October 26-29, 2020 from 7:30 a.m. to 2:30 p.m., daily.

CAEP Summit 2020 Exhibitors Overview

The CAEP Summit 2020 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 2020, the planning committee is requesting donations (i.e. curriculum licenses, textbooks, conference registrations, magazine subscriptions, gift cards, etc.). The donations will go directly to the attendees and their agencies, who will participate in a number of activities and earn points. Donated items must be tangible and will be shipped to CAEP TAP, who will distribute to all winners. The CAEP Summit 2020 Planning Committee will determine the winner and coordinate the exchange of the donations.

vFairs Exhibit Hall

The CAEP Summit 2020 Exhibit Hall will include up to **20** 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.

- **Welcome Video Spot (Achievement Only)**
  When attendees enter the virtual event, exhibitor's video can be made to pop-up and auto-play.

- **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 are given exposure on the landing page of the event (can be placed dependent upon their level, if we go this way).

- **Logo on 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 2020 Opportunity Drawing

In lieu of paying a fee to exhibit at the CAEP Summit 2020, 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: 1
Donation value: $5,000 or more
Tier Description: Sponsor the lunch break on Day 1. Logo first in the exhibitors' section of the Summit home page. 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. 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: 3
Donation value: $2,500 to $4,999
Tier Description: Sponsor one lunch break. Logo featured on the Summit home page. Front 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: 3
Donation value: $500 to $2,499
Tier Description: Sponsor one 20-minute break. Logo featured on the Summit home page. 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:** Discovery
Number of Exhibitors: 7
Donation value: $250 to $499
Tier Description: Sponsor a CAEP Summit session and present during the first 10 minutes. Logo featured on the Summit home page. Third 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:** Curiosity
Number of Exhibitors: 6
Donation value: $125
Tier Description: Logo featured on the Summit home page. 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 2020. 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.

Exhibitor Booth Setup

All registered exhibitors must participate in a booth setup training provided by the CAEP Summit 2020 Planning Committee. Upon registration, the planning committee will schedule the booth setup training with all exhibitors.

If you have any questions, contact CAEP TAP at tap@caladulted.org or (888) 827-2324.