

IACET's 4TH ANNUAL CE/T CONFERENCE

As the Voice of Continuing Education & Training (CE/T) Accreditation, the International Accreditors for Continuing Education and Training (IACET) provides guidance and standardization to drive continuous improvement in the quality of CE/T learning events that support the developmental objectives of learners, advance workforce excellence, and impact organizational success of our stakeholders.

Challenges to a weakened talent development pipeline have hampered both the development of individuals and communities at large. This requires **a new approach to training that proactively addresses** the needs of learners while also advancing the industries and fields in which they serve.

ACCREDITATION IN ACTION



St. Louis, MO | September 13 – 14, 2023

PARTNER WITH THE VOICE OF CE/T ACCREDITATION

IAECT provides guidance and standardization to drive continuous improvement in the quality of CE/T learning events that support the impact organizational successes of our stakeholders and their audiences.

Partnering with **IAECT promotes innovation at the intersection of CE/T professionals and the vendor community**, empowering global workers to thrive in a rapidly evolving workforce.

IAECT STAKEHOLDERS' TOPICS OF INTEREST			
			
Blended Learning (Synchronous & Asynchronous)	Competency Based Learning	Content and Badging Taxonomies	Digital Badges and Badge Ecosystems
			
Foreign Language Translation	Independent/Self-Learning	Job Hiring and Applicant Comparison	Learning Management Solutions
			
Micro & Mobile Learning	On-Line Proctoring	Research and White Papers	Resources on SME Instructors
			
Train-the-Trainer Solutions	Training Alternatives	Training Delivery Technologies	Virtual & Augmented Reality

As a broker of continuing education and training thought leadership, **IAECT is committed to maximizing the impact of your sponsorship**, whether through speaking opportunities, sponsorship of new or existing programs, or as a Corporate Affiliate, building brand awareness and relevance among our Accredited Provider and Affiliate communities.

All Sponsorship Packages Include

Sponsor's logo on the Conference Webpage, signage during the Event, Pre- and Post-Conference Attendee List, Recognition during all Keynotes, and More!

Conference & Sponsorship Opportunities

Diamond | \$5,000 | Limit 2

- Opportunity to introduce a Keynote or Panel Discussion.
- Three (3) complimentary conference registrations.
- Acknowledgement of Sponsorship in Conference Press Releases.
- Acknowledgement on the IACET website.
- Conference Bag Insert (must be printed by the Sponsor and provided to IACET by 8/15/2023).
- Dedicated Diamond Sponsor recognition during Conference Slideshows.
- Booth space in the Conference Exhibit Hall.

Platinum | \$3,500

Gold | \$3,000

- Opportunity to introduce a General Session
 - Two (2) complimentary conference registrations.
 - Acknowledgement of Sponsorship in Conference Press Releases.
 - Acknowledgement on the IACET website
 - Leaflet Conference Bag Insert (must be printed by the Sponsor and provided to IACET by 8/15/2023).
 - Booth space in the Conference Exhibit Hall.
- Two (2) complimentary conference registrations.
 - Acknowledgement on the IACET website.
 - Leaflet Conference Bag Insert (must be printed by the Sponsor and provided to IACET by 8/15/2023).
 - Booth space in the Conference Exhibit Hall.

Silver | \$2,500

Bronze | \$1,500

- One (1) complimentary conference registration.
 - Acknowledgement on the IACET website.
 - Leaflet Conference Bag Insert (must be printed by the Sponsor and provided to IACET by 8/15/2023).
 - Booth space in the Conference Exhibit Hall.
- One (1) complimentary conference registration.
 - Acknowledgement on the IACET website.

Attendees by Type

Director of
Education/Training

31%

Training, Education, or
Programs Manager

20%

CEO or Executive
Leadership

19%

Education Specialist or
Coordinator

13%

Consultant

7%

Other

10%

CUSTOMIZED SPONSORSHIP TO MEET YOUR GOALS

Build your own sponsorship package or enhance your bundled experience with additional sponsorship opportunities, targeting your marketing and lead generation goals to ensure an experience customized to your needs.

NEW | CET TALKS – IACET’S PODCAST!

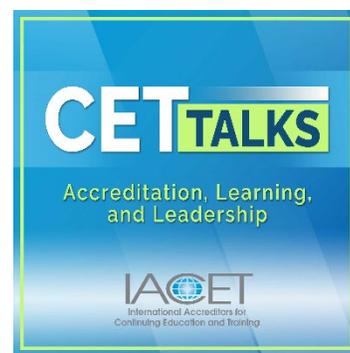
Sponsor and participate in IACET’s NEW Podcast – CET Talks: Accreditation, Learning, Leadership. Sponsors receive acknowledgement and brief promotional discussion at the start and end of the podcast, along with the ability to participate in recordings. CET Talks available on all podcast platforms.

Single-Episode Sponsor | **\$1,000**

Sponsor a recording of CET Talks: Accreditation, Learning, Leadership, including serving as the guest and receiving a brief promotion at the start and end of the podcast.

Multi-Episode Sponsor | **Contact for Pricing**

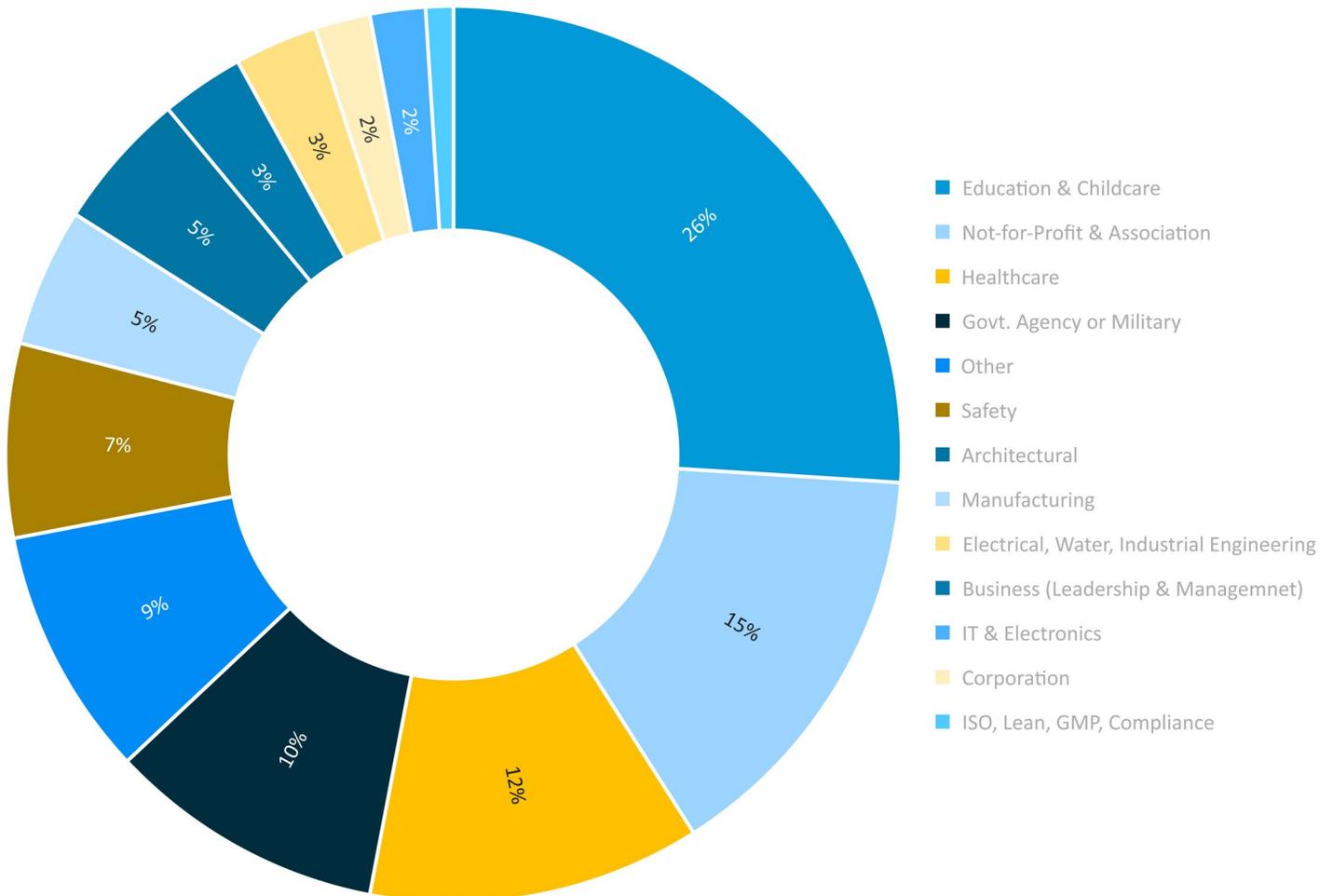
Sponsor **two or more** recordings of CET Talks: Accreditation, Learning, Leadership, including serving as the guest and receiving a brief promotion at the start and end of each podcast.



“While EnGen is great at empowering learners with the English skills they need to pursue credentials, we also want to connect them with other training providers once they have those skills needed. Sponsoring IACET’s annual conference really highlighted the value of this important partnership, and the **opportunity to share best practices for working with immigrants, refugees, and speakers of other languages** with IACET’s community was invaluable for **creating opportunity and access for the learners we serve.**”

– Dr. Katie Brown, Founder & Chief Education Officer, EnGen

IACET ACCREDITED PROVIDERS BY TYPE



“IACET’s reputation of quality standards and reach aligned well with our needs and expectations of quality performance. The process to becoming an AP provides the opportunity for organizations to conduct a thorough self-evaluation of their continuing education and training programs.”

— Stephanie G. Knutson, EdD, MSN, RN, Senior Training and Technical Assistance Associate, Education Development Center

AWARENESS & VISIBILITY

Generate interest and conversation around your organization's sponsorship, promoting logos and networking opportunities for passive attendee engagement.

Forum Tote | \$3,000

Sponsor the IACET 3rd Annual CE/T Conference Tote Bag, receiving your logo placement alongside IACET's in black ink.

Lanyard Sponsorship | \$1,000

Sponsor the IACET Annual Conference Lanyards, receiving your logo placement on the badge holders. One available.

Networking & Engagement

Join the conversation alongside peers and potential leads, connecting with attendees through recurring points of exposure over the two-day conference.

Sponsored Break | \$1,500

Sponsor one of IACET's Session Breaks, including beverages, snacks, and other refreshments.

“Sponsoring IACET’s Annual Conference was a unique opportunity for our organization. The Conference was well organized, engaging, and fun. It had an ideal number of attendees, creating a unique experience with plenty of people to talk to, without being so large that you lost the ability to make direct and personal connections. Because IACET brought together so many different fields of study, we were able to make in-roads into other professions that our organization traditional hasn’t been able to connect with.”

— Lisa Morton, Cognitive Fitness Coach, My Steady Mind

Pathways to Collaboration | Partnership that Fits Your Scope

The contributions of IACET's Sponsors and Partners help support the accrediting body's various programs, reaching audiences across multiple industries and professional fields. Partners gain brand recognition and credibility for their organizations, sharing expertise and insight with a sponsorship tailored to their field's growing needs.

STRATEGIC PARTNERSHIPS | CONTACT FOR PRICING & OPPORTUNITY

Promoting collaboration through intentional partnership, IACET's Strategic Partners Program aligns external organizations with goals aligning to the accrediting body's in a mutually-beneficial manner. The CEO is responsible for identifying these partnerships and culminates in an MOU signed by all parties.

SUPPORT THE FUTURE OF CONTINUING EDUCATION AND TRAINING | GROVER J. ANDREWS RESEARCH FUND

Named in honor of Grover J. Andrews, EdD, for his visionary leadership and profound contributions to research in the field of continuing education and training, the Grover J. Andrews Research Fund supports graduate students and others in conducting research studies aimed at refining and strengthening standards of good practice in continuing education and training. The Fund supports one to two projects per year, with each resulting in an IACET publication.

IACET'S Global Community



600 +

ACCREDITED PROVIDERS



350 +

INDIVIDUAL AFFILIATES



13,000 +

TOTAL REACH

WEBINAR SPONSORSHIP | VARIOUS PRICING OPTIONS

Support the development of CE/T professionals worldwide by sponsoring an IACET Webinar! Choose from options that support your organizational needs, including:

- **Exclusive Sponsorship** – Sponsor one of IACET’s professional development webinars, promoting your logo and a content-related message displayed in email, social media, and website promotions. Your logo will appear at the start of the Webinar on a full slide, and the moderator will read a message that you supply.
- **Partial Sponsorship** – Co-Sponsor one of IACET’s professional development webinars, promoting your logo in email, social media, and website promotions alongside other Sponsors. Your logo will appear at the Start of the Webinar on a half-slide advertisement, and the moderator will read a message you supply.
- **Webinar Support** – Display your Logo and Organization Name in emails and website promotions for one of IACET’s professional development webinars.

“Our CEO and Member leadership identified **accreditation as the next step in the maturation of our professional development program**. The legitimacy and recognition provided by achieving the IACET designation was the primary factor, and we are thankful for this opportunity and for all of the assistance provided throughout the process.”

— Matthew Oyer, Chief Learning Officer,
National Association of State Procurement Officials

Interested in Partnering? **Contact Us Today!**

Business.Development@iacet.org | 703-763-0705, ext. 103