



ITEA  
*Charlotte*  
North Carolina • March 18-20, 2010



# 72<sup>nd</sup> ANNUAL ITEA CONFERENCE

## Sponsorship Opportunities

**BECOME A MEMBER OF THE ITEA TEAM...TOGETHER WE ACHIEVE THE EXTRAORDINARY**

ITEA's 2010 Conference hosts a variety of opportunities for you to highlight your company and reach technology leaders meeting to gather new ideas, network, and plan next year's BUDGET. Sponsorships make a lasting impression with decision makers, who have the power, influence, and DOLLARS to increase your sales.

**Although some benefits vary according to the sponsorship level, all sponsors receive the following:**

**Year-round publicity, recognition on site, and conference discounts, plus:**

1. Acknowledgement of your company's sponsorship on the ITEA website, promotional marketing materials, conference program, and monthly issues of our journals.
2. A highlighted exhibitor listing recognizing your company as a sponsor in the conference program.
3. ITEA's membership database (emails excluded) will be available to you to extend your marketing efforts beyond the conference attendees.
4. Priority booth selection.
5. Inclusion on exclusive sponsors' signage in the exhibit hall.

### ITEA 2010 SPONSORSHIP PROGRAMS

#### LEVEL 1:

Number of Sponsorships Available – 1

- EXHIBIT HALL LUNCHEON – **SOLD**

Cost - \$10,000

In addition to the standard benefits that you will receive as a sponsor you will have the following opportunities:

- As the official host of this luncheon, your company representative will extend a greeting from the exhibit floor and assist in the luncheon activities
- Full-page black and white ad in the Conference Program
- Free Banner ad on the ITEA website
- Two additional complimentary registration passes
- Prime selection of booth space
- FREE full-page black and white ad in *The Technology Teacher* journal – March issue

#### LEVEL 2:

Number of Sponsorships Available – 6

- CYBER CONNECTION – 1
- GENERAL SESSION SPEAKER – 1  
(1 **SOLD**)
- CONVENTION TOTE BAGS – **SOLD**

Cost - \$3,000 - \$5,000

In addition to the standard benefits that you will receive as a sponsor, you will have the following opportunities:

- Prominent signage recognizing your contribution
- One additional complimentary registration pass

#### LEVEL 3:

Number of Sponsorships Available – 4

- BADGES – 1
- SWEET TREATS BREAK – 1
- OPENING RECEPTION – 1
- FTE LEADERSHIP BREAKFAST – 1
- GENERAL SESSION COFFEE BREAKS – 2

Cost - \$500.00 - \$2,500.00

In addition to standard sponsor benefits, you will have the following opportunities:

- Prominent signage recognizing your contribution
- Reduced rate for additional registration passes



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### **Exhibit Hall Luncheon (\$10,000) 1 Available**

Become the most popular exhibitor through your luncheon sponsorship for the attendees on Thursday and/or Friday. This luncheon will be in the exhibit area so that attendees can be greeted by you and informed about your company. Sponsors may provide decorations and/or entertainment at their own expense. Work with ITEA staff to make this a traffic-builder for your company.

### **General Session Keynote Speaker (\$4,000 per session) 2 Available**

Maximize your exposure by sponsoring the keynote speaker for the largest session during the Annual Meeting. Benefits include the opportunity for your personal welcome and speaker introduction. Distribution of your promotional materials on all conference attendee seating is also included, or play your company message on video during the entrance or exit of the keynote presentation. Two general sessions are available—Thursday and Friday mornings. Other sponsorships of the general session program are: Program Excellence Awards on Thursday sponsored by Paxton/ Patterson; Teacher Excellence Awards on Friday sponsored by Goodheart-Willcox.

### **Cyber Connection (\$5,000) 1 Available**

Located on the show floor, this gathering place will be the hub of activity to meet and take care of business on Thursday and Friday, during show hours. ITEA's Cyber Connection will feature your company name and logo on all computer monitors that will be connected to the Internet.

### **Convention Tote Bags **SOLD** (\$3,000)**

Every registered participant will receive a tote bag. The sponsor logo will appear along with the ITEA logo on the bag—a walking advertisement for your company during the whole conference and used throughout the year by the participant.

### **Badges (\$2,500) 1 Available**

Your company logo will appear along with the ITEA logo on the official Charlotte 2010 badge that will be worn by every meeting participant. What better way to let everyone know that you are at the conference and a supporter of the profession?

### **Exhibit Hall Sweet Treats Afternoon Break (\$2,500) 1 Available**

This afternoon "sugar buzz" will provide a chance for attendees to relax and network with their colleagues and an opportunity for you to increase your visibility with this target audience.

### **Opening Reception and Celebration (\$2,000) 1 Available**

This reception starts the conference off with a warm welcome for those who are attending the annual meeting and gets everyone focused on the exciting events that are to follow for the next several days. Join ITEA's President in extending a welcome to the attendees and take advantage of this high profile networking opportunity. Sponsorship includes opportunity for welcome remarks, the distribution of promotional materials and signage, and your logo in the conference program with this event.

### **Foundation for Technology Education Spirit of Excellence Breakfast (\$1,500) 1 Available**

Be the official sponsor of the Foundation for Technology Education (FTE) Spirit of Excellence Breakfast and introduce the featured speaker at this premier leadership function. At the same time, become a part of the tradition for this event that is a celebration of many successful years of providing scholarships and grants to future and practicing teachers. Have your logo engraved on the plaques presented to outstanding graduate students from each of the participating universities. Assist ITEA's President in presenting the awards to the winners as well as extending greetings to the audience on behalf of your company.

### **General Session Coffee Break (\$500) 2 Available**

Help the participants start the day by sponsoring coffee for them while waiting for the general session to start. For some, that will be their breakfast! Warm the attendees up with your treat. Be the first to take advantage of sponsoring one of these HOT spots. ITEA will print your company logo and booth number in the conference program and have appropriate signage at this event letting everyone know your contribution to a good start for the day. You may provide your own logo coffee cup if you desire.

[www.iteaconnect.org](http://www.iteaconnect.org)



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## ITEA 2010 Sponsorship Agreement Charlotte, North Carolina – March 18-20, 2010

### Sponsorships

are assigned on a first-come, first-served basis.

### Contracts

and full payment must be received by **December 15, 2009** to ensure appropriate sponsor recognition.

### Return Contract and Payment to:

**Maureen Wiley**

ITEA Exhibits Coordinator  
1914 Association Drive  
Suite 201

Reston, VA 20191-1539

Phone: 703-860-5028

Fax: 703-860-0353

Email:

[mwiley@iteaconnect.org](mailto:mwiley@iteaconnect.org)



### Part 1: Sponsor Contact Information

#### Sponsor Contact Information (contact for all mailings):

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Fax \_\_\_\_\_

Contact Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Part 2: Payment Information

#### Company Information (if different than above)

Company Name \_\_\_\_\_

Company Phone \_\_\_\_\_ Ext. \_\_\_\_\_ Fax \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

We have enclosed (amount enclosed) \$ \_\_\_\_\_

Check # \_\_\_\_\_ (payable to ITEA – U.S. funds drawn on U.S. bank)

Credit Card:     Mastercard                       VISA                       Discover

Credit Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on card (please print) \_\_\_\_\_

Signature \_\_\_\_\_

### Part 3: Sponsorship Opportunities

#### Sponsorships and Availability

- Exhibit Hall Luncheon – **SOLD** – \$10,000
- Cyber Connection – \$5,000
- General Session Keynote Speaker – 1 Available – \$4,000
- Convention Tote Bags – **SOLD**
- Badges – 1 Available – \$2,500
- Sweet Treats Afternoon Break – 1 Available – \$2,500
- Opening Reception and Celebration – 1 Available – \$2,000
- Foundation for Technology Education Spirit of Excellence Breakfast – 1 Available – \$1,500
- General Session Coffee Break – 2 Available – \$500

I would like to be a conference sponsor for \_\_\_\_\_ (choose from the above list).