

Premier Partnerships | Webinars | Regional Symposia | CLEAR Annual Educational Conference

# Sponsorship and Exhibit Opportunities 2024

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**Council on Licensure,  
Enforcement & Regulation**  
Promoting Regulatory Excellence



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A close-up photograph of a woman with dark, curly hair, smiling broadly and shaking hands with another person. She is wearing a dark purple blazer over a white top and a necklace with a green pendant. The background is blurred, suggesting an indoor setting.

**CLEAR is the premier association for professional and occupational regulators from across the world.** Regulators come to CLEAR for cutting edge information at our conferences and CLEAR Learning programs, and for the unique opportunity to network and share information and resources with other regulators across jurisdictions and regulated populations. Partnering with CLEAR allows your organization the opportunity to connect with our vast network of regulatory organizations and stakeholders.



## WHY PARTNER WITH CLEAR?



# CLEAR BY THE NUMBERS



**500+** Members that represent over  
**8,500+** Regulatory stakeholders

**21,000**

Contacts reachable  
through Targeted Ads

**2,400+**

Event and CLEAR  
Learning program  
registrations in 2023

**11,000+**

Contacts in our  
email audience

**50% +**

of contacts hold executive or  
managerial roles and/or serve on  
regulatory boards or councils



CLEAR has members & recent event attendees from **16 countries** with English as a primary or business language.

# BECOME A CLEAR VENDOR MEMBER

CLEAR's vendor member category can offer a wide array of benefits for your organization, while showing that you support CLEAR's mission to promote regulatory excellence. CLEAR vendor members can take advantage of the following members-only benefits:

- An exclusive 20% discount on exhibit booth pricing and event registrations.
- The opportunity to serve alongside regulators on CLEAR's Board and committees.
- Complimentary or discounted access to all CLEAR publications.
- Access to CLEAR's members-only directory, toolkits and regulatory resources.
- Unlimited free postings on CLEAR's regulatory job board.
- Access to networking and RFPs through the CLEAR Regulatory Network.
- A complimentary listing in CLEAR's vendor member directory.



**Sign up for membership today at  
[www.clearhq.org/membership-information](http://www.clearhq.org/membership-information)**

**to access these benefits and support the regulatory community! For more information on CLEAR membership, please contact [membership@clearhq.org](mailto:membership@clearhq.org).**



# YEAR-ROUND OPPORTUNITIES *AT A GLANCE*



## **ANNUAL PREMIER PARTNERSHIP PROGRAM**

### **pages 7 - 10**

Show your commitment to regulatory excellence throughout the year with a Premier Partnership. This program will allow you to stay connected to CLEAR and the regulatory community at and in between meetings.



## **ADVERTISING OPPORTUNITIES**

### **pages 11 - 13**

CLEAR offers a number of advertising opportunities that harness our organization's contacts and enable you to reach the audiences you are most interested in. Let us help you maximize your yearly advertising through one of our digital channels or ad targeting.



## **SPONSORED WEBINARS**

### **pages 14 - 15**

We offer two different ways for companies to sponsor one of CLEAR's well-attended webinars. Choose from presenting a free, bespoke regulatory webinar for CLEAR members or supporting an upcoming session that is already in CLEAR's robust webinar schedule.

# ANNUAL PREMIER PARTNERSHIP PROGRAM

**CLEAR's Annual Premier Partnership Program** offers opportunities for vendors to engage with CLEAR constituents throughout the year. Participating in this program increases your visibility and brand recognition with professional and occupational regulators.

Being a Premier Partner also allows you to display your organization's subject matter expertise by creating content with CLEAR. This year's partnership program offers three levels of commitment that will enable you to receive year-round access to the regulatory community: **Friend, Supporter, and Patron.**

## \$5,000 FRIEND LEVEL PARTNERSHIP

CLEAR's Friend Level Partnership is a great option for smaller organizations that want to support CLEAR's work throughout the year. Pairing this partnership with some of CLEAR's additional event-focused packages or advertising options can also be a way to emphasize your company's impact on our international regulatory community.

### Annual Benefits

- Exclusive use of an annual friend-level partnership logo
- CLEAR Vendor Membership- annual membership starting July 1, 2024
- Acknowledgement on CLEAR's home page with your logo and a link to your organization
- 15-second commercial during one of CLEAR's monthly podcasts
- A complimentary **Sapphire level package** of Targeted Ad campaigns (\$1,500 value)
- A 10% discount on all additionally purchased **Targeted Ad campaigns**
- A banner advertisement in one of CLEAR's e-newsletters

### Event Benefits

- Prominent recognition of partnership at CLEAR events on conference app, website, and signage
- Exclusive name badge ribbon recognizing Premier Partnership status
- Recognition at the opening session at all CLEAR events (July 1, 2024 - June 30, 2025)

# ANNUAL PREMIER PARTNERSHIP PROGRAM

## \$12,500 SUPPORTER LEVEL PARTNERSHIP

CLEAR's Supporter package is our mid-tier Annual Premier Partnership Level and includes all of the below benefits.

### Annual Benefits

- Exclusive use of an annual supporter-level partnership logo
- CLEAR Vendor Membership- annual membership starting July 1, 2024
- Acknowledgement on CLEAR's home page with your logo and a link to your organization
- 15-second commercial during one of CLEAR's monthly podcasts
- A complimentary **Topaz level package** of Targeted Ad campaigns (\$3,500 value)
- A 25% discount on all additionally purchased **Targeted Ad campaigns**
- A banner advertisement in two of CLEAR's e-newsletters within the partnership year
- Opportunity to submit one regulatory-focused article for one of CLEAR's e-newsletters
- Podcast speaker- invitation to speak on one CLEAR podcast and highlight a case study involving your regulatory solution

### Event Benefits

- 10% discount on list price for sponsorships at all CLEAR events
- Prominent recognition of partnership at CLEAR events on conference app, website, and signage
- Exclusive name badge ribbon recognizing Premier Partnership status
- Recognition at the opening session at all CLEAR events (July 1, 2024 - June 30, 2025)





# ANNUAL PREMIER PARTNERSHIP PROGRAM

## **\$25,000 PATRON LEVEL PARTNERSHIP (3 AVAILABLE)**

The Patron Level Partnership maximizes your year-round exposure opportunities with the regulatory community. Your organization will have the chance to display thought leadership through CLEAR's communication channels.

### **Annual Benefits**

- Exclusive use of an annual patron-level partnership logo
- CLEAR Vendor Membership- annual membership starting July 1, 2024
- Acknowledgement on CLEAR's home page with your logo and a link to your organization
- 15-second commercial during one of CLEAR's monthly podcasts
- A complimentary **Garnet level package** of Targeted Ad campaigns (\$7,000 value)
- A 50% discount on all **Targeted Ad campaigns**
- A banner advertisement in three of CLEAR's e-newsletters within the partnership year
- Opportunity to submit two regulatory-focused articles for CLEAR's e-newsletter
- Podcast speaker- invitation to speak on one of CLEAR's monthly podcasts and highlight a case study involving your regulatory solution

### **Event Benefits**

- 15% discount on list price for sponsorships at all CLEAR events
- Opportunity to present a regulatory-focused webinar at a CLEAR pre-conference partner showcase webinar
- Prominent recognition of partnership at CLEAR events on conference app, website, and signage
- Exclusive name badge ribbon recognizing Premier Partnership status
- Recognition at the opening session at all CLEAR events (July 1, 2024 - June 30, 2025)

## **Customized Partner Project**

In addition to all of the aforementioned benefits, each Patron Level partner will receive exclusive recognition as CLEAR's 2024-25 Technology, Research or Education Partner (available on a first-come, first-served basis). Committing to the Regulatory Patron Partnership level affords you the opportunity to dig deeper into one of three areas of focus: Technology, Research or Education.

Collaborate with CLEAR to work on projects that directly benefit the regulatory community and position your company as a leading expert in the field. Choose which of the areas of focus you would like to work in on our next page.

# ANNUAL PREMIER PARTNERSHIP PROGRAM

## PATRON LEVEL PARTNERSHIP AREAS OF FOCUS

All Patron Level Partners may choose from one of the below three areas of focus to collaborate on a project with CLEAR.

### Technology

Collaborate with one of CLEAR's committees or working groups to develop a technology-focused resource and/or presentation for professional and occupational regulators. The goals of the project must be mutually agreed on by both CLEAR and the Technology Partner, along with the project timeline. The project will be publicized by CLEAR through:

- Post(s) on our blog promoting the project
- A CLEAR event session or webinar reviewing the results/output of the project
- CLEAR representative(s) participating in a session or content on your company's platform to promote the project to your audience.

### Research

Collaborate with one of CLEAR's committees or working groups to conduct research on a topic of importance to the regulatory community. The project will be publicized by CLEAR through:

- Post(s) on our blog promoting the project
- Using CLEAR's extensive list of regulatory contacts to conduct the research
- A CLEAR event session or webinar reviewing the results/output of the project
- CLEAR representative(s) participating in a session or content on your company's platform to promote the project to your audience.

### Education

The Education Partner will be featured prominently within the CLEAR Learning platform and will have the opportunity to collaborate with one of CLEAR's committees on developing content on the latest trends that regulators need to learn about. This project will include:

- Recognition in pre-event emails to CLEAR Learning attendees
- Advertisements in CLEAR Learning attendee materials and platforms
- Sponsorship of a regulatory-focused webinar or event session based on the collaboration with the committee

# ADVERTISING OPPORTUNITIES

## DIGITAL ADVERTISING OPPORTUNITIES

Looking for ways to connect with CLEAR's colleagues? Digital advertising allows you to easily promote specific events or general brand awareness across all of our digital channels. These items can be purchased year-round and are not tied to other year-round or event-specific benefits.

### Podcast Advertisement

\$500

Sponsor will have the opportunity to provide content for a 20 second audio commercial that will be played in the middle of an upcoming episode of CLEAR's podcast, *Regulation Matters: a CLEAR Conversation*. Limited podcast advertisements are available.

### Advertising in CLEAR's Newsletter and Blog

#### Banner Advertisement in CLEAR Email

\$500 per email campaign

Sponsor will have the opportunity to advertise in an email within 2-4 months of the purchase date. Sponsor's logo or pre-approved banner advertisement and a link to their website will be placed in the body of the email and they will be listed as a featured sponsor in a message to all of CLEAR's contacts.

#### Banner Advertisement 2024 Bundle

\$1,100

Sponsor will have the opportunity to advertise in **three** emails in 2024. All three banners will be delivered in 2024, with the first delivered no later than 2 months from the purchase date. Details of each banner advertisement are the same as above.

#### Business Partner of the Month

\$1,100

Sponsor can write a CLEAR-approved blog post to be featured on CLEAR's website, which will then be featured in an edition of CLEAR's monthly newsletter, where the sponsor will be recognized as Business Partner of the Month. Sponsor will also receive recognition as CLEAR's Business Partner of the Month and mention of the associated blog post within an episode of CLEAR's Podcast, *Regulation Matters: a CLEAR Conversation*.

### Social Media Advertising

#### One-time Social Media Promotion

\$500

Sponsor can provide content for one CLEAR-sponsored post on Facebook, LinkedIn and X (Twitter). All content is subject to approval by CLEAR.

#### Social Media Promotion Bundle

\$1,000

Sponsor can provide content for **three** CLEAR-sponsored posts on Facebook, LinkedIn and X (Twitter). Content and publication times for posts are subject to approval by CLEAR.

## CLEAR TARGETED AD OPPORTUNITIES

Empower your brand with precision and impact. CLEAR Targeted Ads offer unparalleled opportunities for sponsors to connect with their desired audience through meticulously crafted ad retargeting campaigns. With flexible packages designed to meet the diverse needs of our sponsors, we ensure your brand stands out, engaging with the right audience at the right time.



### What is Ad Retargeting?

CLEAR's ad retargeting options allow you to serve dynamic ads to anyone who has interacted with our website, subscribed to our mailing list, or attended a CLEAR event.

Your organization will work with our team to strategize impactful campaigns that effectively tell your company's story. With our guidance on messaging and ad spend, your team will create banner ads that will then be served to our audiences as across a number of websites they visit.

### Why CLEAR Targeted Ads?

CLEAR Targeted Ads leverages the latest in ad retargeting technology, connecting your brand with a highly engaged audience. Serving ads to our audience list is a more effective way to reach regulators than serving ads using filtered-targeting methods such as with Google, Facebook, etc., because we already know that every person in our contact list is involved with regulation!

Our approach is built on precision targeting, ensuring your message reaches the individuals most likely to respond. With CLEAR, you're not just advertising; you're making a statement, setting your brand apart in a crowded marketplace.

# SPONSORED OPPORTUNITIES

## Targeted Ad Packages

Package	Cost	Views
Sapphire	\$1,500	50,000
Topaz	\$3,500	125,000
Garnet	\$7,000	250,000
Pearl	\$12,000	500,000

### Features Across All Packages

**Tailored Campaigns:** Each package includes custom campaign planning to align with your unique marketing objectives, ensuring your ads resonate with your target audience.

**Creative Excellence:** Access to premier creative consultation. Our team works with you to craft compelling campaign strategies that capture attention and drive engagement.

**Dynamic Analytics:** Benefit from comprehensive analytics and performance insights. Track your campaign's success with detailed reports and optimize your strategies for the best results.

**Flexibility and Control:** Choose how and when to deploy your ad views with complete flexibility. Our packages are designed to adapt to your marketing calendar, allowing for strategic placement and timing.

**Upgrade Options:** Easily transition between packages as your marketing needs evolve. Our flexible structure supports your growth, enabling you to scale your advertising efforts seamlessly.

### Get Started!

Elevate your brand with CLEAR Targeted Ads. **Contact** our partnership team today to discuss your objectives and find the perfect package to spotlight your brand.

### Watch the Recording from Our Recent Targeted Ads Webinar

CLEAR recently held a webinar and demonstration on our Targeted Ad packages. This session discussed the advantages of our Targeted Ad packages and answered many of the questions you may have and can be rewatched **here**.

# WEBINAR SPONSORSHIP OPPORTUNITIES

Sponsoring a webinar with CLEAR offers a myriad of advantages for organizations seeking to enhance their brand visibility and engage with a targeted audience of regulators. Webinars hosted by CLEAR often attract a diverse and influential audience, creating opportunities for sponsors to position themselves as thought leaders with key decision-makers and potential clients. Additionally, sponsors benefit from extensive promotional efforts undertaken by CLEAR to ensure maximum reach and attendance, resulting in heightened brand exposure and potential lead generation.

Sponsoring a webinar with CLEAR is a strategic investment that not only reinforces a company's commitment to staying ahead in the industry but also offers tangible opportunities for business growth and networking.



## **SPONSOR-PRESENTED WEBINAR**

**\$1,500**

Sponsors may support existing one-hour webinar topics that are arranged and scheduled by CLEAR and presented by other speakers. Regular attendee registration fees will still apply.

- Company name and logo on the webinar registration page
- Company name and logo in webinar email announcements sent by CLEAR
- Introductory slide during the webinar recognizing sponsorship with company name and logo
- Verbal recognition of the sponsorship as the CLEAR moderator introduces the live webinar
- A link to the company website included in the follow-up handouts email to attendees

# WEBINAR SPONSORSHIP OPPORTUNITIES


## FULL SPONSORSHIP OF A FREE REGULATORY WEBINAR

\$3,500

1-hour webinar with content/speakers provided by the sponsor and free/hosted registration for up to 250 attendees to emphasize your company's impact on our international regulatory community.

- Sponsor will submit a session proposal (content and speaker details) for review and approval by CLEAR's programming committee
- Sponsor will speak as a knowledge expert during the webinar
- Company name and logo on the webinar registration page, noting that free registration is made possible by the sponsor
- Company name and logo in webinar email announcements sent by CLEAR
- Introductory slide recognizing the sponsorship with the company name and logo
- Verbal recognition of the sponsorship as the CLEAR moderator introduces the live webinar
- A link to the company website included in the follow-up handouts email to attendees
- Sponsor may post a link to the CLEAR-hosted webinar recording on their company website
- Sponsor is provided with the list of attendees that provided consent to be emailed

See **CLEAR's terms & conditions** on page 25 for more details about our webinar content and speaker requirements.



**100+** Registrations at sponsor-hosted webinars  
**1,100+** Total webinar registrations in 2023

# EVENT-SPECIFIC OPPORTUNITIES

## *AT A GLANCE*

### REGIONAL SYMPOSIA

#### pages 16 - 17

CLEAR's Symposia are for local regulatory communities to convene, to network, share best practices, and take a deeper look at a singular issue or topic facing regulators today. Connect with CLEAR attendees at one of our upcoming single-day symposia.

### 2024 ANNUAL EDUCATIONAL CONFERENCE

#### pages 18 - 24

CLEAR's Annual Educational Conference is our largest event of the year and welcomes 600+ members of the regulatory community. This event offers numerous exhibitor and sponsor opportunities.





# 2024 CLEAR REGIONAL SYMPOSIA

CLEAR is pleased to bring its Regional Symposia series back to Canada in 2024. CLEAR's Regional Symposia are one-day learning events held in member jurisdictions. Each symposium features speakers and open forum discussions that address the issues and challenges faced by professional and occupational regulators.

Both events will welcome approximately 80 attendees who work closely with Canadian regulation at a high management or executive capacity. Our Toronto Symposium will be held at The Law Society of Ontario on May 3, 2024. The Vancouver Symposium will be held at The Sheraton Wall Centre on June 17, 2024.

Learn more about the sponsorship and exhibitor opportunities for each event on the subsequent pages.

## TORONTO SYMPOSIUM MAY 3, 2024

### Exhibitor Opportunities

A total of four (4) tabletop exhibit spaces are available for this event. Each exhibit space will include a standard 6' table that will accommodate a tabletop display. CLEAR will recognize each exhibitor by including their company name and/or logo on the event webpage and materials. CLEAR will send out a list of attendees who have consented to receive a one-time email from CLEAR exhibitors.

### Exhibitor Tabletop Pricing

Member.....	\$875 USD
Nonmember.....	\$1,095 USD

### Dates and Times

Exhibitors may start setting up at 7:30 AM, and the event will run from 9:00 AM to 4:30 PM. All booth fees must be paid by April 26, 2024.

### Venue Information

Law Society of Ontario, Osgoode Hall, 130 Queen Street West, Toronto, Ontario M5H 2N6

### Additional Notes

Each exhibitor's organization will receive one symposium registration fee waiver so that a representative may attend the event.

To browse all exhibitor and sponsorship opportunities for our Canadian events, [click here](#).

# 2024 CLEAR REGIONAL SYMPOSIA

## VANCOUVER SYMPOSIUM JUNE 17, 2024

### Exhibitor Opportunities

A total of four (4) tabletop exhibit spaces are available for this event. Each exhibit space will include a standard 6' table that will accommodate a tabletop display. CLEAR will recognize each exhibitor by including their company name and/or logo on the event webpage and materials. CLEAR will send out a list of attendees who have consented to receive a one-time email from CLEAR exhibitors.

### Exhibitor Tabletop Pricing

Member.....\$875 USD  
Nonmember.....\$1,095 USD

### Dates and Times

Exhibitors may start setting up at 7:30 AM, and the event will run from 9:00 AM to 4:30 PM. All booth fees must be paid by June 10, 2024.

### Venue Information

Sheraton Wall Centre, 1000 Burrard Street, Vancouver, BC V6Z 2R9, Canada

### Additional Notes

Each exhibitor's organization will receive one symposium registration fee waiver so that a representative may attend the event.

## CLEAR Regional Symposia Sponsorship Opportunities

CLEAR is offering limited bespoke sponsorship opportunities for both its Toronto and Vancouver symposia. Our staff will work with interested sponsors on crafting packages that will maximize their impact and leave a lasting impression on our attendees, many of whom will be in decision-making and/or executive positions.

Available sponsorship opportunities include beverage breaks, branded lanyards and sponsored meals, but our team is also open to new ideas.

To browse all exhibitor and sponsorship opportunities for our Canadian events, **[click here.](#)**

# 2024 CLEAR ANNUAL EDUCATIONAL CONFERENCE

## BALTIMORE, MARYLAND SEPTEMBER 16-19, 2024

CLEAR's Annual Educational Conference is our largest event and welcomes more than 600 members of the regulatory community from across North America, Europe, Australia and New Zealand annually.

CLEAR's 44th Annual Educational Conference will be held in Baltimore, Maryland at the Baltimore Marriott Waterfront Hotel, September 16-19, 2024. Content is developed by and for members of the regulatory community, with one aim: to promote regulatory excellence.

Sessions include presentations, moderated panels, roundtable discussions, and posters featuring content for regulatory stakeholders of both medical and non-medical related professions. Conference sessions are focused on four distinct areas of inquiry:

- **Regulatory Administration and Governance**
- **Compliance, Discipline, and Enforcement**
- **Entry to Practice Standards and Continuing Competence**
- **Testing and Examinations**



[Learn More](#)

### Conference Fast Facts

**600+**

Attendees projected for the 2024 conference

**25**

Exhibitors attended the 2023 conference

**34**

Different organizations sent representatives in addition to independent attendees in 2023

**13**

Sponsors for the 2023 conference

**45**

Sessions planned for the 2024 conference

**60%**

of 2023 attendees held an executive, managerial and/or leadership role

**6**

countries represented at the 2023 conference

### Events in the Exhibit Hall

Dates and times are subject to change

#### Monday, September 16, 2024

- 8:00 AM - 3:00 PM - Exhibit Installation
- 5:30 - 7:00 PM - Welcome Reception

#### Tuesday, September 17, 2024

- 7:30 AM - 3:45 PM - Show Hours
- 11:45 AM - 1:00 PM - Taste of Baltimore Lunch

#### Wednesday, September 18, 2024

- 7:30 AM - 4:00 PM - Show Hours
- 4:00 - 6:00 PM - Show Closing and Breakdown

# ANNUAL EDUCATIONAL CONFERENCE

## 2024 CLEAR AEC Exhibit Show & Booth Packages

Join CLEAR's exhibit show for a fantastic opportunity to showcase your brand and connect with a wide audience! As an exhibitor, you'll enjoy numerous benefits that will elevate your presence and drive meaningful engagement. Your logo and a link to your website will be prominently displayed on the conference program website, maximizing visibility with our extensive network. Additionally, a dedicated promotional email will be sent to all CLEAR contacts, highlighting our exhibitors and sponsors.

All registered exhibitors will receive an attendee list with contact information for attendees that have consented to receive emails from exhibitors. **By registering before August 30, 2024**, you'll secure a spot on the conference exhibitor signage, further amplifying your brand recognition. Our Lead Retrieval feature empowers exhibitors to efficiently gather attendee information by scanning badges, streamlining your follow-up process. Plus, for every 8' x 10' exhibit space reserved, your organization receives a conference registration fee waiver, with the option to add booth-only staff for only \$300 per person.

Don't miss this opportunity to stand out and make meaningful connections at the CLEAR exhibit show!

### Premium Booth Extras

In addition to the above, Premium Booths include:

- A prime booth location in the exhibitor showcase
- First choice of available booths in order of paid registration

### 2024 Exhibit Booth Pricing

Single Booth (8' x 10').....Member: \$1,195 Nonmember: \$1,495

Double Booth (8' x 20').....Member: \$2,095 Nonmember: \$2,615

Single Premium Booth (8' x 10').....Member: \$1,595 Nonmember: \$1,995

Double Premium Booth (8' x 20').....Member: \$2,695 Nonmember: \$3,370

All booths include one (1) 6' table, two (2) chairs and a wastebasket. Exhibitors are encouraged to bring their own booth setup to enhance their space.

### Exhibit Space Availability

Exhibit space will be reserved on a first-come, first-served basis. All payments and outstanding balances must be settled according to **CLEAR's terms and conditions** listed on page 25.

**To browse all exhibitor and sponsorship opportunities for CLEAR's Annual Conference, [click here](#).**

# ANNUAL EDUCATIONAL CONFERENCE

## 2024 Sponsorship Opportunities

CLEAR is excited to offer a number of opportunities for prospective sponsors to leave a lasting impression on the attendees of our 2024 Annual Educational Conference.

To qualify for sponsorship, an organization must spend at least a combined \$2,500 across exhibitor and/or sponsorship packages. Our sponsorship levels are as follows:

- **Silver Sponsors**- combined spend of \$2,500 - \$7,499
- **Gold Sponsors**- combined spend of \$7,500 - \$14,999
- **Platinum Sponsors**- combined spend of \$15,000 - \$27,499
- **Presenting Sponsor (one available)**- combined spend of \$27,500+

The benefits associated with each level of sponsorship can be compared on **page 24**. Available Sponsorship Packages can be found on the next three pages.

## Example Sponsorships

Below are two examples of how you can reach the various levels of sponsorship through combining exhibitor and/or sponsorship packages.

<b>Single Premium Booth at Member Rate</b> \$1,595	+	<b>Puppies &amp; Posters Networking Break</b> \$6,000	=	<b>Gold Sponsorship</b> \$7,595
<b>Welcome to Baltimore Reception</b> \$12,500	+	<b>Lanyard Sponsor</b> \$6,500	=	<b>Platinum Sponsorship</b> \$19,000

Please note that sponsorship items are available on a first come, first served basis. For items that would include your company logo, please note that deadlines for sponsorship commitment and submitting logo artwork will be **August 3rd**. Questions about sponsorship packages and pricing can be directed to [jmarkey@clearhq.org](mailto:jmarkey@clearhq.org).

## Customized Sponsorship Packages

Let CLEAR work with you to design a sponsorship package that will help you connect with your key audience and provide maximum exposure for your brand. Contact [jmarkey@clearhq.org](mailto:jmarkey@clearhq.org) to start creating a bespoke solution to meet your organization's specific needs.

# ANNUAL EDUCATIONAL CONFERENCE

## Sponsorship Packages

EVENT AND DATE	DESCRIPTION	PRICING
<p><b>Welcome to Baltimore Reception</b></p> <p>9/16/2024</p>	<p>A welcoming reception for all conference attendees will be held in the exhibitor area. Each attendee will receive a drink ticket for the reception, which will feature the sponsor's logo and name. The sponsor will be invited to greet attendees as they enter the reception and will be recognized at the event.</p>	<p><b>Reserved</b></p>
<p><b>Taste of Baltimore Attendee Lunch</b></p> <p>9/17/2024</p>	<p>Capture the essence of Baltimore's culinary scene and showcase your brand to a captive audience by sponsoring our exclusive lunch featuring iconic dishes and local favorites! With opportunities to feature your logo prominently during this networking lunch, your brand will stand out while attendees indulge in the flavors of Charm City.</p>	<p><b>\$10,000</b></p> <p>1 available</p>
<p><b>Opening Keynote Session</b></p> <p>9/17/2024</p>	<p>Elevate your brand by sponsoring our highly anticipated keynote presentation! Gain unparalleled visibility and recognition as a representative from your company introduces the speaker and your logo is prominently featured during this pivotal session, reaching a captive audience of industry leaders and decision-makers.</p>	<p><b>\$7,500</b></p> <p>1 available</p>
<p><b>Technology Plenary Session</b></p> <p>9/18/2024</p>	<p>Position your brand as a leader in technology and AI innovation by sponsoring our pivotal plenary session focused on these cutting-edge topics! As a sponsor, you'll have the exclusive opportunity to introduce the plenary speaker, maximizing your brand's visibility and impact among industry experts and thought leaders.</p>	<p><b>\$7,500</b></p> <p>1 available</p>
<p><b>Closing Plenary Session</b></p> <p>9/19/2024</p>	<p>Secure your brand's prominent presence at the conference by sponsoring the ever-popular closing plenary session. Offering prime logo placement and the opportunity to introduce the speakers, this sponsorship will help your company connect with influential attendees as they reflect on key insights and takeaways from the conference.</p>	<p><b>\$6,000</b></p> <p>1 available</p>
<p><b>2024 CLEAR Regulatory Excellence Awards Ceremony</b></p> <p>9/17/2024 &amp; 9/18/2024</p>	<p>Position your brand as a champion of regulatory excellence by sponsoring the prestigious 2024 CLEAR Regulatory Awards Presentation Ceremony! With exclusive branding opportunities and the chance to align your company with industry leaders and innovators, sponsoring this ceremony will elevate your brand's visibility and reputation in the regulatory community.</p>	<p><b>\$3,500</b></p> <p>1 available</p>

# ANNUAL EDUCATIONAL CONFERENCE

## Sponsorship Packages

EVENT AND DATE	DESCRIPTION	PRICING
<b>Puppies &amp; Posters Networking Break</b> 9/18/2024	Delight conference attendees by sponsoring a break featuring adorable puppies from a local rescue alongside CLEAR's insightful poster sessions! While attendees immerse themselves in these activities, your sponsorship will add a heartwarming touch, creating a memorable and engaging experience for all.	<b>\$6,000</b> 1 available
<b>Wellness Break</b> 9/17/2024	Align your brand with well-being and relaxation while providing attendees with a revitalizing break during the conference. For one day of your choice at the conference, chair massage stations and infused waters will be placed near your booth, making your company the go-to destination for relaxation.	<b>\$6,000</b> 1 available
<b>Chill Out Break</b> 9/17/2024	Become a Chill Out Break sponsor and treat attendees to a refreshing experience with a lineup of cold treats, such as ice cream, iced coffee, or popsicles. Showcase your brand while keeping participants cool and energized during the conference. Work with CLEAR staff directly to craft the coolest menu at the conference!	<b>\$5,000</b> 1 available
<b>CLEAR Conference App</b>	Maximize your brand's exposure by sponsoring our conference mobile app, granting exclusive visibility to every attendee. Seamlessly integrate your company's message, promotions, and offerings into the digital core of our event, ensuring maximum engagement and impact.	<b>\$7,500</b> 1 available
<b>Wireless Internet for All Attendees</b>	Secure exclusive branding opportunities as the WiFi sponsor of our conference, where you'll have the privilege to name the network and design the login landing page. Elevate your company's visibility and leave a lasting impression on attendees as they connect seamlessly during the event.	<b>\$7,500</b> 1 available
<b>Professional Headshots for Attendees</b>	Capture the spotlight by sponsoring our professional headshot station, where attendees can strike a pose and update their LinkedIn game – all thanks to you! Elevate your brand with every flash, ensuring your company shines bright long after the conference lights dim.	<b>Reserved</b>
<b>Graphic Recorder</b>	Capture the essence of our conference in real-time by sponsoring graphic recording, where your brand will be showcased through visually engaging illustrations of key discussions and presentations. Make a lasting impression as attendees witness your brand creatively brought to life, ensuring your company stands out as a dynamic and innovative leader in the industry.	<b>\$5,500</b> 1 available

# ANNUAL EDUCATIONAL CONFERENCE

## Sponsorship Packages

EVENT AND DATE	DESCRIPTION	PRICING
<b>Charging Station</b>	Power up your brand's presence by sponsoring our conference charging station, where attendees can recharge their devices while being surrounded by your logo and messaging. Keep attendees connected and charged up throughout the event, ensuring your brand remains at the forefront of their minds.	<b>\$4,000</b> 1 of 2 available
<b>Lanyards</b>	Secure your brand's visibility at our conference by sponsoring our lanyards, where your logo will be prominently displayed around every attendee's neck. Be the name they remember as they navigate the event.	<b>Reserved</b>
<b>Attendee Bag or Portfolio</b>	Elevate your brand's presence at our conference by sponsoring our bags or padfolios, with your logo prominently displayed. Ensure that attendees carry your brand with them throughout the event, leaving a lasting impression and increasing your visibility among industry professionals.	<b>Reserved</b>
<b>Welcome Gift for Attendees</b>	Be the first impression attendees remember by sponsoring our welcome gift, ensuring your brand is the highlight of their conference experience. With your provided gift distributed by CLEAR staff at registration, your company will be synonymous with a warm welcome to Baltimore.	<b>Reserved</b>
<b>Conference Coffee Sponsor</b>	Keep attendees buzzing and your brand in the spotlight as the conference coffee sponsor. Design recyclable cups to complement every brew, ensuring your brand leaves a lasting impression at each coffee station.	<b>Reserved</b>
<b>Gamification</b>	Maximize your brand exposure by sponsoring conference gamification, where all prizes and trivia questions will lead players directly to your exhibit booth. Engage attendees in a fun and interactive way, ensuring they connect with your brand while participating in the excitement of the event.	<b>\$2,000</b> 1 of 2 available
<b>Baseball Social Event Transportation</b>	Take attendees out to the ballgame as the transportation sponsor for our baseball social event, ensuring a seamless travel to and from the ballpark while prominently displaying your brand on transportation signage for the evening. Be the MVP of convenience and comfort, ensuring attendees remember your brand long after the last inning is played.	<b>\$5,000</b> 1 available
<b>Water Station Sponsor</b>	Quench attendees' thirst while keeping your brand in the spotlight as the conference water station sponsor. With your logo prominently featured at every hydration station, ensure your company is associated with refreshment and revitalization throughout the event.	<b>\$2,500</b> 1 available



# ANNUAL EDUCATIONAL CONFERENCE

BENEFITS	PRESENTING SPONSOR 1 available	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR
Top billing on all conference signage and printed materials recognizing exhibitors and sponsors	✓			
Exclusive recognition as the only Presenting Sponsor	✓			
Banner at the bottom of all conference marketing emails recognizing the Presenting Sponsor with a hyperlink leading to the sponsor's website	✓			
Option to transfer up to 5 conference registration waivers to customers	✓			
Formal recognition from CLEAR's President during introductory remarks at the opening plenary	✓	✓		
Complimentary upgrade to a double booth space	✓	✓		
Special recognition in posts on CLEAR's social media pages during the Annual Educational Conference	✓	✓	✓	
Complimentary Targeted Advertising packages	<b>TOPAZ PACKAGE</b>	<b>SAPPHIRE PACKAGE</b>	<b>SAPPHIRE PACKAGE</b>	
*Discount on any additionally purchased CLEAR Targeted Ad packages	30%	20%	10%	10%
One complimentary conference registration for every \$3,000 invested	✓	✓	✓	✓
Acknowledgement on conference sponsor signage	✓	✓	✓	✓
Sponsor Profile on CLEAR's Conference webpage and mobile app	✓	✓	✓	✓
Distinctive name badge ribbon to recognize sponsorship level	✓	✓	✓	✓
<b>PACKAGE TOTAL</b>	<b>\$27,500</b>	<b>\$15,000 - \$27,499</b>	<b>\$7,500 - \$14,999</b>	<b>\$2,500 - \$7,499</b>

\*Discounts on Targeted Ad packages cannot be combined with other Targeted Ad discounts, **see terms & conditions.**

**To browse all exhibitor and sponsorship opportunities for CLEAR's Annual Conference, [click here.](#)**



# TERMS AND CONDITIONS

## GENERAL TERMS

This Agreement shall be governed by and construed in accordance with the laws of the State of Kentucky, without giving effect to any choice of law or conflict of law provisions. Any legal action or proceeding arising under this Agreement shall be brought exclusively in the courts located in Jessamine County, and each party hereby submits to the jurisdiction of such courts for purposes of any such legal action or proceeding.

### Use of CLEAR's Name and Logo

Exhibitors, sponsors or partners may not use CLEAR's logo(s) on marketing materials or communications without written consent from CLEAR's Executive Director and/or Marketing Associate. All requests should be submitted to [apeterson@clearhq.org](mailto:apeterson@clearhq.org) for consideration. Parties may not communicate publicly or with CLEAR's audience(s) in a way that implies an endorsement from CLEAR. At any time, CLEAR may withdraw consent for use of any logos.

## YEAR-ROUND OPPORTUNITIES

### Payment

Payment for the annual partnership must be made within thirty (30) days of the receipt of invoice. Benefits under this partnership, including but not limited to logo placement, advertising opportunities, and promotional mentions, shall commence upon receipt of payment. In the event that payment is not received within the specified timeframe, CLEAR reserves the right to withhold or delay the provision of benefits until payment is received in full. All payments shall be made in U.S. dollars and shall be non-refundable.

### Annual Premier Partnership Program

All content, including podcasts, blog posts, articles, and advertisements in CLEAR-owned channels, is subject to review and approval by CLEAR. Podcasts, webinars, and event sessions should all include a regulator as a speaker, in addition to any company representatives.

Participation in CLEAR's premier partnership program does not constitute an endorsement of the partner's products, services, views, or actions. CLEAR and its partners collaborate on specific initiatives within the framework of the partnership program, but this collaboration should not be interpreted as an endorsement of all aspects of the partner's business.

During the term of this Agreement and for a period of one year thereafter, both parties agree to keep confidential any proprietary or sensitive information disclosed by the other party in connection with this sponsorship. This includes, but is not limited to, marketing strategies, financial information, customer lists, trade secrets, and any other information deemed confidential by the disclosing party. Both parties agree not to disclose such confidential information to any third party without the prior written consent of the disclosing party, except as required by law or court order. The obligations of confidentiality shall survive the termination or expiration of this Agreement.

### Advertising Opportunities

All content submitted to CLEAR by sponsors of any digital advertising package is subject to approval by CLEAR. All package benefits will be fulfilled within the sponsorship year by CLEAR, but timing is subject to CLEAR's marketing schedule and other sponsorship commitments.

Sponsors that use CLEAR's Targeted Ad packages will have access to their campaign data, but not that of other organizations, including CLEAR. All views included in a targeted ad package must be used by the sponsor before the next sponsorship year, which begins July 1st, 2025. If sponsor(s) do not launch their campaigns in a timely manner so that all views can be delivered before this date, their remaining views will expire and cannot be used in the following year. Discounts on Targeted Ad packages that are included as benefits for Annual Partners cannot be combined with discounts that are included as benefits for eligible Annual Educational Conference sponsors.

### Full Sponsorship of Webinars

Sponsor will include a regulator(s) as speaker(s) for the webinar, and content will refrain from being a sales pitch or specific product demonstration. Presenters will use the CLEAR PowerPoint template (slides due one week in advance of webinar for review by CLEAR). Registration is handled through CLEAR's website, and the webinar is hosted on CLEAR's webinar platform. Sponsor may directly send a one-time email to attendees who consent to receiving email as long as sponsor agrees to obtain consent before continuing to communicate with attendees.



# TERMS AND CONDITIONS

## TERMS FOR EVENTS

In order to participate in the exhibitor and sponsor program, payment must be made within 30 days of receipt of invoice or before the start of the event, whichever is sooner. Payment must be made in order to receive a copy of the pre-event attendee list and to be listed on printed conference materials. If payment has not been received by the day of the event, the exhibitor will not be allowed to set up their display until payment arrangements have been made. Exhibit booth and sponsorship pricing may change year to year to allow for fluctuations in production costs. All exhibitor and sponsorship payments are non-refundable.

### Attendee List and Marketing

CLEAR asks all attendees if they would like to consent to a one-time promotional email from the event's exhibitors and sponsors. Vendors will receive contact information for attendees who opt-in to these communications. Vendors must receive consent from the attendees before continuing to send them emails.

The attendee list will be sent three weeks prior to the event, and an addendum will be published after the event with information on any late or on-site registrants. Vendors must pay for their booth and sponsorship items in order to receive the list.

### Failure to Occupy Space

The exhibitor will forfeit space not occupied by the close of the exhibit installation period for any given event. This space may be resold, reassigned, or used by CLEAR in any manner deemed suitable. There will be no refund for space not occupied and any outstanding exhibitor balance is 100% due.

### Sponsorship Reservation Policy for the Annual Educational Conference

2023 Annual Educational Conference Sponsors will have first right of refusal on all items they reserved for the 2024 CLEAR Annual Educational Conference. After that, the sponsorship item will be made available to all interested parties. Payment must be made according to the payment policy, otherwise sponsorship will be released to the next interested party. Those interested in Presenting Sponsorship must inform CLEAR by **June 1, 2024** to be considered. If the sponsorship level is still available after the initial deadline, interested parties will be evaluated on a case by case basis.

## Observance of Laws

Exhibitor shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Exhibit Facility (henceforth referring to the host facility of any in-person CLEAR event), this includes any union labor work rules. Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

## Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility, any rentals obtained by the general services contractor; booth equipment or the property of others caused by the Exhibitor.

## Liability

CLEAR, the Exhibit Facility, and the general services contractor will not be responsible for the safety of the property of the exhibitors from theft, fire, damages, accident, or other causes. Exhibitor agrees to protect, save, and hold CLEAR, the Exhibit Facility, the general services contractor, and all agents and employees thereof (hereafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by negligence of the exhibitors or those holding under the exhibitor, and further, exhibitor shall at all times protect, indemnify, save and hold harmless the indemnities against and from all losses, costs (including attorney's fees), damages, liability, or expense arising from or out of or by any reason of accident of bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees, and business invitees which arises from or out of by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.



# Contact Us

**Jodie Markey (Sales)**  
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**Candela Gomez (Events)**  
email- [cgomez@clearhq.org](mailto:cgomez@clearhq.org)

Schedule an appointment using Calendly at  
<https://calendly.com/jmarkey-1/30min>

[www.clearhq.org](http://www.clearhq.org)



## Council on Licensure, Enforcement & Regulation

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