



Continuing Education Association of New York  
46<sup>th</sup> Annual Conference

## Sowing Ideas and Harvesting Success in Difficult Times



### Reach the Continuing Education Decision Makers in our Area!

CEANY 2009: 46<sup>th</sup> Annual Conference  
Gideon Putnam Resort – Saratoga Springs, NY  
October 7-9, 2009

To become a sponsor or exhibitor click:

<http://www.ceany.org/conference2009/sponsors.html>

***Make your products and services known: Sponsor the widely anticipated and most-established continuing education conference in our area!***

#### Who You Will Reach:

CEANY will bring you face-to-face with over 125 attendees representing 100+ continuing education institutions from Farmingdale to Fredonia.

The Annual Conference attracts a fascinating mix of dedicated professionals who are shaping the future of continuing education: including presidents, academic administrators, deans; corporate trainers, instructors and curricula designers from every imaginable discipline and industry; case managers, IT managers, project managers, outreach and marketing and workforce development professionals, municipal workers and front line staff.

They are coming to Saratoga Springs to attend hands-on workshops, hear thought-provoking keynote speakers, expand professional networks, and, above all, ***to learn how to make the design, delivery and quality of continuing education better.***

These are the people who decide what lifelong learning, career training and personal development looks like for more than 1.4 million New Yorkers a year. More importantly for you, these are the people who sign the purchase orders, write the grants and juggle the budgets to make it all happen. The 600+ individual members of CEANY administer many millions of public and private funds earmarked for Continuing Education.

#### What You Will Gain:

- **Publicity & Brand Affinity:** As a CEANY sponsor you ***immediately benefit*** from conference publicity and by association with our established, trusted, high-profile organization
- **Access to an Active Audience** of energetic, and information-hungry educational decision-makers and their circles of influence: ***CEANY institution members serve more than 1.4 million New Yorkers each year***
- **Impressive Profit Potential:** ***CEANY members lead Continuing Education departments with budgets ranging from \$750,000 to \$12,000,000 a year***
- **Ongoing, Multichannel Visibility:** Your sponsorship ***benefits continue throughout the year*** with representation at regional events, referrals and web promotions and active links on CEANY websites

CEANY 46<sup>th</sup> Annual Conference  
October 7-9, 2009  
Gideon Putnam Resort  
Saratoga Springs, NY

For more information contact  
Jim Ratigan  
james.ratigan@baruch.cuny.edu  
646-312-5124



### 3 Great Ways to Partner With the Largest Network of Colleges and Universities in the New York Area

#### BONUS!

In addition to the great Conference benefits, your company will also receive **Annual Benefits** as a Conference Sponsor!

MAJOR SPONSOR LEVELS BENEFIT SUMMARY	Platinum Sponsor (\$7,500)	Gold Sponsor (\$5,000)	Silver Sponsor (\$3,000)
<b>Conference &amp; Annual Benefits</b>			
Plaque to be awarded at Awards Ceremony at Conference	✓		
Sponsor addresses audience from main stage	5 min Plenary Session	5 min Concurrent Session	
<i>Web placement on CEANY homepage for one year</i>	✓		
Verbal recognition during plenary sessions	2 mentions	1 mention	
Full conference registration (includes meals - lodging & private meals not included)	2 individuals	1 individual	
Complimentary access to email list of conference attendees – pre- and post-conference	Three times	Two times	Once
Dedicated private meeting room with presentation facilities available for prospect consultations	✓	✓	
Corporate signage placement at Conference (sponsor provides)	✓	✓	
One item insert in conference tote bag (sponsor provides)	✓	✓	✓
Enrollment in the "Passport to Value" Program (conference traffic generator)	✓	✓	✓
<i>Company brochure handed out at three CEANY Regional Conferences in 2010.</i>	✓	✓	✓
Sponsor description & logo on Conference flyers & other print materials	✓	✓	✓
Mention in promotional emails to member lists	✓	✓	✓
<i>Web Placement on CEANY Partner Page &amp; Conference Sponsor Page for one year</i>	✓	✓	✓
B/W Advertising in Conference Program	One page	Half Page	Quarter Page
Exhibiting Table	✓	✓	✓



## **ADDITIONAL OPPORTUNITIES FOR CONFERENCE IMPACT**

The following options also serve to enhance your company's visibility at the conference, simultaneously maximizing your investment and your impact. Check our deadlines below to be sure we get your request in time.

### **Exhibit at CEANY's 46<sup>th</sup> Annual Conference: ~~\$1,250~~ Now \$1149**

Sell your products and services and take orders on the exhibit floor space. Located in a high traffic area, you get up front and personal with all conference attendees.

#### **Additional Benefits:**

- Exhibitor table for all three days of the conference
- One full conference registration (includes meals, not lodging)
- Mention in all promotional emails to member lists
- One time email access to conference attendees in 2009
- Participation in **Passport to Value**, traffic generation promotion

### **Advertise in CEANY's 46<sup>th</sup> Annual Conference Program**

Make your offer and increase your visibility with an ad in the Official Conference Program. Available to all vendors, suppliers and friends of CEANY institutions. Conference sponsors can enhance the advertising included in sponsorship packages with a minimal differential investment.

Exclusive full page ad Back Cover: \$749  
Exclusive full page on Inside Front or Back Cover: \$649  
Full Page ad inside the program: \$479  
Half Page ad: \$249  
Quarter Page ad: \$149

Color or B/W camera-ready art, high resolution PDF's., no bleeds. Email to [ceany.org@gmail.com](mailto:ceany.org@gmail.com) by September 11, 2009.

### **Insert Your Promotional Specialty or Handout in the Conference Tote Bag: \$149**

Get your handout or takeaway in the hands of the decision makers (one total piece per company). If you are unable to attend the conference, the \$149 investment is a great way to be represented at the conference. Deadline for receipt of materials for inclusion is September 25, 2009.

### **Email the Conference Attendees: \$349**

If you are unable to attend CEANY's 46<sup>th</sup> Annual Conference, we will email your message to conference attendees the week before or the week following the October 7-9 event.



## NEW THIS YEAR: PASSPORT TO VALUE

### Exhibitor Traffic Guaranteed

The **Passport to Value**, included in all three Sponsorship Packages and with commitment to exhibit, guarantees traffic and insures exposure at the Conference. Conference attendees will each receive a “**Passport**” card that will be stamped by each Sponsor or Exhibitor they visit at the Conference. Passports bearing stamps from 90% of exhibitors will be entered into a random drawing for three wonderful prizes. All vendors’ names and logos will be printed on the Passport materials that each attendee will receive with full conference registration.

Attendees congregate at the Closing Session in the Exhibit Room for the drawing, which is scheduled at 11:30 a.m. on Friday. Winners must be present to receive their prize.

CEANY will advertise the program, along with all the supporting vendors on the CEANY website. CEANY will also promote the program in the Conference Program and with signage at the Conference itself.

Each participating vendor will be given an identifying stamp or sticker and can set the requirements for the attendee to earn the stamp or sticker. Of course, no purchase or financial commitment can be required to earn a stamp.

### HOW TO BECOME A CEANY SPONSOR/EXHIBITOR

- Go to <http://conference.ceany.org> and click on Sponsors & Exhibitors. Then click “To Become a Sponsor or Exhibitor” link to fill out the Registration Form
- Send check payable to **CEANY** to:  
Douglas Boettinger  
CEANY Sponsorships  
Queens College, Kiely Hall Room 111  
65-30 Kissena Blvd.  
Flushing, NY 11367-1597
- Company logo (need jpg, tiff or gif for print) or advertisement: email to [ceany.org@gmail.com](mailto:ceany.org@gmail.com) for web & program book.

### DUE DATES FOR SPONSOR / EXHIBITOR REGISTRATION

- **September 11<sup>th</sup>** to be included in any final conference publications and communications
- **September 25<sup>th</sup>** materials must be received to be included in Conference Tote Bags

### HOTEL ACCOMMODATIONS

This year’s conference will be held at the Gideon Putnam in Saratoga Springs, NY. The special room rate of \$135 per night is being extended to sponsors and exhibitors. It is the responsibility of the sponsor or exhibitor to obtain and pay for their lodging. To reserve the special room rate at the Gideon Putnam, please call 866-890-1171 and ask for the CEANY Conference rate.

“This was one of the best conferences CEANY has ever given. It was run like a well oiled machine, the topics were current and the facility was fantastic.”

- 2008 Conference Attendee

Gain unparalleled access to hundreds of post-secondary institutions that serve New York State



**CEANY Conference 2009**  
**Sponsorships and Exhibitor Information**  
[conference.ceany.org](http://conference.ceany.org)

**Participation Terms and Conditions:**

The CEANY Annual Conference Organizers are hereby authorized to:

- reserve space for your organization in the exhibit area
- reserve sponsorship opportunities for your organization.

**Exhibitor Rules.** Exhibit space will be open Wednesday October 7th 11:00 am through Friday, October 9th 11:30am. Exhibitor agrees to complete setup of space prior to 11:00 am on Wednesday, October 7th and to start dismantling no earlier than 11:30am on Friday, October 9th. (Hours are subject to change)

**Conference Registration.** Certain investment options include full conference registration as a benefit, otherwise all sponsors and exhibitors attending the conference must pay full conference registration.

**Internet Policy.** Internet connections are available upon request and may incur a fee. Exhibitors and sponsors must provide own laptops, computer projection equipment and/or other necessary equipment. If exhibitors request Internet connection, they may be billed by CEANY after the conference.

**Electrical Power.** Electrical hook-ups are available upon an on-site request and may incur a fee. It is recommended that you bring your own extension cords, surge protector, and wide black electrical tape in case an outlet is not too close to your table. All extension cords must be taped down to the floor. If you require the technical services from the conference site, you may be billed.

**Company Sales Policy.** In keeping with the educational purposes of the conference, exhibitors and sponsors with exhibitor booths agree that sales and order taking (entering into a contract of a sale) are limited to the exhibit floor, and are not allowed in other related convention areas. Exhibitors and sponsors agree to abide by these rules and any future rules provided in writing by the conference organizers.

**Exhibit Space Assignment.** Final space assignments will be given on-site. You will receive written confirmation regarding setup, dismantling and any additional rules and regulations that will be in effect during the conference. The conference organizers reserve the right to alter an exhibitor's assigned space if it is deemed necessary for the best interests of the conference and/or the exhibitor.

**Banner Signage.** If an event sponsor or exhibitor is providing its own banner or signage, size and content are subject to the approval of CEANY and in some cases the host facility. The specific location of all signage is at the discretion of CEANY.

**Cancellation Terms.** Once your exhibitor online registration is received, it is considered a mutual commitment. Cancellation prior to September 4, 2009 may result in a 50% penalty. On or after September 4, 2009, all sponsorships and exhibitor fees are non-refundable. Organizations must notify the conference organizers in writing of any cancellation. The conference organizers reserve the right to cancel this contract in any event.

**Shipping.** It is the exhibitor's and sponsor's responsibility to ship any materials or product to the conference site. Any expenses for shipping as well as costs associated with accepting and storing materials at the conference site is the exhibitor and sponsor responsibility. You must contact the conference site to make arrangements for shipping.

**Entertainment Policy.** CEANY requires that no business, social, or educational activity be scheduled at a time that competes with any scheduled CEANY functions throughout the duration of the conference. If your company wishes to plan any events during the CEANY conference dates, please contact Kimberly Maybar at 646-312-5125.

**Other Exhibitor Rules and Regulations.** Exhibitor agrees to abide by all other reasonable rules and regulations as provided in writing by the conference organizers.

**Payment Information.** After submission of your online registration, an invoice will be sent to the Main Contact and is payable in full upon receipt. All payments must be made in U.S. currency; company check or money order only. Date of sponsorship and exhibitor reservation is determined by receipt of full payment. CEANY reserves the right to change topics, designated speakers, activities, time and dates.

**EMAIL**

- your advertisement in color or B/W camera-ready art, high resolution PDFs with no bleeds, and
- your organization logo in jpg, tiff or gif for print to [ceany.org@gmail.com](mailto:ceany.org@gmail.com)

**MAIL**

a copy of the invoice with check (payable to Continuing Education Association of New York) to:

Douglas Boettinger  
CEANY Sponsorships  
Continuing Education Programs/Kiely Hall Room 111  
Queens College  
65-30 Kissena Blvd.  
Flushing, NY 11367-1597