



# SPONSORSHIP & EXHIBITOR PROSPECTUS

*California Statewide Homeless Education Conference*

MAY 8-10, 2025 - SAN DIEGO, CA





# GREETINGS!

Educating children and youth experiencing homelessness is changing rapidly and is a significant part of education's responsibility, with new advances in resources, products, services, and providers around the state and country. It is up to us to ensure homeless education professionals and those working with the population are educated on the newest resources, policies, and best practices – and this is a significant focus for our annual California Statewide Homeless Education conference.

We are excited to announce that the 2025 event will be held in San Diego, California from May 7-9, with more sessions than ever and a dedicated exhibition area.

Our inaugural conference in 2023 sold out in record time, and our 2024 event nearly doubled in attendance! We hope you'll join us as we continue to take the third annual California Statewide Homeless Education Conference to the next level.

This year, we anticipate over 600 attendees, 50+ speakers, and up to 15 tabletop exhibiting companies to come together in San Diego for 2.5 powerful days of peer-to-peer learning, networking, and support. Our audience is seeking strategies and services to support their student population experiencing homelessness, that will provide the resources needed to set them up for success. This is an invaluable opportunity to build awareness for your brand among an audience of homeless education professionals and liaisons from across California.

We offer a wide-range of sponsorship opportunities to suit your needs outlined in the prospectus. Highly sought-after positions will sell out, so we encourage you to get in quick.

Don't fit in a box? We're always excited to work with our sponsors to create tailored solutions to connect you with our audience. From break-out sessions, special products or anything else you think would be suitable. Contact us to discuss your needs!

On behalf of the entire conference planning team, we hope you'll choose to partner with us for what's shaping up to be our most exciting conference yet!

Sincerely,  
Conference Team



## About the Conference

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The California Homeless Education Technical Assistance Centers (HETACs), SchoolHouse Connection (SHC), and the California Department of Education (CDE) are partnering together once again to provide the second annual statewide homeless education conference. The theme for 2025 is: A Sea of Change!

This exciting conference will encourage participants to network with one another, build capacity during these challenging times, and learn strategies to navigate their roles and responsibilities for serving and supporting our children and youth experiencing homelessness.

Practitioners and other experts will share practical strategies and innovative programs to support children and youth from birth through college/career.

### **The conference will provide:**

- Multiple opportunities to relate and reconnect.
- Inspiration to reimagine and transform your programs and practices.
- Creative moments to rest, reflect, and rejuvenate.
- Informative and interactive sessions on homeless education basics and beyond.





## Top 3 Reasons to Sponsor/Exhibit

As a sponsor/exhibitor, you will gain visibility and multiple opportunities over the course of two days to promote your company's brand, products and services directly to the industry. This is your chance to uniquely position your company to this market, gaining the competitive edge to other industry players.

1. Relationship Building
2. Exposure and Brand Awareness
3. Face-to-Face Contact with Industry Prospects



## What our attendees are saying....

“

The connections we were able to make and the opportunity to learn what other districts do was an enriching experience.

Amazing learning and connections on best supporting our students and families experiencing homelessness, LOVED the student panel and their stories of overcoming!!

All the workshops I attended were wonderful! School districts' willingness to share their best practices is priceless and benefits all our students and families. The youth panel was amazing!!

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## Fast Facts

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- ★ May 7-9, 2025
- ★ San Diego, CA
- ★ 600+ attendees
- ★ 50+ speakers
- ★ 25 sessions
- ★ Multiple tracks
- ★ Inspiring Youth Panel & Keynote Speaker
- ★ Visit the conference website:

[www.cahomelesseducation.com](http://www.cahomelesseducation.com)





*Photography by: Janis Foley Photography*



# Meet Our Audience

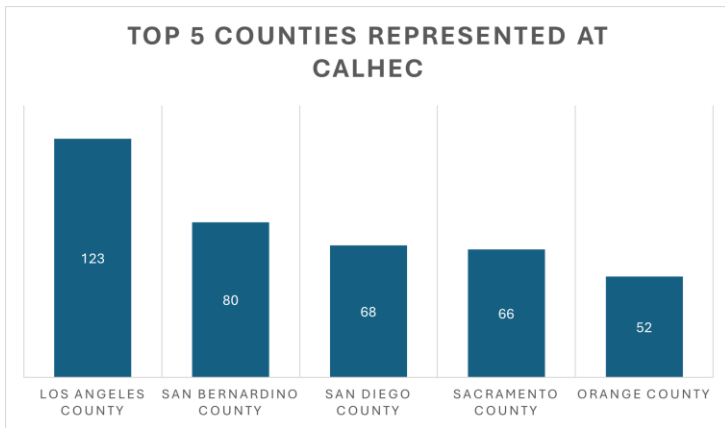
California Statewide Homeless Education Conference (CALHEC) anticipates over 600 attendees who support their homeless student populations from early education through K-12 and higher education. Participants work in school districts, charter schools, homeschools, higher education, nonprofit agencies and foundations, County Offices of Education, California Homeless Education Technical Assistance Centers, and the California Department of Education.

**Job titles** include McKinney-Vento Liaison, Superintendent and Assistant Superintendent, Principal and Assistant Principal, Education Coordinator, Counselor, Community School Coordinator, Foster-Homeless Youth Liaison, Director, Executive Director, Program Specialist, Resource Teacher and Social Worker, just to name a few.

Below is based on the 2024 Registration Data:

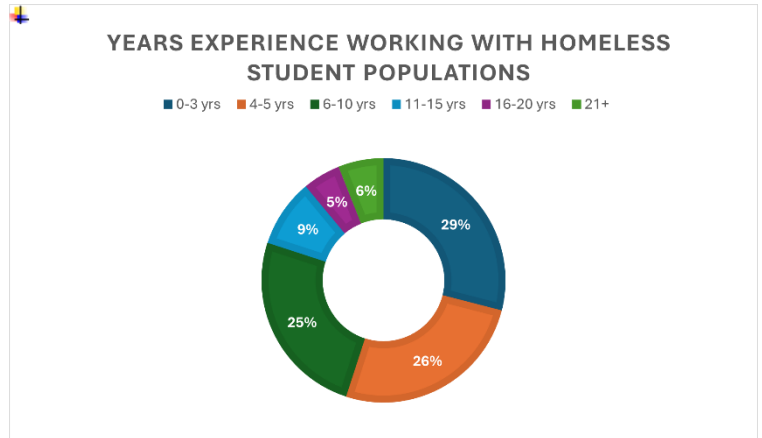
## Location by County

Attendees represented 56 different Counties in CA



## Experience Level

Diverse levels of knowledge & experience



**+36%** primarily work with **Students Experiencing Homelessness**  
**+64%** work with **BOTH Students Experiencing Homelessness and Students in Foster Care**



## Sponsorship Opportunities

Category / Item	Quantity	Investment	Page
Networking Welcome Reception - May 7 - <b>SOLD</b>	1	\$35,000	9
Networking Reception - May 8	1	\$35,000	9
Lunch Sponsor	1	\$20,000	10
Breakfast Sponsor	1	\$20,000	10
Refreshment Break Sponsor	3	\$10,000	10
Wi-Fi Sponsor	1	\$9,000	11
Lanyard	1	\$2,500	11
Hotel Key Card	1	\$4,500	12
Hotel Room Door Drop	UNLIMITED	\$2,500	12
Tote Bag	1	\$6,500	13
Tote Bag Insert	UNLIMITED	\$1,000	13
Notepad & Pen	12	\$4,500	14
Photo Booth	1	\$5,500	14
Exhibitor	15	\$2,750	15-20





## Networking Reception (2 Available)

**\$35,000 - Exclusive OR \$17,500 - Co-Sponsor (limited to 2 per reception)**

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Sponsor one of two receptions and you'll provide all attendees with an excellent networking opportunity paired with refreshments and a delectable selection of hors d'oeuvres!

**SOLD - Reception on May 7, 2025:** Kick off the conversation about your brand during our Opening Reception. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage.

**Reception on May 8, 2025:** The networking reception wraps up the day's activities and offers your team a great opportunity to relax, connect, and engage with attendees in a less formal setting.

### Package Benefits:

- Exclusive Sponsors receive (4) Complimentary Conference Registrations, and Co-Sponsors receive (2) Complimentary Conference Registrations. Conference registrations include all events, meals, and full access to all educational sessions on Wednesday, Thursday, and Friday. (Hotel accommodations not included. Room(s) must be booked separately by sponsor.)
- Marketing Partner:
  - Sponsor recognition on the CALHEC website, including logo and a link to your website
  - "Proud Sponsor of CALHEC 2025" graphic for use on marketing materials
  - Organization logo displayed on a looping slideshow in the General Session room throughout the conference.
  - CALHEC Sponsor acknowledgment and expressions of gratitude from the stage during the Opening Session
  - An opportunity to provide collateral and/or giveaways (prepared and shipped by sponsor) during the networking reception
  - Signage at Sponsored Event
  - (1) Conference Bag Insert (*Collateral Provided by Sponsor*)
- Opportunity to deliver Welcome Remarks (up to 5 minutes) at reception.
- First right of refusal for the Welcome Reception sponsorship at CALHEC 2026



## Lunch Sponsor (1 Available)

**\$20,000 - Exclusive OR \$10,000 - Co-Sponsor (limited to 2 per luncheon)**

Our networking lunch partnership will give your team the ability to host our lunch hour while connecting and engaging with attendees.

## Breakfast Sponsor (2 Available)

**\$20,000 - Exclusive OR \$10,000 - Co-Sponsor (limited to 2 per breakfast)**

Start the day off right by sponsoring one or both breakfasts during the conference!

## Refreshment Break Sponsor (3 Available)

**\$10,000 - Exclusive OR \$5,000 - Co-Sponsor (limited to 2 per break)**

Give attendees the fuel they need to last through the day! We have two (2) morning refreshment breaks available and one (1) afternoon break available.

### Package Benefits for Lunch, Breakfast and Break Sponsors:

- Exclusive Sponsors receive (2) Complimentary Conference Registrations, and Co-Sponsors receive (1) Complimentary Conference Registration. Conference registrations include all events, meals, and full access to all educational sessions on Wednesday, Thursday, and Friday. (Hotel accommodations not included. Room(s) must be booked separately by sponsor.)
- Marketing Partner:
  - Sponsor recognition on the CALHEC website, including logo and a link to your website
  - "Proud Sponsor of CALHEC 2025" graphic for use on marketing materials
  - Organization logo displayed on a looping slideshow in the General Session room throughout the conference.
  - CALHEC Sponsor acknowledgment and expressions of gratitude from the stage during the Opening Session
  - An opportunity to provide collateral, and/or giveaways (prepared by sponsor) to be distributed as a seat drop or displayed within the function area.
  - Signage at Sponsored Event
  - (1) Conference Bag Insert (*Collateral Provided by Sponsor*)
- *Breakfasts and Luncheons Only:* Opportunity to deliver remarks (up to five minutes) at the sponsored event

## Wi-Fi Sponsor (1 Available) \$9,000

Help all conference attendees get connected as the official Wi-Fi sponsor. This sponsorship ensures great exposure throughout the event. WiFi access is a very popular feature with our attendees, making this a highly visible sponsorship.



### Package Benefits:

- Sponsor recognition on the CALHEC website, including logo and a link to your website
- “Proud Sponsor of CALHEC 2025” graphic for use on marketing materials
- Organization logo displayed on a looping slideshow in the General Session room throughout the conference.
- CALHEC Sponsor acknowledgment and expressions of gratitude from the stage during the Opening Session
- An opportunity to provide collateral, and/or giveaways (prepared by sponsor) to be distributed as a seat drop or displayed within the function area.
- Signage in Main Traffic areas and in General Session Room with Wi-Fi instructions and Company Logo
- Conference Bag Insert (Collateral Provided by Sponsor)
- First right of refusal for a sponsorship at CALHEC 2026

## Lanyard Sponsor (1 Available) \$2,500

These lanyards are used by all 600+ attendees to hold and display their badges. As the sponsor, your company name and logo will be seen throughout the conference — on the floor, in classrooms, and at networking functions. With this sponsorship, all conference attendees become a walking “billboard” for your company/firm.



### Package Benefits:

- Company name and/or logo printed on the lanyards distributed to all Conference participants.
- 1-color imprint, sponsor will be given final proof to review. CALHEC will manage production and distribution. All you have to do is provide your company logo.
- “Proud sponsor of CALHEC 2025” graphic for use on marketing material
- Sponsor recognition on the CALHEC website and Event App, including logo and a link to your website

## Hotel Key Card Sponsor (1 Available) \$4,500

Place your branding directly in the hands of attendees as they check in to the hotel with a custom advertising message on the keycard. Capture attention and provide maximum exposure as attendees use their key cards multiple times each day.

### Package Benefits:

- Sponsor recognition on the CALHEC website and Event App, including logo and a link to your website
- “Proud sponsor of CALHEC 2025” graphic for use on marketing material.
- Your full color logo/artwork is prominently displayed on the front of each hotel key card and includes production, shipping, and distribution of key cards.
- Key cards are distributed Tuesday through Friday to all attendees staying within the CALHEC room block at the Town & Country Hotel.



## Hotel Room Drop (Multiple Available) \$2,500

Gain a competitive advantage by having a company promotional piece delivered directly to the attendees under the hotel room door on either Day 1 or Day 2 of the conference. The drop will be delivered to ALL rooms in the CALHEC block at the Town & Country, of which there will be at least 450 guest rooms, dependent upon final attendance.

- General Specifications: One Sheet/Paper/Hanger/Letter/Flyer. (The sponsor is responsible for the production of collateral and shipping and handling to the conference site.)



## Tote Bag Sponsor (1 Available) \$6,500

You'll get "carried away" with this sponsorship - literally! These bags live on well past the event.

### Package Benefits:

- Sponsor recognition on the CALHEC website and Event App, including logo and a link to your website.
- "Proud sponsor of CALHEC 2025" logo for use on marketing material
- The conference bag will include your logo along with the CALHEC logo
- Conference Bag Insert: Ability to include a piece of collateral inserted into the conference bag. CALHEC will pre-stuff it with your company brochure or small giveaway item. (The sponsor is responsible for the production of collateral and shipping and handling to the conference site)



## Tote Bag Insert (Multiple Available) \$1,000

Capture the attention of attendees by inserting a product sample or literature (flyer) into the official conference bag. Bags will be distributed to all attendees as they check in at registration. CALHEC will provide the bag stuffing services, you design, print and ship your insert. Voila!

### Package Benefits:

- CALHEC will pre-stuff bags with your company brochure and/or a small giveaway item. (The sponsor is responsible for the production of collateral and shipping and handling to the conference site)
- General Specifications: One item per Sponsor or Exhibitor • Quantity per insert - 600 • Size maximum - 9" x 12" x 1" • Weight maximum - 4 ounces



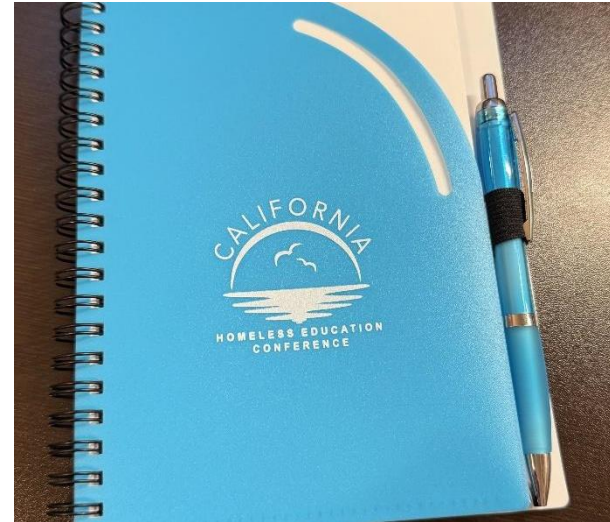


## Notepad & Pen Sponsor (1 Available) \$4,500

Showcase your company logo on all the conference notepads as attendees take notes throughout the event. Sponsorship includes a branded notebook with pen.

### Package Benefits:

- Sponsor recognition on the CALHEC website and Event App, including logo and a link to your website
- *"Proud sponsor of CALHEC 2025"* logo for use on marketing material.
- Distributed to attendees at registration or made available on session tables.
- 1-color logo imprint on conference notebook. CALHEC will manage the production and distribution. All you have to do is provide your company logo.



## Photo Booth Sponsor (1 Available) \$5,500

Looking to go viral? As the Photo Booth Sponsor, your logo will appear on all the digital and printed photos taken at the Photo Booth and shared by conference participants on social media.

### Package Benefits:

- Your organization's logo will be prominently displayed on all digital images and printed photos taken by our photographer at the photo booth. All you have to do is provide your company logo.
- Sponsor recognition on the CALHEC website and Event App, including logo and a link to your website
- *"Proud sponsor of CALHEC 2025"* logo for use on marketing material.
- Organization logo displayed on a looping slideshow in the General Session room throughout the conference.





## Exhibitor (12 Available) \$2,750

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Present your product and services to attendees in the exhibit space.

**Exhibitor Guidelines:** Exhibitors must represent products and services that support homeless education. Exhibitors may not permit any other party to exhibit in their space, showcase goods or services other than those manufactured or distributed by the contracting exhibitor, or permit the solicitation of business by other parties within their booth space.

**Qualifications Of Exhibitor:** CALHEC, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to organizations who supply products, services, tools, equipment, and resources to better support homeless education and the children and youth that they serve. CALHEC reserves the right to restrict or remove any exhibit which CALHEC, in its sole discretion, believes is objectionable or inappropriate. CALHEC reserves the right at any time to refuse the rental of exhibit space to any company whose display of goods or services is not, in the opinion of show management, compatible with the general character and objectives of the exhibition, or to remove or change exhibits it finds offensive.

### Package Benefits:

- (2) Conference Registrations – Includes all events, meals on Wednesday thru Friday (Accommodations not included. Room(s) may be booked separately by exhibitor.) Additional Booth staff extra.
- Exhibitor recognition on the CALHEC website. Logo and link to your website on [www.cahomelesseducation.com](http://www.cahomelesseducation.com) exhibitor page
- Enhance Exhibitor listing in Conference App to include downloadable brochures and other media.
- “Proud Exhibitor of CALHEC 2025” logo
- Organization logo displayed on a looping slideshow in the General Session room throughout the conference.
- CALHEC Sponsor acknowledgment and expressions of gratitude from the stage during the Opening Session
- Multiple face-to-face networking opportunities with attendees during the event.
- Opportunity to participate in onsite attendee gamification.
- Exhibitor acknowledgement in the CALHEC 2025 post-event email.

**Exhibit Fee Includes:**

- (1) 6-foot skirted table
- (2) chairs
- (1) wastebasket
- (2) full conference pass

**Exhibitor Schedule:** *(schedule subject to change)*

**Set-Up:**

Wednesday, May 7: 1:00 - 5:00 pm

**Exhibit Hours:**

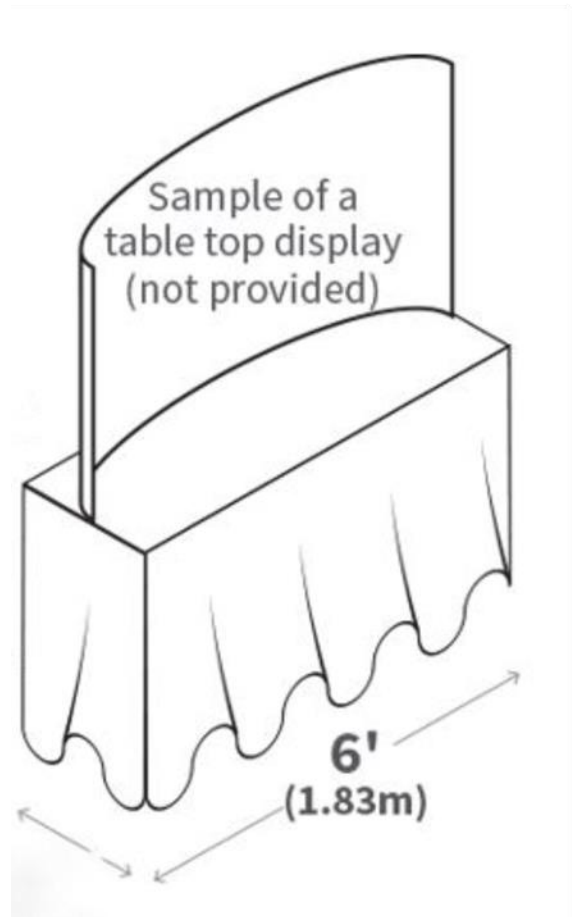
Wednesday, May 7: 5:00 - 6:00 pm

Thursday, May 8: 7:00 - 8:30 am, 10:30 - 11:00 am;  
3:00 - 3:30 pm

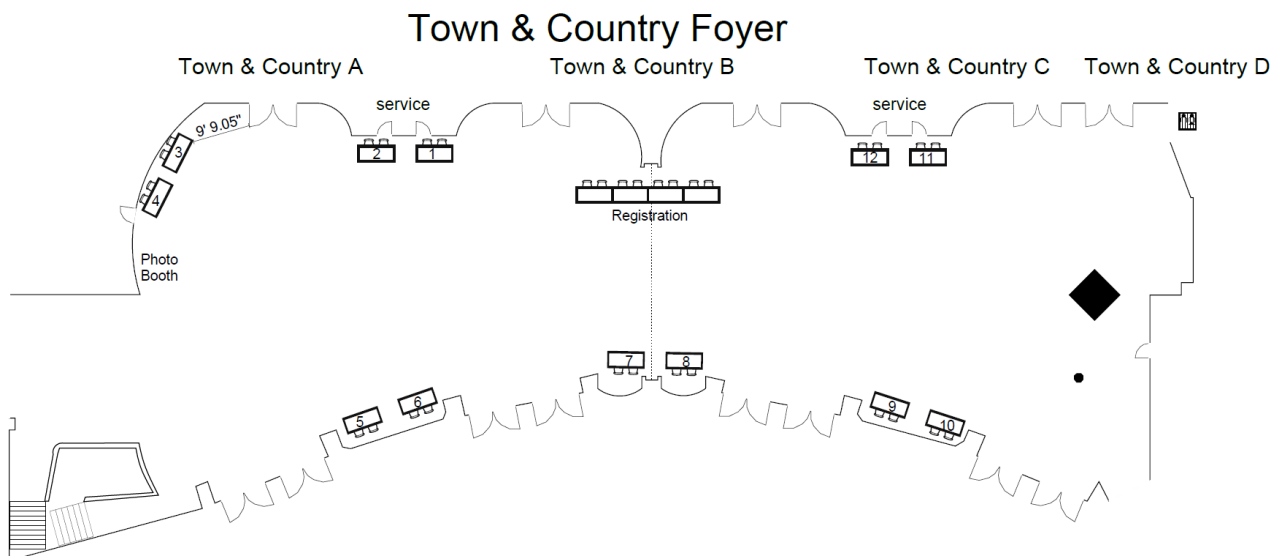
Friday, May 9: 7:00 - 8:00 am, 9:45 - 10:15 am; 11:30  
- 11:45 am

**Tear Down:**

Friday, May 9: 11:45 am - 2:00 pm



**Exhibits Floorplan:**







## Exhibitor Rules & Regulations

**All exhibitors participating in the 2025 California Statewide Homeless Education Conference must abide by the following rules and regulations:**

**CONFERENCE MANAGEMENT:** The California Statewide Homeless Education Conference (CALHEC) is produced and managed by partners from the California Department of Education (CDE), Los Angeles County Office of Education (LACOE), the California Homeless Education Technical Assistance Centers (HETACs) and SchoolHouse Connection (SHC). Rulings by the CALHEC Conference Management team and their representatives shall in all instances be final, with regard to the use of any exhibit space and any interpretation and application of these rules and regulations. All matters and questions not covered by these rules and regulations are also subject to the discretion of the CALHEC Conference Management team.

**TABLETOP EXHIBIT SPACE CONTRACT SUBMISSION AND SPACE ASSIGNMENT:** All space assignments are made on a first-come, first-served basis, established by the date the contract was submitted and the payment was received.

Once a contract has been submitted, it is understood that the exhibitor and CALHEC Conference Management have entered into a legal, binding contract with respect to quantity and size of exhibit space requested and the use thereof and all other matters included in the contract. Preliminary space assignments requested in the contract will be placed on hold and, if payment is not received according to the payment policy, the preliminary space assignment will be released back into general inventory for other companies to select. The exhibitor is still responsible for the quantity and size of space requested on the contract and will be required to select new space assignments when payment is received, based on current availability at that time. Exhibit space contract terms are not voided in the event of nonpayment.

CALHEC Conference Management reserves exclusive rights to allocate exhibit space in a manner most appropriate to the objectives of its conferences/conventions. However, CALHEC Conference Management reserves the right to alter the space assignments due to unforeseen circumstances. Special considerations will be given with regard to the date CALHEC Conference Management receives a signed exhibitor contract. All decisions will be final and binding. Special requests cannot be guaranteed.

**PAYMENT POLICY:** The full tabletop exhibit fee is due within 30 days of the submission of the exhibit space contract. For space reserved after April 1, 2025, the full exhibit fee is due upon receipt.

**TABLETOP EXHIBIT CANCELLATION POLICY:** Tabletop exhibit cancellations must be submitted to CALHEC Conference Management in writing ([education@cahomelesseducation.com](mailto:education@cahomelesseducation.com)), and based on the date such notification is received by CALHEC Conference Management, the following cancellation fees will apply.

- Between January 1, 2025 and March 31, 2025: 50% of total exhibit rental
- After April 1, 2025: 100% of exhibit rental

**EXHIBIT SPACE REDUCTION POLICY:** All requests to reduce the size of contracted tabletop exhibit space must be submitted to CALHEC Conference Management in writing ([education@cahomelesseducation.com](mailto:education@cahomelesseducation.com)) and will be subject to the terms outlined below. Space reductions may also result in the reassignment of space.

- Between January 1, 2025 and March 31, 2025: Exhibitor is responsible for 75% of the tabletop exhibit rental for the original space contracted.
- After April 1, 2025: Exhibitor is responsible for 100% of the original tabletop exhibit space rental fee. No refunds will be issued.



**TABLETOP EXHIBIT DESIGN AND USE:** Each tabletop exhibit package includes one 6' skirted table, 2 chairs and a wastebasket. Exhibitors may bring in their own tabletop display or backdrop. Tabletop displays set on the table must not exceed 8' in height (including the height of the table) and full-size backdrops must not exceed 8' in height and be placed behind, so as to not obstruct the view of exhibitors next to them. Exhibits not conforming to these specifications will be prohibited.

CALHEC Conference Management reserves the right to reject any booth deemed objectionable by CALHEC Conference Management standards. CALHEC Conference Management also reserves the right, in the best interest of the exhibition, to relocate exhibitor space.

**EXHIBIT STAFF REGISTRATION:** Each tabletop exhibit package includes one full exhibitor conference registration, which grants access to all educational sessions, networking events, and meals. Additional exhibitor conference registrations are available for purchase. Exhibitors are required to pre-register all exhibit staff by April 22, 2024. Instructions will be sent in the Exhibitor Guide. Payment must accompany your registration. Refunds will not be issued for any no-shows.

**HOSPITALITY EVENTS/MEETINGS:** Exhibitors wishing to hold receptions, staff meetings, focus groups, or other small gatherings may do so, but the timing of these functions must not conflict with educational sessions, exhibit hall hours, or official evening social events. CALHEC Conference Management must approve all requests for ancillary events. Requests made directly to the official hotel will not be accepted without CALHEC Conference Management approval. An affiliate event fee may also be assessed.

**EXHIBITOR ELIGIBILITY:** CALHEC Conference Management shall determine the eligibility of any company, product, or service. CALHEC Conference Management may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of CALHEC Conference Management. In the event an application is not accepted, any paid space rental fees or deposits will be returned. The agreement is binding upon receipt and acknowledgement by CALHEC Conference Management.

**GENERAL CONDUCT:** The following practices are prohibited by decision of CALHEC Conference Management:

- Noisy mechanical or electrical equipment that will interfere with other exhibitors
- Canvassing or distributing any material outside an exhibitor's own space
- Subleasing of an exhibit space
- The use of billboards, advertisements, or the display of signs outside the exhibit area
- Mass entertainment activities sponsored by exhibiting companies, away from the headquarters hotel
- Publicizing or maintaining any extracurricular activities, inducements, demonstrations, or displays outside the exhibit area, during exhibit hours
- Entry into another exhibitor's booth without permission
- Photographing, video recording, or examining another exhibitor's equipment without permission
- The use of live or recorded music in an exhibitor's booth

**DIGNITY:** It is intended that the California Statewide Homeless Education Conference (CALHEC) shall be a serious and dignified offering. Unethical conduct, including but not limited to entry into another exhibitor's booth without permission, or infraction of rules on the part of exhibitors or their representatives, could lead to CALHEC Conference Management taking any action it deems appropriate, including expulsion or suspension of an exhibiting company. It is agreed that if such action is taken, no refund shall be made by CALHEC Conference Management, and no demand for redress will be made by the exhibitor or his representatives. It is also agreed that disregard for any rule stated here is considered a just reason for CALHEC Conference Management to prohibit an exhibitor from attending all future CALHEC Conference Management activities.



**LIABILITY:** The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and leave CALHEC Conference Management and their partners and agents blameless in all claims or fines and attorney's fees arising out of or caused by the sole negligence of the convention center/hotel, its employees, or agents. In addition, the exhibitor acknowledges that CALHEC Conference Management, their partners and agents, and the hotel do not maintain insurance covering the exhibitors' property and that it is the sole responsibility of the exhibitor to obtain such coverage. The exhibitor assumes all responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought on the convention center/hotel premises and shall indemnify and leave blameless the convention center/hotel and agents and employees in any and all such losses, damages, and claims unless losses are the direct result of the convention center or hotel's negligence.

**INSURANCE:** Exhibitors are urged to take out a portal-to-portal rider, available for a nominal fee, on their own insurance policies, protecting them against loss, theft, fire damage, etc. To avoid damage to equipment, please remain with your exhibit until crates are provided and requested labor is available. Watchmen are appointed; however, CALHEC Conference Management, their partners and agents, and the hotel will not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc. No volatile or flammable substances or materials of any nature that are prohibited by local ordinance, the fire prevention bureau, or insurance carriers may be used in any booth. The use of any crepe or corrugated paper is prohibited.

## How to Get Started:

- Please complete the sponsor/exhibitor application online at [www.cahomelesseducation.com](http://www.cahomelesseducation.com)
- Payment may be made by credit card or check. Payment must be made within 30 days of the invoice. Checks should be made payable to **SchoolHouse Connection** (Tax ID: 81-5042929).
- Sponsorships are nonrefundable and are nontransferable. Sponsorship benefits will not begin until payment has been received.

For more information on partnership and exhibition sales opportunities please contact:

Laura Howe, CMP  
Meeting & Conference Education  
[education@cahomelesseducation.com](mailto:education@cahomelesseducation.com)

