Sponsor Guidelines

The following guidelines are intended to help both sponsors and attendees maximize their experience at Advance CTE's meetings. Please contact meetings@careertech.org for questions or additional information.

Sponsor Attendance

- Sponsor representatives may not exceed the number of individuals listed on the registration list. If a representative is no longer able to attend, sponsors must notify Advance CTE in writing to meetings@careertech.org at least 48 hours prior to the start of the event.
- The Advance CTE Spring Meeting team reserves the right to restrict, reject, or prohibit any sponsor exhibit in whole or part because of noise or for any other reason that violates the code of conduct. If a sponsor is rejected because of a violation of this conduct, or for any stated reason, no return of exhibit fees shall be made. The exhibitor shall abide at all times by any and all regulations and requirements of the hotel and Advance CTE.

Sponsor Booths

Sponsors are provided an exhibit booth to engage with attendees and impart knowledge of latest trends, products, and services in their industry.

- **DO:** Encourage attendees to visit your table in between sessions. Focus on building relationships with attendees, showcasing your products or services, conducting a conversation about their interests and needs, and answering questions they may have.
- **DO:** Keep equipment demonstrations and other sales presentations confined to the sponsor booth area, and keep a noise level respectful to fellow exhibitors, staff, and attendees.
- **DO:** Notify Advance CTE at least two weeks prior to the event if a sponsor booth requires a power source.
- **DO:** Share your products and resources with members in the appropriate spaces, but be mindful of "overselling". Our members are often approached with sales pitches and don't enjoy aggressive sales pitches or being "oversold".
- **DO:** Be mindful of others and ensure that your table does not obstruct the general view, or walking areas, or hide other exhibits. Exhibit tables are 6 feet long, two feet wide, and 30" tall.
- **DO:** Do limit the distribution of your information, giveaways, and products to your exhibit booth. To ensure a positive experience for all attendees, we reserve the right to address any issues as needed, which could include removal from the event space.

Sponsor Participation During Sessions

Sponsors are invited to attend Spring Meeting sessions to gain knowledge on state CTE leader perspectives.

- **DO:** Converse with attendees to learn about their work and needs.
- **DO:** Review the meeting agenda and session descriptions prior to attending Spring Meeting to determine which sessions are most beneficial for your business or personal development.
- **DO:** Conduct meetings or events with attendees outside of the official hours of Spring Meeting to ensure Advance CTE can maximize time with our registrants and members!
- **DO NOT:** Make product pitches during this session to allow attendees to maximize learning time with their peers.

Communications Guidelines

These guidelines apply to posts for our [Learning that Works blog](#) (Gold, Platinum, and Diamond Level) and email to attendees (Diamond Level).

The audience for these communications are State Career Technical Education (CTE) Directors and their staff. [Learn more about their role](#).

For questions, please contact Layla Alagic at lalagic@careertech.org

Dos

- Utilize our abbreviated style guide below to ensure consistency in language and style.

- **Clearly state how state leaders can use your product, service, or resource**
  - (e.g. *X equips state CTE leaders to do Y, State CTE leaders can use X to scale/replicate Y, X can be implemented at a statewide level to help achieve Y*)

- Give examples—**provide evidence where your product, service, or resource was impactful at the state level**. If specific state examples are not possible, be clear about how your product, service, or idea is scalable to the state level.

- **Incorporate the theme**—*Connecting Vision to Impact*—and how your product, service, or resource connects.

- **Provide clear next steps** on how attendees can access or utilize what you are sharing.

- **Blog Post** (Gold, Platinum, Diamond)
  - [View blogs from 2025 Spring Meeting](#)
  - Please keep your blog to **800 words or less**.
  - Photos and graphics are encouraged to help break up the text.
  - Include the author and their title at the end of your blog.

- **Emails** (Diamond)
  - [Example 1](#), [Example 2](#), [Example 3](#)
  - Please keep your email to **250 words or less**.
  - The email will be sent out by Advance CTE.

- **Promotional Slide** for rotating slide deck (Platinum, Diamond)
  - [Example 1](#), [Example 2](#), [Example 3](#)

- **Speaking Opportunity Slide Deck** (Diamond)
  - You are welcome to include a video or GIFs in your slides if desired. We will integrate your slides into our master deck, and you will have a clicker on stage to control them.

Don'ts

- **Don't** simply announce a report or product—we want members to understand how it benefits them.

- **Don't** include endorsements from Advance CTE members without expressed written permission.

- **Don't** just provide local-level context or examples—**our attendees need to be able to apply this to their work at the state level**.

- **Don't** use deficit-based language that assigns negative attributes or circumstances to a broad group of people.

Notes

- **All deliverables will be approved by Advance CTE prior to publishing.**

- Advance CTE reserves the right to make grammar and spelling corrections to your entry, but will notify the sponsor if any additional changes are suggested.

- Additionally, Advance CTE will propose modifications if a submission includes language that is not asset-focused or in line with our commitment to accessibility and full support for all learners and leaders.

- Advance CTE may add relevant internal tags to your entry.

- Advance CTE reserves the right to alter the posting schedule of your entry and will give at least 72 hours notice.

Advance CTE Abbreviated Style Guide

Career Technical Education: CAPITALIZE first reference and use the parentheses (CTE). Second reference use acronym (CTE). **CTE:** When writing about or referring to CTE, it is important to provide the audience with an explanation of what the letters "CTE" represent—and thus, it is essential that the first or early use of "CTE" in your communications include a reference to CTE as the brand name for "Career Technical Education."

State Directors: FIRST REFERENCE: State CTE Directors. SECOND REFERENCE: State Directors CAPITALIZED.

Learners: Advance CTE prefers the use of the term 'learner' instead of 'students' to reflect programs that reach individuals of all ages.

Academic degrees: If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: Fatima Kader, who has a doctorate in psychology. Use an apostrophe in "bachelor's degree", "a master's," etc., but there is no apostrophe in "associate degree," "doctorate," "Bachelor of Arts," or "Master of Science."

Acronyms: Always spell out the full name of any organization or program on the first mention followed by the acronym in parentheses. On second and subsequent mentions, just the acronym can be used.

Percent: Use the percent symbol when accompanied by a number. There is no space between the number and percent symbol. Spell out "percentage" when not accompanied by a number.

> *EXAMPLE: When asked to rank the quality of their education experience, 92% of learners in CTE programs were very satisfie*d.

> *EXAMPLE: The chart illustrates the percentage of learners who completed a postsecondary credential in New Mexico.*

High-skill, high-wage, in-demand: Use hyphens when being used as an adjective before a noun; do not use hyphens when the adjective follows the noun. Always LOWERCASE.

EXAMPLE: The state identified high-skill, high-wage and in-demand careers. The state identified careers that are high skill, high wage, and in demand.

Career Cluster®/ Career Clusters®: Use the ® symbol and always capitalize Career Clusters. Always use & instead of 'and' when writing out the Career Cluster areas.

Comma usage: Use a serial or Oxford comma in between elements in a series of three or more items, including before the final item.

EXAMPLE: Learners could participate in graphic design, computer science, and engineering programs.

Titles of Individuals: CAPITALIZE formal titles such as assemblyperson, city councilor, delegate, etc. when they are used before a name. LOWERCASE when the title follows the name or refers to a position in general.

EXAMPLES: Executive Director of Marketing Carolina Espinoza; Carolina Espinoza, executive director of marketing (APA Publication Manual, p. 166, 2023)