


SPONSOR & EXHIBITOR PROSPECTUS

BLUEPRINTS FOR TOMORROW
Designing the Next Era of Learning



EXCHANGE 2025

hosted by 

**NOVEMBER 4-6, 2025
MINNEAPOLIS, MN**

selexchange.casel.org | [Sponsors & Exhibitors](#)

For more information, contact sponsorship@casel.org

Updated 4/5/2025



EXCHANGE 2025

hosted by CASEL



JOIN THE MOVEMENT: THE 2025 SEL EXCHANGE IN MINNEAPOLIS!

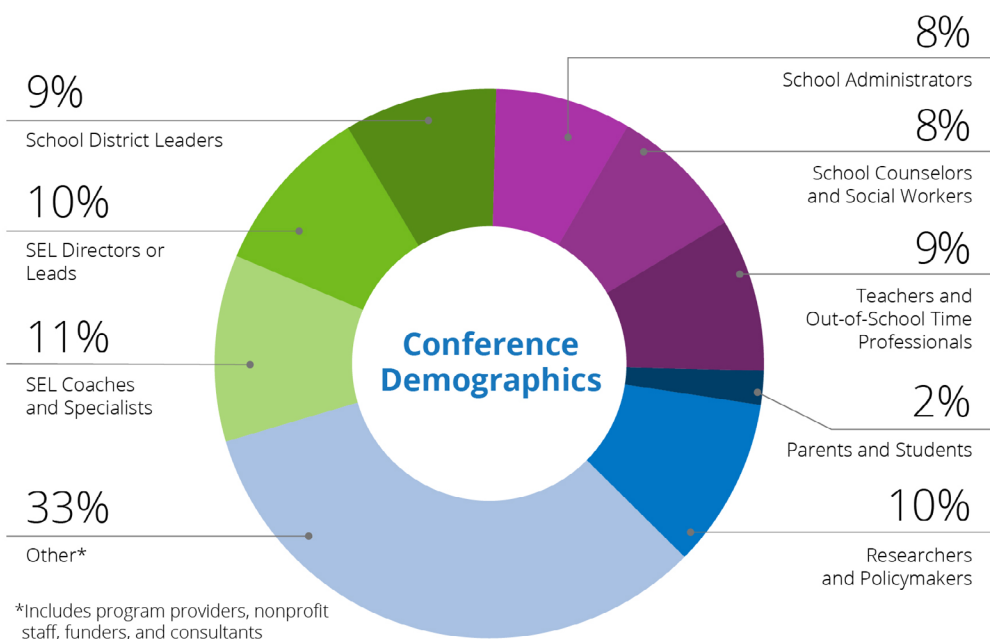
Mark your calendar for November 4-6, 2025—the SEL event of the year is happening in Minneapolis, MN! Hosted by CASEL, the *Social and Emotional Learning (SEL) Exchange* is your exclusive chance to connect with educators, researchers, innovators, policymakers, parents, and youth from around the world who are shaping the future of SEL.

With 1,500+ attendees and an impact reaching nearly 15 million students, this is more than just a conference—it's a game-changing movement! Don't miss this unparalleled opportunity to engage with influencers and decision-makers who could be your next key partners, collaborators, or clients.

Get ready to network, innovate, and lead the future of SEL—Minneapolis is calling! Will you answer?



Why Sponsor or Exhibit at the 2025 Exchange?

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



2024 Exchange by the Numbers

Extensive international impact

17M Students impacted		30 Countries		47 States
Nearly 2,000 Registrants		400 District superintendents and school district leaders in attendance		101 Young people participated

Unique opportunity to expand knowledge and networks

85% of attendees said the 2024 <i>Exchange</i> deepened their understanding of SEL	86% of attendees said the 2024 <i>Exchange</i> informed their thinking on how academic integration with SEL can promote the thriving of young people	86% of attendees said the 2024 <i>Exchange</i> provided practical and relevant resources that are helpful to their work
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Significant visibility for sponsors and exhibitors

250,000+ views on the <i>Exchange</i> website	150,000+ educators, researchers, policymakers, and other SEL leaders on CASEL's social media platforms	50,000 people accessed the sponsor spotlight emails
Nearly 1,800 event registrants accessed the digital app	Nearly 100 exhibitors in SEL Main Street (The <i>Exchange</i> exhibitor and gathering space)	500 Registrants opted in to learn more and hear from our sponsors



Sponsorship and Exhibitor Opportunities

"Thank you for both presenting the evidenced-based and practical tools for almost immediate application in classrooms. This was truly SEL-academic integration!"—2024 Exchange Attendee

	LEAD	ADVOCATE	SUPPORTER	CONTRIBUTOR	EXHIBITOR
	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500
Total available sponsorships	2	4	8	12	49
PRE & POST EVENT PROMOTION					
Logo recognition in monthly emails	●				
Lead generation during registration	●	●	●		
Sponsor spotlight email	2 emails to CASEL's over 21,000 subscribers (1 pre- & 1 post-event)	1 pre-event email to CASEL's over 21,000 subscribers	1 post-event email to CASEL's over 21,000 subscribers		
Announcement of sponsor commitment on social media	●	●			
Company logo, name, and link on <i>Exchange</i> website	●	●	●	●	
EVENT PARTICIPATION					
Verbal name recognition during opening & closing program	●				
On-screen recognition during opening and closing program	● Logo	● Logo	● Name	● Name	
Host a curated networking social event	●				
60-minute webinar co-marketed with CASEL		●			
ON-SITE PROMOTION					
On-site signage	● Logo	● Logo	● Name	● Name	
Company logo on event app	● Sponsor page Exhibitor page	● Sponsor page Exhibitor page	● Sponsor page Exhibitor page	● Sponsor page Exhibitor page	● Exhibitor page
Push notification(s) on event app	1 notification promoting individual exhibit booth	1 notification promoting individual exhibit booth	1 notification promoting individual exhibit booth		
EXHIBITOR PARTICIPATION					
Complimentary booth in Exhibit Hall	●	●	●	●	●
Selection of booth location (see FAQ for selection order)	●	●			
EVENT TICKETS					
Complimentary attendance for company representatives *inclusive of exhibit booth representatives	6	4	3	2	2

Exhibitor Information & Highlights

Price: \$2,500

Benefits:

- Up to 18+ hours of exhibit hall time, with 2.5 hours of exclusive dedicated exhibit hall time
- Company name and logo on event app
- Company name on exhibitor space signage
- Complimentary attendance for two company representatives (inclusive of exhibit booth representatives)
- Available for additional cost: Cvent LeadCapture app

Location:

Exhibitors will be in the carpeted Minneapolis Convention Center, Room 101A-101J – Level One. Conference attendees will be encouraged to visit your booth throughout the conference, especially during designated exclusive exhibit hall hours or during scheduled coffee and snack breaks.



A La Carte Opportunities



	SWAG BAG SPONSOR	WATER STATION SPONSOR	CHARGING STATION SPONSOR	REGISTRATION SPONSOR	INFO DESK SPONSOR	SNACK BREAK SPONSOR
	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total available sponsorships	10	1	1	1	1	3
PRE- & POST-EVENT PROMOTION						
Company logo, name, and link on SEL Exchange website	●	●	●	●	●	●
EVENT PARTICIPATION						
On-screen recognition during opening and closing program	● Name	● Name	● Name	● Name	● Name	● Name
ON-SITE PROMOTION						
On-site signage	● Name	● Name	● Name	● Name	● Name	● Name
Company logo on event app	● Sponsor Page	● Sponsor Page	● Sponsor Page	● Sponsor Page	● Sponsor Page	● Sponsor Page
Logo on swag bag given to conference participants (up to 1,500)	●					
Swag bag insert	●					
EVENT TICKETS						
Complimentary attendance for company representatives *inclusive of exhibit booth representatives	2	2	2	2	2	2

A La Carte Sponsorship Opportunities



	COCKTAIL RECEPTION SPONSOR (DAY 1)	TOAST TO INNOVATION SPONSOR (DAY 2)	FEATURED SESSION SPONSOR	LEADERS OF COLOR RECEPTION SPONSOR (DAY 2)	CASEL NETWORK MEETING SPONSOR** (DAY 1)
	\$10,000	\$10,000	\$10,000	\$15,000	\$15,000
Total available sponsorships	1	1	4	2	10
PRE & POST EVENT PROMOTION					
Company logo, name and link on <i>Exchange</i> website	●	●	●	●	●
EVENT PARTICIPATION					
On-screen recognition during opening and closing program	● Name	● Name	● Name	● Name	● Name
Opportunity for remarks	90 seconds	90 seconds	90 seconds	3 minutes	3 minutes
ON-SITE PROMOTION					
On-site signage	● Name	● Name	● Name	● Logo	● Logo
Company logo on event app	● Sponsor Page	● Sponsor Page	● Sponsor Page	● Sponsor Page	● Sponsor Page
Push notification(s) on event app for leaders of color reception	●	●	●		●
Collateral distributed				●	●
EVENT TICKETS					
Complimentary attendance for company representatives *inclusive of exhibit booth representatives	1	1	1	1	1

**** CASEL Network Meetings include:** CASEL Weissberg Scholars, Collaborating States Initiative (CSI), Community Network Partners (CNP)/SEL Fellows, International SEL Network, and the Research Advisory Council (RAC)

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 judgement 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 2025 *Social and Emotional Learning Exchange* on November 4–6, 2025. Additionally, the signer authorizes the company's name and/or logo to be used in promotional materials related to the 2025 *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. Complimentary tickets will be processed and sent once payment is received.

CANCELLATION

Any cancellation must be requested in writing via email to sponsorship@casel.org. Requests received prior to August 1, 2025, will receive a full refund less 10 percent. Requests received August 1–September 30, 2025, will incur a 50 percent penalty on the original committed amount. No refunds will be granted after September 30, 2025.

CONFLICTS

As a sponsor or exhibitor, you agree to make every effort to avoid scheduling any events at the same time as the 2025 *SEL Exchange*, and to inform CASEL of any events that are in direct conflict with the 2025 *SEL Exchange* schedule for November 4–6, 2025.

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 [2025 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

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 for instructions on wire transfers

What are the date, time, and requirements for my event sponsorship?

The date and time of the events will be assigned to you by CASEL. While some dates and times have been predetermined with programming (indicated on page 7), we will consider preferences of the sponsors and the order in which sponsor commitments were made for featured sessions and network meetings.

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. Sponsors can purchase one additional ticket at a discount of \$400 off the full conference price.

2024 SEL Exchange Sponsors

Thank You Again

to our 2024 Exchange Sponsors!

Lead Sponsors



Advocate Sponsors



Supporter Sponsors



Contributor Sponsors



Leaders of Color Reception Sponsor



Swag Bag Sponsors

