

Continuing Education Association of New York (CEANY) 2021 Annual Conference & 50th Anniversary Celebration November 17-19, 2021

The **Continuing Education Association of New York, Inc. (CEANY)** dedicates itself to the promotion and support of quality programs of public continuing higher education in New York State. The Association serves as an advocate for the postsecondary adult learner and encourages the professional development of its members.

The 50th Annual CEANY Conference will be held in Saratoga Springs, NY at the Embassy Suites from Wednesday, November 17 to Friday, November 19, 2021.

- Each year approximately 100-150 professionals from across the State attend this conference to enhance their education, make professional connections, and identify new educational trends and best practices.
- A highlight of this conference is the opportunity for sponsors to connect and showcase their products and services and to make valuable contacts with representatives from across the State of New York. Decision-makers from a variety of two-year and four-year colleges and continuing education departments attend the conference seeking new resources, new ways to reduce costs, and to partner with service providers they can count on.
- CEANY understands what it means to provide a solid 'return on investment'. These professionals also fully appreciate and understand that a sponsor who supports CEANY's efforts makes a significant investment in time and resources to do so, and it is reasonable to expect that the time spent will ultimately generate sales of its products or services.
- 2021 is the 50th anniversary and a great way to showcase your organization and celebrate with the CEANY members.

It has always been the policy of CEANY to ensure that the sponsors are an integral component of our conferences, and not held 'out-of-sight'. Our collateral materials (virtual and actual) provide a prominent display of the associated sponsors. The Happy Hour Networking Event provides another unique opportunity for sponsors to connect with conference attendees, as attendees are encouraged to spend time chatting and connecting with the sponsors.

We have some unique and limited sponsorship opportunities available. The Happy Hour Networking event will also be a celebration of the organization's 50th anniversary with invited past CEANY Presidents, so it is sure to be a well-attended event. One of the most popular sponsorship opportunities is our Student Scholarships sponsorships. This year, CEANY has expanded this to allow for two sponsorship opportunities. Support of our adult students is a vital, highly visible feature of all that we do, and sponsors will have an opportunity to meet and introduce the statewide Adult Student Scholarship winner!

We invite you to join us at our association's biggest event of the year and our first in-person event since the Fall of 2019. This is your opportunity to meet with public purchasing representatives from around the State. Please complete the online sponsor registration and payment form to reserve your preferred level of sponsorship at the 50th Anniversary CEANY 2021 Annual Conference!

***Reserve your sponsorship today. Opportunities are limited. First come, first served.
Annual Conference Sponsorship Deadline, Friday, October 1, 2021.***

SPONSOR LEVELS

	Platinum Presenting Sponsor (1 available) \$5000	Student Scholarships Award (2 Available) \$2000 ea	Happy Hour Networking Event (1 available) \$4000	Gold (2 available) \$3000	Silver (1 available) \$2500	Bronze \$1000
Five-minute intro of after Wednesday plenary & Thursday am before plenary				X		
Five-minute intro at Wednesday opening plenary session	X					
Five-minute intro at Wednesday Happy Hour/50 th Anniversary Ceremony			X			
Five-minute intro at Thursday Student Scholarship Event	X					
1 five-minute intro at general awards & 1 five-minute intro before student award & preferred seating with student scholars		X				
Five-minute intro Friday morning before plenary session					X	
Company Banner display during plenary sessions	X				X (during breakfast)	
Table with 2 chairs in vendor/ sponsorship area	X	X	X	X	X	X
Advertising in Conference Program	Full page & Front cover logo	½ - page	½ - page	½ - page	½ - page	¼ - page
Mention in conference promo emails to member list	X Sponsored by...					
One year. web placement on CEANY website	X					
Sponsorship placement on conference sponsor page in program	X	X	X	X	X	X
Sponsor placement on Guidebook	X	X	X	X	X	X
Sponsorship placement on conference website sponsor sub-page	X	X	X	X	X	X
Full complimentary conference access and additional at member price	2 persons	1 person	2 persons	2 persons	1 person	1 person
Complimentary email blast to conference attendees: pre-conference &/or post-conference	3 Times	1 Time	2 Times	2 Times	1 Time	1 Time

Sponsor Benefits/Policies

Reservation Deadline: Friday October 1, 2021

Although we will make every effort to accommodate your choice of sponsorship level, CEANY reserves the right to assign sponsorship levels if necessary. Preference is given to sponsors and returning vendors wherever possible.

No refunds will be given for sponsorships.

All sponsorships must be paid in full prior to the conference. A sponsor will not be allowed to participate until sponsorship is paid. All sponsors are encouraged to reserve early enough to allow sufficient time for funds to be submitted and received prior to the event. Please reserve early and submit payment via check or credit card.

Call to Action

once you decided your Sponsorship level

- 1) Contact one of the following contacts:
 - a) info@ceany.org
 - b) Rebecca Lynch (607-436-4548)
Rebecca.Lynch@oneonta.edu
 - c) Jeanne Eschbach (607-962-9335) eschbach@corning-cc.edu
- 2) Register and make payment to solidify your sponsor level on CEANY Sponsor Registration Page: <https://ceany.org/event-4370693>
- 3) Registration Deadline is October 1, 2021
- 4) Provide us with your Logo and Ad based on you sponsor level Ad Specifications: full color, high resolution, RGB 300dpi to actual size
 - Size: Full size: (Vertical): 10.5in. high x 8in. wide
 - Half-size (Horizontal): 8in. wide x 5 in. high
 - Quarter size (Vertical): 4in. wide x 5in. high
 - File format to supply: High resolution color jpeg, pdf, PSD or tif
- 5) Work with CEANY webmaster to craft your promotional email blast, and lock in scheduled date for blast.
- 6) If you have any questions or issues registering please email info@ceany.org