



Instructional  
Technology  
Council

## Virtual Exhibit/Sponsorship Prospectus

*2021 ANNUAL  
CONFERENCE -  
eLEARNING*



*admit all*

*FEBRUARY,  
MARCH, &  
APRIL 2021*

YOUR TICKET TO  
ITC VIRTUAL

# February, March, & April 2021

The 2021 Annual Conference-eLearning originally scheduled for February 21-24, 2020 at Bally's Hotel in Las Vegas, NV has been transitioned to a virtual conference due to the ongoing COVID-19 pandemic. We still hope to see you from wherever you are located!

An affiliated council of



**Dear Colleagues, it is our pleasure to invite you to support the Instructional Technology Council (ITC) 2021 Annual Conference – eLearning as a sponsor and/or exhibitor.**

## 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.

## About ITC Members and Attendees

**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.

Annual Conference – eLearning attendees include:

- Instructional designers
- Administrators
- Faculty
- Online media specialists
- Web course developers
- Community college presidents and deans

## 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
- ✓ Virtual Exhibit at the Annual Conference - eLearning
- ✓ Five contacts within sponsor's company to receive ITC weekly eNews and Member Communications
- ✓ Verbal acknowledgement during the Annual Conference - eLearning

Additionally:

**Platinum sponsors** (\$10,000) may select 3 items from Group A and 2 items from Group B

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

**Silver Sponsors** (\$3,500) may select 1 item from Group A and 1 item 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 per year
- Participate in one (1) White Paper

### Group B

- Present a 45-minute concurrent session at the Annual Conference - eLearning – first-come, first serve due to limited number of sessions
- Virtual exhibit booth at Annual Conference - eLearning (3 complimentary registrations)
- Banner ad on the conference website

## Virtual Exhibit Opportunities

Exhibiting at the ITC Annual Conference - eLearning gives your company access to more than 300 professionals in online learning and distance education.

**Virtual Standard Exhibit - \$1,500**

**Virtual Deluxe Exhibit - \$2,500**

Virtual Exhibit	Standard	Deluxe
Brief company description	X	X
Website link	X	X
Logo	X	X
Recognition on pre and post conference emails to attendees	X	X
Upload 2 or 6 links to an external site	2	6
Upload 2 or 6 documents to virtual exhibit booth	2	6
Upload video to virtual exhibit booth		X
Upload 2 or 6 images to virtual exhibit booth	2	6
Post Conference Attendee List		X
Conference registrations for staff	2	3

*\*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. Cosmetic companies and others alike are not eligible to exhibit.*

## Marketing Visibility Opportunities

### **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.

### **Awards of Excellence in eLearning - \$2,000 (Exclusive)**

Put your company front and center during the prestigious ITC Awards of Excellence in eLearning presentation. Sponsor Benefits: Recognition during the presentation and acknowledgement on the Annual Conference website and in email communications.

### **Grand Debate - \$2,000 (Exclusive)**

Who will come out the winner? Don't miss out on sponsoring this always popular session!

### **Video Commercial \$1,500 (5 Available)**

A sponsor can record a short 30-second video commercial for inclusion on the Annual Conference platform. Recognition during the presentation and acknowledgement on the Annual Conference website and in email communications.

### **Eblast \$500 (each)**

*Companies can send customized eblasts to attendees. All eblasts will have to be approved by your organization. Sponsor provides custom marketing messages to attendees before or after the event.*

**To apply for a sponsorship or exhibit table please complete the online form at:**

<https://intc.memberclicks.net/itc-2021-exh-sponsor-app>

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

[director@itcnetwork.org](mailto:director@itcnetwork.org)