

Consortium of Liberal Arts Colleges (CLAC)

2026 Conference: Thought Leadership in Higher Ed IT

Host: Claremont McKenna College, along with the other Claremont Colleges

Location: Claremont, California

Date: June 9-11, 2026

Target Audience: IT Leaders & Decision Makers from the Consortium of Liberal Arts Colleges

About the CLAC Conference

The CLAC conference is an exclusive leadership event designed to bring together members of our consortium to support thought leadership in higher education information technology. Unlike traditional technical conferences, CLAC focuses on **managing and leading**—exploring how emerging trends like AI, data governance, and security impact the future of our institutions.

Why Partner with Us?

- **Direct Access to Decision Makers:** Approximately **60% of attendees** at typical member conferences are at the decision-maker level for their institution.
- **High-Value Networking:** 2025 attendees cited "hallway conversations" and "socializing opportunities" as being worth the price of admission.
- **Influential Reach:** Last year's event represented over **70 CLAC institutions** with participants including CIOs, directors, and representatives from organizations like **EDUCAUSE** and **Internet2**.
- **Engaged Audience:** 72% of 2025 participants rated their satisfaction as a 5/5, with key interests in AI strategy, information security, and data governance.
- Local Southern California universities will also be invited that are not members of CLAC for networking.

2026 Sponsorship Opportunities

We offer streamlined sponsorship levels to ensure high visibility without the "vendor hall" noise. Each sponsor can be tied to a specific high-traffic event.

Level	Investment	Key Benefits
Platinum	\$5,000	Exclusive sponsorship of a major reception or dinner; 6ft table in a prime location; 3+ attendee registrations.
Gold	\$2,000	Sponsorship of a Lunch with a session, 6ft table near the dining area; 2 attendee registrations.
Silver	\$1,000	Sponsorship of a Breakfast or Coffee Break; branded signage in the "Conference Hub."

Level	Investment	Key Benefits
Bronze	\$500	Logo placement on the conference website, Sched app, and digital program.

All Sponsors Receive:

- Company logo featured on the **CLAC 2026 website** and the **Sched** mobile app.
- Professional signage (18x24) thanking you for your support during your sponsored event.
- A complete **attendee list** provided one week before the event for targeted outreach.
- We are looking to have a vendor exhibit location/on one of the days that would involve a happy hour vibe, food, swag, and a raffle opportunity for the vendors.

Exhibition & Engagement

We prioritize meaningful interaction over passive booth-sitting. Sponsors are encouraged to:

- **Host a Table:** 6ft tables are placed near event locations (receptions, coffee bars) to facilitate natural conversation.
- **Join the Conversation:** Sponsors are welcome to attend sessions and engage with IT leaders on the latest industry challenges.
- **Showcase Thought Leadership:** Opportunities may exist for co-presentations with campus partners (availability is limited).

Expectations for Sponsors: Engagement Over Pitching

The CLAC conference is a leadership-focused event designed to foster conversation, not a traditional trade show. We ask our partners to adhere to the following engagement philosophy:

- **Focus on the "Why," Not the "What":** Our members are interested in how trends like AI impact our work, rather than specific hardware/software "doing".
- **Contribute to the Dialogue:** Engage as a thought-partner in the shared challenges our schools face.
- **Build Relationships:** We prioritize deepening connections and "level setting" over transactional sales pitches.
- **Success through Stories:** We encourage a "lessons learned" or "success story" approach to interactions.

Secure Your Spot

In 2025, we were inundated with interest and filled all spots quickly. To ensure your organization is represented at the 2026 conference in Claremont, please contact:

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