



IACET Ecosystem Sponsorship

Prospectus of Opportunities and Assets

To sponsor, contact:

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Introduction

Since its inception, the International Association for Continuing Education and Training (IACET), a not-for-profit organization, has stood at the forefront of educational standards, revolutionizing professional development through innovation and leadership. With the creation of the Continuing Education Unit (CEU) in 1968, IACET not only pioneered a new way for professionals to gain recognition for their educational pursuits but also set a global benchmark for learning excellence.

Today, as an American National Standards Institute (ANSI) Accredited Standards Development Organization, IACET continues to champion the cause of lifelong learning, ensuring that education is accessible, relevant, and of the highest quality.

Through its rigorous accreditation standards and a diverse network of providers, IACET empowers organizations around the world to deliver transformative educational experiences that foster continuous improvement and personal growth.





Our Vision

A world that learns better.

At IACET, we envision a future where continuous learning and improvement are integral to personal and professional life everywhere.

By setting global standards for education and training, we aim to empower individuals and organizations to achieve their full potential, ensuring that learning is a lifelong journey that is accessible, engaging, and effectively meets the needs of a diverse global audience.

Our Mission

We accredit providers around the world that deliver quality learning and inspire continuous improvement.

Through our rigorous accreditation process, we ensure that educational programs not only meet established standards for excellence but also encourage ongoing enhancement to respond to evolving educational demands. This mission supports our broader vision by fostering an environment where education systems continuously adapt and improve, making high-quality learning the standard across the globe.



IACET Ecosystem Sponsorship Levels

Here at IACET, we firmly believe that sponsors, partners, collaborators, and consultants are a key component in addressing today's modern workforce challenges, and we're curating a space built on mutual respect and content calibration to tackle those problems head on. When you sponsor with IACET, you'll reach decision-makers responsible for accreditation, compliance, implementation, and oversight, expanding your reputation as a partner in learning leadership while ensuring longevity in standard practice.

To help you find the right fit, we've created a content-first approach that positions your organization in one of three critical areas — Content and Thought Leadership; Direct Promotion; and Audience Activation — to help curate your engagement within our greater, global community. You'll work with our team not only to find the best fit for your needs, but also to position your products and services in an impactful, meaningful way, driving engagement resonates among our community. Packages can be customized to meet your audience and desired lead needs with direct support from our leadership team.

Through the IACET Ecosystem Alliance, you're doing much more than connecting with potential leads and clients — you're aligning your organization with a global standard for quality in continuing education and training that has shaped the learning landscape for nearly sixty years.

Digital File Dimensions

- Skyscraper Banner (160 x 600 pixels)
- Top Banner (728 x 90 pixels)
- 12-month Company Listing (1500 x 1440 pixels)
- 12-month scrolling logo placement (360 x 240 pixels)
- Organization Logo (750 x 750 pixels) as well as (250 x 250 pixels)
- Newsletter Header (1200 x 675)



Content and Thought Leadership Sponsor | \$2,495

Overview

This tier positions your organization as a contributor to the advancement of standards-aligned practice in continuing education and training. Your visibility is driven by ideas, implementation examples, and practitioner insight.

Digital Branding

- Digital brand visibility within the IACET ecosystem
- Hyperlinked sponsor directory listing
- Logo placement on archived materials connected to their sponsorship
- Structured, governed audience access consistent with IACET standards
- Eligibility to participate in the 2026 IACET Aligned Solution pilot program

Affiliate Status

- One (1) Complimentary Individual Affiliate Status
 - 50% Discount on Additional Individual Affiliate Registrations

Level Benefits

- Two (2) educational blog contributions
- One (1) case study or white paper
- Promoted twice within the calendar year
- One (1) thought leadership webinar (non-commercial, standards-aligned)



Direct Promotion | \$2,495

Overview

This tier positions your organization for structured, standards-aligned visibility within IACET's learning environments. Your visibility is driven by clear calls to action that are integrated into trusted CE/T channels, while maintaining educational integrity and governance.

Digital Branding

- Digital brand visibility within the IACET ecosystem
- Hyperlinked sponsor directory listing
- Logo placement on archived materials connected to their sponsorship
- Structured, governed audience access consistent with IACET standards
- Eligibility to participate in the 2026 IACET Aligned Solution pilot program
- Banner advertising placement (3-month run; Skyscraper or Top Banner option)
- Logo inclusion in promotional email campaigns, webinar registration pages, and podcast show notes

Affiliate Status

- One (1) Complimentary Individual Affiliate Status
 - 50% Discount on Additional Individual Affiliate Registrations

Level Benefits

- 45-second recorded sponsor message placed within workshops, accreditation webinars, or CET Talks podcast episodes
- One (1) dedicated Solution Series webinar
- One (1) leadership confirmation email from IACET to the community highlighting your sponsored resource or initiative
- Inclusion in CET Connection newsletter promotion
- Archived placement on webinar and podcast resource pages



Audience Activation | \$3,495

Overview

This tier centers on strategic engagement with IACET's Accredited Provider network and CE/T decision-makers. Your visibility is driven by relationship development, structured audience access, and moderated insight exchange within ethical engagement boundaries.

Digital Branding

- Digital brand visibility within the IACET ecosystem
- Hyperlinked sponsor directory listing
- Logo placement on archived materials connected to their sponsorship
- Structured, governed audience access consistent with IACET standards
- Eligibility to participate in the 2026 IACET Aligned Solution pilot program

Affiliate Status

- Three (3) Complimentary Individual Affiliate Status
 - 50% Discount on Additional Individual Affiliate Registrations

Level Benefits

- Opt-in attendee lists (event-level or session-level, as applicable)
- Opt-in download lists for research or resource assets, where feasible and compliant
- Organizational-level information where appropriate and consistent with IACET data practices
- Opportunity to participate in moderated panels or facilitated discussions aligned to event themes
- Recognition in research outreach or survey invitations connected to sponsored initiatives
- Opportunity to provide brief commentary within a research brief or published findings
- Structured opportunity to engage Accredited Providers who opt in for research or dialogue



Enterprise Engagement | \$9,500

Overview

The Enterprise Sponsor tier combines all three sponsorship categories into a comprehensive, year-round ecosystem partnership. This is designed for organizations seeking sustained visibility, thought leadership presence, activation opportunities, and structured provider engagement.

Digital Branding

- Digital brand visibility within the IACET ecosystem
- Hyperlinked sponsor directory listing
- Logo placement on archived materials connected to their sponsorship
- Structured, governed audience access consistent with IACET standards
- Eligibility to participate in the 2026 IACET Aligned Solution pilot program

Affiliate Status

- Four (4) Complimentary Individual Affiliate Status
 - 50% Discount on Additional Individual Affiliate Registrations

Level Benefits

Enterprise

- Exclusive closed-door, round-table virtual meeting with verified IACET Accredited Providers to discuss opportunities, review programs, or provide additional insights.
- Co-branded “Application in Action” field guide with direct call to action and required attendee form information.
- Acknowledgement in annual IACET State of the Industry Report, to include one-page addendum based on the Sponsor’s landscape.
- Two (2) Complimentary Registrations per Signature Event per Year.

Content

- Two (2) educational blog contributions
- One (1) case study or white paper
- Promoted twice within the calendar year
- One (1) thought leadership webinar (non-commercial, standards-aligned)

Direct Connection

- 45-second recorded sponsor message placed within workshops, accreditation webinars, or CET Talks podcast episodes
- One (1) dedicated Solution Series webinar
- One (1) dedicated podcast feature or sponsored episode
- One (1) leadership confirmation email from IACET to the community highlighting your sponsored resource or initiative
- Inclusion in CET Connection newsletter promotion
- Archived placement on webinar and podcast resource pages

Audience Activation

- Opt-in attendee lists (event-level or session-level, as applicable)
- Opt-in download lists for research or resource assets, where feasible and compliant
- Organizational-level information where appropriate and consistent with IACET data practices
- Opportunity to participate in moderate panels or facilitated discussions aligned to event themes
- Recognition in research outreach or survey invitations connected to sponsored initiatives
- Opportunity to provide brief commentary within a research brief or published findings
- Structured opportunity to engage Accredited Providers who opt in for research or dialogue

Customization and Flexibility

- At IACET, we recognize that each organization has unique goals and strategies for engagement. To accommodate diverse needs and objectives, we are more than willing to discuss customized sponsorship packages that align more closely with your specific marketing and outreach goals.
- Whether you are looking to intensify your brand presence at certain events, extend your reach through additional digital platforms, or create a bespoke combination of assets from different levels, our team is here to ensure that your sponsorship experience is as effective and rewarding as possible.
- We invite you to engage with us in a conversation about how we can tailor our sponsorship opportunities to better serve your interests while maximizing your impact within the continuing education and training community.
- Our flexible approach allows us to work together to innovate and adapt, ensuring that your investment not only meets but exceeds your expectations for value and performance. Let's collaborate to craft a sponsorship package that uniquely reflects your company's vision and priorities.





Impact and Reach

IACET boasts an extensive network of accredited providers, partners, and affiliates, each contributing to a significant global impact. This expansive reach not only underscores the depth and breadth of our influence but also highlights our commitment to advancing standards in continuing education and training across various industries and regions.

IACET 2026 Key Demographics:

- **Accredited Providers:** More than 600 organizations globally recognized for their high-quality training programs.
- **Learning Events:** Collectively, these Accredited Providers hosted over 4 million events, demonstrating extensive engagement across various disciplines.
- **Participants Served:** IACET Accredited Providers reached more than 11 million learners, contributing significantly to global education and professional development.
- **CEUs Issued:** These Accredited Providers generated approximately 4.5 million Continuing Education Units (CEUs) for 1.8 million learners, affirming the widespread impact and value of our educational standards.
- **Global Reach:** The IACET Accredited Provider networks extends operations into dozens of countries, including Canada, Australia, India, Ecuador, Belgium, Saudi Arabia, the United Arab Emirates, Jordan, Kuwait, and Egypt, highlighting our international influence and commitment to educational excellence worldwide.

Industries Served by Accredited Providers

Type	Percentage
Government	9.7%
Non-Profit	22.5%
For Profit	67.8%

Organizational Size of Accredited Providers

Size	Percentage
Boutique - Under 30 Learning Events	30%
Niche - 30-250 Learning Events	40%
Established - 251 to 1,000 Learning Events	20%
Major - 1,000 to 10,000 Learning Events	7%
Enterprise - Over 10,000 Learning Events	3%

Organizational Classification of Accredited Providers

IACET Accredited Providers cater to learners across more than 400 industries, showcasing the breadth and adaptability of IACET standards. These standards are designed to focus on the instructional design and delivery process, allowing IACET to be content agnostic and versatile across various fields. The top 10 industries that benefit from IACET's rigorous accreditation process include:

1. Education (K-12)
2. Healthcare
3. Engineering
4. Construction Safety
5. Early Childcare and Education
6. Manufacturing
7. Business Operations/Human Resources
8. Oil and Gas
9. Utilities
10. Computer/Information Technology

This wide-ranging applicability highlights the universal relevance of IACET accreditation in promoting high standards of professional education and training.

About the IACET Audience: Key Metrics

IACET affiliates are your company's #1 targeted prospect audience: the individuals responsible for the oversight and implementation of their company's continuing education initiatives; and therefore, responsible for directing or contributing to the purchasing decisions for goods and services required to deliver a successful CE/T program.

Organizations providing educational services and education technology solutions, such as learning management systems, course authoring tools, and digital badging solutions cannot reach a more direct buyer audience than the IACET affiliate and subscriber audience.

**Engage with our audience across multiple channels
and be featured with an average reach of:**

IACET's Monthly Newsletter:

~13k subscribers
38% avg. open rate

IACET Website:

~21,000 unique users/month

IACET's Podcast (CET Talks):

150–500 downloads/month

Solution Series & Professional Development Webinars:

Avg. 150 registrants (60-100 live attendees)

Social Media Presence:

LinkedIn (~5k followers)
X (Twitter) (~1k followers)
Facebook (~2k followers)



Getting Started with Your Sponsorship

**Embarking on your sponsorship journey with IACET
is straightforward and personalized.**

To begin the process or to inquire further about the IACET Ecosystem Sponsorship opportunities, you have two convenient options:

- 1. Email Contact:** Feel free to reach out directly to IACET's Vice President of Learning Strategy, Bradley Davis, at bradley@iacet.org. Bradley is available to discuss your interests, answer any questions you have, and provide detailed information tailored to your organization's goals.
- 2. Online Form:** For a quick and efficient start, complete our online sponsorship form available at this [link](#). The form is designed to gather your initial details and preferences, which will help us tailor our discussion and sponsorship package to better suit your needs.



We look forward to collaborating with you and crafting a sponsorship experience that not only aligns with your marketing objectives but also amplifies your presence within the global continuing education and training community.



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