

2022 Annual Conference - eLearning



Instructional
Technology
Council

Exhibit & Sponsor Prospectus



Bally's Las Vegas
February 20-23, 2022

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 **Annual Conference - eLearning**.

All Corporate sponsors receive the following benefits:

- ✓ Featured as an ITC Corporate Sponsor on the ITC Website
- ✓ Featured in the Annual Conference - eLearning materials
- ✓ Standard Exhibit at the Annual Conference - eLearning (1 table, 2 registrations)
- ✓ Five contacts within sponsor's company to receive ITC weekly eNews and Member Communications
- ✓ Verbal acknowledgement during the Annual Conference - eLearning opening remarks

Additionally:

Platinum sponsors (\$10,000) may select 4 items from Group A and 5 items from Group B

Gold sponsors (\$5,000) may select 2 items from Group A and 4 items from Group B

Silver Sponsors (\$3,500) may select 1 item from Group A and 3 items from Group B

Bronze Sponsors (\$2,500) may select 0 items from Group A and 2 items from Group B

Group A

- Insert display ad in one quarter of weekly eblasts (13 issues)
- Author a 500-word article in the quarterly newsletter, with approval from ITC Executive Director
- Lead one 45-minute focus group discussion with members of the ITC Board or another ITC group
- Present a one-hour professional development webinar
- Participate in one (1) White Paper to be published in the *Journal of the Instructional Technology Council* (JITC)
- Logo featured on the Annual Conference - eLearning bag (limit one, on a first-come, first-serve basis)

Group B

- Present a 45-minute concurrent session at the Annual Conference - eLearning – first-come, first serve due to limited number of sessions
- Insert one item into conference bag (either print material or tchotchke)
- Deluxe exhibit booth at Annual Conference - eLearning (total 2 tables, 3 registrations)
- Listed as sponsor of a break or breakfast
- Banner ad in the conference app

Exhibit Opportunities

Exhibiting at the ITC Annual Conference - eLearning gives your company access to more than 300 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 online and scrolling announcements on the main stage.*

Standard Exhibit - \$2,000

- One (1) 6' draped exhibit table
- Two (2) complimentary registrations
- Listing on the Annual Conference - eLearning website
- Listing on eLearning Conference scrolling announcements
- Listing in the Exhibitor Directory
- Listed as Play-To-Win sponsor
- Active link in the Annual Conference - eLearning mobile app

Deluxe Exhibit - \$3,250

- Two (2) 6' draped exhibit tables
- Three (3) complimentary registrations
- Listing on the Annual Conference - eLearning website
- Listing on eLearning Conference scrolling announcements
- Listing in the Exhibitor Directory
- Listed as Play-To-Win sponsor
- Active link in the Annual Conference - eLearning mobile app

**Please note that companies that do not directly serve the mission of the ITC and the interest of the Annual Conference - eLearning attendees will be unable to exhibit. ITC reserves the right to remove your company from the exhibit hall without notice. Cosmetic companies and others alike are not eligible to exhibit.*

Marketing Visibility Opportunities

Tangible Items

Lanyards - \$2,000 (Exclusive)

Each attendee will receive a lanyard to use with their badge. The lanyards will include the exclusive sponsor's company logo.

Attendee Bag - \$5,000 (Exclusive)

Each attendee will receive their registration material in 2022 Annual Conference - eLearning bag. These bags are highly visible to all attendees and will include the ITC conference logo, as well as the exclusive sponsor's company logo.

Pocket Program - \$1,500

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!

Hotel Key Cards/Sleeves - \$5,000 (Exclusive)

Get everyone's attention by sponsoring the hotel room key cards/sleeves. You will have your logo exclusively on the key cards/sleeves for the guests to see as they enter their rooms at the end of the day. *The option of key cards or sleeves is at the discretion of the meeting hotel.*

Cloth Face Masks – \$3,000 (Exclusive)

Each attendee will receive a cloth face mask to wear for safety. The masks will include the exclusive sponsor's logo.

Hand Sanitizer - \$2,000 (Exclusive)

Each attendee will receive a bottle of hand sanitizer with a carabiner clip to easily carry with them throughout the conference. The bottles will include the exclusive sponsor's logo.

Technology

Mobile Meeting App and Hotel Wi-Fi - \$15,000 (Exclusive)

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.

Mobile Meeting App Banner Ad Only - \$1,000

Catering Events

Welcome Reception - \$10,000

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

Awards of Excellence in eLearning Luncheon (\$10,000) or Leadership Academy Alumni Breakfast (\$5,000)

Put your company front and center during the prestigious ITC Awards Luncheon or Leadership Academy Alumni Breakfast. Sponsor Benefits: Signage and recognition during the luncheon/breakfast. Opportunity to place participant gift on tables.

Exhibit Hall Hospitality

Refreshment Breaks: \$7,000 per break; Breakfast: \$10,000 per day

Company name and/or logo on signage in the exhibit hall. Each refreshment break or breakfast will be exclusive. Please contact ITC staff for dates and times available.

Educational Sessions

Keynote Sessions - \$3,000 each

Your company has an opportunity to sponsor either the Opening or Closing Keynote Sessions. Please contact ITC staff for information regarding the Keynote Session.

To apply for a sponsorship or exhibit table [please complete the online form.](#)

Please contact ITC Executive Director, Andrea Taylor if you have any questions or additional ideas for support.
director@itcnetwork.org