TERMS & CONDITIONS

Sponsor Registration Guidelines:

- Sponsors are permitted to bring ONLY the assigned number of registered attendees according to sponsorship level. **Additional booth staff can be coordinated with CEN at a cost of $1500 per additional staff member.**
- Sponsorships include participation in **both days** of the event. One day sponsorship pricing is not available.
- Day-of booth staff must only be those who are registered for the event. Staffing changes are not permitted.
- All booth staff included in your selected level must be registered prior to May 1, 2027. Anyone not registered prior to this date will be charged an additional walk-in fee of $175. Walk-ins that surpass your assigned number of attendees will be charged $1500.
- Must be Gold level or above for a partnered or "shared sponsorship."

Exhibitor Rules & Regulations:

- Booth tables are 6ft wide. Please be respectful of your neighbor's space. **All event materials, including banners and displays, must fit inside 6 ft allotted space.** Booth materials may not impede on neighboring booth space or aisles.
- For the latest version of the Connecticut Convention Center's rules & regulations for exhibitors, click here

Session Participation Guidelines:

- Must include at least one member as a co-speaker or a panel of members
- All session proposals are subject to Engagement and Development Advisory Council approval
- Platinum and Diamond do not require approval or member participation (limited availability)
- Please no direct sales pitch; focus should be on the member and their uses cases
- All sponsors are eligible to participate in a member-led session

Poster Session Guidelines:

- Poster session guidelines can be found here

Speaker Guidelines:

- One (1) guest expert speaker is permitted; additional speakers count toward the sponsor's booth staff allocation. Please email the CEN team to receive approval and special steps for the speaker registration.
- If a speaker represents another company, that company must be a registered sponsor and will be counted toward the sponsor's booth staff allocation.

Payment Terms:

Payment must be received by May 1, 2027 to secure your space. Sponsors not paid in full prior to the day will not be permitted to attend.

Refund/Cancellation Policy:

- Full refunds are available if you cancel by March 27, 2027
- Refunds are not available if you cancel after March 27, 2027
- To cancel your sponsorship, please email events@cteducation.net
- If CEN cancels the event, sponsors will receive a choice of refund or credit

Raffle Policy:

- All raffle prizes must be part of the CEN Happy Hour Raffle event
- Individual booth raffles are not permitted
- Raffle prizes must be present (physical) at the event and dropped off at the CEN registration table. Please include your business card or name on your raffle donation so that we may give credit.

Deadlines:

- **March 27, 2027:** Sponsor Registration (to be included on all promotional material)
- **March 27, 2027:** Logo Received
- **April 22, 2027:** Space Selection
- **April 22, 2027:** Email Raffle Prize
- **May 1, 2027:** All Booth Staff Registered
- **May 1, 2027:** Sponsorship Payment
- **May 1, 2027:** Exhibitor Portal Profile
- **May 1, 2027:** Lead Capture Purchases