

NEFLCAI EXPO 2021 - Sponsorship Guidelines

SPONSOR INVENTORY

Sponsorship levels have limited inventory for the number of sponsors at each level. The inventory is listed in the Sponsor Packet found [HERE](#), as well as online [HERE](#).

Sponsors are permitted and encouraged to purchase more than one sponsorship activity to maximize their marketing presence.

SPONSOR BOOTHS

Sponsorships (except for Presenting Sponsor) do not include a sponsorship booth. Please note: Only Booth participants are allowed on the EXPO floor and Sponsors ONLY during their sponsored event (i.e. Coffee Station, Lunch). Your Sponsorship ticket is valid only for the Sponsorship level/component you secured (i.e. meaning if you are the Breakfast sponsor, your ticket will be limited to the Breakfast time.) Therefore, to maximize your networking presence and interaction with our attendees, beyond just your area of sponsorship(s) and to be able to also roam the trade show floor, sponsors are highly encouraged to also purchase an EXPO Booth. Booth rules are [FOUND HERE](#).

SPONSOR REGISTRATION

Sponsorships will be confirmed on a first-come, first-served basis by reserving their sponsorship activities in our online store [FOUND HERE](#).

SPONSOR PAYMENT

Sponsors will have the option to pay online with a credit card or to pay offline with a check. If you choose to pay offline with a check, we will hold your reservation, and you will have 3 full weeks to send in your check. If your check is not received within the 3 week deadline, your sponsorship will be offered to the next interested party.

SPONSORSHIP SHARING

Sponsorships are for a single company and only that company's logo can be displayed.

CAI SUITCASING POLICY

CAI has a no-tolerance policy regarding "suitcasing," which describes the practice by non-exhibiting companies or individuals of soliciting sales or sales leads on the tradeshow floor, or in the aisles or lobbies.

It is considered bad form to conduct business outside of the classroom. Talking to clients or prospects in or in front of someone else's booth or someone else's course is also a violation of CAI policy and will not be tolerated.

Violators of these policies will be ejected from the show.

REFUND POLICY

There are no refunds and sponsorships are not transferrable.