



# CETPA SPONSORSHIP GUIDE

2019

Maximize your marketing efforts with CETPA members.

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## Partnership and Sponsor Opportunities

### Corporate Affiliate Program

CETPA's Corporate Affiliate Program (CAP) is the best way to partner with the leading professional membership organization for IT professionals working in schools. These benefits offer many ways for your company to interact with members and get your name recognized.

#### Level 1 – Exabyte - \$25,000

- Annual Conference Benefits
  - Complimentary Standard 10x10 Booth at annual conference with option for a paid upgrade.
  - Booth assignment preference at exhibitor's show at annual conference.
  - Complimentary access to private meeting space at the annual conference on exhibit day. As available.
  - Complimentary Conference Mobile App options: exhibitor list with logo, a live link, sponsor list with a live link, other options as available.
  - Logo on conference bag. (if contact is ratified and payment made prior to bag order.)
  - Option to add one item to conference bag. Item to be approved by CETPA.
  - Prominent identification and recognition as a sponsor at the annual conference.
  - Up to three concurrent sessions during the annual conference.
- Priority inclusion and sponsorship opportunities at all other CETPA events.
- Discounts on ad space in publications. (50%)
- Live link and logo from the CETPA website.
- 8 Affiliate Memberships that include full registration to the annual conference. (12 month membership)
- Certified letter from CETPA President.
- Opportunity to use CETPA in your marketing.
- Followed by CETPA on your Twitter account and friended on your Facebook account.

#### Level 2 – Petabyte - \$15,000

- Annual Conference Benefits
  - Booth assignment preference at exhibitor's show at annual conference.
  - Complimentary Conference Mobile App options: exhibitor list with logo, a live link, sponsor list with a live link, other options as available.
  - Complimentary access to private meeting space at the annual conference on exhibit day, as available.
  - Priority sponsorship opportunities.
  - Prominent identification and recognition as a sponsor at the annual conference.
  - Option to add one item to the conference bag. Item to be approved by CETPA.
  - Up to two concurrent sessions during the annual conference.
- Priority inclusion and sponsorship opportunities at all other CETPA events.
- Discounts on ad space in publications. (35%)
- Live link and logo from the CETPA website.
- 5 Affiliate Memberships which include full registration to the annual conference.
- Opportunity to use CETPA in marketing.
- Followed by CETPA on your Twitter account and friended on your Facebook account.

### **Level 3- Terabyte - \$7,500**

- Annual Conference Benefits
  - Booth assignment preference at exhibitor's show at annual conference.
  - Priority sponsorship opportunities.
  - Prominent identification and recognition as a sponsor at the annual conference.
  - One concurrent session during the annual conference.
  - Exhibitor list with logo, insert in mobile app digital conference bag.
- Priority inclusion and sponsorship opportunities at all other CETPA events.
- Discounts on ad space in publications. (25%)
- Logo on the CETPA website.
- 3 Affiliate Memberships which include full registration to the annual conference.
- Opportunity to use CETPA in marketing.
- Followed by CETPA on your Twitter account and friended on your Facebook account.

### **Level 4 - Gigabyte - \$2,500**

- Annual Conference Benefits
  - Booth assignment preference at exhibitor's show at annual conference.
  - Priority sponsorship opportunities.
  - Identification and recognition as a sponsor at the annual conference.
  - Exhibitor list with logo, insert in mobile app digital conference bag.
- Priority inclusion and sponsorship opportunities at all other CETPA events.
- Discounts on ad space in publications. (10%)
- Logo on the CETPA website.
- 1 Affiliate Membership which include full registration to the annual conference.
- Opportunity to use CETPA in marketing.
- Followed by CETPA on your Twitter account and friended on your Facebook account.

## Explanation of Benefits

### *Annual Conference Benefits for CAP Members*

CETPA's Annual conference is held in the Fall, usually November. It is the only conference in California that specifically targets the IT Professionals working in schools. Attendees are Chief Technology Officers and Directors, Network Managers and Engineers, Technicians, Data Base Administrators, Data Coordinators, Instructional Technologists, and others. They are the decision makers and influential staff for the use of technology in their organizations. This year's attendance is expected to be close to 900 attendees.

The Exhibit show is unique to other trade shows in that all other conference activity ceases during show hours, giving you access to a high percentage of the attendee population throughout the day. Lunch is included so there is no need for attendees or exhibitors to leave the hall.

Level 1 = Exabyte  
Level 2 = Petabyte  
Level 3 = Terabyte  
Level 4 = Gigabyte

Benefits list:

- **Exabyte Only - Complimentary Standard Booth at annual conference with option for a paid upgrade** - Standard booths are 10x10 unless otherwise specified in the conference materials. The cost of a standard booth would be deducted from the total for a large sized booth space. (Level 1 only)
- **Booth assignment preference at exhibitor's show at annual conference** – CAP members will have the option to choose your booth location before the public. (assignments are made in order based on level starting with Level 1 and ending with Level 4)
- **Complimentary access to private meeting space at the annual conference on exhibit day** – meeting rooms are usually the same rooms in which breakout sessions are scheduled. Companies wishing to take advantage of private meeting space will work directly with the location staff for setup once a room is assigned. (Level 1 only)
- **Complimentary Conference Mobile App options:**
  - **Exhibitor list with logo** (All levels)
  - **Exhibitor list with a live link** (Level 1 and Level 2 only; all others are listed without a link)
  - **Sponsor list with a live link** (Level 1 and Level 2 only; all others are listed without a link)
  - Other options will be provided once the app capabilities are determined.
- **Logo on conference bag** – CETPA reserves the right to decide on the bag type, number ordered and position of logos. (Level 1 only)
- **Prominent identification and recognition as a sponsor at the annual conference** - All sponsors are identified on conference signage, during general sessions, and in the Mobile App.
- **Item for Conference Bag** – items must be approved by CETPA. Generally accepted items include pens, notepads, small devices such as flash-drives or a postcard. (Levels 1 and 2 only)
- **Concurrent sessions during the annual conference** - Sponsors will have the option for one or more sessions to be scheduled during regular conference concurrent session (breakouts) schedules. Sessions are typically 50 minutes. CETPA reserves the right to schedule sessions as needed. Company is responsible for the content and delivery of a presentation appropriate to the attendee audience. (Levels 1, 2, and 3 only)

### *Other Benefits for CAP Members*

- Priority inclusion and sponsorship opportunities at all other CETPA events. As a CAP member, you will have the opportunity to participate in other CETPA events before those companies who are not CAP members. (Level 1, 2, 3, 4)
- Discounts on ad space in publications. You will work with CETPA's contracted publisher on the details of your ad space.
- Live link and logo from the CETPA Sponsor website. (Level 1, 2, 3, 4)
- Affiliate Memberships that include full registration to the annual conference. (12 month membership). This membership includes all of the member benefits as well as complimentary annual conference registration which allows you to attend the full conference instead of the exhibit show only. (Level 1, 2, 3, 4)
- Certified letter from CETPA President. (Level 1 only)
- Opportunity to use CETPA in your marketing. CETPA will provide its logo in both print and web format so you can let your customers and potential customers know you are a valued CETPA partner. (Level 1, 2, 3, 4)
- Followed by CETPA on your Company's Twitter account and friended on your Company's Facebook account. (Level 1, 2, 3, 4)