October 4-7, 2017
Hyatt Regency Rochester
126 E. Main St.
Rochester NY, 14604
Hosted by Rochester Institute of Technology
Enabling the Future

Conference Support Opportunities
Invitation to Exhibit
The 18th Annual Conference on Information Technology Education and the 6th Annual Research in IT Conference will be hosted by the Rochester Institute of Technology and will be held at the Hyatt Regency Rochester. Both conferences are sponsored by the ACM Special Interest Group on Information Technology Education (SIGITE), which is a community of approximately 400 people who, in addition to their specialization within computing, have a strong interest in the quality of computing education. The SIGITE Symposium is the flagship conference of the organization and is regularly attended by more than 150 people.

This dual conference provides a forum for sharing and developing ideas relating to Information Technology research, education, applications, IT-industry-academia relationships and our roles as professionals, educators, and advocates for the effective use of Information Technology.

Conference attendees are looking for new ideas, textbooks to support their courses, and materials to improve the effectiveness of their teaching. In addition to selecting the textbooks and support materials for their courses, conference attendees influence the choice of computing equipment for their laboratories, their departments, as well as for their industrial and corporate partners.

**Make the Most of Your Marketing Dollars**

- **Find your target audience** among more than 150 attendees who come from the college and university Information Technology, Information Systems, and Computer Science education and research community.
- **Develop and renew relationships** with other computing professionals from the United States, Canada, and throughout the world.
- **Listen** to what computer educational professionals have to say about your product and future product needs.
- **Increase your understanding** of the educational IT profession.
- **Get more exposure** with more than 12 full hours of conveniently scheduled exhibit time.
- **Sell your products and services** on the show floor.
- **Qualify** for outstanding sponsorship and advertising opportunities to suit your level of commitment.
- AND...an Exhibit Area that will maximize your exposure.

**Get the Maximum Exposure**

- **CONFERENCE SUPPORTER**
  Show your company’s support for the computer educational and research community. Get additional exposure for your company.
- **EXHIBIT**
  Showcase your products and services to more than 150 decision makers and authorized purchasers.
- **ADVERTISE**
  Reach the entire SIGITE 2017 conference of more than 150 attendees in the conference publications.
Rochester: Innovation in Consumer Products

Rochester, NY is one of the best cities in the United States for families due to its low jobless rate, strong economy, low cost of living, and excellent education facilities. The downtown innovation zone has grown to 99 companies that are a mixture of startup and young companies that sit close to major research outfits, such as the Rochester Institute of Technology. The zones create an affordable environment that merge researchers, business owners, and venture capitalist that can grow and hire hundreds of employees.

Rochester is home to artists, historians, dancers, actors, writers and musicians who help create a diverse atmosphere. Visitors can spend hours in the city’s museums, theaters, and other attractions that show off Rochester’s cultural examples.

Early October is a wonderful time to visit Rochester, with weather mainly sunny and temperatures usually ranging between 60 and 70 degrees, evening temperatures may dip into the 50s.
Conference Support Opportunities

**PLATINUM SUPPORTER**

$2500

Supporters participating at SIGITE 2017 at the Platinum Supporter level will receive maximum exposure:

- Platinum Supporter Thank You and highlight on the SIGITE 2017 web site
- Logo significantly displayed on the SIGITE 2017 web site with a link of their choice
- Exhibit booth setup through duration of conference with priority placement
- 20-minute dedicated presentation of the supporting organization’s choice
- Abstract of supporter session presentation appears in official proceedings and are archived in ACM Digital Library.
- Two inserts in every attendee’s packet
- Two complimentary Conference Registrations
- Prominent recognition with logo displayed in conference signage.
- One complimentary, full page, color advertisement in the conference program
- 50% discount on additional advertisements in conference
- Flash Talk at Plenary Session

**GOLD SUPPORTER**

$2000

Supporters participating at SIGITE 2017 at the Gold Supporter level will receive significant exposure:

- Gold Supporter Thank You and highlight on the SIGITE 2017 web site
- Logo specially displayed on the SIGITE 2017 web site with a link of their choice
- Exhibit booth setup through duration of conference with priority placement
- One insert in every attendee’s packet
- One complimentary Conference Registration
- Special recognition with logo displayed in conference signage
- One complimentary, half-page, color advertisement in the conference program
- 25% discount on additional advertisements in conference
- Flash Talk at Plenary Session

**SILVER SUPPORTER**

$1000

Supporters participating at SIGITE 2017 at the Silver Supporter level will receive the following exposure:

- Silver Supporter Thank You and highlight on the SIGITE 2017 web site
- Logo displayed on the SIGITE 2017 web site with a link of their choice
- Exhibit booth setup through duration of conference
- One insert in every attendee’s packet
- One complimentary Conference Registration
- Recognition with logo displayed in conference signage
- One complimentary, quarter-page, color advertisement in the conference program

**PLATINUM PLUS SUPPORTER**

$3000

Supporters participating at SIGITE 2017 at the Platinum Plus Supporter level will receive all of the above, plus the opportunity to present a Conference Workshop.

**As a SIGITE 2017 Conference Supporter, you get**

- Extensive conference exposure
- Conference session exposure
- Complimentary conference registration
**EVENT SUPPORTER**

Amplify your exposure to SIGITE attendees with your support of these additional opportunities. Recognition for sponsorship will appear in program and signage.

*Conference Supporter:*

$200-1000

Attendees enjoy networking with each other and meeting our exhibitors during the evening conference reception, meals and coffee breaks.

*Opportunities exist for Lunch, Dinner and coffee break support.*

**IN KIND DONATIONS**

The SIGITE 2017 Conference welcomes pre-approved In Kind Donations of the following conference items from supporting organizations:

- Attendee Registration Bags
- Attendee Badge Holders
- Volunteer T-shirts
- Sticky Note Pads

Other appropriate in-kind items may be suggested with the approval of the Conference Sponsorship Chair.

All item production and shipment costs are the responsibility of the supporting organization. Please contact the SIGITE Sponsorship Chair to coordinate.

**Advertising Opportunities**

The SIGITE 2017 Conference Program is distributed to all conference attendees and contains information about the conference, exhibits, advertisements, supporter recognition, and exhibitor information. Space is assigned on a first come/first served basis.

**COVER ADVERTISING**

- Full Page Back Cover (4-Color): $250
- Full Page Inside Front Cover (4-Color): $225
- Full Page Inside Back Cover (4-Color): $225

**INSIDE ADVERTISING**

- Full Page (4-Color): $200
- Half Page (4-Color): $100
- Quarter Page (4-Color): $50

**REGISTRATION BAG INSERTS**

Registration Bag Inserts: $100/insert

**AD SPECIFICATIONS**

- **Full page - bleed:** Trim size 8.5”w x 11”h (allow 1/8” bleed area on all sides)
- **Full page - non-bleed:** 7.5”w x 10”h
- **Half page:** 7.5”w x 4 7/8”h (horizontal only)
- **Quarter page:** 3.5”w x 4 7/8”h

**DEADLINES**

- Reserve Ad Space: July 15, 2017
- Payment: July 30, 2017
- Artwork (Electronic files): August 15, 2017

Only the following file formats will be accepted:

- **PDF** (High resolution; all graphics, logos and images used must be a minimum 300dpi resolution)
- **Adobe Illustrator** (EPS preferred, TIFF or JPG with all type converted to outlines. Minimum 300dpi resolution).
Sponsorship Contact Information

For more information about sponsorship, advertising, and exhibit opportunities, please contact the Conference Sponsorship Chair.

Bryan Goda, Sponsorship Co-Chair
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For more information about SIGITE and RIIT 2017 visit our conference website:
http://sigite2017.sigite.org