Riding the Wave of Change in Information Technology

October 15 – 18, 2014
Marriott - Buckhead
Atlanta, Georgia

Hosted at Southern Polytechnic State University

Conference Support Opportunities
Invitation to Exhibit
The 15th Annual Conference on Information Technology Education and the 3rd Annual Research in IT Conference will be hosted together by GA Southern Polytechnic and be held in the city of Atlanta, Georgia. Both conferences are sponsored by the ACM Special Interest Group on Information Technology Education (SIGITE), which is a community of approximately 400 people whom, 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 125—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 125—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 over 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...** all attendee coffee breaks are held in the Exhibit Area to maximize your exposure.

Get the Maximum Exposure

- **CONFERENCE SUPPORTER**
  Show your company’s support for the computer educational community.
  Get additional exposure for your company.
- **EXHIBIT**
  Showcase your products and services to over 120 decision makers and authorized purchasers.
- **ADVERTISE**
  Reach the entire SIGITE 2014 conference of over 120 attendees in the conference publications.
  Achieve greater company recognition.
One of Forbes Magazine’s World Capitals of the Future

Atlanta, Georgia is a vibrant, culturally diverse metropolis with a population of over 5 million. It is the major transportation hub for the southeastern United States. As the business and technology center of Georgia, Atlanta has the 15th highest metropolitan economy in the world.

Atlanta is home to over 30 colleges and universities. It hosted the 1996 Summer Olympic Games, which served to modernize and revitalize the cityscape. Atlanta draws over 35 million visitors annually, with world class airports, hotels, restaurants, and convention facilities to serve guests.

October temperatures in Atlanta historically peak in the low 70s and drop down to 50. Dress accordingly to enjoy Centennial Olympic Park, the Giant Pandas at the Zoo Atlanta, the World of Coca-Cola, The Georgia Aquarium, and much more.
Conference Support Opportunities

**PLATINUM SUPPORTER**

$3000

Supporters participating at SIGITE 2014 at the Platinum Supporter level will receive maximum exposure:

- Platinum Supporter Thank You and highlight on the SIGITE 2014 web site.
- Logo significantly displayed on the SIGITE 2014 web site with a link of their choice.
- Exhibit booth setup through duration of conference with priority placement.
- 75-minute supporter session presentations 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.

**GOLD SUPPORTER**

$2000

Supporters participating at SIGITE 2014 at the Gold Supporter level will receive significant exposure:

- Gold Supporter Thank You and highlight on the SIGITE 2014 web site.
- Logo specially displayed on the SIGITE 2014 web site with a link of their choice.
- Exhibit booth setup through duration of conference with priority placement.
- 10-minute Flash Talk of the supporting organization’s choice.
- 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.

**SILVER SUPPORTER**

$1000

Supporters participating at SIGITE 2014 at the Platinum Supporter level will receive the following exposure:

- Silver Supporter Thank You and highlight on the SIGITE 2014 web site.
- Logo displayed on the SIGITE 2014 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.

As a SIGITE 2014 Conference Supporter, you get

- Extensive conference exposure
- Conference session exposure
- Complementary conference registration
Other Conference Support Opportunities

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

Wireless Access Supporter: $150
Wireless Access Co-Supporter: $70

Conferees will use wireless communication throughout the entire conference. Fee provides support for internet access throughout the Hotel.

Conference Reception Co-Supporter: $700

Attendees enjoy networking with each other and meeting our exhibitors during this evening conference reception.

Lunch Support: $600
Lunch Co-Support: $280

Associate the world-class cuisine of the Marriott Hotel with your company.

Coffee Break Support: $150

Make the Coffee Break of your choice special for attendees!

IN KIND DONATIONS
The SIGITE 2014 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 2014 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 serve 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: August 1, 2014
Payment: August 15, 2014
Artwork (Electronic files): August 30, 2014

Only files in the following formats will be accepted: PDF (High resolution; all graphics, logos and images used must be a minimum 300dpi resolution) and Adobe Illustrator (EPS preferred, TIFF or JPEG with all type converted to outlines. Minimum 300dpi resolution.)
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Sponsorship Contact Information

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

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For more information about SIGITE and RIIT 2014, visit the conference website, http://www.sigite.org/?page_id=504