



The Beauty of eLearning



eLearning Conference
February 19-22, 2017
Tradewinds Island Resorts
St. Petersburg, Florida

Presented by the Instructional Technology Council and Hosted by St. Petersburg College

2017 Prospectus Corporate Sponsors and Conference Exhibitors



An affiliated council of



About ITC

ITC is a leader in advancing distance education. ITC's **mission** is to **provide exceptional leadership and professional development in higher education to its network of eLearning practitioners by advocating, collaborating, researching, and sharing exemplary, innovative practices and potential in educational technologies**. ITC tracks federal legislation that will affect distance learning, conducts annual professional development meetings, supports research, and provides a forum for members to share expertise and materials.

ITC members include over 400 single institutions and multi-campus districts; regional and statewide systems of community, technical and two-year colleges; for-profit organizations; four-year institutions; and, non-profit organizations that are interested or involved in instructional technology.

ITC Annual Corporate Sponsor Program

ITC Annual Sponsorship is an ideal way to stand out as industry leaders supporting online learning and distance education. ITC Annual Sponsors receive high visibility and unparalleled access to ITC members and leaders **throughout the year** and at the **eLearning Conference**.

Gold - \$5,000

- Featured as an ITC Annual Sponsor on the **ITC Website** (logo - with link to sponsors website)
- Featured as an ITC Annual Sponsor in the **quarterly newsletter** (logo - with link to sponsors website)
- Sponsor invited to designate up to **five contacts** within sponsor's company to receive **ITC eNews** - monthly electronic newsletter.
- Featured as an ITC sponsor on the **eLearning Conference mobile app**. (Sponsor logo)
- Verbal acknowledgement during the **eLearning Conference opening remarks**
- Sponsor will receive **one complimentary exhibit booth** at eLearning Conference with two (2) complimentary registrations
- Sponsor invited to present a **45-minute concurrent session at the eLearning Conference** – designated first-come, first serve due to limited number of sessions
- Sponsor invited to **insert one item into conference bag** (either print material or tchotchke)
- Sponsor logo **featured on schedule-at-a-glance banner** at eLearning Conference

Platinum - \$10,000

Enjoy all of the gold benefits plus:

- Sponsor invited to insert a **display ad in one (1) additional issue of the quarterly newsletter**
- Sponsor invited to include one **500-word article in the quarterly newsletter per year**. (Subject to review by the ITC Executive Director.)
- Sponsor invited to lead one **45-minute focus group** discussion with members of the ITC Board or another ITC group
- Sponsor invited to **present a one-hour professional development webinar** per year
- Sponsor will receive **one (1) additional exhibit booth** at eLearning Conference with **two (2) additional complimentary registrations** (total 2 tables, 4 registrations)
- Sponsor invited to **speak for 5 minutes during one of the featured general sessions** at the eLearning Conference
- Sponsor's **logo featured on eLearning Conference bag**
- Sponsor invited to insert **one (1) additional item into conference bag** (either print materials or tchotchkes)

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ITC eLearning Conference Exhibits & Sponsorships

The 2017 eLearning Conference of the Instructional Technology Council will be held February 19 – 22 in St Petersburg, Florida. Your company is extremely important to the profession and you are invited to take this opportunity to build and maintain customer relations, enhance your image, and test new products and services. This year's meeting offers you an excellent opportunity to promote your company, widen your exposure, and stimulate repeat business.

Exhibit Opportunities

Exhibiting at the ITC eLearning Conference gives your company access to more than 450 professionals in online learning and distance education. Breakfast and breaks will be held in the exhibit area for greater exposure to the participants. Your company's name will also be listed in the program and scrolling announcements on the main stage.

Standard Exhibit - \$1,495

- One (1) 6' draped exhibit table
- Two (2) complimentary registrations
- Listing on the ITC eLearning Conference website
- Listing on eLearning Conference scrolling announcements
- Listing in the Exhibitor Directory
- Active link in the eLearning Conference mobile app.

Deluxe Exhibit - \$2,500

- Two (2) 6' draped exhibit tables
- Three (3) complimentary registrations
- Listing on the ITC eLearning Conference website
- Listing on eLearning Conference scrolling announcements
- Listing in the Exhibitor Directory
- Signage will announce your sponsorship of one of the networking breaks
- Listed as Play-To-Win sponsor
- Active link in the eLearning Conference mobile app.

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Conference Sponsorship Opportunities

Conference Sponsorship - \$5,000

- Featured as an ITC sponsor on the eLearning Conference printed materials (Sponsor logo)
- Verbal acknowledgement during the eLearning Conference opening remarks
- Sponsor will receive one complimentary exhibit booth at eLearning Conference with two (2) complimentary registrations
- Sponsor invited to insert one item into conference bag (either print material or tchotchke)
- Sponsor logo featured on the mobile app.
- Sponsor invited to speak for 5 minutes during one of the featured general sessions at the eLearning Conference

Additional Sponsorship Opportunities

Registration Sponsor - \$500

Welcome participants to the eLearning Conference with sweet treats and cool drinks in the registration area. Signage will announce your sponsorship.

Lanyards - \$1,250

Go everywhere participants go with your logo on the conference lanyards.

Pocket Agenda Sponsor \$1,250

Get up close and personal with every attendee. Your company can be as close as their front pocket! The ITC Pocket Agenda Card fits nicely into a front shirt pocket or into the attendee nametag for easy access to the daily schedule of events, and easy access to YOU!

- The Pocket Agenda Card will be viewed on average of 4 times per day by approximately 400+ attendees, that means YOUR logo may be seen a minimum of 4,800 times over the course of the conference!

Mobile App & Conference Wi-Fi \$5,500

Sponsor/provide a Wi-Fi connection and Mobile App for the conference area and receive recognition with signage and connection password at the registration table and throughout the conference area. This sponsorship also includes a mobile app banner ad.

Welcome Reception \$5,000

Provide a warm welcome to conference participants! Sponsor benefits: Signage at reception, opportunity to place materials on service tables, plus 25 complimentary drink tickets.

Awards Luncheon \$7,500

Put your company front and center during the prestigious ITC Awards Luncheon. Sponsor Benefits: Signage and recognition during the luncheon. Opportunity to place participant gift (tchotchke) on tables. Participate in the awards ceremony and include an ad in the mobile app.

Beach Party \$10,000

Titled sponsorship of the eLearning event. Includes naming of the event, signage with your name and logo, opportunity to place materials on service tables, plus 40 complimentary drink tickets. This sponsorship also includes a mobile app banner ad, and logo recognition in the participant packet and on the ITC website Conference Sponsor Page.

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2017 Sponsor & Exhibitors – Enrollment Form

Agreement

Our company understands that upon submitting this form, we agree to act as a sponsor/exhibitor at the indicated level. We also understand that no refunds will be given prior to or after these services have been completed.

AUTHORIZED REPRESENTATIVE

DATE

Corporate Sponsorship

- Gold \$5,000
 Platinum \$10,000

eLearning Conference Exhibit

- Standard Exhibit \$1,495
 Deluxe Exhibit \$2,500

Conference Sponsorship Opportunities

- Conference Sponsor \$5,000
 Registration Desk \$500
 Lanyards \$1,250
 Pocket Agenda Sponsor \$1,250
 Mobile App & Wi-Fi \$5,500
 Welcome Reception \$5,000
 Awards Luncheon \$7,500
 Beach Party \$10,000

For additional information, contact:

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Marketing Director
PO Box 2406
Columbus, Ohio 43216-2406
(800) 715-1451
FAX: (877) 835-5798
MarCee@executive-office.org
www.itcnetwork.org

Contact & Payment

NAME

COMPANY

BILLING ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL

Payment Details

Order Total \$_____

Check Enclosed # _____ (Payable to ITC)

Credit Card

Choose one:

VISA MC AMEX DISC

CARD NUMBER

CARD SECURITY CODE

CARD EXP. DATE

SIGNATURE

Taxpayer ID#: 52-1839730

The Instructional Technology Council (ITC) collects credit card information to make it easier for you to register for conferences and events online, as well as paying for other services. ITC does not use or share credit card information for any other purpose. We retain such information as is needed for standard accounting record keeping requirements. Every step is taken to protect the loss, misuse, and alteration of the information under our control. If you prefer, please use a check or money order to make any necessary payments.

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