



SPONSOR PROSPECTUS

MARCH 4-7, 2027 · COLORADO SPRINGS, COLORADO

Local host: Pikes Peak State College

Every sponsor gets five minutes on the main stage.

LEARN · CONNECT · EXPLORE

THE INVITATION

Fifty years happens exactly once.

ITC 2027 brings roughly **150+ eLearning and higher education professionals** to Colorado Springs for four days. It is the Instructional Technology Council's 50th anniversary — and we only get one.

Sponsorship here is not a logo placement. It is partnership, relationships, and a little creativity. On Friday, **every sponsoring organization is invited to take our main stage for five minutes**: your own walk-up song, one good idea, and a full room.

Every sponsor answers the same question.

“What does higher education's peak future look like, and how will your organization help us get there?”

FRIDAY GENERAL SESSION · HIGHER ED'S PEAK FUTURE

A TED TALK CROSSED WITH A PITCH BATTLE

The audience votes on a best-in-show presentation, and that organization receives a special award at Saturday's luncheon. One to three slides. One designated speaker. Five minutes. ITC guarantees a full room with an impactful door prize for attendees.

150+

ATTENDEES
BY DESIGN

4

DAYS OF
PROGRAMMING

50

YEARS OF
ITC

5

MINUTES ON
THE MAIN STAGE



SECTION ONE

Who you will meet.

Intimate by design — 150+ decision-makers and practitioners from community colleges, public and private universities, K–12, trade schools, workforce, and industry.

- | | |
|---|---|
| ▶ Instructional designers & educational technologists | ▶ LMS administrators |
| ▶ Distance & online learning directors | ▶ Deans, provosts, and presidents |
| ▶ Chief information officers | ▶ Workforce & industry partners |
| ▶ Faculty & faculty development leaders | ▶ Accessibility & student support professionals |

SECTION TWO

What every sponsor receives, at every level.

- ◆ **Five minutes on Friday's main stage** in the “Higher Ed's Peak Future” general session — with audience voting. One to three slides, one designated speaker.
- ◆ **One exhibit table** in a central, high-traffic space on Saturday and Sunday.
- ◆ **Recognition at Saturday's Awards Luncheon**, plus placement in conference materials and ITC social media marketing.
- ◆ **Full access to conference networking**, including Thursday evening's welcome reception.
- ◆ **Full conference registration** included.

SPONSORSHIPS ARE CONFIRMED IN ORDER RECEIVED

Higher levels add programming and year-round visibility. Because Friday stage time and exhibit space are finite, sponsorships are confirmed in the order that email requests and payments arrive.

SECTION THREE

Sponsorship levels.

Every level includes the five minutes, the exhibit table, and full networking access. Higher levels add programming and year-round visibility.

	BRONZE \$750	SILVER \$2,000	GOLD \$3,500	PLATINUM \$5,000
Five minutes on Friday's main stage <i>"Higher Ed's Peak Future" general session, with audience voting</i>	✓	✓	✓	✓
Exhibit table — Saturday and Sunday	✓	✓	✓	✓
All conference networking and receptions	✓	✓	✓	✓
Recognition in conference materials and ITC social media	✓	✓	✓	✓
Full conference registrations	1	2	2	2
Attendee contact list <i>Opt-in only — name, institution, title, professional email</i>	—	✓	✓	✓
Sponsored Excellence in eLearning Award <i>Presented and recognized at the Awards Luncheon</i>	—	1 award	2 awards	— *
50-minute conference breakout session	—	—	✓	✓
Featured ITC Tuesday Talk webinar <i>Year-round visibility beyond the conference</i>	—	—	✓	✓
Sponsored reception or special conference programming	—	—	—	✓

* Platinum sponsors host a sponsored reception or other special conference programming in place of a sponsored award.

Breakout sessions, podcast and webinar topics, award selections, and sponsored meals are arranged with ITC and are subject to approval, availability, and the final schedule. Contact lists include only people who have affirmatively opted in to sponsor communication and may not be resold or transferred.

SECTION FOUR

The four days.

Sponsor visibility is built into the schedule.

THURSDAY

March 4

GET THERE FIRST

Afternoon preconference and the evening welcome reception. Sponsors have access to meet attendees, presenters, and ITC leaders before the conference formally opens.

FRIDAY

March 5

YOUR FIVE MINUTES

Sponsors share their “Higher Ed’s Peak Future” talk with the full conference as a general session, and the audience votes on a favorite. ITC ensures strong attendance with an impactful door prize, and shuttles attendees from the conference hotels to campus. Networking refreshment breaks are built into the day, and dedicated lounge spaces are highlighted for sponsors to meet prospective customers.

SATURDAY

March 6

EXHIBIT DAY

Tables open in a central, high-traffic space. ITC provides a 30-minute midday refreshment break inside the exhibit area. Sponsors and scholarship recipients are recognized at the Awards Luncheon.

SUNDAY

March 7

FIFTY YEARS

Networking breakfast, concurrent sessions, and ITC’s 50th anniversary celebration and panel. Sponsors may keep a table through the morning.

SECTION FIVE

Add-ons.

Available to confirmed sponsors at any level, including Bronze. Add-ons are not available separately.

ADD-ON	COST	DETAIL
Conference Scholarship	\$1,500	Covers one scholarship award. Three available.
ITC Tuesday Talk Webinar	\$100	One ITC-hosted virtual program on a timely topic in online learning, instructional technology, workforce development, or higher education leadership.
Additional Registration	\$200	Per person, beyond those included in your selected level.

Send someone to the peak.

A 50th anniversary is a good moment to make sure the next fifty years include as many eLearning leaders as possible — including the aspiring ones. Will you help us?

THREE SPONSORED SCHOLARSHIPS AVAILABLE FOR 2027

**One seat. One sponsor.
One future leader.**

A CURRENT OR ASPIRING
INSTRUCTIONAL DESIGNER

A CURRENT OR ASPIRING
ELEARNING FACULTY MEMBER

A CURRENT OR ASPIRING
ELEARNING LEADER

\$1,500
PER SCHOLARSHIP

Covers three items: conference registration, three nights at a conference hotel, and a \$250 travel stipend. ITC selects recipients through a blind review panel and pays these three items directly.

HOW IT WORKS

- ◆ Applications open in **November** and close in **early January**.
- ◆ A blind review panel selects recipients — sponsors do not influence selection.
- ◆ ITC pays the registration, lodging, and travel stipend directly. Other expenses remain the scholar's responsibility.

WHAT YOU GET

- ◆ Scholars and their sponsoring organizations are **recognized together** at Saturday's Awards Luncheon.
- ◆ Scholars are **seated with their sponsor** — a real conversation, not a name on a slide.

TO FUND A SCHOLARSHIP

Contact Chad McKenzie, 2027 ITC Annual eLearning Conference Chair, at elearningconference@itcnetwork.org. Scholarship sponsorship may be added to any level.

SOMETHING ELSE IN MIND?

Not every organization fits a package. If you have a specific goal, a budget between levels, or an idea that worked at another conference, tell us what you are trying to accomplish and we will propose options. **Multi-year commitments and in-kind contributions are both welcome.**

Logistics.

WHERE IT HAPPENS

Thursday	Drury Plaza Hotel
Friday	Pikes Peak State College — Center for Healthcare Education and Simulation, 1850 Cypress Semi Drive
Sat & Sun	Pikes Peak State College — Rampart Range Campus, 2070 InterQuest Parkway
Getting there	ITC provides shuttle transportation from all three conference hotels to campus on college days.

HOTELS

Reservations are made directly with the hotel and are separate from conference registration. Group rates are subject to availability, taxes, and published cutoff dates.

PROPERTY	RATE	BOOKING DETAILS
Drury Plaza Hotel Colorado Springs Near Air Force Academy (preferred)	\$117	Book by Wed., Jan. 20, 2027. 1-800-325-0720, group 10188234. Hot breakfast, 5:30 Kickback, Wi-Fi, pool, parking.
Holiday Inn Express & Suites Colorado Springs AFA Northgate	\$129	While the block lasts. 719-284-0000, group code ITC.
Residence Inn by Marriott Colorado Springs North / Air Force Academy	\$109	Book by Fri., Feb. 12, 2027. 719-388-9300. Suites with kitchens.

EXHIBIT TABLES

Tables are at the Rampart Range Campus on Saturday, with optional Sunday morning presence. Setup is Friday evening or Saturday morning (TBA). Table dimensions, chairs, linens, power, Wi-Fi, shipping, and exact setup and teardown windows are sent after ITC confirms your sponsorship. Displays must stay within the assigned footprint and may not block walkways, exits, or neighboring sponsors.

THE FINE PRINT

- ◆ A sponsorship is confirmed once ITC has received both your email request and your payment. ITC replies with a written confirmation that serves as your sponsorship agreement — no separate contract is required.
- ◆ To sponsor, email elarningconference@itcnetwork.org with the level you want, then pay at form.jotform.com/252867093597171, choosing **Annual Conference** as the payment type and entering your contact person or organization in place of an invoice number.
- ◆ Logos, slides, walk-up song selections, and prediction statements are due by the published deadlines. ITC cannot guarantee inclusion in materials already produced.
- ◆ Not using an included benefit does not create a refund or credit except as provided in ITC's cancellation and refund policy.
- ◆ Registration, hotel, shipping, and travel are separate transactions unless ITC's written confirmation says otherwise.

THE NEXT STEP

Let's find the right fit.

Tell us what you want to accomplish at ITC 2027, and we will walk through the options together.



CHAD MCKENZIE

2027 ITC Annual eLearning Conference Chair

elarningconference@itcnetwork.org

www.itcnetwork.org

CONFIRMING YOUR SPONSORSHIP

First, email Chad with the sponsorship level you want. Then:

MAKE A PAYMENT

form.jotform.com/252867093597171

Choose **Annual Conference** as the payment type, and enter your contact person or organization in place of an invoice number. Your sponsorship is confirmed once ITC has received both your email request and your payment, and we will reply in writing to confirm.

INSTRUCTIONAL TECHNOLOGY COUNCIL · MARCH 4-7, 2027 · COLORADO SPRINGS