

CAIR 2025 Conference Sponsor/Exhibitor Guide



The California Association for Institutional Research (CAIR) Board of Directors would like to thank you for sponsoring our annual conference. Your presence at the conference helps us fulfill our mission of disseminating information of interest to the field of institutional research and contributing to attendees' professional development.

This sponsor (aka exhibitor) guide will provide you with key information, such as transportation to the hotel, hotel policies, and amenities. Additionally, information about exhibit operating hours and policies pertaining to sponsors are provided. This LIVE Google document will continue to be updated with accurate information before and during the conference.

For any questions, please contact CAIR's 2025 Vice President, Jaime Sykes, at vicepresident@cair.org. If your matter is urgent, you **can text/call Jaime at (951) 225-2154**.

To learn more about the CAIR 2025 conference, [visit us on our website](#). The website contains/will contain information about the conference hotel and travel, bios of conference speakers and presenters, detailed descriptions of all workshops, the conference agenda/schedule at a glance, and more.

Conference Venue & Hotel

All conference sessions and events will be held November 19-21*, 2024 (with an optional workshop presented by Elsevier on 11/18) at:

Hyatt Regency Mission Bay Spa and Marina
1441 Quivira Rd, San Diego, CA 92109
Phone: +16192241234

**Sponsors are invited to table November 19-20. Programming on 11/21 will be truncated this year.*

HOTEL RESERVATIONS

Please [use this link](#) to book the Hyatt Regency Mission Bay Spa and Marina at a discounted rate. CAIR has reserved a block of rooms at the conference venue at a discounted rate of \$244 a night, which includes a \$15 daily resort fee (additional applicable taxes will apply). Hotel booking will be available via a link on your event ticket. The room block will remain open until Saturday, October 25th, 2025, or until the block has been expended.

The discounted group rate is valid between Monday, November 17, 2025, and Sunday, November 23, 2025. If you need additional assistance, please contact the hotel at (619) 224-1234 or concierge@hyatt.com. If the group rate is no longer available, prevailing rates may be offered. Hotel reservations using the CAIR discounted rate must be occupied by conference registrants. CAIR reserves the right to cancel hotel reservations if there is no associated conference registration.

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Internet Service

All attendees will receive complimentary Wi-Fi in their exhibit and the meeting space during the conference. The username and password are below:

- Network Name: @Hyatt_Meetings
- Password: CAIR50

Exhibit Operating Hours

Below and [linked here](#) is a draft summary of conference activities with hours of operation for sponsor exhibits. Most sponsors tend to operate their exhibitor tables from 7am to 7pm on Wednesday and 7am to 5pm on Thursday. Friday's programming will be shorter in 2025, and sponsors are encouraged to finish tabling on Thursday, and attend Friday's sponsor breakfast to connect with attendees.

CAIR's Vice President will be on hand to answer any questions as they arise.

Tuesday, November 18, 2025

Start Time	End Time	Event	Location
11:30 AM	1:00 PM	Registration Desk Open	
12:00 PM	4:00 PM	Elsevier Preconference Workshop	
4:00 PM	7:00 PM	Registration Desk Open	
4:15 PM	5:00 PM	1st time at CAIR Mixer	
5:00 PM	7:00 PM	Early Bird Reception & Awards Ceremony	

Wednesday, November 19, 2025

Start Time	End Time	Event	Location
7:00 AM	5:00 PM	Registration Desk & Sponsors Tables Open	
9:00 AM	9:45 AM	Impact Session #1	
10:00 AM	11:00 AM	Opening Keynote	
11:30 AM	12:15 PM	Concurrent Session #1	
12:15 PM	2:15 PM	Lunch Buffet and Affinity Groups	
2:15 PM	5:00 PM	Concurrent Session #2, #3, and #4	
5:00 PM	7:00 PM	President's Reception	

Thursday, November 20, 2025

Start Time	End Time	Event	Location
7:00 AM	5:00 PM	Registration Desk & Sponsors Tables Open	
7:00 AM	8:45 AM	Breakfast Buffet and Affinity Groups	
9:00 AM	9:45 AM	Impact Session #2	
10:00 AM	11:00 AM	Opening Keynote	
11:30 AM	12:15 PM	Concurrent Session #5	
12:15 PM	2:15 PM	Lunch Buffet and Affinity Groups	
2:15 PM	5:00 PM	Concurrent Session #6, #7, and #8	
5:00 PM	8:00 PM	Dinner on Your Own	
8:00 PM	10:00 PM	CAIR-aoke!	
6:00 PM	10:00 PM	Game Night	

Friday, November 21, 2025

Start Time	End Time	Event	Location
7:00 AM	10:00 AM	Registration Desk Open	

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7:00 AM	8:45 AM	Breakfast Buffet with Sponsors
9:00 AM	9:45 AM	Concurrent Session #9
10:00 AM	10:45 AM	Segment Meetings
11:00 AM	12:00 PM	Closing Keynote
12:00 PM	2:00 PM	Colleague Lunch on Your Own

Program at a Glance

[You can access our general schedule using this link.](#) The Schedule at a Glance is constantly updated and can be found [linked on our event page](#). For registered attendees, the full conference program, once finalized, will be available via the WHOVA app.

Exhibit Space and Tables

All conference activities will take place in the hotel. Each sponsor (except bronze or sponsors with customized packages forgoing a table) will be provided with a six-foot table, table drape, two chairs, an electrical drop, and access to wireless internet.

CAIR assigns tables first among diamond, then platinum, then gold, and then by silver sponsors in order of receipt of the full sponsorship payment and agreement. Tables will be pre-assigned and labeled only during the set-up process to ensure correct assignments, but not thereafter.

Please consult the [Floor Plan and Table Locations](#) for table assignments. The hotel and CAIR reserve the right to make adjustments, if necessary. Registration and exhibitor tables will be located in the Bayview and Mission foyers.

Sponsor List (As of 10/23/2025)

1. Elsevier (Diamond)
2. Gray DI (Platinum)
3. Explorance (Platinum)
4. Precision Campus (Gold)
5. Unisys (Gold)
6. AWS (Gold)
7. Collibra (Gold)
8. Invoke Learning (Gold)
9. FlexIt Analytics (Silver)
10. Pathify (Silver - swapped table for session)
11. Trellis Company (Silver)
12. The RP Group (Friends of CAIR partnership includes table)
13. SmartEvals (Bronze)
14. Watermark (Bronze)
15. Block Survey (Bronze)
16. Wavicle Data Solutions (Bronze)

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Exhibit Space Safety and Security

CAIR board members will work the registration desk (located near the exhibit tables) from 7am to 7pm on Wednesday, 7am to 5pm on Thursday, and 7am-12pm on Friday. Outside of these hours, no staff are present. The exhibit tables will be in a publicly accessible corridor. While many vendors will store items under their tables at night at their own risk, you may want to plan to remove your valuables.

Exhibit Displays and Decorations

Sponsors may place displays and decorations on or directly adjacent to their table if they do not interfere with any doorways, walking paths, or another sponsor's table. CAIR shall have full discretion and final authority over the placing, arrangements, and appearance of all items displayed by sponsors. CAIR may require the replacement, rearrangement, or redecorating of any item at the event site or of any sponsorship announcement, and no liability shall attach CAIR for costs that may result from such actions by CAIR.

Audio and Visual Equipment

Sponsors are welcome to use visual equipment, such as monitors, laptops, or tablets, as displays at their table as long as they do not interfere with any doorways, walking paths, or another sponsor's table in any manner. However, no amplified sound equipment may be used. No audio-visual rentals will be provided by the venue.

Additional Booth Staff

Additional booth staff may be purchased at the same time that you purchase your sponsorship for \$625 (+applicable app charges); however, if you decide later that you wish to purchase additional booth staff, please go to: <https://whova.com/portal/registration/Um5tlZG5VmTcFOsWR7K2/>.

Security

Each sponsor is responsible for safeguarding their materials or goods from when they are placed in the exhibit space until they are removed. CAIR is not liable in any way for items lost or stolen during the conference.

Attending Conference Sessions

Sponsors are free to attend open conference sessions and keynote presentations; however, they may not in any manner advertise their product or criticize any product used by the presenter. Additionally, if the sponsor wishes to attend another sponsored session, the sponsor must notify the presenter.

Promotional Advertising - Logos & Electronic Flyers

CAIR will display your logo on the CAIR website, on a one single-sided 8.5x11 page flier in the electronic program, and on the CAIR mobile app. The sponsor is to provide CAIR with a 1-page, single-sided, 8.5x11 promotional PDF flier to include in our digital conference program. Logos (.png files) and one-page flyers should be sent to vicepresident@cair.org as soon as possible or by November 1, 2025.

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Diamond, Platinum, & Gold Level Sponsors

Presentation Information

The presentation should be useful for attendees whether they purchase the product or not. The subject matter should not just be a demo of the product, but a technique or approach to an issue in IR/IE. We also encourage sponsors to co-present with a client (from a campus) who is using their product, because they can share an example of how to use that approach towards their work in IR/IE.

If you have not already submitted your session information to our Please submit session information (see bullets below) by October 21, 2025, for inclusion in the program. [Submit Via Google Form \(https://forms.gle/wdtL725kziGCcnA36\)](https://forms.gle/wdtL725kziGCcnA36).

- Sponsor Name (i.e., Company Name)
- Session Title (1 sentence)
- Presenter Name(s), Job Titles
- Session Description (1 paragraph)

We recommend that sponsors arrive at their scheduled room 10 minutes before the start of their presentation. All rooms for concurrent sessions, panel presentations, and extended workshop sessions will have a projector and a screen. Please have your presentation already loaded to your device (laptop or tablet) to minimize any technical difficulties. To ensure that your device can smoothly connect with our A/V vendor's projectors, make sure that your device has either a standard HDMI port or that you have the necessary adapters.

Presentation Template

There is no presentation template for CAIR 2025. If you are able to, please run an accessibility check on your documents and address any issues. Below are some resources to help you with an accessibility check:

- [PDF Accessibility](#)
- [PowerPoint Accessibility](#)
- [Canva Accessibility](#)
- [Google Slide Accessibility](#)
- [Prezi Accessibility](#)

Attendee List

Sponsors will be provided an email list of conference attendees two weeks before the conference and at the conclusion of the conference. The link includes attendee names, email addresses, titles, and institutions. Titles and institutions are optional entry fields for attendees, so data may be incomplete. Sponsors are welcome to use these lists to invite attendees to their tables and presentations, as well as advertise their organization and/or products. The following policies apply to the mailing lists:

- Sponsors may send no more than one email message to the pre-conference attendee list before the conclusion of the conference (before November 8, 2025)
- Sponsors may send no more than one email message to the final attendee list post-conference (on or after December 1, 2025)
- The mailing list may not be harvested, sold to others, or incorporated into a database. The lists are solely intended for single use as specified above.

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Conference Mobile App (WHOVA)

CAIR creates a mobile app for conference attendees. The app contains a vast amount of resources readily available at your fingertips, including:

- Complete the conference program, with the ability to save sessions to your schedule
- Information about all the conference sponsors
- Directory of all attendees
- Map of the conference meeting space and hotel
- Social networking functions, including shared photos
- And other useful information

CAIR encourages all attendees to download the WHOVA app. Sponsors may benefit from doing so as it may help to contact attendees directly and share information throughout the conference. The WHOVA app may be downloaded to your mobile device's app store, and you will use the same email address that you used to register for the conference to log in.

Instructions on how to use the WHOVA app can be found in WHOVA's [lead generator tutorial](#) and [exhibitor guide](#).

Transportation

The closest airport is San Diego International Airport (5.1 miles away). From the airport, attendees have the options of rideshare, taxis, and rental cars.

Parking

- Daytime self-parking is discounted from \$10/hour, up to \$50/day to \$15/day per vehicle
- Overnight self-parking is discounted from \$50/night to \$30/night per vehicle
- Limited free street parking is available.

Shipping

You can ship your materials directly to the hotel. Please view the [linked shipping guide](#) for more details, and reach out to vicepresident@cair.org if you have any questions.

Sponsors may ship their materials to the Hyatt directly. Sponsors are welcome to begin shipping their materials now. Please contact Jaime immediately if you have large crates or pallets so that they can help coordinate storage space with the hotel. Please include your company name or the name of the person who will be retrieving the package as the recipient's name (see linked shipping guide above).

To pay for the shipping expenses outlined in the guide, the handling fee(s) can be routed to the guestroom of the person responsible if they are staying in the hotel or the hotel can send a payment link prior to their arrival. If you choose a prepaid link, the hotel will need to know the # of boxes and size/weight of each in order to calculate the charges. Please email Jaime (jaime.sykes.seiverd@cair.org) if you would like to prepay for shipping using the link and they will connect you with the events manager. **Further instructions from the hotel are provided below.**

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Setup day:

- The Convention Services team delivers ALL vendor boxes to their assigned table on setup day – no need for folks to ask at the Front Desk
- The hotel team will confirm with each vendor handling fees and bill routing
- IF package(s) are not at their exhibit table, please notify one of the Banquet Managers – **tracking #s are the best way for the team to help locate them** especially now with tariffs and winter weather beginning across the U.S.
- Vendors must store empty boxes underneath their tables as the hotel does not have storage space available

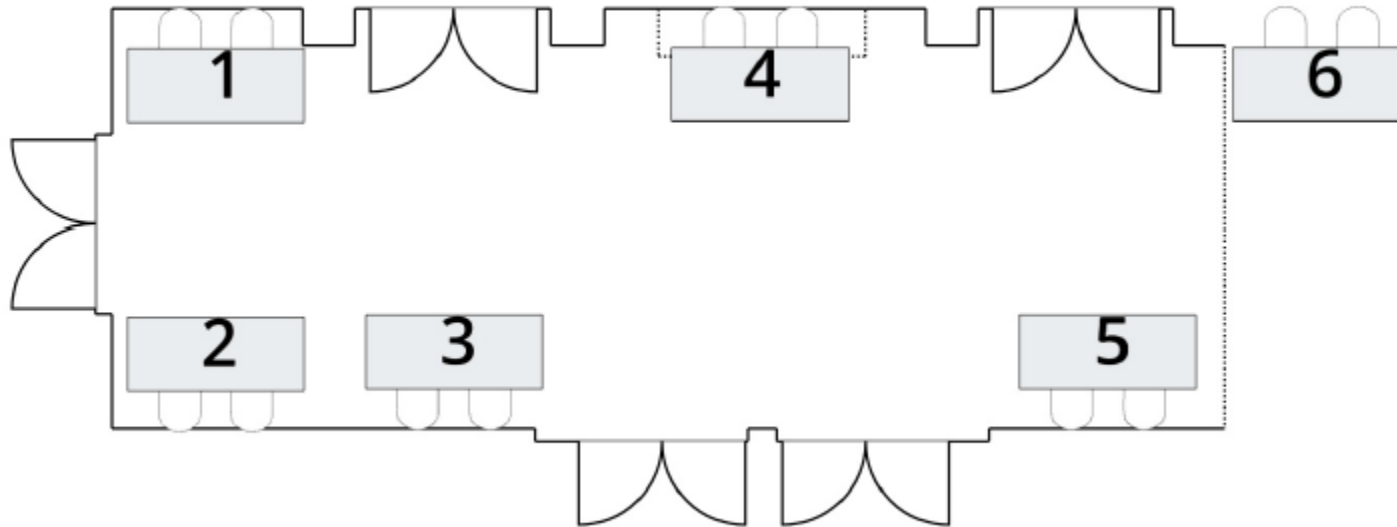
Conclusion of event:

- Vendors are responsible for preparing any outgoing packages for shipment – i.e. ensuring the box is secured and has an outgoing shipping label – just like dropping it off at the post office
- The hotel can provide packing tape, if needed
- Vendors may use the Business Center located in the hotel lobby if they need to print out a shipping label. The hotel does not have UPS or FedEx shipping labels.
- Vendors are to leave ALL outgoing packages on their table. The Convention Services team will come through and collect them all at once and take them to the loading dock for pickup. (PLEASE do not take outgoing packages to the Front Desk!)
- On-site vendors are responsible for communicating with the hotel team if special pickup arrangements have been arranged – i.e. a courier or DHL OR if the shipment needs to get to another location by a certain date. Otherwise packages will be picked up in the afternoon of the following business day

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Floor Plan and Table Locations:

Mission Foyer



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Bayview Foyer

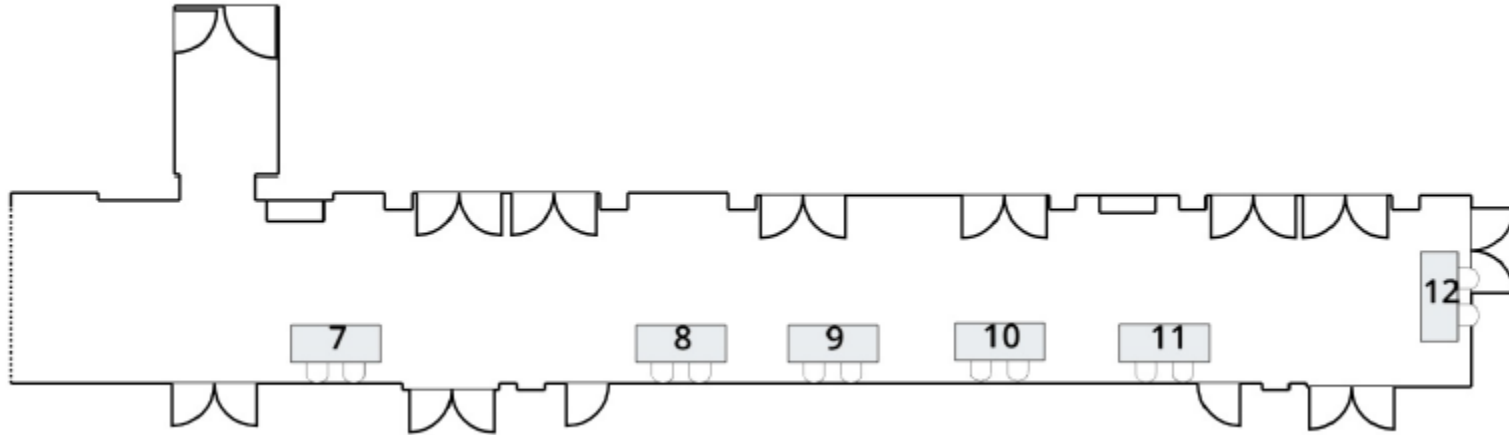


Table Assignments (DRAFT - Subject to Change):

#	Sponsor
1	the rp group
2	trellis company
3	flex it analytics
4	invoke learning
5	collibra
6	AWS

#	Sponsor
7	Unisys
8	Precision Campus
9	Explorance
10	Gray DI
11	Elsevier
12	CAIR Registration Desk

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