



Sponsorship Prospectus CENIC 2024 | The Right Connection

March 25-27, 2024
Hyatt Regency Monterey, CA

Updated 1/26/2024

CENIC's annual conference, ***The Right Connection: CENIC 2024***, will be held March 25-27 at the Hyatt Regency, Monterey, California.

CENIC advances education and research statewide by providing the world-class network essential for innovation, collaboration, and economic growth. These connections happen through the California Research and Education Network (CalREN), a high-capacity network designed to meet the unique requirements of over 20 million users, including most of California's K-20 students, educators, researchers, and staff at other vital public-serving institutions. The sponsorship of CENIC's annual conference is an opportunity for exposure to this unique audience. It provides significant help to CENIC in achieving its mission of connecting California to the world.

Sponsorship Opportunities

Titanium Sponsorship (SOLD OUT)

- A high-visibility area of the conference center will function as a lounge area where attendees can take a break from conference activities and talk with your representatives.
- A charging table, identified with your corporate branding, will be in the lobby outside the main conference presentation room.
- Opportunity to make an in-person presentation of up to 30 minutes during the conference.
- Three complimentary conference passes for company staff members.
- A list of attendees sent prior to the conference and sent again, updated, after the conference.
- Your company logo will be on the conference home and the sponsor pages.
- Your company's logo, PDFs, and description will be on the mobile conference app.
- Recognition signage at the conference, including program transition slides.
- Recognition in conference promotional materials.
- Social media coordination.

Platinum Sponsorship (SOLD OUT)

- A table in the exhibit area.
- Two complimentary conference passes for company staff members.

- A list of attendees sent prior to the conference and sent again, updated, after the conference.
- Your company logo on the conference home page and the sponsor's page.
- Your company logo, PDFs, and company description on the mobile conference app.
- Recognition signage at the conference, including program transition slides.
- Recognition in conference promotional materials.
- Social media coordination.

Dinner Sponsorship (SOLD OUT)

- Your representative and company will be introduced at the dinner on Monday, March 25th.
- A table in the outdoor space where the meal will be served with a banner featuring your company name (during the dinner only).
- Two complimentary conference passes.
- Your company logo on the conference home page and the sponsor's page.
- Your company logo, PDFs, and company description on the mobile conference app.
- Recognition signage at the conference, including program transition slides.
- Recognition in conference promotional materials.

Reception Sponsorship (SOLD OUT)

- Your representative and company will be introduced at the cocktail reception on Tuesday, March 26th.
- A table in the outdoor space where the reception will be held with a banner featuring your company name (during the reception only).
- Two complimentary conference passes.
- Your company logo on the conference home page and the sponsor's page.
- Your company logo, PDFs, and company description on the mobile conference app.
- Recognition signage at the conference, including program transition slides.
- Recognition in conference promotional materials.

In addition to these benefits, sponsors will have frequent opportunities to interact with the 300-400 conference attendees, many of whom are IT leaders in their organizations. Past attendee lists are available on request.

Conference Themes

Areas of focus include

- State-of-the-art and future network technologies,
- Innovative applications in areas such as teaching, research, and public engagement,
- Strategies to ensure all California communities have equitable access to reliable broadband,
- Digital literacy and fluency,
- Cybersecurity and privacy protection,
- New statewide, national, and global collaborations supported by an interconnected research and education world, and
- other current topics of interest to conference participants.

Conference Schedule

Sponsors can begin setting up at noon on Sunday, March 24th. Check-in for conference attendees begins at 3:00 PM. Registration and light refreshments will be set up adjacent to the sponsor area, providing an excellent opportunity to meet people as they arrive.

Sunday, March 24, 2024

12:00-4:00 PM

Sponsor set-up

3:00-6:00 PM

Attendee check-in & refreshments

Monday, March 25, 2024

8:30 AM

Check-in/registration

9:00 am-5:00 PM

Conference program

5:00-7:30 PM

Conference dinner

Tuesday, March 26, 2024

8:30 AM

Check-in/registration

9:00-5:00 PM

Conference program

5:30-7:30 PM

Reception

Wednesday, March 27, 2024

9:00 am-1:00 PM

Conference program

1:00-2:30 PM

Breakdown of booth

Promotional Materials to Provide to CENIC

Once you have decided to sponsor, conference planner Christine Goodheart (cgoodheart@cenic.org) will contact you to gather the following materials to promote your company before and during the conference.

Logo

Logos should be delivered in vector formats or high-resolution PNG files. These will be displayed on the sponsor page on the conference website. See the 2022 sponsor page for an example: <https://events.cenic.org/september-2022/sponsors>

Company Description

A short description of your company, including products and services offered and how it serves the CENIC community (150-250 words). These descriptions will be displayed on the mobile conference app and used in some transition slides shown during the conference.

Transition Slide

During the conference program, we display slides thanking our sponsors. You can prepare a slide for our use, or we can prepare one for you using your logo and conference description. If you submit a slide, your materials can be delivered in PowerPoint or PDF formats and may be in 4:3 or 16:9 sizes (16:9 is preferred).

PDF of One-sheet or Flier

Company one-sheets or fliers will be added to the mobile conference app and can be accessed by all attendees. Materials should be delivered in PDF format.

Registration Information

Based on your sponsorship level, each company will receive complimentary registrations. Send us the names of your registrants as soon as possible. Please list your name, title, email, and phone and email your list to cgoodheart@cenic.org. She will register them and send them a confirmation email. Sponsors may purchase additional registrations at \$450 each here: <https://events.cenic.org/march-2024/register>

Conference Registration Lists for Sponsors

We expect between 300 and 400 attendees at the conference. Sponsors will receive a pre-event list of attendees one week before and a final registration list following the event.

Sponsor Areas

- Titanium sponsors will be in the foyer area where breakfast is served. Rented furniture will be arranged per the sponsor's preference in the 10 x 10-foot space. Electricity will be available. A table and folding chairs can be provided by the hotel upon request.
- Platinum sponsors will be at tables immediately outside the primary presentation room. Tables are 6 feet long, two chairs will be provided, and more can be provided by request. Electricity is available. The total space is approximately 7 x 7, and a wall is behind each space.
- Dinner or reception sponsors will only have a 4x6 table at the sponsored event. Pop-up banners will identify the sponsors for each event.

Side Meeting Rooms

We have rooms available for private meetings during the CENIC conference. To book one of these rooms, please email Jaime Augst at jaugst@cenic.org. Let her know the date and time of your request, the duration of the meeting, and the number of people expected. She will confirm and provide the meeting location.

Information on the Hotel

See the following document for general information on the hotel:

https://drive.google.com/file/d/1RTuB7fpCJkkmco_LO6_LEJOIR0L8zb_e/view

Select the Hyatt's guest network to connect to WiFi and use the password CENIC2024.

No outside food can be brought into the hotel, including giveaways at sponsor booths.

Shipping:

Please include the group name CENIC and your company name on all packages. The shipping address is

Hyatt Regency Monterey
1 Old Golf Course Rd.
Monterey, CA 93940.

Materials sent to the hotel can be received up to five calendar days before the event. Please do not send them earlier, as there is limited storage space.

For shipping out, all packages must have a label. The hotel can provide a UPS or a FedEx label to be filled out with your account number.

A complimentary shuttle service is provided between the hotel and the Monterey Peninsula Airport daily between 7:15 AM and 11:00 PM. Call 831-372-1234 to request an airport shuttle service. After placing the call, the shuttle will pick you up curbside at arrivals.

Hyatt Regency Monterey Hotel & Spa on Del Monte Golf Course offers guests valet parking and ample self-parking. The hotel has two car charging stations, one universal and one Tesla-specific. The vehicle charging stations are complimentary for hotel guests and restaurant patrons who present a valid receipt. Both stations are on a first-come basis with a 4-hour maximum charging time. Non-guests may use the charging stations for a fee of \$4/hour with a maximum of 4-hour usage.