To Sponsor, contact:

Randy Bowman
President & CEO
randy@iacet.org
(703) 763-0705 ext. 103
Since its inception, the International Association for Continuing Education and Training (IACET), a not-for-profit organization, has stood at the forefront of educational standards, revolutionizing professional development through innovation and leadership. With the creation of the Continuing Education Unit (CEU) in 1968, IACET not only pioneered a new way for professionals to gain recognition for their educational pursuits but also set a global benchmark for learning excellence.

Today, as an American National Standards Institute (ANSI) Accredited Standards Development Organization, IACET continues to champion the cause of lifelong learning, ensuring that education is accessible, relevant, and of the highest quality.

Through its rigorous accreditation standards and a diverse network of providers, IACET empowers organizations around the world to deliver transformative educational experiences that foster continuous improvement and personal growth.

Introduction
Our Vision

A world that learns better.

At IACET, we envision a future where continuous learning and improvement are integral to personal and professional life everywhere.

By setting global standards for education and training, we aim to empower individuals and organizations to achieve their full potential, ensuring that learning is a lifelong journey that is accessible, engaging, and effectively meets the needs of a diverse global audience.

Our Mission

We accredit providers around the world that deliver quality learning and inspire continuous improvement.

Through our rigorous accreditation process, we ensure that educational programs not only meet established standards for excellence but also encourage ongoing enhancement to respond to evolving educational demands. This mission supports our broader vision by fostering an environment where education systems continuously adapt and improve, making high-quality learning the standard across the globe.
IACET 365 Sponsorship Program

Funding and furthering IACET’s global commitment to continuous improvement, the IACET 365 Sponsorship Program offers companies an unparalleled opportunity to engage with the continuing education and training community year-round.

This initiative reflects our commitment to fostering a collaborative environment where educational leaders and industry innovators can come together to share knowledge, network, and drive the evolution of global learning standards.

By participating, sponsors will not only gain sustained visibility across our extensive network but also contribute to the development and implementation of cutting-edge training practices that benefit professionals worldwide.

Program Vision

The IACET 365 Sponsorship Program package is designed to create a symbiotic relationship between our organization and sponsors that extends well beyond traditional event-centric partnerships.

Crafted to provide ongoing engagement and visibility, this initiative ensures that sponsors are recognized as integral contributors to the professional growth and development within the continuing education and training sectors throughout the entire calendar year.
As an organization invested in the technologies and tools that make adult learning possible, your company is positioned directly in front of a qualified buyer audience of decision makers and key influencers in the purchase of solutions specific to continuing education content creation, delivery, and learner outcome management.

Why become an IACET 365 Sponsor?

As an IACET 365 Sponsor, your company will enjoy continuous brand exposure across multiple IACET platforms, including our website, monthly webinars, e-newsletters, and social media channels. This year-round visibility ensures that your brand remains top of mind among key stakeholders and decision-makers in the education and training industry.

Brand Visibility

As an IACET 365 Sponsor, your company will enjoy continuous brand exposure across multiple IACET platforms, including our website, monthly webinars, e-newsletters, and social media channels. This year-round visibility ensures that your brand remains top of mind among key stakeholders and decision-makers in the education and training industry.

Thought Leadership

The sponsorship packages provide numerous opportunities to showcase your expertise. By participating in task forces, consensus bodies, panels, contributing articles, or presenting case studies and webinars, your company will be positioned as a thought leader, influencing industry trends and best practices. This platform not only amplifies your voice but also demonstrates your commitment to advancing the quality of continuing education and training.
Targeted Marketing

IACET’s audience comprises highly engaged professionals from various sectors involved in adult education and training. Sponsoring IACET allows you to tailor your marketing efforts directly to this niche audience, maximizing the impact of your outreach and ensuring that your marketing budget is spent efficiently. This targeted approach helps in building deeper connections with potential clients who are directly interested in your services or products.

Corporate Responsibility

Aligning with IACET as a sponsor underscores your commitment to corporate social responsibility, particularly in the domain of education. Supporting the dissemination of global standards in training reflects positively on your brand’s values and helps build a positive corporate image. Additionally, your support aids in the continuous improvement of educational practices worldwide, contributing to professional development and lifelong learning.

Networking Opportunities

Sponsorship grants you privileged access to exclusive networking events, including VIP receptions, roundtables, and special meetings where you can connect with industry leaders, potential clients, and collaborators. These interactions can lead to strategic partnerships, new business opportunities, and valuable insights into industry needs and trends.
IACET 365 Sponsorship Program Packages

The IACET 365 Sponsorship Program opportunities offer a dynamic range of benefits, intentionally designed to be interactive and foster meaningful business relationships. These high-exposure, high-engagement partnerships provide a diversified portfolio of touchpoints across numerous IACET assets and initiatives, ensuring that your brand gains maximum visibility and impact.

Available in three distinct levels — Champion, Advocate, and Supporter— each tier is crafted to meet the varying needs and strategic goals of our sponsors, allowing you to choose the level of involvement and visibility that best suits your organization’s objectives.
Become an IACET 365 CHAMPION

365 Champion Sponsor Investment: $7,000

Our 365 Champion Sponsorship is a year-long opportunity that blends direct member engagement with organizational branding on IACET digital platforms, and opportunities to provide industry expertise to showcase your company’s industry knowledge. Through this sponsorship, IACET Champions can establish “household name” recognition and reinforce credibility as a leading service provider to the adult learning and continuing education business community.

Your company’s investment includes the following assets:

- **A 45-second recorded product or service message** (sponsor to provide the video file) inserted after an organic break/at resumption of learning – during one of the following options:
  - one (1) open-enrollment training program
  - two (2) scheduled Accreditation Workshop
  - three (3) monthly Introduction to IACET Accreditation Webinar
  - three (3) of IACET’s CET Talks podcast episodes

- **“Sponsored Product of the Month”** featuring a dedicated 30–45 minute product virtual demo/webinar, plus a 45-second recorded product or service message that runs the same month in CET Connection. Sponsor receives a post-webinar attendee participant list (emails included upon attendee checkbox approval).
• **Author an educational article to appear in an edition of CET Connection** (MUST be educational) – to appear in a different month than a product partner feature month.

• **A one-hour educational webinar on an original topic** (to be submitted and approved). *Average attendance for webinars: 140 - 200 professionals* Presentation must be non-commercial. However, we do grant some leverage of product to underscore and reinforce the key learning points of your presentation if relevant.

**Assets include:**
- Sponsoring organization receives company branding inside the webinar.
- Participation by a company representative as a content expert & program lead.
- Hyperlinked logo:
  - in pre-event digital promotion.
  - on the course registration site.
  - on the appropriate events category web page.
- Logo branding and brief write-up of the company webinar in **CET Connection** – IACET’S monthly e-newsletter distributed to over 13,500 industry professionals.
- Post-webinar attendee participant list (emails included for those who check the box approving release of email address).
- Company hyperlinked logo posted on the Webinar Archives page.

• **3-month run of a choice of either a Skyscraper Banner ad** (160 x 600 pixels) or a **Top Banner ad** (728 x 90 pixels) **on the IACET website** which receives over 9,000 unique visitors monthly – sponsor chooses the 3 consecutive months.

• **A 12-month detailed company listing** (1500x1440 pixels) **with hyperlink** on our **Partners and Sponsors** web page.

• **12-month scrolling logo placement** (360 x 240 pixels) on IACET’s **Home** web page.
Become an IACET 365 ADVOCATE

365 Advocate Sponsor Investment: $3,750

Our 365 Advocate Sponsor is a year-long opportunity that blends some direct member engagement with organizational branding through IACET digital platforms to leverage industry expertise. As an Advocate Sponsor, your company will garner name recognition and reinforce credibility as a leading service provider to the adult learning and continuing education business community.

Your company’s investment includes the following assets:

- **A 45-second recorded product or service message** (sponsor to provide the video file) inserted after an organic break/at resumption of learning – during one of the following options:
  - one (1) open-enrollment training program
  - one (1) scheduled Accreditation Workshop
  - two (2) monthly Introduction to IACET Accreditation Webinar
  - two (2) of IACET’s CET Talks podcast episodes

- **“Sponsored Product of the Month”** featuring a dedicated 30 minute product virtual demo/webinar, plus a 45-second recorded product or service message that runs the same month in CET Connection. Sponsor receives a post-webinar attendee participant list (emails included upon attendee checkbox approval).

- 3-month run of a choice of either a **Skyscraper Banner ad** (160 x 600 pixels) or a **Top Banner ad** (728 x 90 pixels) on the IACET website which receives over 9,000 unique visitors monthly – sponsor chooses the 3 consecutive months.

- **12-month scrolling logo placement** (360 x 240 pixels) on IACET’s Partners and Sponsors web page.

- **12-month detailed company listing** (1500x1440 pixels) with hyperlink on our Home web page.
Become an IACET 365 SUPPORTER

365 Supporter Sponsor Investment: $2,500

Our 365 Supporter Sponsor is a year-long opportunity that provides organizational branding through IACET digital platforms to showcase your company. Through this partnership, 365 Supporters garner name recognition and reinforce credibility as a leading service provider to the adult learning and continuing education business community.

Your company’s investment includes the following assets:

• 3-month run of a choice of either a Skyscraper Banner ad (160 x 600 pixels) or a Top Banner ad (728 x 90 pixels) on the IACET website which receives over 9,000 unique visitors monthly – sponsor chooses the 3 consecutive months.

• A 45-second recorded product or service message (sponsor to provide the video file) inserted after an organic break/at resumption of learning – during one of the following events:
  • one (1) open-enrollment training program
  • one (1) scheduled Accreditation Workshop
  • one (1) monthly Introduction to IACET Accreditation Webinar
  • one (1) of IACET’s CET Talks podcast episodes

• 12-month scrolling logo placement (360 x 240 pixels) on IACET’s Partners and Sponsors web page.

• 12-month detailed company listing (1500x1440 pixels) with hyperlink on our Home web page.
Customization and Flexibility

At IACET, we recognize that each organization has unique goals and strategies for engagement. To accommodate diverse needs and objectives, we are more than willing to discuss customized sponsorship packages that align more closely with your specific marketing and outreach goals.

Whether you are looking to intensify your brand presence at certain events, extend your reach through additional digital platforms, or create a bespoke combination of assets from different levels, our team is here to ensure that your sponsorship experience is as effective and rewarding as possible.

We invite you to engage with us in a conversation about how we can tailor our sponsorship opportunities to better serve your interests while maximizing your impact within the continuing education and training community.

Our flexible approach allows us to work together to innovate and adapt, ensuring that your investment not only meets but exceeds your expectations for value and performance. Let’s collaborate to craft a sponsorship package that uniquely reflects your company’s vision and priorities.
IACET boasts an extensive network of accredited providers, partners, and affiliates, each contributing to a significant global impact. This expansive reach not only underscores the depth and breadth of our influence but also highlights our commitment to advancing standards in continuing education and training across various industries and regions.

**IACET 2023 Key Demographics:**

- **Accredited Providers:** More than 600 organizations globally recognized for their high-quality training programs.

- **Learning Events:** Collectively, these Accredited Providers hosted over 4 million events, demonstrating extensive engagement across various disciplines.

- **Participants Served:** IACET Accredited Providers reached more than 11 million learners, contributing significantly to global education and professional development.

- **CEUs Issued:** These Accredited Providers generated approximately 4.5 million Continuing Education Units (CEUs) for 1.8 million learners, affirming the widespread impact and value of our educational standards.

- **Global Reach:** The IACET Accredited Provider networks extends operations into dozens of countries, including Canada, Australia, India, Ecuador, Belgium, Saudi Arabia, the United Arab Emirates, Jordan, Kuwait, and Egypt, highlighting our international influence and commitment to educational excellence worldwide.
### Industries Served by Accredited Providers

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government</td>
<td>9.7%</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>22.5%</td>
</tr>
<tr>
<td>For Profit</td>
<td>67.8%</td>
</tr>
</tbody>
</table>

### Organizational Size of Accredited Providers

<table>
<thead>
<tr>
<th>Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boutique</strong></td>
<td>30%</td>
</tr>
<tr>
<td>Under 30</td>
<td>Learning Events</td>
</tr>
<tr>
<td><strong>Niche</strong></td>
<td>40%</td>
</tr>
<tr>
<td>30-250</td>
<td>Learning Events</td>
</tr>
<tr>
<td><strong>Established</strong></td>
<td>20%</td>
</tr>
<tr>
<td>251 to 1,000</td>
<td>Learning Events</td>
</tr>
<tr>
<td><strong>Major</strong></td>
<td>7%</td>
</tr>
<tr>
<td>1,000 to 10,000</td>
<td>Learning Events</td>
</tr>
<tr>
<td><strong>Enterprise</strong></td>
<td>3%</td>
</tr>
<tr>
<td>Over 10,000</td>
<td>Learning Events</td>
</tr>
</tbody>
</table>
Organizational Classification of Accredited Providers

IACET Accredited Providers cater to learners across more than 400 industries, showcasing the breadth and adaptability of IACET standards. These standards are designed to focus on the instructional design and delivery process, allowing IACET to be content agnostic and versatile across various fields. The top 10 industries that benefit from IACET’s rigorous accreditation process include:

1. Education (K-12)
2. Healthcare
3. Engineering
4. Construction Safety
5. Early Childcare and Education
6. Manufacturing
7. Business Operations/Human Resources
8. Oil and Gas
9. Utilities
10. Computer/Information Technology

This wide-ranging applicability highlights the universal relevance of IACET accreditation in promoting high standards of professional education and training.

About the IACET Audience

IACET affiliates are your company’s #1 targeted prospect audience: the individuals responsible for the oversight and implementation of their company’s continuing education initiatives; and therefore, responsible for directing or contributing to the purchasing decisions for goods and services required to deliver a successful CE/T program.

Organizations providing educational services and education technology solutions, such as learning management systems, course authoring tools, and digital badging solutions cannot reach a more direct buyer audience than the IACET affiliate and subscriber audience.
Embarking on your sponsorship journey with IACET is straightforward and personalized. To begin the process or to inquire further about the IACET 365 Sponsorship opportunities, you have two convenient options:

1. **Email Contact:** Feel free to reach out directly via email to IACET President & CEO, Randy Bowman, at randy.bowman@iacet.org. Randy is available to discuss your interests, answer any questions you may have, and provide detailed information tailored to your organization’s goals.

2. **Online Form:** For a quick and efficient start, complete our online sponsorship form available at this [link](#). The form is designed to gather your initial details and preferences, which will help us tailor our discussion and sponsorship package to better suit your needs.

We look forward to collaborating with you and crafting a sponsorship experience that not only aligns with your marketing objectives but also amplifies your presence within the global continuing education and training community.