



AITP Partners Program National Level

The Association of Information Technology Professionals (AITP) is the leading society of information technology business professionals and the community of knowledge for the current and next generation of IT leaders. Established in 1951, AITP currently boasts thousands of professional and student members and consists of hundreds of local chapters across the U.S. representing all industries and IT job functions.

The AITP partners program is an outstanding new opportunity to directly promote your solutions to all AITP members throughout the year via exposure on www.aitp.org, member communications, webinars and at AITP national conferences.

This partnership offers varying price points to fit most marketing budgets. Packages include:

- AITP Enterprise Membership (designed for organizations who have or desire to have three or more of their IT staff nationwide belong to AITP)
- Exposure at AITP national events
- Promotion on www.aitp.org and e-newsletters to all AITP members
- Opportunity to deliver content via webinar on www.aitp.org
- *And much more!*

Some packages include quarterly exposure, while others allow you to time a promotion with important product and services roll-outs. Please review a full listing of benefits on the following pages.

For custom programs, please contact the AITP Partners & Affiliates Committee at partners@aitp.org or call 800-224-9371. AITP is dedicated to providing the optimum win/win partnership!



Exposure Opportunities

❖ **AITP National Collegiate Conference (NCC) and Career Fair**

The AITP National Collegiate Conference (NCC) and Career Fair is a forum for top IT college and university students and faculty to see, learn and hear the latest IT trends and issues first-hand from recognized industry speakers and top IT employers. Attendees network extensively while receiving national recognition as contestants in a variety of contests and student paper competition events.

This year's AITP NCC will be held March 26-29, 2015 in Omaha, NE. For more information, visit the NCC website at www.aitp.org/ncc.

- **Event Sponsor at the AITP NCC – \$15,000**

Inform and influence the next generation of IT leaders from the nation's top universities and colleges. Package includes:

- Conference educational session and/or keynote speaker
- Host of one programming contest
- VIP Career Fair exhibit booth space
- Company name and logo in conference brochure
- Two complimentary tickets to conference awards banquet
- Recognition in all conference attendee handout materials and functions
- Opportunity to provide company literature and give-away items in attendee registration bags

- **Exhibit Space Only at the AITP NCC – \$1,500**

Package Includes:

- Table top exhibit space
- 1 complimentary registration
- Event collateral promotion

For more opportunities, please visit www.aitp.org/ncc.



Exposure Opportunities (continued)

❖ Educational “Partner Tip” Email to AITP Membership – \$1,000 per email

Exclusive, dedicated email with your content sent to AITP membership. Must be educational rather than promotional, but will include contact information and link to your site for more information.

❖ Educational Webinar – \$1,500 per webinar

Provide content and speaker for AITP-hosted/facilitated webinar. Must be educational rather than promotional. The webinar can be up to 45 minutes with 15 minutes of Q&A. Speaker will receive a list of attendees and record of the webinar to gate and gather additional attendees.

❖ AITP e-Newsletter Sponsorship – \$500 per e-newsletter/quarterly

Sponsorship listing on AITP e-newsletter sent to all AITP members. Circulation of approximately 4,500 members. Logo, tagline and link included.

Website Advertising

The AITP website (www.aitp.org) is the information hub for all things association related and allows members to gain instant access to the latest trends, educational resources and networking opportunities. The AITP website receives an average of 23,000 visits per month, with more than 18,000 unique visitors to the homepage each month.

The following opportunities include a rotating banner advertisement with a link to your company’s website:

Footer (960 x 320)	3 months	
	<i>Member</i>	<i>Non-Member</i>
	\$350	\$500
	6 Months	
	<i>Member</i>	<i>Non-Member</i>
	\$575	\$750
	12 Months	
	<i>Member</i>	<i>Non-Member</i>
\$1,000	\$1,300	

For more information or to place an advertisement, please contact AITP headquarters at aitp_hq@aitp.org.





Affiliate Sponsor Opportunities

Since 1951, the AITP has been committed to providing the best resources to its membership for continuing education, leadership development, career development and networking opportunities. AITP offers packages for vendors to engage in region activities and welcomes leading industry vendors to contact us for an opportunity to provide specific benefits. The goal of these opportunities is to create an affiliate relationship with a company that offers a product or service that is of value to AITP members.

Region Level

AITP is divided into geographic Regions. If you are interested in learning more about sponsoring an AITP Region event, please contact the AITP Partners & Affiliates Committee at partners@aitp.org and they will connect you with the appropriate Region President.

Chapter Level

The core of the AITP experience is the local network of professional chapters throughout the country. Local chapters host monthly programs and conferences focused on technology solutions, professional development and other educational programs, as well as special networking and community events. In addition, local chapters “parent” AITP student chapters located at universities and technical institutes across the nation.

Sponsor fees are designated by the local Chapter. If you are interested in sponsoring a local chapter, please contact the AITP Partners & Affiliates Committee at partners@aitp.org and they will connect you with the Chapter President of the local chapter(s) you wish to sponsor.

For a complete list of AITP professional chapters, please visit <http://www.aitp.org/?page=Chptmap>.

Responsibilities of an Affiliate Sponsor

As an AITP Affiliate Sponsor, you will be asked to provide AITP with your company logo, brief description, link address to your website and any other supporting materials based on your sponsorship opportunity. In addition, there is an initiation fee of \$500 for new affiliate sponsors.

Please contact the AITP Partners & Affiliates Committee at partners@aitp.org for more information.

About AITP Membership

AITP has over 2,400 professional members in over 70 chapters throughout the United States and over 2,000 student members in over 150 chapter nationwide. The typical AITP chapter holds monthly meetings to advance their members technical skills, business knowledge and personal development.

AITP members span every level of the IT industry, from software and hardware engineers to middle-level managers to senior executives. AITP offers your company an outstanding opportunity to promote your solutions to IT professionals throughout their careers and across a diversity of companies.

We strongly encourage our valued AITP partners to join and become actively involved at the local chapter level. Doing so helps to ensure an open line of communication between our organizations and allows you to realize and maximize all the benefits that AITP has to offer.

WHAT IS **aitp**?

The Association of Information Technology Professionals is your source for professional development.

With over **4,500** members nationally, AITP membership opens doors to career advancement by giving you the knowledge, tools, and relationships that help advance your career.

Who can join AITP?

AITP members represent a diverse range of industries and experiences.



Build lifelong relationships in the technology profession.

Connect with top IT professionals locally and nationally

- Local chapter and regional events allow you to build productive relationships in the IT community.
- Share practices with other professionals that help strengthen your organization.
- Increase your profile in your local IT community.

Discover new software and services with discounts from high-profile affiliates such as:

Adobe • Dell • Geico Insurance
PC Mall/Mac Mall • Society for Information Management

Advance your technical and leadership skills

- Gain exposure to new technology, career, and management strategies from engaging local presentations and programs.
- Access members-only virtual webinars.

What type of AITP Membership is right for me?

Membership Type	Description
Professional	Standard membership for those within the IT profession
Enterprise	Group memberships are available for organizations with 3 or more employees eligible for professional membership.
Student to Professional	Upon graduation, former AITP student members are eligible for a one-time discount on AITP Professional memberships if they: <ul style="list-style-type: none"> • Have graduated within the last 3 years, and • Join their local AITP professional chapter.
Student	Individual students enrolled in an IT related major at a university or college who are looking for careers within the IT field

“You can only learn so much new information in your workplace. AITP meetings are the place I go to hear unique perspectives on new technologies and solutions, and to expand my network of other IT professionals.”

Larry Schmitz, President
COMMON SENSE SOLUTIONS



How do I join AITP?

Visit www.aitp.org

Click “Join AITP Now”

Choose Your Membership and Fill out an Application

Find out how AITP can help you grow in your IT career.



Learn more at aitp.org

Got questions? Contact us at: aitp_HQ@aitp.org

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