



REIMAGINE

Sponsor & Exhibitor Pack

CASE Europe Annual Conference 2022

#CEAC22

case.org/ceac



contents



why attend?

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

If you are a business who provides 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.

CEAC is traditionally an intense and unique experience, presenting the perfect opportunity to engage with the sector.

CEAC IN NUMBERS

ONLINE 2021



57 Sessions



79 Speakers



206 Institutions



1189 Attendees

BIRMINGHAM 2019



148 Sessions



177 Speakers



289 Institutions



823 Attendees

EDINBURGH 2018



150 Sessions



220 Speakers



325 Institutions



1039 Attendees

BIRMINGHAM, 2017



139 Sessions



191 Speakers



284 Institutions



839 Attendees

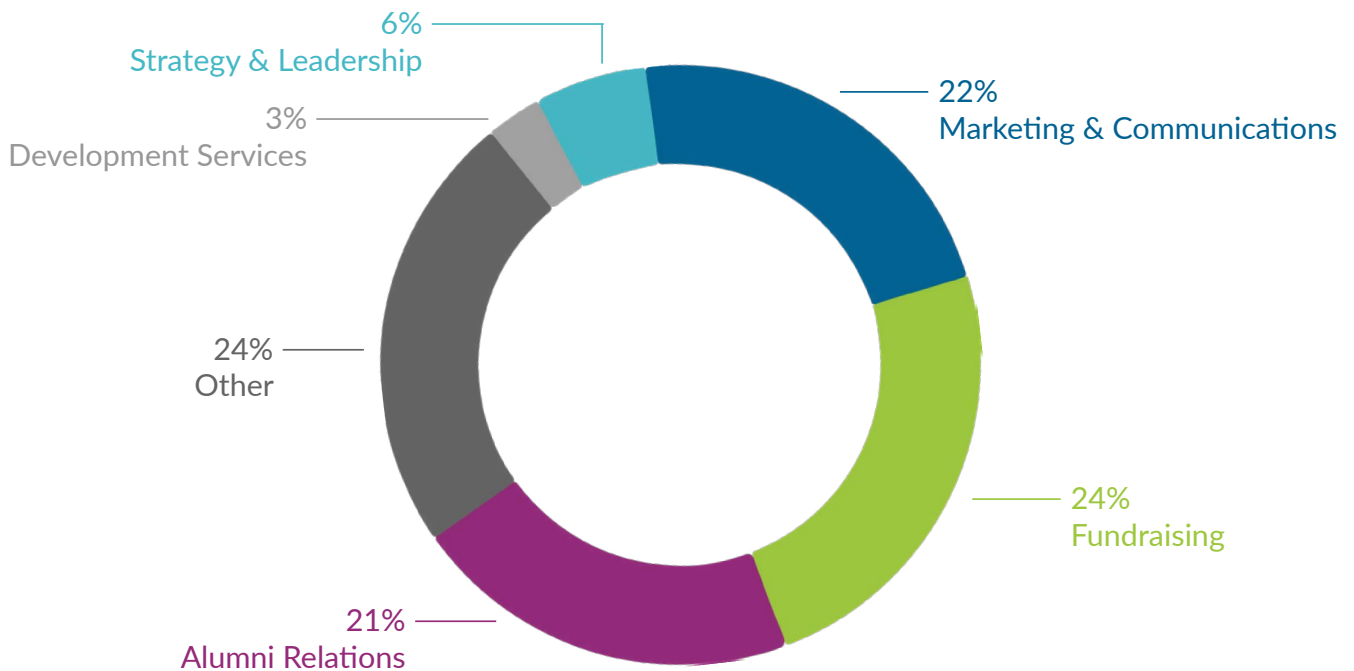
In 2021, CEAC was held online, a first in the 15 years of this specific conference. The format adapted as the times required and achieved fantastic engagement levels, welcoming over 1100 delegates from institutions in 19 countries across Europe and Africa.

This year, we look forward to receiving you back in-person in Glasgow for several interactive opportunities.

OUR AUDIENCE

Our audience is in general equally composed by professionals from the Fundraising, Marketing & Communications and Alumni Relations areas, from different institutions in Europe and, increasingly, from other continents.

The last in-person CEAC was held in August 2019, in Birmingham, and had this audience breakdown:



main info

VENUE:

Scottish Event Campus, Exhibition Way, Glasgow G3 8YW

CONFERENCE DATES:

30 August – 1 September 2022

MAIN CONFERENCE:

From Tuesday 30 Aug to Thursday 1 Sep

SPECIAL TRACKS:

NEWCOMERS' TRACK:

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

LEADERSHIP TRACK:

Tuesday 30 Aug and Wednesday 31 Aug
(specific registration and pass required for this track)

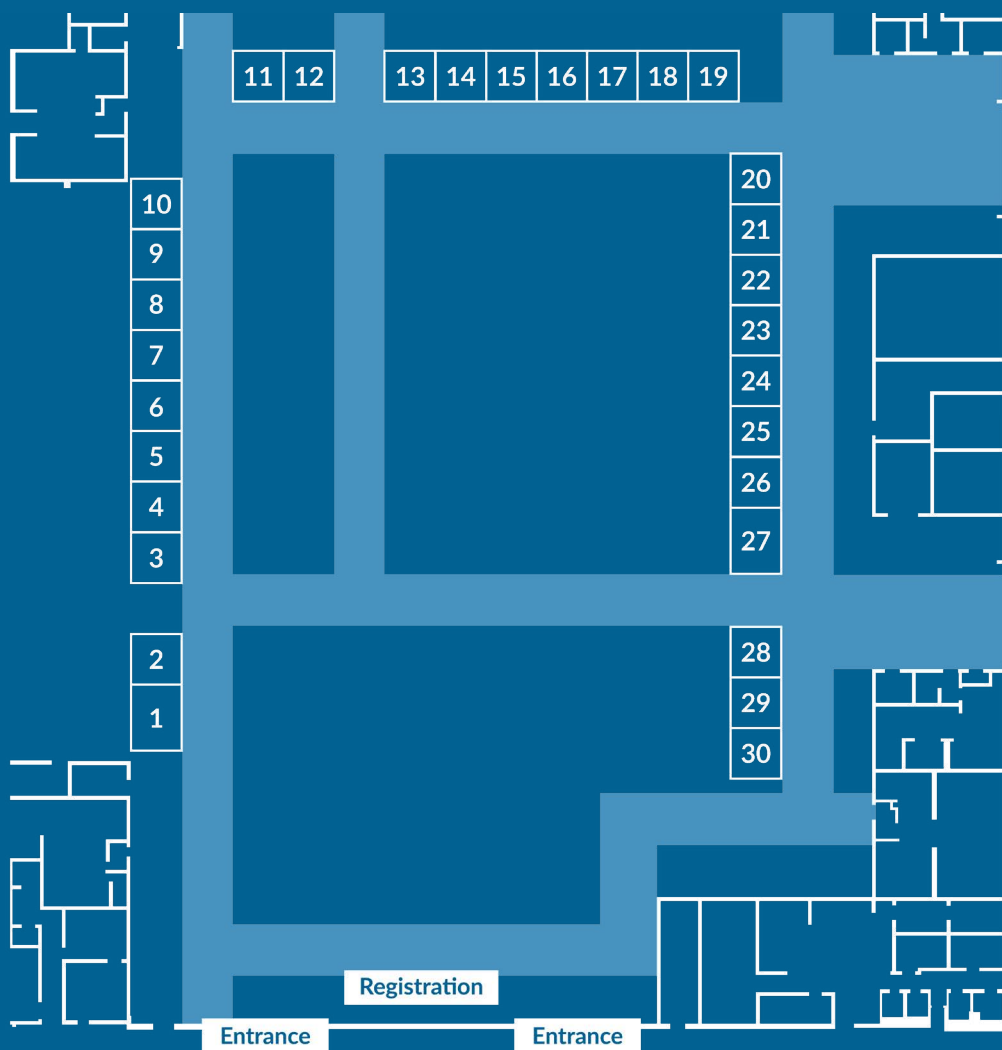
You can see the main conference and special tracks programmes at:
case.org/conferences-training/case-europe-annual-conference-2022/programme

For more conference information, including accommodation options in Glasgow, please see our website: 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 CEAC 2019, 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 taken place in the centre of the hall.



The exhibition hall will be open from Tuesday 30 Aug at 12pm to Thursday 1 Sep at 5pm.

*all data sharing is subject to GDPR
For further information, questions or to book your sponsorship,
please contact Cristina Marochi, cmarochi@case.org.

sponsorship opportunities

CEAC22 is offering sponsorship opportunities in four different levels: Gold, Silver, Bronze and Exhibitor. Below you can find their description and costs.

You can also find information about additional opportunities, including the conference app and merchandise options.

One important innovation for this year's CEAC is that 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 (Total 10 available)

ALL GOLD level sponsorship packs include the following:

- **One x 45min live session** in date and time to be allocated by CASE (Wednesday 31 Aug or Thursday 1 Sept)
- **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*** from the specific track (in relation to the Leadership and Newcomers' tracks) or from the main conference (FR/AR/MCR tracks)

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

	ITEM	BENEFITS
TRACK SPONSORSHIP OPTIONS**	Fundraising Track sponsorship	<ul style="list-style-type: none"> • Company logo on website (with link) • Company logo on track kick-off session slides
	Alumni Relations Track sponsorship	<ul style="list-style-type: none"> • Verbal acknowledgement from the podium during the track kick-off session
	Marketing and Communications Track sponsorship	<ul style="list-style-type: none"> • Company literature or goodies on room seats at the opening track session (to be provided by the company)
	Newcomers' Track sponsorship	<i>*Leadership and Newcomers' track sponsorship include one delegate pass to the specific track</i>
	Leadership Track sponsorship	<i>*Leadership track sponsorship includes one session on its programme</i>
PLENARY SPONSORSHIP OPTIONS	Mid-week plenary	<ul style="list-style-type: none"> • Company logo on website (with link) • Company logo on holding slide • Verbal acknowledgement from the podium
	Closing plenary	<ul style="list-style-type: none"> • Company literature or goodies on auditorium seats during chosen plenary (to be provided by the company)
DINNER/ RECEPTION OPTIONS	Leadership dinner sponsorship (only for leadership track delegates)	<ul style="list-style-type: none"> • Company material/goodies on dinner seats (to be provided by the company) • Company banners at the dinner venue (to be provided by the company) • 2 tickets to dinner
	Exhibitors' Drinks Reception (open for all delegates) (Wednesday 31 Aug late afternoon - specific time tbc, at exhibition hall)	<ul style="list-style-type: none"> • Company materials distributed in the exhibition hall during the reception (to be provided by the company)
	Volunteers Appreciation Reception (invitation-only) (Wednesday 31 Aug evening - specific time and venue tbc)	<ul style="list-style-type: none"> • Company material/goodies on dinner seats (to be provided by the company) • Company banners at the dinner venue (to be provided by the company)

** last CEAC's track sponsors have first refusal on this option.

EDUCATIONAL PARTNER	£7,100	NON-EDUCATIONAL PARTNER	£8,520
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prices exclude VAT

SILVER level sponsorship (9 available)

- **One x 45min live session** in date and time to be allocated by CASE (Wednesday 31 Aug or Thursday 1 Sept)
- **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	£5,650	NON-EDUCATIONAL PARTNER	£6,780
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prices exclude VAT

BRONZE level sponsorship (5 available)

- **One x 45min breakfast roundtable** in date and time to be allocated by CASE (Wednesday 31 Aug or Thursday 1 Sept)
- **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	£4,100	NON-EDUCATIONAL PARTNER	£4,920
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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***

EDUCATIONAL PARTNER	£2,450	NON-EDUCATIONAL PARTNER	£2,940
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prices exclude VAT

ADDITIONAL OPPORTUNITIES

LARGER STAND SIZE OPTIONS

OPTIONS AVAILABLE. PLEASE CONTACT cmarochi@case.org FOR MORE DETAILS.

EXTRA COMPANY PASSES

EXTRA COMPANY PASS FOR ANY SPONSOR LEVEL OR EXHIBITOR	EDUCATIONAL PARTNER	£400
	NON-EDUCATIONAL PARTNER	£480

*all data sharing is subject to GDPR
For further information, questions or to book your sponsorship,
please contact Cristina Marochi, cmarochi@case.org.



CONFERENCE APP

ITEM		EDUCATIONAL PARTNER *	NON-EDUCATIONAL PARTNER *
Splash screen	Exclusive	£680	£816
<ol style="list-style-type: none"> Splash screen appearing when app is launched with company logo Logo to be provided in specific file format 			
Banner on schedule page	Non-exclusive	£450	£540
<ol style="list-style-type: none"> Company logo on the programme page Only two available Company to provide logo in specific file format 			
Banner on exhibitor's page	Non-exclusive	£350	£420
<ol style="list-style-type: none"> Company logo at the bottom left or right on the exhibitor list page Only two available Company to provide logo in specific file format 			
Banner on home page	Non-exclusive	£450	£540
<ol style="list-style-type: none"> Company logo at the bottom left or right on the landing page Only two available Company to provide logo in specific file format 			
Push notification (each)	Non-exclusive	£550	£660
<ol style="list-style-type: none"> In total two available per day (One in the morning and one in the afternoon. Specific timings to be defined) Messages must be related to the conference 			

prices exclude VAT

BRANDED LANYARDS

<ul style="list-style-type: none"> Company logo on lanyards for all delegates Colour of choice to suit your company branding To be produced by CASE Company logo in conference promotions and on conference website List of delegates 	COST	
	Educational Partner	Non-educational Partner
	£3,000	£3,600

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:
www.case.org/case-europe-annual-conference-2022/sponsor-and-exhibition-opportunities
- Fill it in, sign and send to ***cmarochi@case.org*** renaming both this file's name and the email subject as "***(company name) CEAC22 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

For further information or questions about these opportunities, please contact:

Cristina Marochi

Head of Development, Global Engagement

CASE, Europe

cmarochi@case.org

*all data sharing is subject to GDPR

For further information, questions or to book your sponsorship,
please contact Cristina Marochi, cmarochi@case.org.

annexes:

deadlines, formats and other information

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

Please send all assets and information to **Cristina Marochi: cmarochi@case.org**

Further details about exhibition hall structures, stand positioning choices and how to hire extra resources will be available in early July on this webpage

<https://www.case.org/case-europe-annual-conference-2022/sponsor-and-exhibition-opportunities>

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

FOR GOLD LEVEL SPONSORS

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

FOR SILVER LEVEL SPONSORS

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

FOR BRONZE LEVEL SPONSORS

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

FOR EXHIBITORS

TO BE RECEIVED BY	ITEM	INFO REQUIRED
20 July	Company logo	<ul style="list-style-type: none">• in jpg or png; one with transparent background
	Company info for app	<ul style="list-style-type: none">• website• Twitter, Instagram, LinkedIn handles• Text about the company (max 150 words)
	Nameboard for stand	<ul style="list-style-type: none">• name to be displayed in your nameboard
27 July	Delegate names (2)	<ul style="list-style-type: none">• delegate name• delegate job title• delegate email