

Sponsorship Prospectus



summit2019boston
SUMMIT FOR LEADERS IN ADVANCEMENT

Summit for Leaders in Advancement

July 14–16, 2019
Sheraton Boston Hotel
Boston, Massachusetts

CASE continually strives to uncover the latest innovations and best practices used by the top performers in the industry, in order to provide our members with the most current information.



case.org/summit

Join the conversation: [#casesummit](https://twitter.com/casesummit) [@caseadvance](https://twitter.com/caseadvance)



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Shape the Conversation

It's the most cost-effective, efficient way to be face-to-face with the people who matter the most to your business. More than 800 advancement decision makers gather annually at the Summit for Leaders in Advancement.

Your best clients and most promising prospects attend this unique market-specific conference entirely focused on key challenges and opportunities facing senior advancement leaders in higher education.

The Summit for Leaders in Advancement features big thinkers, big ideas and big issues—all of which unfold in idea-packed sessions, impromptu hallway meetings and conversations at receptions and during breaks—valuable face time you don't want to miss.

Educational Partners

Affiliate with CASE as an Educational Partner and boost your credibility, raise your visibility and gain valuable access to decision makers within the educational advancement community. Benefits include substantial discounts on nearly all opportunities to engage with CASE and preferred positioning in the CASE online Educational Partner Directory.

For more information about sponsoring and exhibiting at other CASE conferences, visit case.org/conferences-training/educational-partners.



SALES TEAM

Anthony Mitchell
202-478-5549
amitchell@case.org

Wanda Harris
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wharris@case.org

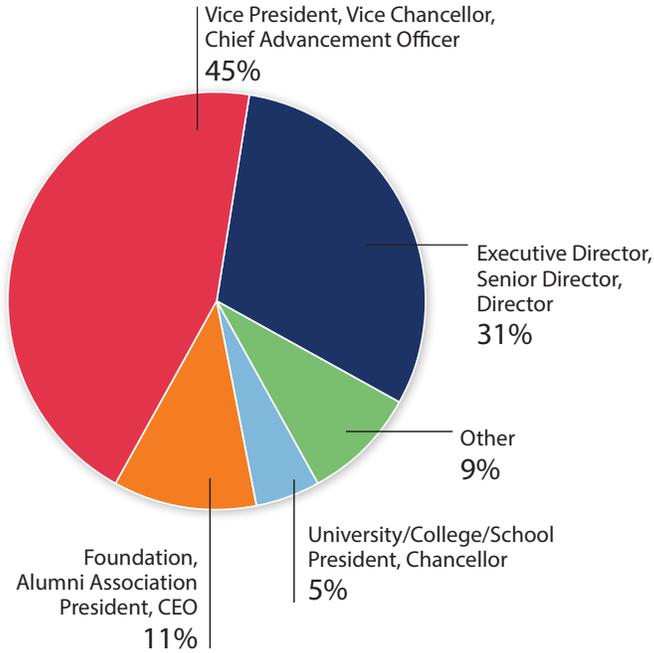


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Access Top Advancement Leaders

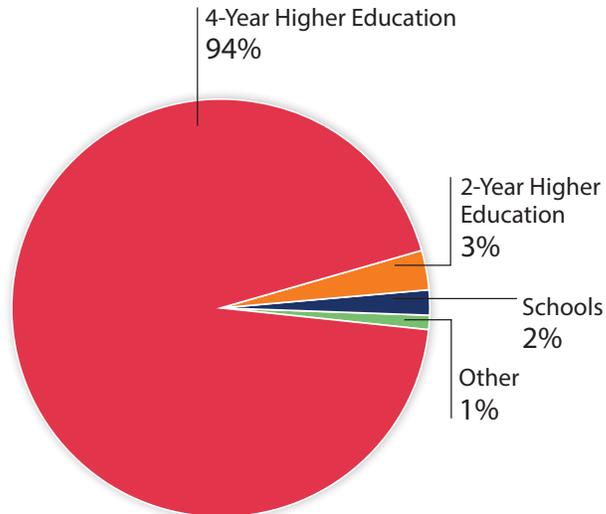
SUMMIT ATTENDEES BY JOB TITLE



Who Attends

Attendance includes more than 800 of educational advancement's top decision makers in school management, fundraising, alumni relations, communications, marketing and related operations.

SUMMIT ATTENDEES BY INSTITUTION TYPE



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Schedule-at-a-Glance

	SUNDAY July 14	MONDAY July 15	TUESDAY July 16
MORNING		7:30 AM Exhibit Hall Opens Continental Breakfast near exhibit spaces S Executive Education Sessions S Coffee Break G Executive Education Sessions S	Continental Breakfast S Key Session G Coffee Break G Closing Key Session P NOON Summit Adjourns
MID-DAY	11:30 AM–12:30 PM Exhibitor Set Up Opening Key Session P 2:30 Exhibit Hall Opens	Distinguished Awards Luncheon and Annual Membership Meeting P (See page 7 for details.)	
AFTERNOON/EVENING	Key Session G Concurrent Sessions S Coffee Break G Welcome Reception P	Dessert Reception S Concurrent Sessions S Key Session G Coffee Break G Wine and Cheese Reception G 7:00 Exhibitor Move-out	KEY Sponsorship Opportunities P Platinum See page 7. G Gold See page 8. S Silver See page 9. B Bronze See page 9.

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Schedule subject to change. Visit case.org/summit for latest program.



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Sponsor

Visibility where it counts

Let us help you stand out in a crowded market of advancement product and service providers. As a sponsor at this CASE conference you will raise your company's profile by showcasing your solutions for the profession's most influential leaders and decision makers.

Maximize this unique opportunity to position your company with the one-on-one engagements you'll have with clients and prospects.

Demonstrating your commitment to the advancement profession is key. Sponsorships will help you protect your market and remain visible amongst some of CASE's top volunteers—who are engaged at the highest levels of our association and hold senior leadership positions within their respective organizations.

Early commitments will get your logo in promotions, shared with nearly 12,000 advancement leaders.

Your company's growth potential can be unlocked at this conference. Don't miss your chance!



With hundreds of advancement professionals in attendance during premier events, your company is sure to have brand visibility.

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SPONSOR EXHIBIT ADVERTISE

Benefits

For sponsors at all levels

STANDARD BENEFITS

- Recognition in a special thank-you ad in *Currents* magazine
- Your company's logo and name on prominently displayed signage at the registration area
- Your company's logo projected in rotation on screen before all key sessions
- Your company's logo in conference program, in both the exhibitor listings and in a thank-you ad (excluding Bronze level unless exhibit booth is purchased separately)
- Listing in conference app
- Pre- and post-conference use of attendee names and mailing addresses
- Recognition on the conference website

	P	G	S	B
BENEFITS	Platinum	Gold	Silver	Bronze
Premier High-Visibility Event	•			
Company Logo Projected on Stage	•	•	•	•
Premier Promotional Opportunity	•			
Prime-Visibility Event		•		
Prime Promotional Opportunity		•		
Special Visibility Opportunity			•	
Exhibit Booth	•	•	•	
Conference Registrations	4	3	2	1
Standard Benefits	•	•	•	•

2018 Summit Sponsors

ASPEN • LEADERSHIP • GROUP



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Additional Platinum-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Full-page, four-color advertisement in program
- Premium booth location
- Four complimentary all-access passes
- Access for one staff member to invitation-only reception
- Discounted rate for additional staff members (\$645 Educational Partner and \$925 non-Educational Partner rates apply only to additional staff)

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Platinum Sponsor

\$29,500



Receive CASE's highest level of recognition at this gathering of more than 800 leaders in advancement and you'll clearly define your company as a principal of the industry. You'll be provided countless opportunities to tell your story. This sponsorship includes a \$3,255 premier exhibit booth in a prime location.

Select One Premier Event to Sponsor

OPENING KEY SESSION

The Cost of Missing Something

Tricia Wang, Co-Founder, Sudden Compass and Global Tech Ethnographer

CLOSING KEY SESSION

A Quiet Revolution: Changing How We Work, Lead and Innovate

Susan Cain, Author, *Quiet: The Power of Introverts in a World that Can't Stop Talking*

DISTINGUISHED AWARDS LUNCHEON AND ANNUAL MEMBERSHIP MEETING

An invaluable networking opportunity that allows you to mix and mingle to expand your network. Recognition is your company's logo displayed on signage at the entrance and on tent cards on every table, plus a thank you from the podium.

Select One Premier Promotional Opportunity

CASE BOOKSTORE

LANYARDS

WIFI ACCESS

Company can choose a customized WiFi password.



CHARGING STATIONS

Logo to be featured on signage near charging stations.



The bookstore is a high-visibility promotional opportunity.

Company Name

Address

Contact Name

City/State/Zip

Phone

Email

By signing below, Sponsor agrees to adhere to the payment and cancellation policies for CASE sponsorships, exhibit booths and advertising. Sponsor also acknowledges that Sponsor has read, understands, and agrees to be bound by all of the terms and conditions of this Agreement.

Signature

Date



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION®

Additional Gold-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Full-page, four-color advertisement in program
- Premium booth location
- Three complimentary all-access passes
- Discounted rate for additional staff members (\$645 Educational Partner and \$925 non-Educational Partner rates apply only to additional staff)

Gold Sponsor

\$19,900



Align your brand with rich and unique opportunities and elevate your visibility in front of your most important clients and prospects. This sponsorship includes a \$3,255 premier exhibit booth in a prime location.

Select One Prime Visibility Event to Sponsor

- WINE AND CHEESE RECEPTION**
Takes place Monday evening in the Exhibit Hall.
- KEY SESSION**
 - Sunday afternoon: Ijeoma Oluo
 - Monday afternoon: Raj Chetty
 - Tuesday morning: Robert Brown and Sue Cunningham
- WELCOME RECEPTION**
Takes place Sunday evening in the Exhibit Hall.
 - A terrific opening party for all attendees
 - High-visibility event to kick off Summit
 - Location on hotel property
 - Great opportunity for networking
 - Enjoy food and drinks with clients and prospects

Plus, Choose One Additional Prime Promotional Opportunity

- CHOOSE A COFFEE BREAK IN THE MARKETPLACE**
 - Sunday afternoon
 - Monday morning
 - Monday afternoon
 - Tuesday morning
- FLOOR CLINGS**
Placed within exhibit hall.
- HYDRATION STATIONS**
Your logo on or near all water coolers positioned in conference hallways, meeting rooms and the Exhibit Hall.



Above, floor cling at the 2018 Summit for Advancement Leaders.

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<hr/>	<hr/>
Company Name	Address
<hr/>	<hr/>
Contact Name	City/State/Zip
<hr/>	<hr/>
Phone	Email
<hr/>	<hr/>

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<hr/>	<hr/>
Signature	Date



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION®

Additional Silver-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Half-page, four-color advertisement in program
- Premium booth location
- Two complimentary all-access passes
- Discounted rate for additional staff members (\$645 Educational Partner and \$925 non-Educational Partner rates apply only to additional staff)

Bronze-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Half-page, four-color advertisement in program
- Recognition from podium in opening and closing remarks
- One complimentary all-access pass
- Discounted rate for additional staff members (\$645 Educational Partner and \$925 non-Educational Partner rates apply only to additional staff)

Silver Sponsor

\$11,500



Receive consistent and innovative recognition throughout the conference and better establish your brand. This sponsorship includes a \$3,255 exhibit booth in a prime location.

Select One Special-Visibility Opportunity

EXECUTIVE EDUCATION SESSIONS

DESSERT RECEPTION

A popular Monday afternoon break that takes place in the Exhibit Hall following the awards luncheon. A featured dessert is stationed at your booth.

CONCURRENT SESSIONS

Choose any session during two sets of Concurrent Sessions:

- Sunday afternoon
- Monday afternoon

CONTINENTAL BREAKFASTS

- Monday morning
- Tuesday morning

WAYFINDING SIGNS

Logo to be featured on way finding signs throughout meeting space.



Bronze Sponsor

\$6,275



Exemplify your skills and grow your client base with this sponsorship specifically created for small shops looking to increase their presence with this important market. This sponsorship does not include an exhibit booth, but still offers flexibility and high-level recognition.

Note: You may add an exhibit booth to your Bronze sponsorship.

Company Name

Address

Contact Name

City/State/Zip

Phone

Email

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Signature

Date



COUNCIL FOR ADVANCEMENT
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SPONSOR EXHIBIT ADVERTISE

Advertise in the Summit 2019 Program

Keep your company in the minds of advancement professionals by advertising in the Summit program.

Ad Placement	Ad Size	Standard Rate	CASE Educational Partners Rate
Cover (II, III & IV)	7" x 10" (white border)	\$1,650	\$1,450
	8 1/2" x 11" + 1/4" bleed		
Full Page	7" x 10" (white border)	\$1,450	\$1,250
	8 1/2" x 11" + 1/4" bleed		
Half Page	7" x 5" (horizontal only)	\$1,150	\$950

Ad Specifications

Program Trim Size:

8 1/2" x 11" + 1/4" bleed

Print method: 4-color process (CMYK)

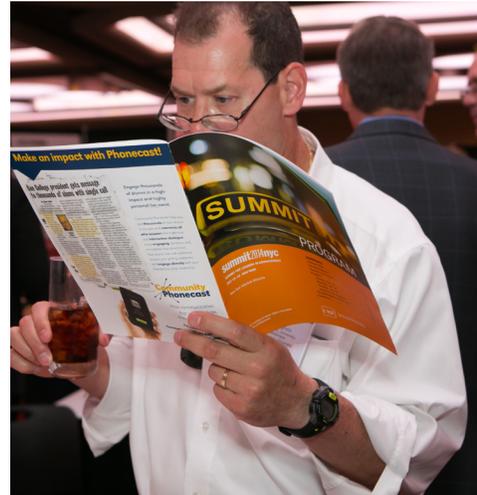
Preferred art preparation: Submit ad art as a high-resolution PDF with bleeds. Embed fonts and linked images.

IF PDF IS LESS THAN 10MB—

Attach to email and send to wharris@case.org.

IF PDF IS MORE THAN 10MB—

Use an online FTP site such as: mailbigfile.com or [Dropbox](https://Dropbox.com).



7" x 10"



8 1/2" x 11"
+ 1/4" bleed



7" x 5"
(horizontal only)

Full Page

Half Page

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Ad reservation deadline
May 25, 2019

Ad art deadline
June 1, 2019

Go online to:

- Reserve your ad in the Summit conference program
- Learn more about the Summit for Leaders in Advancement



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How to Register

EXHIBITOR FEES exhibit.case.org	EDUCATIONAL PARTNER	NON- EDUCATIONAL PARTNER	Number of Registrations Included with Booth
Premier Connection Booth	\$2,755	\$3,255	2
Additional staff (per person)	\$645	\$925	N/A

Exhibit Hours

SET UP	SHOW HOURS	DISMANTLE
Sunday, July 14, 11:30 AM–12:30 PM	Sunday, July 14, 2:30–6:00 PM	Monday, July 15, 7:00 PM
	Monday, July 15, 7:30 AM–7:00 PM Closed for lunch, 12:30–2:00 PM	

Accommodations

A hotel room is not included in your registration fee. Room blocks often fill before hotel deadlines, so make your room reservation early.

The conference will be held at:

Sheraton Boston Hotel
39 Dalton Street
Boston, MA 02199

<https://book.passkey.com/event/49866007/owner/250/home>

Click through to the Sheraton's custom reservations website.

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Discounted room rate
\$249

Deadline for discount
June 17, 2019