

CAHEA
Christian Adult Higher
Education Association

Advancing the cause of Christ through
promoting, supporting and nurturing

CAHEA

18th

Annual Conference

July 31–August 3, 2012

Millennium Maxwell House | Nashville TN

Exhibit & Sponsor Prospectus

www.cahea.org



Advancing the cause of Christ through promoting, supporting and nurturing

Annual conference attendees include:

Alternate adult education staff from administration, student services/affairs, faculty, marketing/admissions,/recruitment, online delivery, financial aid including:

- | | |
|--------------|-----------------|
| Presidents | Vice Presidents |
| Deans | Administrators |
| Directors | Registrars |
| Faculty | Recruiters |
| Coordinators | Admissions |
| Advisors | Support Staff |

and more

Who should exhibit?

Companies specializing in:

- ◆ Web Content Management
- ◆ Social Networking
- ◆ Web-based Solutions
- ◆ Higher Education Professional Development and Training
- ◆ Marketing, Recruitment, and Retention Consulting
- ◆ Strategic Enrollment Planning

July 31–August 3, 2012



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www.cahea.org



Contact Information:

Contact Renee' Hyatt,
CAHEA Event Coordinator,

972-864-2010
renee@cahea.org

2100 Westway Avenue

Garland TX 75042

www.cahea.org

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About Us

Christian Adult Higher Education Association (CAHEA), founded in 1994, began with a group of adult degree program administrators from Christian colleges to discuss issues and problems unique to Christian non-traditional higher education programs. The conference and network that resulted was affirmed and has led to the planning of eighteen conferences.

Mission Statement

The mission of CAHEA is to advance the cause of Christ by promoting, supporting, and nurturing alternative delivery methods for offering distinctively Christian post-secondary education designed for adult learners.

CAHEA goals include:

- * Promote increased awareness of issues, standards of good practice, trends, models, research, and techniques relevant to Christian adult higher education among professionals in the field.
- * Foster networking of professionals in the field of Christian adult higher education.
- * Collect data, supply information, and serve as a point of reference for members and the wider higher education community.

Our Membership Profile

The membership of CAHEA is open to any institution of higher education which meets the following criteria:

- * Has a public mission based upon the centrality of Jesus Christ and can show evidence of how faith is integrated with the institution's academic and student life.
- * Currently has or desires to develop alternative programs designed specifically for adult learners.

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Preliminary Meeting Schedule

Tuesday
July 31, 2012

President's Forum
First Time Attendee's Orientation
Registration
Exhibits Open
Informal Reception

Wednesday
August 1, 2012

General Sessions
Concurrent Sessions (5 tracks for each session)
Exhibits Open

Thursday
August 2, 2012

General Sessions
Concurrent Sessions (5 tracks for each session)
CAHEA Business Meeting
Exhibits Open

Friday
August 3, 2012

General Sessions
Roundtables by Track



Hotel Information

The Millennium Maxwell House will be the conference location and headquarters for all conference activities. It is located at 2025 Rosa Parks Blvd, Nashville TN. For reservations, call the hotel at 1-800-457-4460. Mention that you are with the CAHEA conference (Code: 1207ADULTE) to receive the special conference group rate of \$109 plus applicable taxes. Discounted rooms are sold on a first-come, first-served basis and apply only to reservations received before July 7, 2012, provided rooms are still available in the room block. Please make your reservations early!

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Reach a national audience of adult education professionals who need your products, programs and services! Exhibit at or sponsor the 18th Annual Conference, **July 31—August 3, 2012** at the Millennium Maxwell House, Nashville TN

Exhibit Area

Exhibits will be located in the Ballroom Lobby of the Millennium Maxwell House.

Booth Price

\$750* for an 8' x 10' booth space includes:

- ⇒ Display table in Conference Center Lobby
- ⇒ Listing in the attendee meeting materials
- ⇒ One complimentary annual conference registration for each 8' x 10' exhibit booth reserved (Additional booth representatives pay the reduced registration rate of \$200.)

\$1000* for an 8' x 10' booth space includes:

- ⇒ Display table in Conference Center Lobby
- ⇒ Listing in the attendee meeting materials
- ⇒ Sponsor one network break
- ⇒ One complimentary annual conference registration for each 8' x 10' exhibit booth reserved (Additional booth representatives pay the reduced registration rate of \$200.)

\$1250* for an 8' x 10' booth space includes:

- ⇒ Display table in Conference Center Lobby
- ⇒ Listing in the attendee meeting materials
- ⇒ Sponsor one breakfast or one lunch (10 minute opportunity to address attendees during lunch)
- ⇒ One complimentary annual conference registration for each 8' x 10' exhibit booth reserved (Additional booth representatives pay the reduced registration rate of \$200.)

* Extra charge for electrical access—\$25.00 per day

July 31—August 3, 2012

Millennium Maxwell House | Nashville TN



CAHEA

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Exhibit Hours

Tuesday, July 31	6:00 pm—9:00 pm
Wednesday, August 1	8:00 am —4:30 pm
Thursday, August 2	8:00 am —4:30 pm

Booth Assignment Policy

Requests for booth locations will be handled on a first-come, first-served basis. No booth will be assigned without full payment. CAHEA reserves the right to determine final exhibit booth assignments.

Event Scheduling

Organizations exhibiting at the Annual Conference may not, as a condition of their participation as exhibitors, sponsor conflicting events. Conflicting events include educational meetings of interest and relevance to adult education (including but not limited to lectures, presentations, seminars, receptions, or workshops) that are scheduled during the same time as the Annual Conference.

Setup/Dismantle

Exhibitors will have access to the exhibit area on Tuesday, July 31, from 1-4 pm. All exhibits must be installed Tuesday, July 31 by 5 pm for the opening reception. Exhibit dismantling will take place on Thursday, August 2, after 5:00 pm. No display may be dismantled nor any packing started before Thursday, August 2, 5:00 pm. All displays and materials must be removed by Thursday, August 2, 8:00 pm.

18th CAHEA Annual Conference

Exhibitor Information, Rules & Regulations

The Christian Adult Higher Education Association (CAHEA) will hold their 18th annual conference in Nashville TN, July 31 –August 3, 2012. During this annual event, key adult education staff are interested in learning about the latest developments in education

1. **Exhibitor Contact**—Prospective Exhibitors will have extensive contact with CAHEA members throughout the Conference including meals. Exhibit periods are scheduled during the opening reception, Tuesday, July 31 from 6:00—9:00 pm, Wednesday, August 1 from 8:00 am—4:30 pm, and Thursday, August 2 from 8:00 am—4:30 pm.
 2. **Booth Procedures & Location**—Exhibit applications will be accepted by mail, fax, or email. Applications will be considered incomplete without full payment.
 3. **Assignment & Limitation**—Requests for booth locations will be handled on a first-come, first-served basis. No booth will be assigned without full payment. CAHEA reserves the right to determine final exhibit booth assignments.
 4. **Booth Information**—Materials permitted in the space include posters, sales literature, and descriptive materials. Exhibitors may offer prizes to the participating attendees. (Procedural details will be sent in advance of the Conference to the CAHEA Event Coordinator.)
 5. **Furnishings**—Furnishings by CAHEA as part of the booth fee are as follows:

Skirted Display Table	Two Chairs	Pipe & Draping
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Additional furnishings or special work, such as electrical or Internet access, may be ordered through the CAHEA Event Coordinator. Electrical is \$25.00 per day.
 6. **Move-in/Move-out**—Move-in is scheduled for 1:00-4:00 pm, Tuesday, August 31, 2012. Each organization is required to keep its space fully staffed during the conference hours. No packing may be started before 5:00 pm, August 2, and all materials must be removed from the Exhibitor area by 8:00 pm, August 2.
 7. **Booth Fees**—The fee for one 10' wide x 8' deep exhibit booth in the 18th CAHEA Annual Conference is as follows:

\$750—Booth only
\$1000—Booth plus sponsor a network break during the Annual Conference
\$1250—Booth plus sponsor a breakfast or lunch during the Annual Conference
- Booth fee entitles the exhibitor to participate at all official meal functions including opening reception, breakfast, lunch and networking breaks. Conference Social Event will be an additional fee. A maximum of one individual may register and participate in one exhibit booth fee. Additional booth representatives may pay the reduced registration rate of \$200.
8. **Payment for Booth & Registration**—Full payment for exhibit space must accompany applications for space. Applications for exhibit space will be considered only if signed by an authorized employee of the organization or company and a check or credit card payment for the full amount due for the booth is included. Checks must be in US funds and made payable to CAHEA.
 9. **Cancellation Policy**—Cancellation of exhibit space must be submitted to CAHEA in writing. Refunds will not be made unless space is resold to another Exhibitor by CAHEA. Telephone cancellations will not be accepted.
 10. **Activities Beyond Official Program**—Exhibitors hereby agree to refrain from hosting any activity, transportation, meal, reception, entertainment or event involving an CAHEA member or members during the 18th CAHEA Annual Conference from 6 pm, Tuesday, July 31, 2012 through 12:00 pm, Friday, August 3, 2012 unless previously coordinated with CAHEA Event Coordinator.
 11. **Shipping Instructions**—The participating Exhibitor agrees to ship or hand carry, at its own risk and expense, all materials to be displayed.
 12. **Handling & Storage**—CAHEA and the owners or managers of the facility where the 18th CAHEA Annual Conference is to be held shall not accept or store display materials or empty crates, and exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements may be coordinated with the CAHEA Event Coordinator. All shipments and deliveries shall be prepaid. Exhibitor shall not incur any obligation to CAHEA.
 13. **Special Instructions**—As follows:
 - A. Exhibitors are prohibited from using sound equipment of any nature.
 - B. Exhibitors must confine their activities to the space for which they contracted and not stand in the aisles.
 - C. Distribution of literature or souvenirs is permitted only from the exhibit booth.
 - D. No live entertainment or live animals are allowed.
 - E. Exhibit shall not obstruct the view of adjoining exhibits.
 - F. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent booths.

14. **Exclusion**—CAHEA shall have the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or not in keeping with the character of the 18th CAHEA Annual Conference. CAHEA shall have the right to demand modification of the appearance or dress of persons or mannequins used in connection with displays or demonstrations.
15. **Food & Beverage**—Food and beverage may be dispersed at Exhibitor's expense from a booth if the Exhibitor makes arrangements with the Millennium Maxwell House Catering Department. Contact CAHEA Event Coordinator for contact information. Serving of alcoholic beverages during the Annual Conference is strictly prohibited.
16. **Security**—CAHEA, the conference facility, hotel, or any officer or staff member thereof will not be responsible for the safety of the property of the Exhibitor or those registered in the Exhibitor's booth, from theft, damage by fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders to cover all booth contents.
17. **Admission**—CAHEA shall have the sole control over all admission policies at all times. All persons attending any function of the Annual Conference will be required to register in accordance with CAHEA registration policies and wear the official CAHEA badge while in attendance. Badges are not transferable.
18. **Purpose of the Annual Conference**—The CAHEA 2012 Annual Conference is for educational and informational purposes only.
19. **Equipment**—Booth furnishings provided by CAHEA shall be returned to CAHEA at the end of the Annual Conference, complete and in good condition, normal wear and tear excepted. Exhibitor shall have no right, title or interest in such equipment. All other equipment shall be provided by Exhibitor at its own expense. All draping and decorative materials used by Exhibitor shall be flame proof. All booth equipment shall be in keeping with and consistent with all rules, codes and regulations referred to under Codes and Agreements below.
20. **Failure to Occupy Space**—Any exhibit space not occupied by 8:00 am, Wednesday, August 1, 2012 will be forfeited by the sponsoring participants, and the space may be resold, reassigned, or otherwise reused by CAHEA without refund.
21. **Assignment & Sublease**—Exhibitor shall not sub-let the booth or assign the lease in whole or in part.
22. **Codes & Agreements**—Exhibitors agree to be bound by the 18th CAHEA Annual Conference Rules and Regulations and adhere to and be bound by: (1) all applicable fire, utility, and building codes and regulations; (2) any rules or regulations of the facility where the 2012 CAHEA Annual Conference is held; (3) the terms of all leases and agreements between CAHEA and the managers or owners of said facility; (4) the terms of any and all leases and agreements between CAHEA and any other party relating to the 2012 CAHEA Annual Conference.
23. **Liability**—This agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between CAHEA and the person signing the "Exhibitor Application/Agreement Form" or Exhibitor who hereby agree to and do indemnify, hold harmless and defend CAHEA from and against any and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including but not limited to cost, interest and attorney's fees) which CAHEA may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by the Exhibitor or any of its employees, servants, or agents.

It is further agreed that CAHEA, and its respective agents, employees, staff, officers, Leadership Council, independent contractors shall not be responsible in any way for: (1) damage, loss or destruction of any property of Exhibitor or (2) any accident or bodily injury to Exhibitor or its representatives, agency, employees, licensees or invitees.

24. **Cancellation**—In the event of cancellation of the 2012 CAHEA Annual Conference and its exhibits due to fire, strikes, an act of God or the common enemy or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this Agreement, or other causes beyond CAHEA's control, CAHEA shall not be held liable for failure to hold the 2012 CAHEA Annual Conference as scheduled and CAHEA shall determine the amount of exhibit and registration fees to be refunded.
25. **Amendments**—CAHEA shall have sole authority to interpret and enforce all rules and regulations contained herein; to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the CAHEA annual conference and its exhibits.



Don't see what you're looking for?

Contact Renee' Hyatt,
CAHEA Event Coordinator,

972-864-2010
renee@cahea.org

to develop a sponsor package to meet your specific outreach objectives.



Sponsor Opportunities (CAHEA member schools only)

Gain exposure of your school by providing general support to the annual conference. Sponsors are recognized on all conference publicity, printed program, general session signage. Specific product logos are not allowed; only organization logos will be permitted.

Types of Support

Opening Conference Reception—\$1250

Tuesday evening informal reception

Continental Breakfast—\$1250

Three Continental Breakfasts available throughout the conference. Available Wednesday, August 1 through Friday, August 3.

Networking Breaks—\$1000

Five (5) network breaks available throughout the conference. Available Wednesday, August 1 through Friday, August 3.

Conference Bags—\$500

Your school's logo will be featured on the bag.

Conference Promotional Item—\$500

Your one-color school's logo will be featured on a conference promotional item.

Conference Pens—\$200

Your one-color school's logo will be featured on the official conference meeting pen

Monetary Donation

All monetary donations are accepted to help defray expenses of the conference.

18th Annual Conference



Millennium Maxwell House—Nashville TN

July 31– August 3, 2012

Sponsor Application/ Agreement Form

Sponsor Information

Contact Name

Company Name (as you wish it to appear in program)

Address

City, State, Zip code

Phone

Fax

E-mail

Web address

Please confirm to

Same as above or

Contact Name

Company Name

Address

City, State, Zip code

Phone

Fax

E-mail

Web address

Payment Information

Check enclosed Or
 Credit card: Visa MC AmEx

Card Number

Expiration Date

Print Cardholder Name

Cardholder Signature

Date

Sponsor Opportunity

- \$1250** Sponsor Opening Conference Reception
- \$1250** Sponsor a Breakfast or Lunch
- \$1000** Sponsor a Networking Break
- \$500** Add Sponsor's Logo to Conference Bag
- \$500** Add Sponsor's Logo to Promotional Item
- \$200** Add Sponsor's Logo to Conference Pens
- \$ ____** Monetary Donation

\$ _____ Total

Authorization

Sponsor agrees that full payment will accompany a completed Sponsor Application/Agreement Form. Make checks payable in U.S. dollars to CAHEA or complete the credit card information to the left. The individual signing this Sponsor Application/Agreement Form warrants that authorization has been duly granted on behalf of Sponsor as listed herein. I, the undersigned, hereby affirm that I have the authority to bind my organization to the terms in this application and its corresponding Agreement, and agree to the terms set forth in this document.

Please mail completed documents to:

CAHEA
2100 Westway Ave.
Garland TX 75042

Fax -- 972-278-8486
main@cahea.org
www.cahea.org

Print Name & Title

Authorized Signature

Date

