dinner are sold separately from the conference ticket and cost £60 pp.

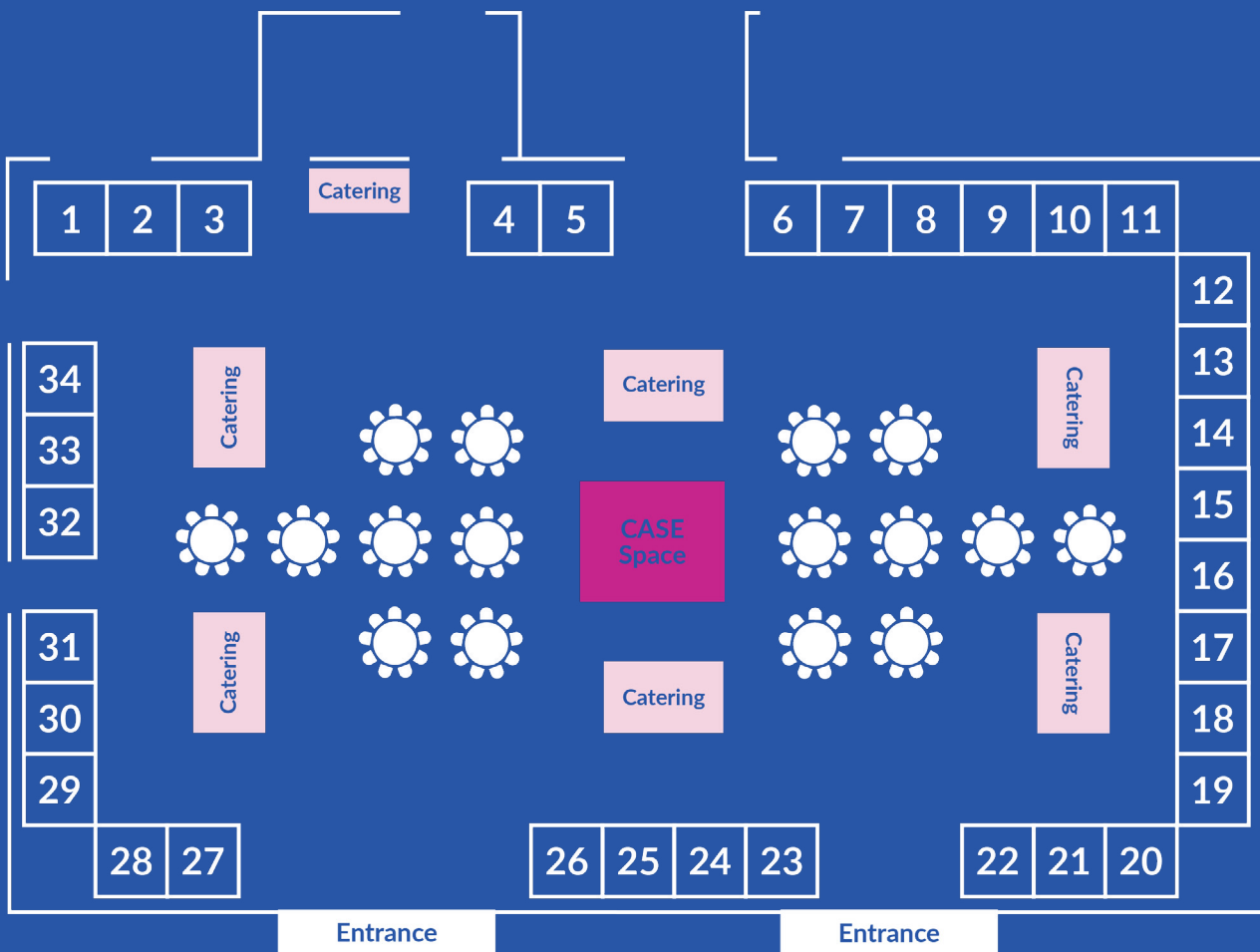
You can see the main conference and special tracks programmes at:  
[case.org/conferences-training/case-europe-annual-conference-2023/programme](https://case.org/conferences-training/case-europe-annual-conference-2023/programme)

Find out more about the conference in general here: [case.org/ceac](https://case.org/ceac)

# exhibition hall

We want to make sure our exhibitors have the best chance of meeting delegates.

In this way, the exhibition hall will follow the same marketplace format as the one held at CEAC2022, with all stands facing the centre of the room. It provides exhibitors with great exposure and allows for easier interaction with delegates. We will also have some informal activities taking place in the centre of the hall.



The exhibition hall will be open from  
Tuesday 29 Aug at 12pm to Thursday 31 Aug at 3pm.

# sponsorship opportunities

CEAC23 is offering sponsorship opportunities in four different levels: Gold, Silver, Bronze and Exhibitor. There are also opportunities related to the conference app. Below you can find their description and costs.

All sponsors and exhibitors will have access to data capturing tools.

**PLEASE NOTE that there are two price brackets**

**Educational partners:** for-profit institutions that are CASE members

**Non-educational partners:** for-profit institutions that are not CASE members

## GOLD level sponsorship

ALL GOLD level sponsorship packs include the following:

- **One x 60min session** in date and time to be allocated by CASE (Wednesday 30 Aug or Thursday 31 Aug)
- **One exhibition booth** (standard stand shell, electric kit and furniture included)
- **Four delegate main conference passes** to be used by company's representatives (do not include pass to Leadership and Newcomers Tracks)
- **Company logo in conference promotions and on conference website**
- **Company info in conference app**
- **List of delegates\***

In addition, you will choose **ONE** of the options below to be part of your GOLD sponsorship pack:

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	ITEM	BENEFITS
TRACK SPONSORSHIP OPTIONS	Newcomers' Track sponsorship	<ul style="list-style-type: none"> <li>• Company logo on website (with link)</li> <li>• Company logo on track kick-off session slides</li> <li>• Verbal acknowledgement from the podium during the track kick-off session</li> <li>• Company literature or goodies on room seats at the opening track session (to be provided by the company)</li> </ul> <p><i>*Newcomers' track sponsorship includes 1 delegate pass to the specific track</i></p>
PLENARY SPONSORSHIP OPTIONS	Mid-week plenary	<ul style="list-style-type: none"> <li>• Company logo on website (with link)</li> <li>• Company logo on holding slide</li> <li>• Verbal acknowledgement from the podium</li> <li>• Company literature or goodies on auditorium seats during chosen plenary (to be provided by the company)</li> </ul>
	Closing plenary	
DINNER/ RECEPTION OPTIONS	Leadership dinner sponsorship (only for leadership track delegates)	<ul style="list-style-type: none"> <li>• Company material/goodies on dinner seats (to be provided by the company)</li> <li>• Company banners at the dinner venue (to be provided by the company)</li> <li>• 2 tickets to dinner</li> </ul>
	Exhibitors' Drinks Reception (open for all delegates) (Wednesday 30 Aug late afternoon – time tbc, at the exhibition hall)	<ul style="list-style-type: none"> <li>• Company materials distributed in the exhibition hall during the reception (to be provided by the company)</li> </ul>
	Volunteers Appreciation Reception (invitation-only) (Wednesday 30 Aug, time tbc, Royal College of Physicians)	<ul style="list-style-type: none"> <li>• Acknowledgement from host as sponsor</li> <li>• 2 tickets for the reception</li> <li>• Company banners at the venue (to be provided by the company)</li> </ul>



	ITEM	BENEFITS
DEIB THEMATIC ACTIVITIES	Sponsor of the diversity, equity, inclusion and belonging (DEIB) activities promoted by the CASE Multi-cultural Network (MCN) during CEAC	<p>DEIB activities included</p> <ul style="list-style-type: none"> <li>• 1 Session</li> <li>• 2 Breakfast roundtables</li> <li>• 3 Workshops</li> <li>• Attendance at all activities</li> <li>• Participation as a speaker in one of the workshops</li> <li>• Logo on the flyers with the DEIB programme that will be distributed during the conference</li> <li>• Logo on banners for the DEIB activities</li> </ul>

<b>EDUCATIONAL PARTNER</b>	<b>£7,810</b>	<b>NON-EDUCATIONAL PARTNER</b>	<b>£10,153</b>
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*prices exclude VAT*

## SILVER level sponsorship

- **One x 60min live session** in date and time to be allocated by CASE (Wednesday 30 Aug or Thursday 31 Aug)
- **One exhibition booth** (standard stand shell, electric kit and furniture included)
- **Three delegate main conference passes** to be used by company's representatives (do not include pass to Leadership and Newcomers Tracks)
- **Company logo in conference promotions and on conference website**
- **Company info in conference app**
- **List of delegates\***

EDUCATIONAL PARTNER	£6,215	NON-EDUCATIONAL PARTNER	£8,080
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*prices exclude VAT*

## BRONZE level sponsorship

- **One x 45min breakfast roundtable** in date and time to be allocated by CASE (Wednesday 30 Aug or Thursday 31 Aug)
- **One exhibition booth** (standard stand shell, electric kit and furniture included)
- **Two delegate main conference passes** to be used by company's representatives (do not include pass to Leadership and Newcomers Tracks)
- **Company logo in conference promotions and on conference website**
- **Company info in conference app**
- **List of delegates\***

EDUCATIONAL PARTNER	£4,520	NON-EDUCATIONAL PARTNER	£5,876
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*prices exclude VAT*

## EXHIBITOR

- **One exhibition booth** (standard stand shell, electric kit and furniture included)
- **Two delegate main conference passes** to be used by company's representatives (do not include pass to Leadership and Newcomers Tracks)
- **Company logo in conference promotions and on conference website**
- **Company info in conference app**
- **List of delegates\***

<b>EDUCATIONAL PARTNER</b>	<b>£2,695</b>	<b>NON-EDUCATIONAL PARTNER</b>	<b>£3,504</b>
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*prices exclude VAT*

## ADDITIONAL OPPORTUNITIES

### LARGER STAND SIZE OPTIONS

OPTIONS AVAILABLE. PLEASE CONTACT [cmarochi@case.org](mailto:cmarochi@case.org) FOR MORE DETAILS.

### EXTRA COMPANY PASSES

<b>EXTRA COMPANY PASS FOR ANY SPONSOR LEVEL OR EXHIBITOR</b>	<b>EDUCATIONAL PARTNER</b>	<b>£440</b>
	<b>NON-EDUCATIONAL PARTNER</b>	<b>£572</b>

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please contact Cristina Marochi, [cmarochi@case.org](mailto:cmarochi@case.org).



## CONFERENCE APP

ITEM		EDUCATIONAL PARTNER *	NON-EDUCATIONAL PARTNER *
Splash screen	Exclusive	£748	£972
<ol style="list-style-type: none"> <li>Splash screen appearing when app is launched with company logo</li> <li>Logo to be provided in specific file format</li> </ol>			
Banner on schedule page	Non-exclusive	£495	£644
<ol style="list-style-type: none"> <li>Company logo on the programme page</li> <li>Only two available</li> <li>Company to provide logo in specific file format</li> </ol>			
Banner on exhibitor's page	Non-exclusive	£385	£501
<ol style="list-style-type: none"> <li>Company logo at the bottom left or right on the exhibitor list page</li> <li>Only two available</li> <li>Company to provide logo in specific file format</li> </ol>			
Banner on home page	Non-exclusive	£495	£644
<ol style="list-style-type: none"> <li>Company logo at the bottom left or right on the landing page</li> <li>Only two available</li> <li>Company to provide logo in specific file format</li> </ol>			
Push notification (each)	Non-exclusive	£605	£787
<ol style="list-style-type: none"> <li>In total two available per day (One in the morning and one in the afternoon. Specific timings to be defined)</li> <li>Messages must be related to the conference</li> </ol>			

prices exclude VAT

## BRANDED LANYARDS

<ul style="list-style-type: none"> <li>Company logo on lanyards for all delegates</li> <li>Colour of choice to suit your company branding</li> <li>To be produced by CASE</li> <li>Company logo in conference promotions and on conference website</li> <li>List of delegates</li> </ul>	COST	
	Educational Partner	Non-educational Partner
	£3,300	£4,290

prices exclude VAT

# how to book

## your sponsorship and/or exhibition pack

### HOW TO BOOK:

- Choose the form related to the desired sponsorship level. All forms can be found here: [case.org/ceac-sponsorship](https://case.org/ceac-sponsorship)
- Fill it in, sign and send to [cmarochi@case.org](mailto:cmarochi@case.org) renaming both this file's name and the email subject as "**(company name) CEAC23 Booking Request**".

Some items have limited availability and they will be allocated in a first come, first served basis.

Once the booking form is received and item availability is checked, we will send you the confirmation and invoice.

# contact info

For further information or questions about these opportunities, please contact **Cristina Marochi**, Head of Development, at [cmarochi@case.org](mailto:cmarochi@case.org)

# annexes:

## deadlines, formats and other information

Please find below important guidance about formats and deadlines by sponsorship level.

Further details will be available in this page [case.org/ceac-sponsorship](https://case.org/ceac-sponsorship)

**Please make sure to have all information needed by each deadline before sending it to CASE.**

**ALL INFORMATION REQUESTED BELOW SHOULD BE SENT TO [cmarochi@case.org](mailto:cmarochi@case.org)**

### FOR GOLD LEVEL SPONSORS

TO BE RECEIVED BY	ITEM	INFO REQUIRED
15 July	Company logo	<ul style="list-style-type: none"><li>• in jpg or png; one with transparent background</li></ul>
	Company info for app	<ul style="list-style-type: none"><li>• website</li><li>• Twitter, Instagram, LinkedIn handles</li><li>• Text about the company (max 150 words)</li></ul>
	Nameboard for stand	<ul style="list-style-type: none"><li>• name to be displayed in your nameboard</li></ul>
	Session details	<ul style="list-style-type: none"><li>• session name</li><li>• session description (max 250 words)</li><li>• speaker(s) name(s), job title(s) and institution(s)</li><li>• speaker(s) headshot(s)</li></ul>
	Register company's delegates (4)	<ul style="list-style-type: none"><li>• register company's delegates for the conference at the CASE website</li></ul>

## FOR SILVER LEVEL SPONSORS

TO BE RECEIVED BY	ITEM	INFO REQUIRED
<b>15 July</b>	Company logo	<ul style="list-style-type: none"> <li>in jpg or png; one with transparent background</li> </ul>
	Company info for app	<ul style="list-style-type: none"> <li>website</li> <li>Twitter, Instagram, LinkedIn handles</li> <li>Text about the company (max 150 words)</li> </ul>
	Nameboard for stand	<ul style="list-style-type: none"> <li>name to be displayed in your nameboard</li> </ul>
	Session details	<ul style="list-style-type: none"> <li>session name</li> <li>session description (max 250 words)</li> <li>speaker(s) name(s), job title(s) and institution(s)</li> <li>speaker(s) headshot(s)</li> </ul>
	Register company's delegates (3)	<ul style="list-style-type: none"> <li>register company's delegates for the conference at the CASE website</li> </ul>

## FOR BRONZE LEVEL SPONSORS

TO BE RECEIVED BY	ITEM	INFO REQUIRED
<b>15 July</b>	Company logo	<ul style="list-style-type: none"> <li>in jpg or png; one with transparent background</li> </ul>
	Company info for app	<ul style="list-style-type: none"> <li>website</li> <li>Twitter, Instagram, LinkedIn handles</li> <li>Text about the company (max 150 words)</li> </ul>
	Nameboard for stand	<ul style="list-style-type: none"> <li>name to be displayed in your nameboard</li> </ul>
	Breakfast roundtable details	<ul style="list-style-type: none"> <li>roundtable name</li> <li>roundtable description (max 250 words)</li> <li>speaker(s) name(s), job title(s) and institution(s)</li> <li>speaker(s) headshot(s)</li> </ul>
	Register company's delegates (2)	<ul style="list-style-type: none"> <li>register company's delegates for the conference at the CASE website</li> </ul>



## FOR EXHIBITORS

TO BE RECEIVED BY	ITEM	INFO REQUIRED
15 July	Company logo	<ul style="list-style-type: none"><li>• in jpg or png; one with transparent background</li></ul>
	Company info for app	<ul style="list-style-type: none"><li>• website</li><li>• Twitter, Instagram, LinkedIn handles</li><li>• Text about the company (max 150 words)</li></ul>
	Nameboard for stand	<ul style="list-style-type: none"><li>• name to be displayed in your nameboard</li></ul>
	Register company's delegates (2)	<ul style="list-style-type: none"><li>• register company's delegates for the conference at the CASE website</li></ul>

## FOR APP ITEMS

Specific files formats are needed for each item and their details will be sent once the item is chosen. Files to any of the app sponsorship options should be sent in to [cmarochi@case.org](mailto:cmarochi@case.org) by 15 July.