





CENCONNECT

2027 Member Conference

Sponsorship Packages







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LARGEST GATHERING OF PUBLIC SECTOR IT PROFESSIONALS IN CT

CEN Member Conference: CEN Connect 2027

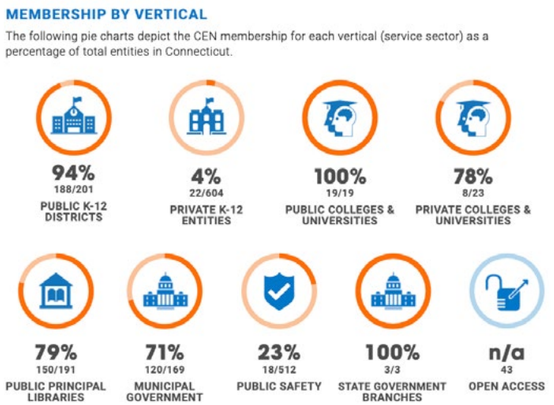
WHY INVEST?

The CEN Member Conference is uniquely positioned with its track record of attracting participation from Connecticut's broadest and deepest group of community anchor institutions. CEN Member Conference sponsors utilize multiple touch points to build and deepen relationships with the technology and organization decision makers that determine network strategies, investments, and service budgets across every community in Connecticut.



GETTING RESULTS

- 2 full days of sponsor exhibit time
- Promoting sponsor brand and increasing credibility
- Acquiring qualified leads and achieving ROI
- Additional networking at two post-event socials
- Multiple workshop, session presentation, and speaking opportunities available
- Reaching 600+ leaders and decision makers from K-12, higher education, state & municipal government, libraries, and more
- Interacting with the CEN community of CIOs, CTOs, IT Directors, Municipal Leaders, and Superintendents
- Company and logo advertising on promotional material



WHAT OUR COMMUNITY HAS TO SAY

CEN

"What did you enjoy the most about the event?"

"The one-on-one face time with sponsors is most valuable for me... I never feel like I'm being put on the spot to make a purchase after a booth conversation as opposed to a phone call or video meeting."
- Director of Infrastructure & Security Technology, RSD 13

"Vendors as always. Great selection and great people!"
- Ridgefield Library

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 purchased 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.
- *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.
- *You may conduct a "registration substitution" for colleagues who are not able to attend both days. In order to do this, the Day 1 booth staff must **not** be present; the Day 2 booth staff must go to the CEN registration table and provide the name of their colleague they are "substituing" for. This will check their colleague out of the event, and check them into the event.
- If more than the allotted/puchased booth staff are seen at the event, you will be asked to leave.

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. If they do, you will be asked to remove them.
- For the latest version of the Connecticut Convention Center's rules & regulations for exhibitors, click here.

Partnership Guidelines:

- Must be Gold level or above for a partnered or "shared sponsorship."
- Partnership can only include 2 different companies.
- Silver and Bronze level sponsorships may **not** partner.
  - All booth staff must be from one company.
- CEN will assist with making a combined logo.
- You may pay with multiple credit cards by selecting Partial Payment on the Order Summary page.

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 booth staff allocation.

Payment Terms:

Payment must be received by April 22, 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.
  - Send prize description by April, 30th.
- Individual booth raffles are **not** permitted unless you are a Diamond Sponsor.
- Raffle prizes must be present (physical) at the event and dropped off at the CEN registration table before 8:00am. Please include your business card / company name on your raffle.

EXHIBIT INFO

Event Date: May 5 - 6, 2027

Wednesday, May 5th
Exhibitor Setup Hours: 6:45AM - 8:45AM
Exhibition: 8:45AM - 4:30PM

Thursday, May 6th
Exhibition: 8:00AM - 4:00PM
Exhibitor Tear Down Hours: 4:30PM - 6:00PM

80 Booth Spots Available

Accomodations:
Discounted hotel room block is available Tuesday - Thursday night at the Marriott attached to the convention center. Once the booking link is available, it can be found here: https://events.ctedunet.net/event/CENConnect27/hotel

Exhibition Floor Plan:
The 2027 booth floor plan will be available closer to the event. Last year's floor plan setup can be viewed below.

Click Here

Brand Promo:
A vector logo (AI / EPS) and PNG/JPG is required prior to deadline to be include in all conference promotional related items. Email to events@cteducation.net

Shipping:

- We recommend bringing equipment with you the day of the event.
- Please reach out to events@cteducation.net if you would like access to the freight elevator.
- If you need to ship equipment to the Convention Center, please be sure to include the following language:
  - *Connecticut Convention Center*
  - *ATTN: CEN / Suzanne Beaumont*
  - *100 Columbus Blvd.*
  - *Hartford, CT 06103*
- Plan to have the shipment arrive about 2-3 days before the event (the Convention Center cannot store packages for over 5 days in advance)
- The Convention Center will receive your materials and bring them to your booth, so be sure your company name is also easily legible on your boxes
- You will be responsible for the return shipment (for ex: Return label attached to outboard packages / schedule return pickup through your carrier)
- If you have any questions regarding shipping, please contact our Convention Center Project Manager, Suzanne, at sbeaumont@ctconventions.com

LeadCapture:

- Complimentary LeadCapture devices based on your sponsorship, check your benefits.
- CVENT LeadCapture License(s): See how-to use instructions here.
  - First license per organization: $259.00.
  - Additional licenses per organization: $149.00.
  - Sales team must be registered for conference
- CVENT on-site support staff will be present.

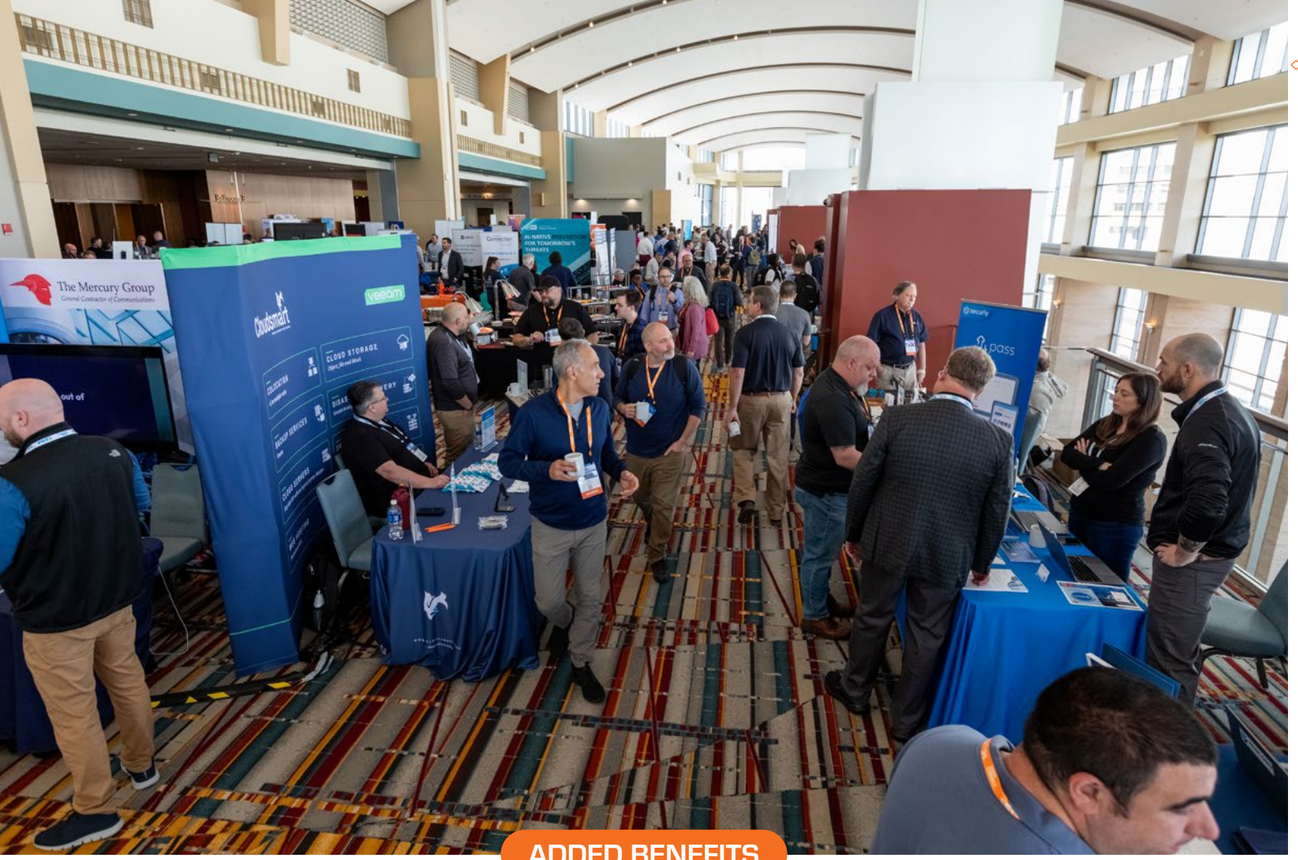
> "The lead-capture software/site was amazing on our ipad. It was instantaneous to get all of the users' info, and then make comments. Wonderful productivity with this, vs trying to get a business card and write comments on the back (or on a pad)."
>
> - CEO, CCi Voice

Electricity & WiFi:

- One 10 Amp electrical drop will be provided to each sponsor at no cost.
- WiFi provided and eduroam available for use
  - UserID: TBA
  - Password: TBA

Additional Electricity:

- If additional electrical services are required, see order form here.
- Sponsor will pay electrical provider directly for add-ons.



ADDED BENEFITS

YOUR SPONSORSHIP REGISTRATION ALSO INCLUDES THE FOLLOWING:

- **Parking**
  - CEN provides parking voucher at check-in
- **Delicious Food**
  - Breakfast, lunch, dessert, hors d'oeuvres
- **Happy Hour**
  - Invite to both happy hour events, includes complimentary beverages
- **Professional Portraits**
  - Need a new LinkedIn profile? Available in the Lounge
- **Electricity & Wi-Fi Access**
  - 10 amp electrical drop to each booth



3 WORDS TO DESCRIBE THE MEALS

"Always good eats."
- Technology Specialist, Integrated Day Charter School

"Cake, chocolate, delicious."
- Account Manager, Cisco

COMPARE OPPORTUNITIES

Sponsorship Levels	Price
All Access	**$22,500**
Diamond	$20,000
Platinum	$15,000
Happy Hour	$16,000
Lunch	$15,500
Gold	$10,000
After-Hours Social	$11,000
Lanyard	$11,000
Lounge	$10,500
Registration	$10,500
Silver	$6,000
WiFi	$7,000
Mobile App	$6,500
Bronze	$4,000
Supporter	$1,500

Sponsorship Level	Diamond	Platinum	Gold	Silver	Bronze	Supporter
# of registrations for the 2-day event	6	5	4	3	2	1
# of 6 ft tables in Exhibit Hall	2	1	1	1	1	-
Logo on conference website, app, & promotional material	☑	☑	☑	☑	☑	☑
Logo on Ballroom Scrolling Slides throughout the day	☑	☑	☑	☑	☑	☑
May participate in member-led session	☑	☑	☑	☑	☑	☑
Opportunity to attend 2 social events	☑	☑	☑	☑	☑	☑
Opportunity to submit session proposals (subject to approval)	☑	☑	☑	☑	☑	-
Ability to participate in CEN Raffle	☑	☑	☑	☑	☑	-
Ability to conduct Sponsorship Raffle (at their own booth)	☑	-	-	-	-	-
Ability to purchase lead retrieval licenses	☑	☑	☑	☑	☑	-
# of complimentary Lead Capture devices	4	3	3	-	-	-
Featured sponsor in the conference mobile app	☑	☑	-	-	-	-
One 1.5-3 hour workshop on Day 1	☑	-	-	-	-	-
One 50-minute sponsoring session (no approval required) on Day 2	-	☑	-	-	-	-
Floor decal with your logo and booth number in Atrium	☑	-	-	-	-	-
First choice booth placement on floor plan in Atrium	☑	-	-	-	-	-
Priority booth placement on floor plan in Atrium	-	☑	☑	-	-	-
First come, first serve booth placement on floor plan in Atrium	-	-	-	☑	-	-
Assigned booth placement on floor plan in Riverside and Cityside Foyers	-	-	-	-	☑	-
May participate in shared partnership sponsors	☑	☑	☑	-	-	-

SPONSORSHIP DEADLINES

KEEP AN EYE OUT FOR THESE DEADLINES:

- **March 25, 2027:** Last day to register as a Sponsor (to be included on all promotional material)
- **March 25, 2027:** Logo Sent (vector file to events@cteducation.net)
- **April 22, 2027:** Full Payment Made
- **April 30, 2027:** Raffle Prize Donation Sent (login to registration or sent to events@cteducation.net)
- **April 30, 2027:** All Booth Staff Registered (login to registration to complete)
- **April 30, 2027:** Exhibitor Portal Profile Complete
- **April 30, 2027:** Lead Capture Purchases (check sponsorship if any are included with your benefits)



HOW TO MAKE PAYMENT POST-REGISTRATION:

- Click Sign-In under the Register Now button in top right corner here: https://events.ctedunet.net/
- Login with main registrant's email and confirmation number
- Hit Make Payment button
- This will bring you back to the order summary page where you can select Credit Card
- It will redirect you to TouchNet to make payment
- Hit Submit

HOW TO ADD BOOTH STAFF POST-REGISTRATION:

- Click Sign-In under the Register Now button in top right corner here: https://events.ctedunet.net/
- Login with main registrant's email and confirmation number
- Hit the Add Booth Staff button
- Scroll until you see the Booth Staff Information section add click the Add Booth Staff button
- Once done adding colleagues' info here, hit Next on the remaining registration pages and Submit on the final page

ALL ACCESS
SPONSOR

NEW!

ALL ACCESS BENEFITS INCLUDE:

Become an official All-Access Sponsor, securing your spot at both the CEN Annual Member Conference and Cyber Nutmeg!

- ALL Platinum level benefits at CEN Connect 2027 & Cyber Nutmeg 2027
- Logo in footer of all event-related promo emails!
- Save 10% on conferences for the year!

Secure premier brand placement, direct access to regional technology decision-makers, and effortless presence across BOTH flagship events in a single annual commitment.





PRICE
$22,500

DIAMOND BENEFITS INCLUDE:

- 6 conference registrations for the 2-day event
- Two 6 ft. tables and chairs
- One sponsored session (no approval required): choice of Workshop or Parallel Session
- May participate in member-led session
- Floor decal with your logo and booth number in Atrium
- First choice booth number on exhibit floor plan in the Atrium
- Logo on conference website, app, and promotional material
- Featured sponsor in the conference mobile app
- 4 complimentary Lead Capture licenses
- Ability to purchase additional lead retrieval licenses
- Shared scrolling slide during lunch PowerPoint
- Ability to conduct Diamond Booth Raffle (at your booth)
- Ability to participate in CEN Happy Hour Raffle
- Opportunity to attend 2 social events





PRICE
$20,000

QUANTITY AVAILABLE:
5

PLATINUM BENEFITS INCLUDE:

- 5 conference registrations for the 2-day event
- 6 ft. table and chairs
- One sponsored session (no approval required): choice of Workshop or Parallel Session
- Opportunity to submit additional session proposals (subject to approval)
- May participate in member-led session
- Ability to select priority booth number on exhibit floor plan in the Atrium
- Logo on conference website, app, and promotional material
- Featured sponsor in the conference mobile app
- 3 complimentary Lead Capture licenses
- Ability to purchase additional lead retrieval licenses
- Shared scrolling slide during lunch PowerPoint
- Ability to participate in CEN Happy Hour Raffle
- Opportunity to attend 2 social events

Looking for exclusive branding? 2 Platinum added-value sponsorships can be found below!





PRICE
$15,000

QUANTITY AVAILABLE:
5

GOLD BENEFITS INCLUDE:

- 4 conference registrations for the 2-day event
- 6 ft. table and chairs
- Ability to select booth number on exhibit floor plan in the Atrium
- 3 complimentary Lead Capture licenses
- Logo on conference website, app, and promotional material
- Opportunity to submit session proposal (subject to approval)
- May participate in member-led session
- Ability to purchase additional lead retrieval licenses
- Shared scrolling slide during lunch PowerPoint
- Ability to participate in CEN Happy Hour Raffle
- Opportunity to attend 2 social events

Looking for exclusive branding? 4 Gold added-value sponsorships can be found below!





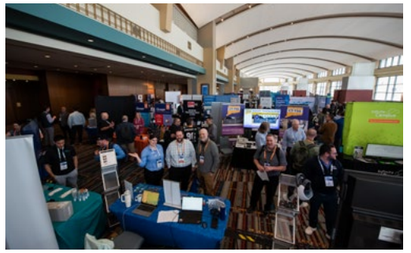
PRICE
$10,000

SILVER BENEFITS INCLUDE:

- 3 conference registrations for the 2-day event
- 6 ft. table and chairs
- Logo on conference website, app, and promotional material
- Assigned booth number in the Atrium
- Opportunity to submit session proposal (subject to approval)
- May participate in member-led session
- Ability to purchase lead retrieval licenses via CVENT
- Shared scrolling slide during lunch PowerPoint
- Ability to participate in CEN Happy Hour Raffle
- Opportunity to attend 2 social events

Looking for exclusive branding? 2 Silver added-value sponsorships can be found below!





PRICE
$6,000



BRONZE BENEFITS INCLUDE:

- 2 conference registrations for the 2-day event
- 6 ft. table and chairs
- Assigned booth placement in the Riverside or Cityside Foyer
- Opportunity to submit session proposal (subject to approval)
- Logo on conference website, app, and promotional material
- May participate in member-led session
- Ability to purchase lead retrieval licenses via CVENT
- Shared scrolling slide during lunch PowerPoint
- Ability to participate in CEN Raffle
- Opportunity to attend 2 social events





PRICE
$4,000

QUANTITY AVAILABLE:
32



SUPPORTER BENEFITS INCLUDE:

- 1 conference registration for the 2-day event
- Logo on conference website, app, and promotional material
- Shared scrolling slide during lunch PowerPoint
- Opportunity to attend 2 social events



PRICE
$1,500

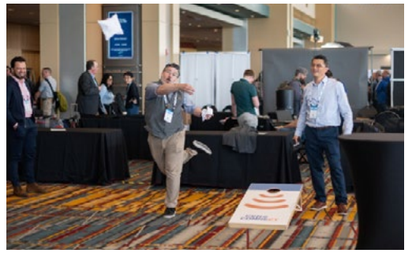


ADDED-VALUE

HAPPY HOUR BENEFITS INCLUDE:

- ALL Platinum level benefits
- One 50-minute sponsored session (no approval required)
- Recognition for sponsoring the Day 2 (May 6) happy hour at the CT Convention Center
- Logo sign next to bars / food tables
- Mention in Opening Remarks
- *Join us at Happy Hour* push notification





PRICE
$16,000

QUANTITY AVAILABLE:
1



ADDED-VALUE

LUNCH BENEFITS INCLUDE:

- ALL Platinum level benefits
- One 50-minute sponsored session (no approval required)
- Recognition for sponsoring both days of lunch
- Logo sign next to food tables
- *Join us for Lunch* push notification





PRICE
$15,500

QUANTITY AVAILABLE:
1



ADDED-VALUE

AFTER-HOURS SOCIAL BENEFITS INCLUDE:

- ALL Gold level benefits
- Recognition for sponsoring the Day 1 (May 5) after-party at the Connecticut Science Center
- Logo sign in gallery space
- Mention in the Day 1 Opening Remarks
- *Join us at the After-Hours Social* push notification

Elevate the evening: Receive exclusive branding for sponsoring the After-Hours Social on night 1!





PRICE
$11,000

QUANTITY AVAILABLE:
1



ADDED-VALUE

LANYARD BENEFITS INCLUDES:

- ALL Gold level benefits
- Logo included on all conference lanyards





PRICE
$11,000

QUANTITY AVAILABLE:
1



ADDED-VALUE

LOUNGE BENEFITS INCLUDE:

- ALL Gold level benefits
- Recognition for sponsoring both Riverside and Cityside Lounges
- Logo sign in lounges
- *Relax in the Lounge!* push notification

Be the first impression: This prime branding opportunity ensures that every attendee sees your support as they grab a snack, energy drink, or professional headshot!





PRICE
$10,500

QUANTITY AVAILABLE:
1



ADDED-VALUE

REGISTRATION BENEFITS INCLUDE:

- ALL Gold level benefits
- Branding recognition on the faceplate of the iPad kiosk at check-in

Be the first impression: This prime branding opportunity ensures that every attendee sees your support from the moment they arrive!





PRICE
$10,500

QUANTITY AVAILABLE:
1



ADDED-VALUE

WI-FI BENEFITS INCLUDE:

- ALL Silver level benefits
- Custom Wi-Fi password
- Logo included on all Wi-Fi info signs throughout exhibition space
- Logo included in conference app on Wi-Fi page

Get connected: You can't spell connection without CEN, and we can't host this event without you. Be recognized for sponsoring the conference's high-speed Internet.





PRICE
$7,000

QUANTITY AVAILABLE:
1



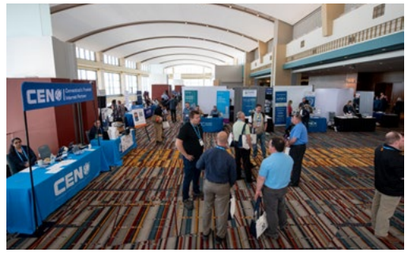
ADDED-VALUE

MOBILE APP BENEFITS INCLUDE:

- ALL Silver level benefits
- Logo included on all *Download our Mobile App* signs throughout exhibition space
- Logo included on the homepage of the conference app

Put your brand in the hands of every attendee!

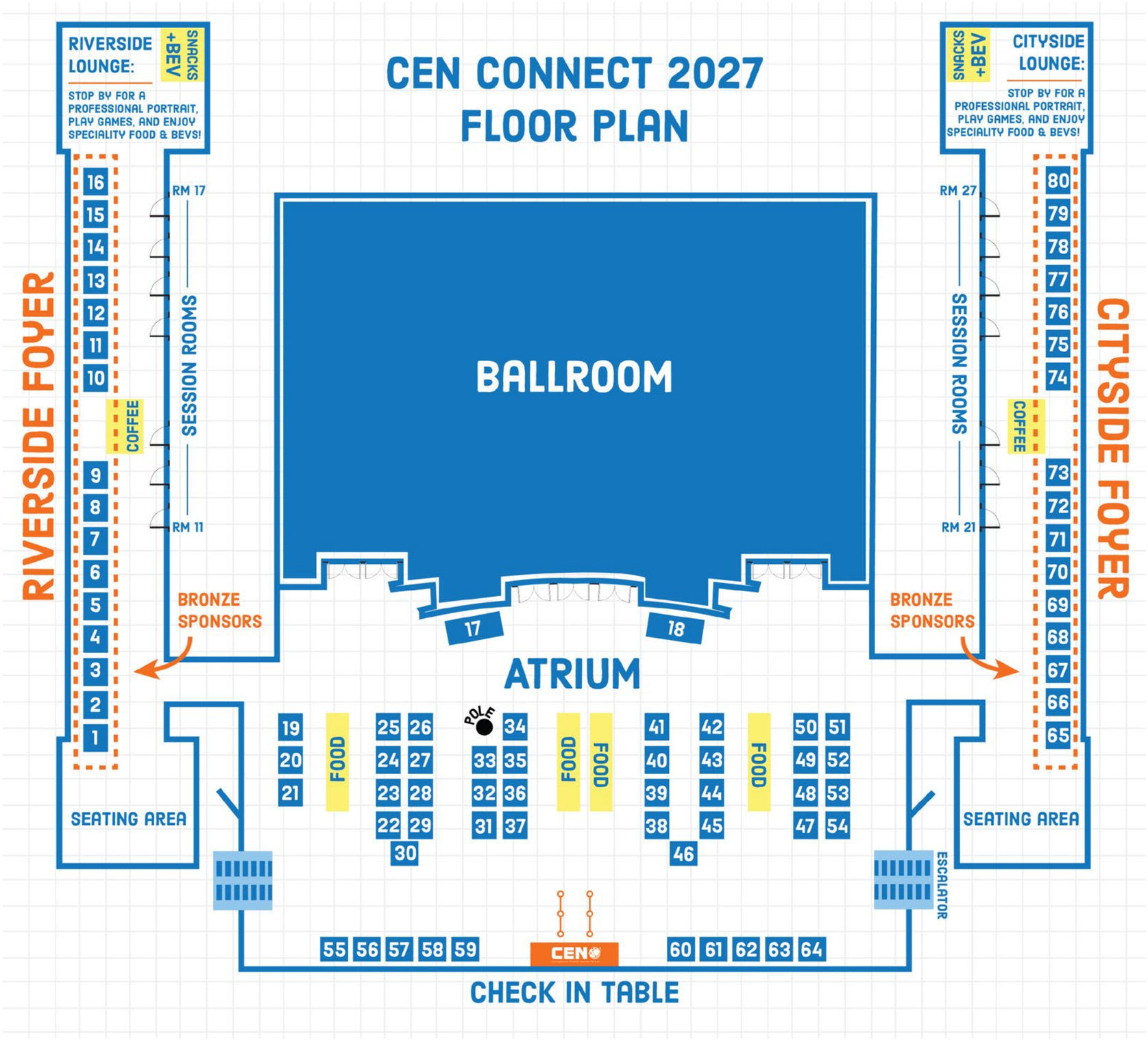




PRICE
$6,500

QUANTITY AVAILABLE:
1

CEN CONNECT 2027 FLOOR PLAN



THANK YOU!

CEN Connect wouldn't be possible without the generous support of our vendor partners. Thank you for helping us bring Connecticut's technology community together and making this conference a success!

events.ctedunet.net
events@cteducation.net