


Sponsorship Prospectus



Ignite Possibility

CASE-NAIS Independent Schools Conference

Jan. 12–14, 2020
Atlanta Marriott Marquis
Atlanta, Georgia

CASE continually strives to uncover the latest innovations and best practices used by the top performers in the industry, in order to provide our members with the most current information.



case.org/casenais

Join the conversation: [#casenais](https://twitter.com/casenais) [@caseadvance](https://twitter.com/caseadvance)



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

Tell Them What's New

The CASE-NAIS Independent Schools Conference features big thinkers, big ideas and big issues—all of which unfold in idea-packed sessions, impromptu hallway meetings and conversations at receptions and during breaks. It's the most cost-effective, efficient way to be face-to-face with the people who matter the most to your business.

Your best clients and most promising prospects attend this unique market-specific conference entirely focused on key challenges and opportunities facing independent school advancement professionals. Plan now to be a part of this must-attend event.

Educational Partners

Affiliate with CASE as an Educational Partner and boost your credibility, raise your visibility and gain valuable access to decision makers within the educational advancement community. Benefits include substantial discounts on nearly all opportunities to engage with CASE and preferred positioning in the CASE online Educational Partner Directory.

Visit case.org/educational_partners today!

CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org



[case.org/
educational_partners](http://case.org/educational_partners)

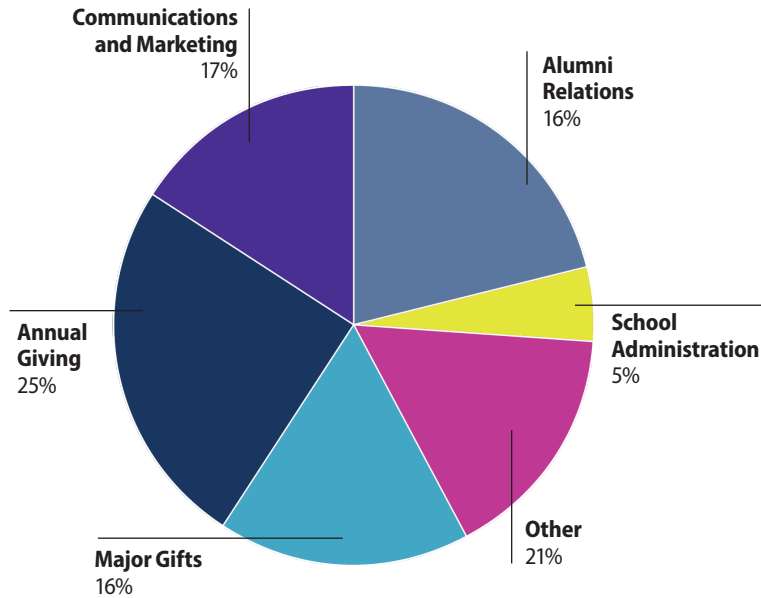


COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION®

Access top advancement leaders

AVERAGE CASE-NAIS ATTENDEES

BY FUNCTIONAL AREA

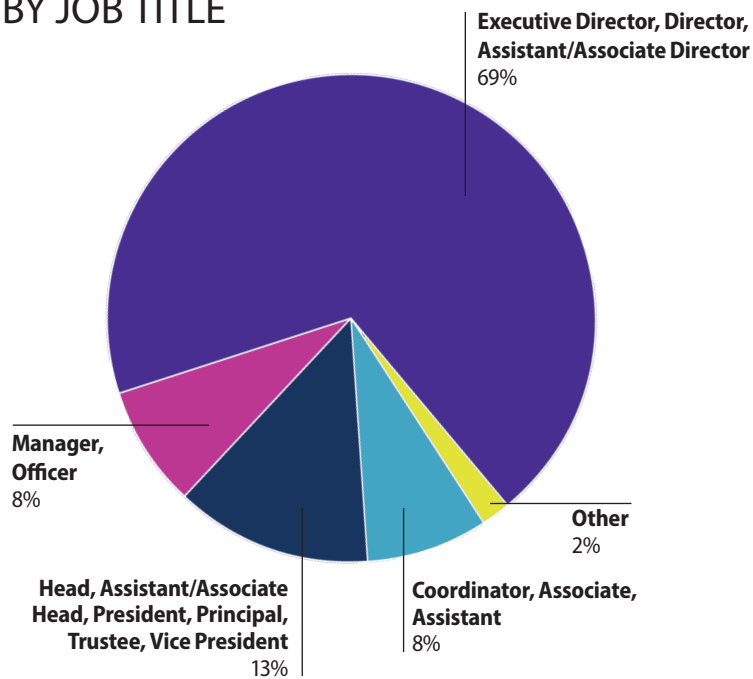


Who Attends

Attendance includes more than 1,000 independent school advancement top decision makers in school management, fundraising, alumni relations, communications, marketing, and related operations, including enrollment management.

Early commitments will get your logo in the preliminary program, mailed to nearly 10,000 independent school leaders.

BY JOB TITLE



CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org

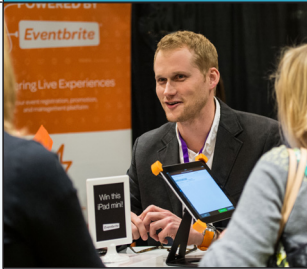


[case.org/
educational_partners](http://case.org/educational_partners)



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

SPONSOR EXHIBIT ADVERTISE

Schedule-at-a-Glance

| | SUNDAY Jan. 12 | MONDAY Jan. 13 | TUESDAY Jan. 14 |
|-------------------|--|---|--|
| MORNING |   | 7:30 AM Marketplace Opens Breakfast Roundtables G S Key Session P Coffee Break in the Marketplace G S Elective Sessions G S | 8:00 AM Marketplace Opens Continental Breakfast in the Marketplace G S Closing Key Session P 10:45 AM Marketplace Closes/ Exhibitor Move-out Featured Sessions S NOON Conference Adjourns |
| MID-DAY | 11:30 AM–12:30 PM Exhibitor Move-In Welcome and Opening Key Session P 2:30 Marketplace Opens | Networking Luncheon (See page 7 for details.) P Dessert Reception in the Marketplace S |  |
| AFTERNOON/EVENING | Coffee Break in the Marketplace G S Elective Sessions G S Coffee Break in the Marketplace G S Elective Sessions G S 6:00 PM Marketplace Closes for the Day Welcome Reception P | Elective Sessions G S Elective Sessions G S Wine and Cheese Reception in the Marketplace G 6:15 PM Marketplace Closes for the Day | KEY Sponsorship Opportunities P Platinum See page 7. G Gold See page 8. S Silver See page 9. B Bronze See page 9. |

CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org

Schedule subject to change. See website for the most up-to-date program at case.org/casenais.

[case.org/
educational_partners](http://case.org/educational_partners)



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

SPONSOR EXHIBIT ADVERTISE

Sponsor

Visibility where it counts!

Let us help you stand out in a crowded market of advancement product and service providers. As a sponsor at this conference you will raise your company's profile by showcasing your solutions for the independent school profession's most influential leaders and decision makers.

Maximize this unique opportunity to position your company with the one-on-one engagements you'll have with clients and prospects.

Demonstrating your commitment to the advancement profession is key. Sponsorships will help you protect your market and remain visible amongst some of CASE's and NAIS' top volunteers—who are engaged at the highest levels of our associations and hold senior leadership positions within their respective organizations.

Early commitments will get your logo in promotions, mailed in November to nearly 10,000 advancement leaders.

Your company's growth potential can be unlocked at this conference. Don't miss your chance!



With hundreds of advancement professionals in attendance during premier events, your company is sure to have brand visibility.

CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org

[case.org/
educational_partners](http://case.org/educational_partners)



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION®

SPONSOR EXHIBIT ADVERTISE

Benefits

For sponsors at all levels

STANDARD BENEFITS

- Recognition in a special thank-you ad in Currents magazine
- Your company's logo and name on prominently displayed signage at the registration area
- Your company's logo projected in rotation on screen before all key sessions
- Your company's logo in a thank-you ad
- Listing in conference app
- Pre- and post-conference use of attendee names and mailing addresses
- Recognition on, and links from, the conference website

| | P | G | S | B |
|---------------------------------|----------|----------|----------|----------|
| BENEFITS | Platinum | Gold | Silver | Bronze |
| Premier High-Visibility Event | • | | | |
| Company Logo Projected on Stage | • | • | • | • |
| Premier Promotional Opportunity | • | | | |
| Prime-Visibility Event | | • | | |
| Prime Promotional Opportunity | | • | | |
| Special Visibility Opportunity | | | • | |
| Exhibit Booth | • | • | • | |
| Conference Registrations | 4 | 3 | 2 | 1 |
| Standard Benefits | • | • | • | • |

2019 CASE-NAIS Sponsors



CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org

case.org/
educational_partners



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

Additional Platinum-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Recognition from podium in opening and closing remarks
- Premium booth location
- Four complimentary all-access passes
- Access for one staff member to invitation-only reception
- Discounted rate for additional staff members (\$645 Educational Partner and \$925 non-Educational Partner rates apply only to additional staff)

CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org

Platinum Sponsor

\$12,250



Receive CASE's highest level of recognition at this gathering of independent school advancement professionals and you'll clearly define your company as a principal of the industry. You'll be provided countless opportunities to tell your story. This sponsorship includes a \$3,800 premier exhibit booth.

Select One Premier Event to Sponsor

OPENING KEY SESSION *SOLD!*
Sunday, Jan. 12

KEY SESSION
Monday, Jan. 13

NETWORKING LUNCHEON
Monday, Jan. 13

An invaluable networking opportunity that allows you to mix and mingle. Recognition is your company's logo displayed on signage at the entrance and inside lunch space.

CLOSING KEY SESSION
Tuesday, Jan. 14

CONFERENCE RECORDINGS

Attendees receive session recordings free of charge. Each recording will have sponsor branded inclusion. Those not attending have the option to purchase the recordings post-conference.

Select One Premier Promotional Opportunity

CONFERENCE WAY-FINDING SIGNS

CASE BOOKSTORE

WELCOME RECEPTION *SOLD!*
Sunday, Jan. 12

- A terrific opening party for all attendees
- High-visibility event to kick off the conference
- Location on hotel property
- Great opportunity for networking
- Enjoy food and drinks with clients and prospects
- Beverage Napkins
- Promo Giveaway





COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

Additional Gold-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Recognition from podium in opening and closing remarks
- Premium booth location
- Three complimentary all-access passes
- Discounted rate for additional staff members (\$645 Educational Partner and \$925 non-Educational Partner rates apply only to additional staff)

CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org

Gold Sponsor

\$10,000



Align your brand with rich and unique opportunities and elevate your visibility in front of your most important clients and prospects. This sponsorship includes a \$3,800 premier exhibit booth in a prime location.

Select One Prime Visibility Event to Sponsor

- WINE AND CHEESE RECEPTION**
Monday, Jan. 13, 5:30–6:30 pm
- LEADERSHIP SPOTLIGHT SESSION**
(1 AVAILABLE)
- CONTINENTAL BREAKFAST
IN THE MARKETPLACE**
 Tuesday, Jan. 14
- WIFI**
Recognition of sponsorship company selected password to be included. Your company's logo displayed and/or website redirected as landing page (dependent upon venue's internet services capabilities).
- LANYARDS**

Plus, Choose One Additional Prime Promotional Opportunity

- COFFEE BREAK
IN THE MARKETPLACE**
- Sunday, Jan. 12, 2:30–3:00 pm
 - Sunday, Jan. 12, 4:15–4:45 pm
 - Monday, Jan. 13, 10:30–11:00 am

- REGISTRATION DESK**
- Logo on kiosks
 - Giveaway (sponsor provided)

- SAVE THE DATE**
Tuesday, Jan. 14
- Branded giveaway (CASE provided)





COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

Additional Silver-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Recognition from podium in opening and closing remarks
- Premium booth location
- Two complimentary all-access passes
- Discounted rate for additional staff members (\$645 Educational Partner and \$925 non-Educational Partner rates apply only to additional staff)

Bronze-Level Benefits

- Logo displayed in conference app
- Logo displayed on website
- Recognition from podium in opening and closing remarks
- One complimentary all-access pass
- Discounted rate for additional staff members (\$645 Educational Partner and \$925 non-Educational Partner rates apply only to additional staff)

Silver Sponsor

\$7,000



Receive consistent and innovative recognition throughout the conference and better establish your brand. This sponsorship includes a \$3,800 exhibit booth in a prime location.

Select One Special-Visibility Opportunity

- FEATURED SESSIONS** (4 AVAILABLE)
Tuesday, Jan. 14
- PRECONFERENCE BREAKFAST AND COFFEE BREAK** (1 AVAILABLE)
- HYDRATION STATIONS**
Your logo on or near all water coolers positioned in conference hallways, meeting rooms and the Marketplace.
- DESSERT RECEPTION**
Monday, Jan. 13, 2:00–2:30 pm
A popular Monday afternoon break that takes place in the Marketplace following the Networking Luncheon. Recognition is your logo on signage in the exhibit hall.
- BREAKFAST ROUNDTABLES** (1 AVAILABLE)
Monday, Jan. 13

Bronze Sponsor

\$4,500



Exemplify your skills and grow your client base with this sponsorship specifically created for small shops looking to increase their presence with this important market. This sponsorship does not include an exhibit booth, but still offers flexibility and high-level recognition.

Note: You may add an exhibit booth to your Bronze sponsorship.



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

SPONSOR EXHIBIT ADVERTISE

Exhibit Information

The CASE-NAIS Marketplace floor plan reinforces the conference’s visionary thinking and strategic focus and encourages thoughtful conversation and productive dialogue.

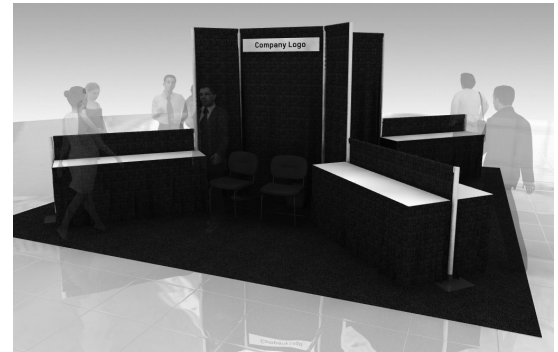
The Marketplace offers multiple opportunities to engage attendees during the conference at high-traffic events, including breaks, receptions and breakfast.

Exhibitors are listed on the conference website and on the app.

ABOUT YOUR EXHIBIT BOOTH

This exhibit booth is part of a drape kiosk divided into four quadrants. You’ll receive:

- One quadrant (about 8 x 4 x 15 feet)
- One 7 x 44” sign to identify your company
- Space for one standard-size pop-up banner with your custom branding
- Two 6-foot draped tables to display products and literature
- Two side chairs and a wastebasket
- Lighting (if you purchase electricity, available from the hotel at an additional fee)
- Two registrations for booth personnel
- Lead Capture Device (additional cost)



50 booths are available

24-hour security is provided to protect your equipment and supplies.

CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org

| EXHIBITOR FEES | | | Number of Registrations Included with Booth |
|-------------------------------|---------------------|-----------|---|
| | EDUCATIONAL PARTNER | NONMEMBER | |
| Premier Connection Booth | \$3,550 | \$3,800 | 2 |
| Additional staff (per person) | \$645 | \$925 | N/A |
| Lead Capture Device | \$225 | \$250 | N/A |

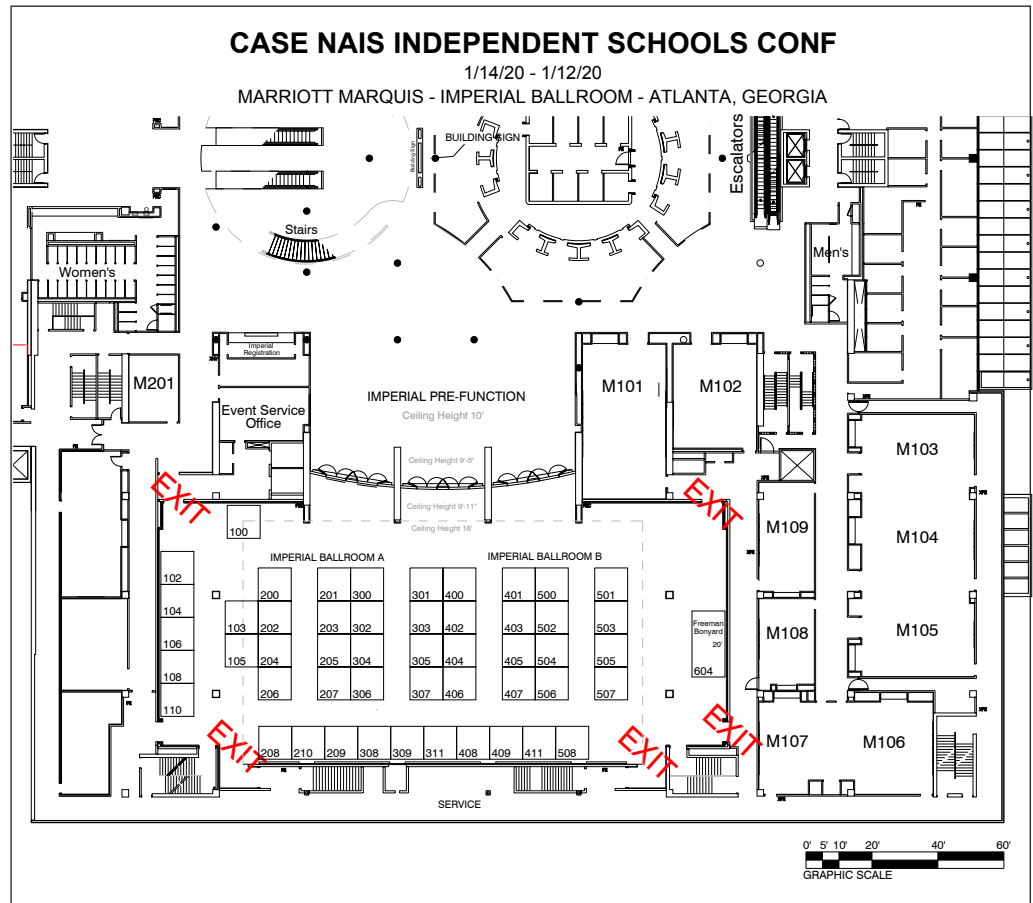
[case.org/
educational_partners](http://case.org/educational_partners)



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

**SPONSOR
EXHIBIT
ADVERTISE**

Marketplace Floor Plan



Marketplace Hours

| SET UP | SHOW HOURS | DISMANTLE |
|------------------------------------|----------------------------------|----------------------------|
| Sunday, Jan. 12, 11:30 AM–12:30 PM | Sunday, Jan. 12, 2:30–6:00 PM | Tuesday, Jan. 14, 10:45 AM |
| | Monday, Jan. 13, 7:45 AM–5:30 PM | |
| | Tuesday, Jan. 14, 7:45–10:45 AM | |

CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org

[case.org/
educational_partners](http://case.org/educational_partners)



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

**SPONSOR
EXHIBIT
ADVERTISE**

It's Easy to Register!

1. Decide which sponsor level is right for you.
2. Choose an event and promotional opportunity from the option in your sponsorship level.
3. Contact Anthony Mitchell or Wanda Harris with your choices and they can confirm your registration.

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org

Accommodations

A hotel room is not included in your registration fee. Room blocks often fill before hotel deadlines, so make your room reservation early.

The conference will be held at:
Atlanta Marriott Marquis
265 Peachtree Center Avenue
Atlanta, GA 30303

Visit case.org/casenais for custom reservation link.

CONTACTS

Anthony Mitchell
202-478-5549
amitchell@tcase.org

Wanda Harris
202-478-5636
wharris@case.org



Discounted room rate
\$219

Deadline for discount
Dec. 13, 2019
or until sold out

[case.org/
educational_partners](http://case.org/educational_partners)