

REIMAGINING ADULT EDUCATION CAEP SUMMIT 2021



Same Foundation, New Way Forward.
Recovery. Equity. Transition.

CAEP SUMMIT 2021

Join Us on
an Engaging vFAIRS Platform!

OCTOBER 26-28



CAEP Summit 2021 Exhibitor's Overview

The CAEP Summit 2021 exhibitors are welcome to engage with attendees to explore opportunities to support adult learners. This year, exhibitors will have more visibility throughout the conference by sponsoring lunch hours, breaks, the networking event, and sessions.

In lieu of a fee to exhibit at the CAEP Summit 2021, the planning committee is requesting donations (i.e. curriculum licenses, textbooks, conference registrations, magazine subscriptions, wellness items, gift cards, etc.). The donations will go directly to the attendees and their agencies, who will participate in activities and earn points. Donated items can be tangible or electronic (i.e. e-gift cards). Tangible items will be shipped to CAEP TAP and CAEP TAP will distribute to all winners. The CAEP Summit 2021 Planning Committee will determine each winner and coordinate the exchange of the donations. The CAEP Summit 2021 Planning Committee will notify all by **Friday, October 2nd** to arrange for the exchange of donations.

vFairs Exhibit Hall

The CAEP Summit 2021 Exhibit Hall will include up to **15** exhibitors. The Exhibit Hall will offer the following features:

- **Booth Prominence and Placement (Achievement Only)**
Featured exhibitor gets a virtual booth that is considerably larger than others and consumes more real estate in the exhibit hall. It is placed as the first booth on the primary floor.
- **Exclusive Booth Design**
Booths are given a unique look by applying an extravagant, exclusive template and design reserved especially for sponsors.
- **Logo on Landing Page**
Exhibitors' logos are displayed on the CAEP Summit 2021 landing page.
- **Logo in Virtual Lobby**
The Virtual Lobby displays branding and direct access links to the sponsor's virtual booths, resulting in high traffic.
- **Logo in Email Marketing**
Exhibitors' logo is carried in all pre-event email marketing and campaigns.

CAEP Summit 2021 Opportunity Drawing

In lieu of paying a fee to exhibit at the CAEP Summit 2021, exhibitors will pledge donations (curriculum, textbooks, etc.) based on a tiered system. Attendees will gain eligible points for the opportunity drawing by participating in certain activities.

Tier breakdown and what is included:

- **Tier:** Achievement
Number of Exhibitors: 3
Donation value: \$500 to \$2,499
Tier Description: Sponsor a one-hour learn at lunch session. Logo appears first in the exhibitors' section of the Summit home page. Logo appears in the first row on the exhibitor wall in the conference lobby. Featured exhibitor gets a virtual booth that is considerably larger than others and consumes more real estate in the exhibit hall. The exhibitor booth is placed in the first row on the primary floor. Virtual booths will include a landing page for representative photos, contact information, downloadable materials, and the opportunity to text, voice, and video chat.
- **Tier:** Creativity
Number of Exhibitors: 2
Donation value: \$250 to \$499
Tier Description: Sponsor one 15-minute break. Logo featured on the Summit home page. Logo appears in the second row on the exhibitor wall in the conference lobby. Second row booth spot. Virtual booths will include a landing page for representative photos, contact information, downloadable materials, and the opportunity to text, voice, and video chat.
- **Tier:** Innovation
Number of Exhibitors: 10
Donation value: \$125-\$249
Tier Description: Logo featured on the Summit home page. Logo appears in the third row on the exhibitor wall in the conference lobby. Third and fourth row booth spot. Virtual booths will include a landing page for representative photos, contact information, downloadable materials, and the opportunity to text, voice, and video chat.

Exhibitor Registration

Use the following [link](#) to register to exhibit at the CAEP Summit 2021. The registration is set up by tier and the available number of booths per tier. The registration confirmation email will include details such as the types of documents to be displayed, the number of representatives who can participate in an exhibitor booth, the logo quality, dimensions and file types, exhibitor hours, how to send donations, and more.

Email a 120x70 high resolution JPEG or PNG logo to tap@caladulthood.org upon registration. Each exhibitor is allowed at least two representatives per booth. The types of documents that can be uploaded to the virtual platform are MS Office documents and PDFs. All of these criteria will be provided during the training.

Exhibitor Booth Setup

All registered exhibitors must participate in a booth setup training provided by the CAEP Summit 2021 Planning Committee. The exhibitor booth setup training will take place on **Friday, September 17th at 10:00 a.m.** Upon registration, the planning committee will schedule the booth setup training with all exhibitors.

The CAEP Summit 2021 Planning Committee hope you will consider exhibiting at the upcoming conference. If you have any questions or experience difficulty registering, contact CAEP TAP at tap@caladulthood.org or (888) 827-2324.