



42nd Annual Conference
November 8-10, 2017
Concord, CA

CAIR 2017 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 112 community colleges, 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!

2016 CAIR Conference Highlights

Last year's conference in Los Angeles, CA was the largest to date. With a theme of The Past, Present, and Future of IR, the conference:

- drew more than 370 professionals in institutional research and planning from more than 140 organizations and institutions 1 in 3 were in leadership positions (dean, director, vice president, etc.).
- featured more than 65 workshops, sessions and keynote speakers from accrediting bodies and leading higher education thinkers from around the nation.
- provided multi-day exposure for 12 sponsors.

Historical Conference Materials

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

- [CAIR 2016 41st Annual Conference Program](#)
- [Past conference materials](#)

2017 Event Details

Over 370 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 8-10, 2017
Wednesday, Thursday, Friday
Hilton Concord Hotel –
Concord, CA

1970 Diamond Blvd, Concord, CA
94520
(925) 827-2000

Sponsorship Contact

Brianna Moore-Trieu Ph.D.
CAIR Vice President
University of California, Office of
the President
1111 Franklin St. Oakland, CA
94607
(917) 940-7043
Brianna.Moore-Trieu@ucop.edu

2017 Conference Sponsorship Opportunities

Levels and Benefits	Platinum \$5000 (\$5500 after August 15 th)	Gold \$2500(\$2750 after August 15 th)	Silver \$1500(\$1650 after August 15 th)	Bronze \$500 (non- attending)
Premier Platinum Sponsor – Only one Platinum sponsorship will be sold. Your company will be advertised to conference attendees and other sponsors as the only Platinum sponsor.	X			
Extended Workshop Session – 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			
Build a Custom Opportunity – 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			
Keynote Table Flyers – 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		
Preferred Table Location – In order of full sponsorship payment, CAIR will assign tables first to the Platinum sponsor, then Gold, and then Silver.	X	X		
Presentation Session – 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		
Complimentary Registration – 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	
Table & Two Chairs – One standard six-foot folding table with drape situated near the proceedings. Two chairs can be provided.	X	X	X	

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Excellent Table Positioning – CAIR holds coffee breaks and the President’s reception in and/or near sponsors to maximize visibility.	X	X	X	
Wireless Internet – Hotel-provided internet access at the table locations, as well as throughout the conference meeting space	X	X	X	
Electrical Power – Each table will have access to power outlets.	X	X	X	
Attendee List – 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
Acknowledgement – 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
Promotional Advertising – 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
Lanyards – 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.	\$500
Program at-a-Glance Logo – CAIR will place sponsor logo on conference Program-at-a-Glance. This one page document is highly utilized by attendees and a large poster size version is displayed on an easel next to the registration desk.	\$500

2016 Institution Attendance

Academy of Art University	Fullerton College	University of California, Berkeley
Ashford University	Golden Gate University	University of California, Davis
Azusa Pacific University	Hartnell College	University of California, Irvine
Brandman University	Humboldt State University	University of California, Los Angeles
Brooks Institute	Humphreys College	University of California, Merced
Cabrillo College	Imperial Valley College	University of California, Riverside
California State Polytechnic University, Pomona	Irvine Valley College	University of California, Santa Barbara
California State Polytechnic University, San Luis Obispo	John F. Kennedy University	University of California, Santa Cruz
California College of the Arts	Kaiser Permanente School of Allied Health Sciences	University of California, San Diego
California Lutheran University	Lake Tahoe Community College	University of California, San Francisco
California State University, Northridge	Las Positas College	University of Hawaii, West Oahu
Canada College	Life Pacific College	University of Kansas
Chabot College	Loma Linda University	University of La Verne
Charles R. Drew University of Medicine and Science	Loyola Marymount University	University of Nevada, Las Vegas
Claremont Graduate University	Merritt College	University of San Diego
Claremont Lincoln University	Mills College	University of San Francisco
Cogswell Polytechnical College	Moreno Valley College	University of the Pacific
College of Marin	Mount St. Mary's University	University of West Los Angeles
College of the Redwoods	Notre Dame de Namur University	Ventura College
College of the Sequoias	Ohlone College	Western University of Health Sciences
Concordia University, Irvine	Otis College of Art and Design	
Cosumnes River College	Pacific Union College	
California State University, Bakersfield	Pennsylvania State University	
California State University, Channel Islands	Pepperdine University	
California State University, Chico	Peralta Community College District	
California State University, Dominguez Hills	Saint Mary's College of California	
California State University, East Bay	Samuel Merritt University	
California State University, Fresno	San Diego Community College District	
California State University, Fullerton	San Diego Mesa College	
California State University, Long Beach	San Diego State University	
California State University, Los Angeles	San Francisco Art Institute	
California State University, Maritime Academy	San Francisco Conservatory of Music	
California State University, Monterey Bay	San Francisco State University	
California State University, Northridge	San Joaquin Delta College	
California State University, Sacramento	San Jose Community College	
California State University, San Bernardino	San Jose-Evergreen Community College District	
California State University, San Marcos	San Jose State University	
California State University, Stanislaus	Santa Barbara & Venture Colleges of Law	
Dominican University of California	Santa Clara University	
El Camino College	Santa Rosa Junior College	
Foothill-De Anza Community College District	Sierra College	
	Solano Community College	
	Sonoma State University	
	Southwestern College	
	Stanford University	
	Touro University	

2016 Conference Sponsors

Platinum:



Gold:



Silver:



Bronze:



We hope to see you on the list of our 2017 Conference Sponsors!

California Association  for Institutional Research	<h2 style="margin: 0;">2017 CONFERENCE</h2> <h3 style="margin: 0;">Sponsor Application Form</h3>
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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 (Vector graphic EPS)

Send to Hilton Concord – Concord, CA

- ✓ Equipment Reservations
- ✓ Drop Shipments

SPONSORSHIP LEVEL	COST (by August 15 th)	COST (after August 15 th)
<input type="checkbox"/> Platinum Sponsor	\$ 5,000	\$5,500
<input type="checkbox"/> Gold Sponsor	\$ 2,500	\$2,750
<input type="checkbox"/> Silver Sponsor	\$ 1,500	\$1,650
<input type="checkbox"/> Bronze Sponsor (non-attending)	\$ 500	\$500
STAND-ALONE		
<input type="checkbox"/> Lanyards	\$ 500	\$500
<input type="checkbox"/> Program-at-a-Glance Logo	\$ 500	\$500

Payment terms: All payments must be made in US dollars. Checks should be payable to CAIR. 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 15, 2017 but early payment is suggested due to the likelihood of reaching our maximum number of sponsors.**

Submit application materials to the CAIR Vice President:

Brianna Moore-Trieu, Ph.D.
 University of California, Office of the President
 1111 Franklin Street
 Oakland, CA 94607
 Email: Brianna.moore-trieu@ucop.edu

By submitting this application for Sponsorship, Sponsor agrees to be bound by all terms and conditions applicable to the event.

The following terms and conditions apply to all sponsors participating in the 2017 California Association for Institutional Research (CAIR) Conference.

1. **Full Payment.** Full payment is needed to secure participation in the conference. All payments must be made in US dollars. Checks should be payable to "CAIR" and mailed to the CAIR Vice President at: Brianna Moore-Trieu, University of California, Office of the President, 1111 Franklin Street, Oakland, CA 94607. Credit card payments may be accepted through the CAIR Conference Sponsorship website, <http://cair2017sponsors.eventbrite.com>. A fee of 3% of the sponsor rate + \$7.95 will be charged for this convenience. Deadline for sponsorship application and payment is September 30, 2017 and August 15th, 2017 for the early bird deadline.
2. **Cancellations.** In the event the conference is cancelled by CAIR, CAIR will refund monies paid by Sponsors. The Sponsor waives any and all damages and claims for damages should the event be cancelled. CAIR's liability is limited to a refund of the amount paid by Sponsor. In the event Sponsor cancels, Sponsor will not receive a refund of any monies already paid to CAIR and will forfeit sponsorship payment received by CAIR.
3. **Assignment of Space.** Space assignments will be made based on the date of receipt of payment and Sponsor level. The Sponsor's preference will be used in making assignments; however, CAIR and the Conference Hotel have final decision-making authority over space assignments.
4. **Drop Shipments.** The Conference Hotel, serviced by the UPS Store, charges package handling fees for any items received at the hotel or sent from the hotel. Handling and receiving of shipments are not the responsibility or liability of CAIR.
5. **Sponsor Etiquette.** Sponsors are free to attend open conference sessions; however, they may not in any manner advertise their product or criticize any product used by the presenter. Additionally, if the Sponsor wishes to attend another Sponsored session, Sponsor must notify the presenter.
6. **Security.** Each Sponsor has the responsibility of safeguarding its own materials or goods from the time they are placed in the exhibit space until they are removed. CAIR is not liable in any way for items lost or stolen during the conference.
7. **Limitation of liability/indemnification.** The Sponsor agrees to indemnify, defend and hold harmless CAIR, the event facility, the owner of such facility, and the city in which this event is being held, and their respective parents, subsidiaries, affiliates, officers, directors, agents, contractors, and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way, directly or indirectly, from the sponsoring company, its employees, agents, licensees, contractors or customers. CAIR and the Conference Hotel and their respective parents, subsidiaries, officers, directors, agents, contractors and employees shall not be responsible for loss or damage to displays or goods belonging to Sponsors or injuries or damages to Sponsor's contractors, employees, invitees, or agents, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes, excluding any such liability caused by the sole gross negligence CAIR, of the Conference Hotel and their employees and agents.
8. **Displays and decorations.** CAIR shall have full discretion and final authority over the placing, arrangements, and appearance of all items displayed by sponsor, and may require the replacing, 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.

Name (signed)

Name (printed)

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 Hilton Concord and CAIR reserve the right to make adjustments if necessary.

