

# 2007 IHETS Tech Summit Corporate Participation



**BACKGROUND**—IHETS Tech Summit is attended by chief information/technology officers, network and operations managers, software engineers and developers, telecommunications managers, instructional technology directors, systems administrators, LAN managers, and technical support staff from Indiana's public and private higher education institutions.

This year's event will be held **Friday, March 30, 2007**, at University Place Hotel & Conference Center on the IUPUI Campus. Last year, approximately 200 individuals, the majority of whom make or strongly influence IT purchasing decisions at their institutions, attended the event. This year's participation goal is 225. IHETS aligns exhibit space with primary traffic flow and refreshment areas for maximum exposure for exhibitors and sponsors.

## ***EXHIBITING AND SPONSORSHIP OPPORTUNITIES—***

### **Exhibitor**

Cost: \$500

Exhibitors will receive:

- One complimentary registration
- One six-foot skirted exhibit table, two chairs, and wireless Internet connectivity
- Company name and logo to appear in any printed conference materials and on program page of web site

### **Bronze Sponsor**

Cost: \$1,000

Purpose and benefits:

- Bronze Sponsorships help defray registration costs for concurrent session presenters, so company name and logo will appear on signage in the registration area
- Recognition as Bronze Sponsor during opening plenary session
- Two complimentary conference registrations
- One six-foot skirted exhibit table, two chairs, and wireless Internet connectivity
- Company name and logo to appear in any printed conference materials

- Company name and logo with link to sponsor's web site on agenda page of conference web page

### **Silver Sponsor**

Cost: \$1,500

Purpose and benefits:

- Silver Sponsorships represent primary support for the continental breakfast during registration and afternoon refreshment break. The company's name and logo will appear on signage in the refreshment area.
- Recognition as a Silver Sponsor during opening plenary session
- Two complimentary conference registrations
- One six-foot skirted exhibit table, two chairs, and wireless Internet connectivity
- Company name and logo to appear in any printed conference materials
- Company name and logo with link to sponsor's web site on home page of conference web site

## Gold Sponsor

Cost: \$2,000

### Purpose and benefits:

- Gold Sponsorships help defray costs for the buffet luncheon and parking for conference attendees. The company's name and logo will appear on signage near the luncheon entrance.
- One Sponsor Presentation for up to two company representatives to conduct one 50-minute breakout session on a relevant topic (please see Call for Presenters for additional information)
- Recognition as a Gold Sponsor during opening plenary session
- Two complimentary conference registrations
- One six-foot skirted exhibit table, two chairs, and wireless Internet connectivity
- Company name and logo to appear in any printed conference materials
- Company name and logo with link to sponsor's web site on home page of conference web site

## Product Donations

If your company is unable to commit to a corporate sponsorship or exhibit, please consider making materials and product donations for door prizes and conference registration bags.

*Examples for conference materials include (225 of each item must be provided):*

Plastic bags to hold conference materials and give-away items

- Company t-shirts
- Pens, pencils, and/or notepads
- Other small promotional items with your company name and logo

*Possible door-prize donations include:*

- Software
- Consumer electronics (iPods, PDA, MP3 players, digital camera, etc.)
- Books

## Questions?

To discuss participating as an exhibitor or sponsor, please contact:

George Khazal

IHETS Digital Media Services Consultant

Phone: 317.263.8870

Email: [gkhazal@ihets.org](mailto:gkhazal@ihets.org)



## Sponsorship agreement

Please complete this form and return it to IHETS by **no later than March 2, 2007**.

Completed forms and checks should be mailed to:

George Khazal, digital media services consultant

Indiana Higher Education Telecommunication System

714 N. Senate Ave.

Indianapolis, IN 46202-3112

Event: 2007 IHETS Tech Summit  
Event Date: March 30, 2007  
Company Name: \_\_\_\_\_

### Exhibit/Sponsorship Options

Description	Cost	Quantity	Total
Exhibitor	\$500		
Bronze Sponsor (5 openings)*	\$1,000		
Silver Sponsor (2 openings)*	\$1,500		
Gold Sponsor (2 openings)*	\$2,000		
Product Donations (specify below)	N/A		N/A
<b>Total amount:</b>			

\*Please contact George Khazal at IHETS (317.263.8870) to verify that openings are still available. Please specify and describe product donations:

### Exhibitor/Sponsor Representative Information

Representative name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email address: \_\_\_\_\_

Representative  
Signature: \_\_\_\_\_

*This agreement is independent of and not contingent upon any existing or future business arrangement(s) between the above-named entity and IHETS. IHETS agrees to provide the benefits outlined on the previous pages for the option(s) selected.*

**Method of Payment (check one):**

\_\_\_\_\_ Check enclosed

\_\_\_\_\_ Credit card

Payment must be received by March 2, 2007. Make all checks payable to **Indiana University/IHETS**.

In addition, please e-mail a .jpg, .gif, or .tif electronic file of your color logo by March 2 to [gkhalzal@ihets.org](mailto:gkhalzal@ihets.org).

***Note: Gift status of sponsorship contributions***

*A sponsorship is the payment by a donor to partially or fully underwrite or subsidize the cost of a university activity or event. Sponsors may legitimately receive "sponsor acknowledgement" and still have their support be termed a gift donation. Sponsor acknowledgement may be as simple as the sponsor's name being listed on a program brochure; other times it may be displaying the sponsor's business logo. In essence, we are acknowledging the support of the sponsors. Sponsor acknowledgement is recognition of the sponsor as a supporter of the event/activity; it may contain the sponsor's name and/or logo or product, but cannot contain any inducement to purchase the sponsor's product, or any product prices, or any qualitative or comparative language. Any acknowledgements that contain these latter elements would constitute advertising and thus unallowable to be termed a gift donation.*