



Sponsorship Prospectus CENIC 2026 | The Right Connection

March 29 - April 1, 2026
Hyatt Regency, Monterey, California

3/13/2026

CENIC's biennial conference, *The Right Connection: CENIC 2026*, will be held March 29 to April 1 at the Hyatt Regency, Monterey, California. See the conference website here: <https://events.cenic.org/march-2026>

CENIC advances education and research statewide by providing a 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.

All Sponsorship Levels are Sold Out. Contact us to be added to the waiting list.

Titanium Sponsorship (\$25,000)

- A high-visibility area of the conference center will function as a lounge where attendees can take a break from conference activities and talk with your representatives.
- A charging table 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 will be sent before the conference and again, updated, following the conference.
- Your company logo on the conference home page and the sponsor page.
- Your company's logo, PDFs, and description on the mobile conference app.
- Recognition signage at the conference, including program transition slides.
- Recognition in conference promotional materials.
- Social media coordination, amplifying and sharing sponsored content.

Platinum Sponsorship (\$12,000)

- A table in the exhibit area adjacent to the conference rooms.
- Two complimentary conference passes for company staff members.
- A list of attendees will be sent before the conference and again after being updated post-conference.
- Your company logo on the conference home page and the sponsor 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, amplifying and sharing sponsored content.

Dinner Sponsorship (\$4,000)

- Your representative and company will be introduced at the dinner on Monday, March 30th.
- A table in the 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 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 (\$4,000)

- Your representative and company will be introduced at the cocktail reception on Tuesday, March 31st.
- A table in the space where the reception will be held, with a banner featuring your company name (only during the reception).
- Two complimentary conference passes.
- Your company logo on the conference home page and the sponsor 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.

Awards Luncheon Sponsorship (one remaining at \$4,000)

- Your representative and company will be introduced at the Awards Luncheon on Tuesday, March 31st.
- A table in the room where the luncheon will be held, with a banner featuring your company name (during the luncheon only).
- Two complimentary conference passes.
- Your company logo on the conference home page and the sponsor 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 at 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 broadband access to all California communities,
- 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 relevant to conference participants.

Conference Schedule

Sponsors can begin setting up at noon on Sunday, March 29th. 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 29, 2026

12:00-4:00 PM

Sponsor set-up

3:00 PM - 5:30 PM

Attendee check-in

Monday, March 30, 2026

7:30 AM

Breakfast/Check-in/registration

8:30 AM - 6:00 PM

Conference program

6:00 PM - 8:00 PM

Conference dinner

Tuesday, March 31, 2026

7:30 AM

Breakfast/Check-in/registration

8:30 AM - 5:30 PM

Conference program

5:30 PM - 7:00 PM

Reception

Wednesday, April 1, 2026

7:00 AM

Breakfast/Check-in/registration

8:00 AM - 1:00 PM

Conference program

1:00-2:30 PM

Breakdown of booth

Information and Materials to Provide to CENIC

Once you have decided to sponsor, please send your company logo to cgoodheart@cenic.org. Logos should be delivered in vector formats or high-resolution PNG files. These will be displayed on the sponsor page on the conference website, <https://events.cenic.org/sponsors>. The logo will be linked to the webpage of your choice. Please provide the appropriate link when you send the logo.

Then, register as a sponsor on the sponsor portal:

<https://preview.events.cenic.org/sponsors/create>

And upload the following information and materials, here:

<https://preview.events.cenic.org/sponsors/login>

URL to link to your logo on the sponsor page

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 format and may be in 4:3 or 16:9 aspect ratio (16:9 is preferred).

PDF(s) of One-sheet or Flier

Company one-sheets or fliers will be added to your sponsor page and will be accessible to all attendees. Materials should be delivered in PDF format.

Attending Representatives

Please upload the information for your company's complimentary registrants attending the conference. We will register them and send them a confirmation email. Should there be any changes in attendees, email cgoodheart@cenic.org. Sponsors may book a room and purchase additional registrations here: <https://events.cenic.org/march-2026/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. Lounge-like setups have been very successful in the past. Vendors for rentals can be provided upon request. Electricity will be available. The hotel can provide a table and folding chairs upon request. Branded charging tables will be adjacent to the Titanium Booths as well.
- 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 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. Please try to book one of these rooms in advance by emailing Tammy Sopo at tsopo@cenic.org. Communicate the date and time of your request, the meeting duration, and the number of people expected. Tammy will send a confirmation and provide the meeting location. If you need to make a change or request a meeting room while on-site, visit the front desk and speak with Tammy Sopo or Kao Saefong.

Information on the Hotel

See the following document for general information on the hotel:
https://drive.google.com/file/d/1RTuB7fpCJkkmco_LO6_LEJOIROL8zb_e/view

Select the Hyatt's guest network to connect to WiFi and use the password CENIC2026.

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

Paying for Your Sponsorship

After you confirm your intent to sponsor, you will be sent an invoice for payment, detailing all benefits. Payment is due 30 days after receipt of the invoice.

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 storage space is limited.

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

Transportation & Parking

A complimentary shuttle service runs daily between the hotel and the Monterey Peninsula Airport from 7:15 AM to 11:00 PM. Call (831) 372-1234 to request airport shuttle service. The shuttle will pick you up curbside at arrivals or at the hotel lobby.

The Hyatt Regency Monterey Hotel & Spa on Del Monte Golf Course offers 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 and have a 4-hour maximum charging time. Non-guests may use the charging stations for a fee of \$4/hour with a maximum of 4 hours of usage.