



Ways to Engage with IACET

Partnership and Sponsorship Opportunities

Quick Facts

IACET has:

- Served continuing education and training providers since 1968.
- Achieved accreditation for its continuing education and training standard from the American National Standards Institute (ANSI).
- Accredited more than 1,000 providers in 15 countries.
- A growing newsletter base of more than 11,500 subscribers.
- An average of 9,000 unique website users per month.
- Contacts with a diverse contingent of continuing education and training professionals. [See a list of providers by industry.](#)
- The ability to help marketing your product and services.

IACET has the following opportunities available to engage with the association.

Special Event Partner Webinars Opportunities

IACET works with select partners to offer educational webinars on topics related to continuing education and training within the partner's area of expertise. These special learning events are not commercials, but value-added educational events that serve to educate the attendees on a relevant topic. To qualify for a special-event webinar, the partner must be able to substantially promote the webinar with IACET and mutually contribute to the success of the event. Normal attendance at a special event webinar is about 200 or more registrants. Recently, IACET achieved more than 420 registrants for one of its partner webinars.

- IACET provides the webinar platform (GoToWebinar), registration, and moderation services for the event along with promotional services.
- The partner reciprocally provides the event promotion and a well-known or distinguished speaker that will attract attendees and generate registrant leads.
- Webinars are typically one hour in length and are recorded and placed in IACET's webinar archive.
- IACET usually promotes these events to the public at large and does not charge a fee. A video is made of the presentation and is shared with the partner. The partner and IACET have joint branding on the video.
- IACET includes related blog posts to help promote and generate interest for the event.
- IACET provides the names and email addresses of those who agree during registration to have their information shared with the partner.
- IACET's promotion usually yields 100 registrants or more. The partner is expected to promote the event and yield at least an additional 100 registrants. Events yielding more than 200 registrants are complimentary to the partner. The partner will be invoiced \$500 for an event yielding less than 200 registrants and have the partner's name, name, description and contact information added to the partner area of the IACET website.

Cost to partner: Free based upon 200 registrants or more. 200 registrants or less costs a \$500 one-time fee per webinar.

CET Connection Webinar Opportunities

CET Connection Webinars are proposed once per year in September. Shortly thereafter, the best and most relevant webinars to IACET's mission are chosen and scheduled for the year ahead. The person or organization proposing the webinar should have content that is of value to the IACET member and related to continuing education and training.

- Typically, IACET promotes the event with minimal assistance, if any, from the presenter.
- The webinars are typically one hour in length.
- IACET may or may not charge a nominal fee to non-member attendees depending on the arrangements with the presenter.
- IACET may or may not promote the CET Connection webinar with a blog post.
- CET Connection webinar hosts are not provided email addresses of the attendees but may collect leads after the webinar from those who are willing.

Cost to presenter: Free



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IACET 2017 Awards Ceremony Sponsorship Opportunities

The 2017 IACET Awards and Annual Meeting will be Thursday, October 5th in Los Angeles, California. We will be honoring IACET Accredited Providers who have exceptional training programs and lead continuing education in innovative ways. Nominations will open in early spring and the event registration will open in early summer.

We are asking for your support to help produce this recognition program. In turn, your organization will be recognized by IACET over the next year. **IACET has designed these benefits to ensure exposure to more than 11,000 IACET friends and last for a year after the event.** Please see the sponsorship levels below.

The deadline is Friday, July 31st for the 2017 program. Also, please note, those organizations applying for award recognition are not eligible to sponsor the awards ceremony.

Levels of Support

Platinum Sponsor - \$3,500 Only 2 Available!

- Large rotating feature graphic on IACET's new website home page. This unique offer provides valuable exposure and reinforces your organization's brand in the CE/T community.
- Sponsor listed on Awards press release.
- Organizational profile and strategic promotional blog post in the IACET blog.
- Logo featured on the Awards and Sponsor web pages until June 2018.
- Logo listed on the Sponsor Board.
- Logo listed on event signage.
- Logo at the beginning of the Awards Ceremony video.
- Verbal recognition at the beginning of the program along with an opportunity to speak for up to three minutes during the ceremony and provide information that brands the organization as promoting excellence in CE/T.
- Mention in Awards e-blasts, the CET Connection and social media.
- IACET Special Event Webinar – featuring educational content from the sponsor and IACET promotion of the special event.
- Five complimentary invitations to the Awards ceremony.

Gold Sponsor - \$2,500 Only 3 Available!

- Organization profile in the IACET blog.
- Logo featured on the Awards and Sponsor web pages until June 2018.
- Logo listed on the Sponsor Board at the event.
- Verbal recognition at the beginning of the program.
- Mention in Awards e-blasts, the CET Connection and social media.
- IACET Special Event Webinar – featuring educational content from the sponsor and IACET promotion of the special event.
- Four complimentary invitations for attendees to the Awards ceremony.

Silver Sponsor - \$1,500

- Logo featured on the Awards and Sponsor web pages until June 2018.

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- Logo listed on the Sponsor Board at the event.
- Verbal recognition at the beginning of the program.
- Mention in Awards e-blasts, the CET Connection and social media.
- Three complimentary invitations to the Awards ceremony.

Bronze Sponsor - \$700

- Name featured on the Awards and Sponsor web pages until June 2018.
- Name listed on the Sponsor Board at the event.
- Mention in Awards e-blasts, the CET Connection and social media.
- Three complimentary invitations to the Awards ceremony.

Grover Andrews Research Endowment Project Partnership Opportunities

Introduction

The International Association for Continuing Education and Training (IACET) has established an endowment fund to support the Grover J. Andrews Research Award to recognize Grover J. Andrews, Ed.D., for his visionary leadership and profound contributions to research in the field of continuing education and training. His support for research, particularly within the International Association for Continuing Education and Training, has led to continuous quality improvements in the field, now incorporated into programs in education, business, industry, government, health care, professional and trade organizations, and labor unions. The Continuing Education Unit Criteria and Guidelines, continually updated through research programs spearheaded by Dr. Andrews, are now used throughout the world as the benchmark for quality continuing education and training programs.

Purpose

The purpose of the endowment is to support research studies aimed at refining and strengthening standards of good practice in continuing education and training. The fund supports projects that result in an IACET publication useful to continuing education and training professionals and organizations.

IACET's Grover Andrews Research Committee decides on specific projects to fund on a annual or bi-annual basis.

Current Projects Being Funded by the Endowment

1. **Standards and best practices for micro-credentialing and open digital badges.** The project is expected to be complete in the last quarter of 2017.
2. **Standards and best practices for competency based continuing education and training.** The project is expected to be complete sometime in mid-2018.

Partnership Opportunities

Select organizations that qualify and desire to partner with IACET on its research projects may do so. Partners sponsoring the projects receive:

1. **A tax deduction (US partners only).**
2. **Branding as a partner on the final printed work and for the lifetime of the work.**
3. **One seat on the decision-making workgroup overseeing the project.**
4. **Exposure as a research partner on IACET's website.**
5. **Use of the IACET Research Partner Logo. (shown below)**
6. **Collaborative promotional opportunities to promote the work and the partner including webinars, blog posts and conference presentations.**



Image above: IACET Research Partner logo.

Cost: Varies on the goals and eligibility of the partner but contributions start at \$5,000 USD but include benefits and exposure for years to come.



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