




SOCIAL & EMOTIONAL LEARNING  
**EXCHANGE 2024**

hosted by 

# SPONSOR & EXHIBITOR PROSPECTUS

NOVEMBER 12-14, 2024


MCCORMICK PLACE  
LAKESIDE CENTER  
CHICAGO, IL

**ACCELERATE**

ACADEMIC THRIVING AND LIFELONG LEARNING



# SOCIAL & EMOTIONAL LEARNING EXCHANGE 2024

hosted by 

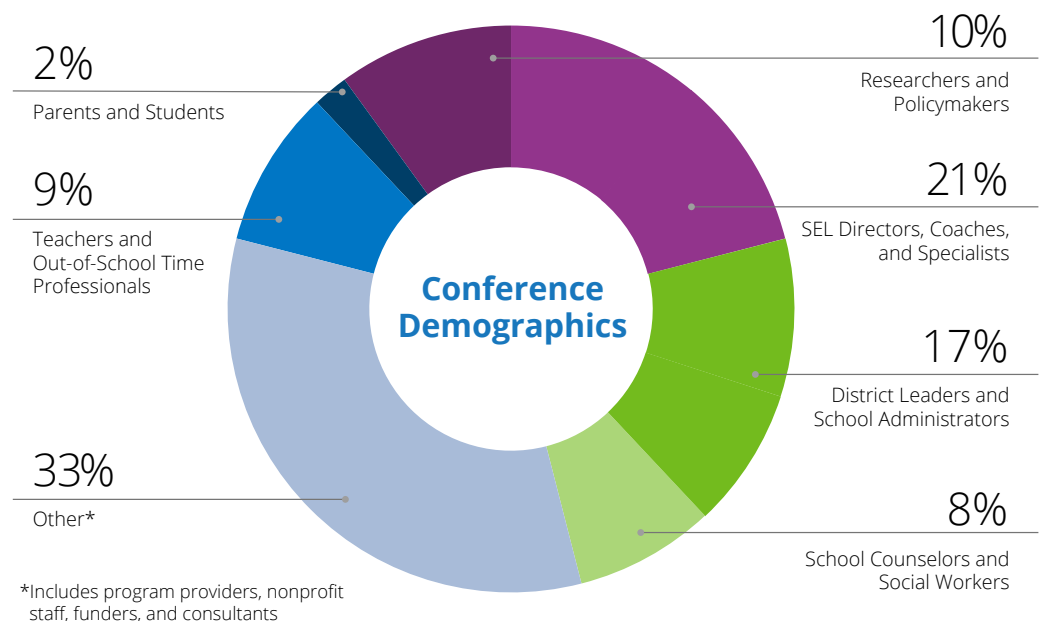


**The Collaborative for Academic, Social, and Emotional Learning (CASEL)** invites you to Chicago, IL, November 12-14, 2024, for the 2024 *Social and Emotional Learning (SEL) Exchange* and a celebration of CASEL's 30th anniversary. This is a one-of-a-kind opportunity to connect with educators, researchers, innovators, policy leaders, parents, and youth from around the world.

With a focus on SEL and academics, this year's event is expected to draw approximately 1,800 attendees who reach and impact nearly 18 million students. This is a unique opportunity for you to connect with influencers and decision makers who are YOUR potential clients—don't miss out!

## Why Sponsor or Exhibit the 2024 SEL Exchange?

- Increased brand recognition
- Lead generation
- Expanded sales
- Face-to-face time with potential clients
- Exhibit hall in prime conference location
- Expanded benefit packet



# 2023 SEL Exchange by the Numbers

## Extensive international impact

17.8M

Students

36

Countries



47

States

## Unique opportunity to expand SEL knowledge and networks

285

break-out sessions across research, practice, policy, and communications

92%

of attendees said the 2023 *SEL Exchange* helped them build on their prior knowledge to deepen their understanding of SEL

93%

of attendees said the 2023 *SEL Exchange* helped them feel a sense of connectedness with the community of SEL stakeholders in the CASEL network



## Significant visibility for sponsors and exhibitors

250,000+

views on the *SEL Exchange* website, which includes a page for sponsor logos

150,000+

educators, researchers, policymakers, and other SEL advocates on CASEL's social media platforms, where the sponsorship commitment was announced

Nearly  
50,000

people accessed the sponsor spotlight emails

25%

of registrants opted in to learn more and hear from sponsors

Nearly  
1,800

event registrants accessed the digital app where sponsors and exhibitors were recognized



Nearly  
100

exhibitors in SEL Mainstreet

# Sponsorship and Exhibitor Opportunities

|  | PRESENTING  | CHAMPION   | LEAD   | ADVOCATE  | SUPPORTER   | CONTRIBUTOR                         | EXHIBITOR           |
|--|---|--|--|---|---|-------------------------------------|---------------------|
|  | \$250,000   | \$100,000  | \$50,000   | \$25,000  | \$10,000  | \$5,000                             | \$2,500             |
| Total number of sponsors at level                                  | 1   | 2  | 4  | 7   | 10  | 15                                  | 60                  |
| <b>PRE &amp; POST EVENT PROMOTION</b>                              |   |  |  |   |   |                                     |                     |
| Logo lock up with event logo*                                      | ●   |  |  |   |   |                                     |                     |
| Logo recognition in monthly emails                                 |   | ●  | ●  |   |   |                                     |                     |
| Lead generation during registration                                |   | ●  | ●  | ●   |   |                                     |                     |
| Sponsor spotlight email  | 2 individual emails<br>(1 pre and 1 post event)     | 2 individual emails<br>(1 pre and 1 post event)    | 2 group emails<br>(1 pre and 1 post event)                   | 1 Group email<br>pre event  | 1 Group email<br>post event   |                                     |                     |
| Announcement of sponsor commitment on social media                 | ●   | ●  | ●  | ●   |   |                                     |                     |
| Company logo, name, and link on SEL Exchange website               | ●   | ●  | ●  | ●   | ●   | ●                                   |                     |
| <b>EVENT PARTICIPATION</b>   |   |  |  |   |   |                                     |                     |
| Remarks during conference plenary**                                | 3 minutes   | 90 seconds   |  |   |   |                                     |                     |
| Verbal name recognition during opening & closing program           | ●   | ●  | ●  |   |   |                                     |                     |
| On-screen recognition during opening and closing program           | ●<br>Logo lock-up                                   | ●<br>Logo  | ●<br>Logo  | ●<br>Logo   | ●<br>Name   | ●<br>Name                           |                     |
| Sponsored 60-minute webinar co-marketed with CASEL                 |   |  | ●  |   |   |                                     |                     |
| Sponsored session at the SEL Exchange                              |   |  |  | 75 minutes  | 30 minutes  |                                     |                     |
| Host a networking social   |   | ●  |  |   |   |                                     |                     |
| <b>ON-SITE PROMOTION</b>   |   |  |  |   |   |                                     |                     |
| On-site signage  | ●<br>Logo Headliner Placement                       | ●<br>Logo  | ●<br>Logo  | ●<br>Logo   | ●<br>Name   | ●<br>Name                           |                     |
| Company logo on event app  | ●<br>Logo lock-up<br>Sponsor page<br>Exhibitor page | ●<br>Sponsor page<br>Exhibitor page                | ●<br>Sponsor page<br>Exhibitor page                          | ●<br>Sponsor page<br>Exhibitor page                                 | ●<br>Sponsor page<br>Exhibitor page                                 | ●<br>Sponsor page<br>Exhibitor page | ●<br>Exhibitor page |
| Push notification(s) on event app                                  |   | One notification<br>promoting<br>networking social | One notification<br>promoting<br>individual exhibit<br>booth | One Group<br>Promotional<br>Notification<br>- Sponsored<br>Sessions | One Group<br>Promotional<br>Notification<br>- Sponsored<br>Sessions |                                     |                     |
| <b>EXHIBITOR PARTICIPATION</b>                                     |   |  |  |   |   |                                     |                     |
| Booth in Exhibit Hall  |   | ●  | ●  | ●   | ●   | ●                                   | ●                   |
| Selection of booth location (see FAQ for selection order)          |   | ●  | ●  | ●   |   |                                     |                     |
| <b>EVENT TICKETS</b>   |   |  |  |   |   |                                     |                     |
| Complimentary tickets (inclusive of exhibit booth representatives) | 10  | 8  | 6  | 4   | 3   | 2                                   | 2                   |

\* Lock-up used when sponsor logo not present on collateral | \*\* Aligned with event theme; CASEL event team to review remarks



# New Sponsorship Opportunities



|   | EXHIBIT HALL SPONSOR | SNACK BREAK SPONSOR | SWAG BAG SPONSOR  |
|---|----------------------|---------------------|-------------------|
|   | \$ 50,000            | \$ 10,000           | \$5,000           |
|   | 1                    | 5                   | 10                |
| Name lock up with exhibit space in all event communications, collateral pieces, and on-site promotion | ●                    |                     |                   |
| Announcement of sponsor commitment on social media  | ●                    |                     |                   |
| Company logo, name, and link on SEL Exchange website  | ●                    | ●                   | ●                 |
| On-screen recognition during opening and closing program  | ●<br>Logo            | ●<br>Name           | ●<br>Name         |
| Company logo on event app   | ●<br>Sponsor Page    | ●<br>Sponsor Page   | ●<br>Sponsor Page |
| Complimentary exhibit booth   | ●<br>Prime Location  |                     |                   |
| Complimentary tickets<br>(inclusive of exhibit booth representative)                                  | 6                    | 2                   | 2                 |
| Logo on swag bag given to conference participants<br>(up to 1,800)                                    |                      |                     | ●                 |
| Swag bag insert   |                      |                     | ●                 |
| Prominent signage at each of the breaks   |                      | ●                   |                   |
| Push notifications on the event app   | ●                    | ●                   |                   |

# Exhibitor Information & Highlights

**Price: \$2,500**

**Benefits:**

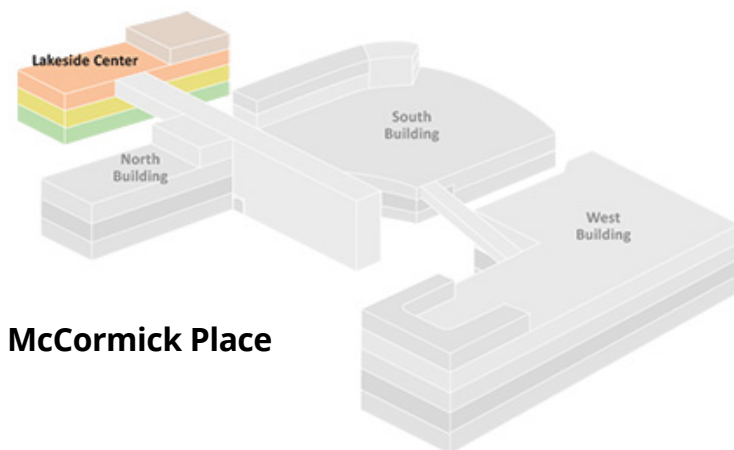
- 20+ hours of exhibit hall time with 5+ hours being dedicated exhibit hall hours
- Company name and logo on event app
- Company name on exhibitor space signage
- Complimentary tickets (inclusive of exhibit booth representatives)
- Available for additional cost: Cvent LeadCapture app

**Location:**

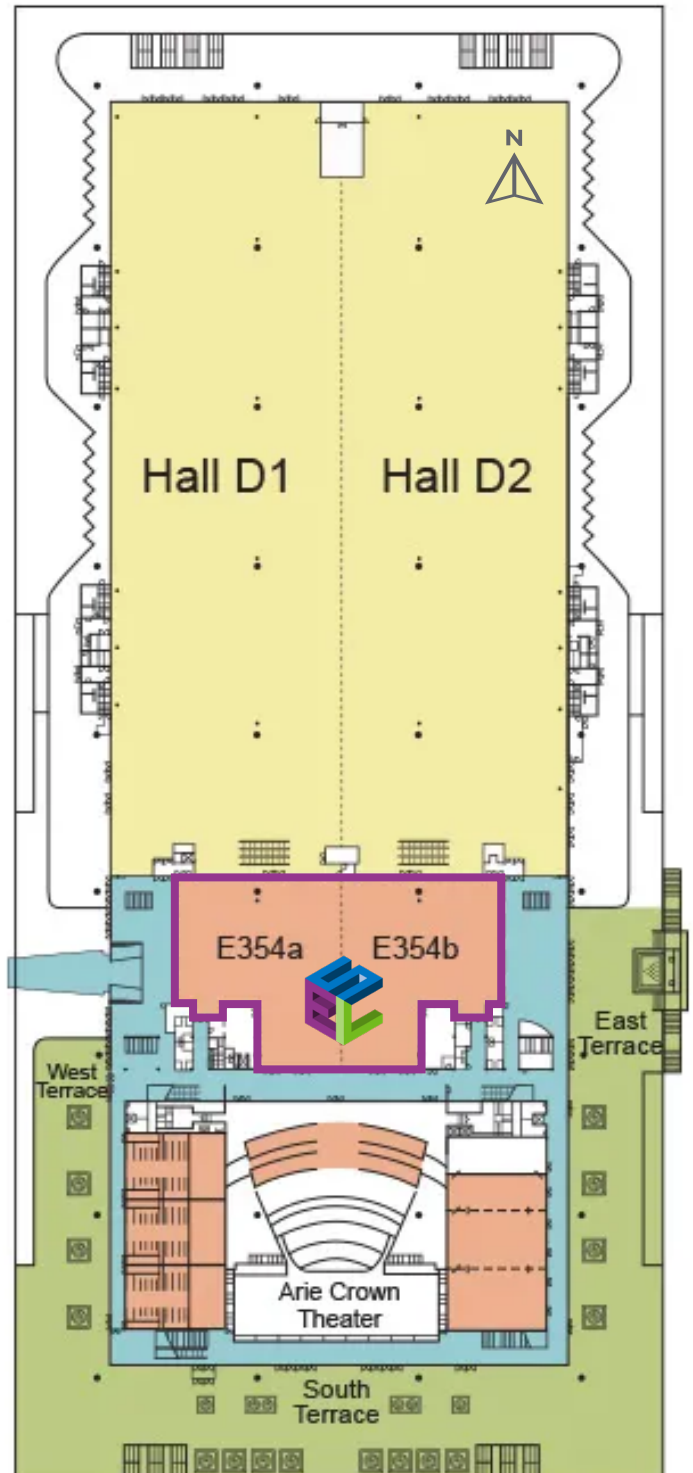
Exhibitors will be located right in the center of the action and overlooking beautiful Lake Michigan! Conference attendees will visit your booth as they enter the conference from the skybridge, on their way to a plenary session, or during one of the many scheduled snack breaks or networking events.

Exhibitor location: E354a/E354b (see map to right)

Enter Here >



## McCormick Place Lakeside Center



# Sponsor and Exhibitor Terms and Conditions

## LIABILITY

Sponsors and/or exhibitors agree to make no claim, for any reason, against CASEL or any contractors for loss, theft, damage, or destruction of goods, or for any injury to self or employees. Additionally, CASEL shall not be responsible for any loss or damage resulting from failure to perform under this Agreement or to conduct the SEL Exchange as currently scheduled in whole or in part as a result of riot, strike, civil disorder, failure of facilities, natural disaster, epidemics, pandemics, or any reason beyond the reasonable control of CASEL. In such event, CASEL will make reasonable efforts to reschedule the SEL Exchange. Notwithstanding any other terms or conditions of this Agreement, should it ultimately be impossible to hold the SEL Exchange, the sponsor or exhibitor has the option to receive a full refund or apply the sponsorship to the next event. CASEL will not be held liable for cancellations made by speakers or entertainment of the sponsored event. CASEL may, at its discretion, replace any speaker or entertainment with what it deems to be comparable talent.

## ACCEPTABILITY OF SPONSORSHIP/EXHIBITORSHIP

CASEL reserves the right to refuse sponsorship and/or exhibition at the SEL Exchange to any company whose products or services, in the judgment of CASEL, do not meet the educational, scientific, or practice needs of the attendees.

## AUTHORIZATION AND PAYMENT

The individual signing the agreement acknowledges their authorization to commit the company to sponsor the 2024 Social and Emotional Learning Exchange on November 12-14, 2024. Additionally, the signer authorizes the company's name and/or logo to be used in promotional materials related to the 2024 Social and Emotional Learning Exchange as specified under the benefits to the selected sponsorship level.

Payment in full must be received within 30 days of agreement being signed unless an alternate payment plan is agreed upon in writing by the CASEL sponsorship team.

## CANCELLATION

Any cancellation must be requested in writing via email to [tpacada@casel.org](mailto:tpacada@casel.org). Requests received prior to August 1, 2024, will receive a full refund less 10 percent. Requests received August 1-September 30, 2024, will be given no more than a 50 percent refund. No refunds will be granted after September 30, 2024.

## CONFLICTS

As a sponsor or exhibitor, you agree to make every reasonable effort to avoid scheduling any events at the same time as the 2024 SEL Exchange, and to inform CASEL of any events that are in direct conflict with the 2024 SEL Exchange schedule for November 12-14, 2024.

## ATTENDEE LISTS

CASEL does not sell attendee lists nor work with third-party organizations to sell or obtain contact lists.

## EXHIBITOR GUIDELINES

- **Unoccupied Space**—Should any exhibitor space remain unoccupied on the opening day, or should any space be forfeited, including failure to make payment, CASEL reserves the right to sell that space or use that space for any purpose it sees fit without any liability on its part. This does not affect the obligation of the exhibitor to pay the full amount specified in the original agreement.
- **Non-interference**—No exhibitor may erect walls, partitions, signage, decorations, or any other obstruction that exceeds the height/width of the exhibit booth walls, unless prior written permission has been received by CASEL sponsorship team. All sound used within an exhibit booth must remain at such a level to avoid interfering with neighboring exhibitors. All staff and exhibit activities must remain within the confines of the purchased exhibit booth(s). Blocking aisles or access to other booths is not permitted. Complaints about any interfering behavior will be addressed directly by CASEL sponsorship team and may be considered cause for termination of exhibitor participation.
- **Associated Exhibitor Events**—All events independent of the SEL Exchange must take place outside of Conference hours or be approved by CASEL sponsorship team in writing at least 10 business days prior to the SEL Exchange.
- **Video and Photography**—Exhibitors can photograph or record at their booths with permission from attendees. Exhibitors shall not photograph or record video of another exhibit or product of another exhibitor unless such photography or videography is approved in writing by the other Exhibitor or CASEL sponsorship team.

Any company that fails to abide by these Terms and Conditions may be dismissed from Conference participation and may jeopardize the exhibiting company's participation in future events.

### How do I register as a sponsor or an exhibitor?

To Register as a Sponsor or Exhibitor, please complete and submit the [2024 SEL Exchange Sponsor & Exhibitor Commitment Form](#).

### I registered as a sponsor/exhibitor, now what?

The CASEL sponsorship team will contact you within 10 business days to provide:

- A signed commitment form
- An invoice payable within 30 days
- The Benefit Guide
- A reminder to send high-resolution logo file (PNG or EPS) to [sponsorship@casel.org](mailto:sponsorship@casel.org).

### How do I pay?

Once you have received the invoice from CASEL, you can pay in the following ways:

- Check (preferred method)
  - Make payable to: CASEL
  - Send payment to: CASEL Lockbox, PO Box 95253, Chicago, IL, 60694-5253
  - Please include invoice # and sponsor name on check
- Credit card – Make payment on CASEL's donate page: <https://casel.org/donate/>
- Wire – Email [sponsorship@casel.org](mailto:sponsorship@casel.org) for instructions on wire transfers.

### What are the date, time, and requirements for my sponsored session?

The date and time of the sponsored sessions will be assigned to you by CASEL. We will take into account the preferences of the sponsors and the order in which sponsor commitments were made. There is a speaker agreement and process to help prepare for your sponsored session, which will be shared once all speakers have been selected in May 2024.

### I want to take full advantage of CASEL's benefit package and the visibility it provides my organization. Is there a timeline of what you need and when?

Since each sponsorship level includes different benefits and requires different items on various timelines, CASEL will share a benefit guide, specific to your sponsorship level, within 10 days of confirming your sponsorship or exhibit. Please note that if a commitment has been made after the benefit has expired, a replacement benefit will not be provided. Expired benefits will be noted in the prospectus.

### Are there separate exhibitor passes for representatives at my company booth?

There are not passes specifically for exhibit booth representatives. The complimentary, general conference tickets included in your sponsorship or exhibitor package are inclusive of booth representatives.



## Thank You!

### Lead Sponsors



### Advocate Sponsors



### Supporter Sponsors

7 Mindsets  
CWK Network  
Emotional ABCs

Harmony Academy  
MindUP | The Goldie  
Hawn Foundation

Move This World  
NCS Pearson  
Navigate360

RethinkEd  
Tools of the Mind  
The Wallace Foundation

### Contributor Sponsors

Aperture Education  
CREATE  
Collaborative Classroom  
The Greater Good  
Science Center

IMAGO  
Lions Quest  
NewSchools Venture Fund  
Newell Brands (In-Kind)

PBL Works  
Panorama Education  
Renaissance  
SEL Launchpad

Sacred Heart University  
School-Connect  
Yale Center for Emotional  
Intelligence  
Zaner-Bloser

### Pre-Conference Sponsors

