September 30 — October 3, 2015

DePaul Center
1 East Jackson Blvd., Chicago, IL

Hosted by DePaul University

Creating the Future

Conference Support Opportunities
Invitation to Exhibit
The 16th Annual Conference on Information Technology Education and the 4th Annual Research in IT Conference will be hosted by DePaul University and will be held at the DePaul Center in downtown Chicago. 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 120 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 120 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 120 decision makers and authorized purchasers.

**ADVERTISE**
Reach the entire SIGITE 2015 conference of more than 120 attendees in the conference publications.
Chicago—The Windy City

Chicago is also nicknamed “The Second City” and is located on the shores of Lake Michigan. Chicago is the third largest city in the U.S. and it attracts nearly 40 million visitors each year. Its downtown area is called “The Loop”.

Chicago boasts many attractions including the free Lincoln Park Zoo; the Willis Tower (formerly the Sears Tower), the tallest building in the Western Hemisphere with 110 stories; the world-famous Art Institute of Chicago; and several major league sports teams. Eleven Fortune 500 companies are headquartered in the city and the historic Route 66 begins at its Grant Park.

Early October is a wonderful time to visit Chicago, with daily high temperatures averaging 70 degrees with gentle breezes.
Conference Support Opportunities

<table>
<thead>
<tr>
<th>PLATINUM SUPPORTER</th>
<th>GOLD SUPPORTER</th>
<th>SILVER SUPPORTER</th>
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<td>the Platinum Supporter level will receive maximum exposure:</td>
<td>the Gold Supporter level will receive significant exposure:</td>
<td>the Silver Supporter level will receive the following exposure:</td>
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<tr>
<td>• Platinum Supporter Thank You and highlight on the SIGITE 2015 web site</td>
<td>• Gold Supporter Thank You and highlight on the SIGITE 2015 web site</td>
<td>• Silver Supporter Thank You and highlight on the SIGITE 2015 web site</td>
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<td>• Logo significantly displayed on the SIGITE 2015 web site with a link of their choice</td>
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<tr>
<td>• Exhibit booth setup through duration of conference with priority placement</td>
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<td>• 75 minute supporter session presentations of the supporting organization’s choice</td>
<td>• One insert in every attendee’s packet</td>
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<td>• Abstract of supporter session presentation appears in official proceedings and are archived in ACM Digital Library.</td>
<td>• One complimentary Conference Registration</td>
<td>• One complimentary Conference Registration</td>
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<tr>
<td>• Two inserts in every attendee’s packet</td>
<td>• Special recognition with logo displayed in conference signage</td>
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<tr>
<td>• Two complimentary Conference Registrations</td>
<td>• One complimentary, half-page, color advertisement in the conference program</td>
<td>• One complimentary, quarter-page, color advertisement in the conference program</td>
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<td>• Prominent recognition with logo displayed in conference signage.</td>
<td>• 25% discount on additional advertisements in conference</td>
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<tr>
<td>• One complimentary, full page, color advertisement in the conference program</td>
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<tr>
<td>• 50% discount on additional advertisements in conference</td>
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As a SIGITE 2015 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 in signage.

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
Make the Coffee Break of your choice special for attendees!
Coffee Break Support: $150

IN KIND DONATIONS
The SIGITE 2015 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 2015 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, 2015
Payment: July 30, 2015
Artwork (Electronic files): August 15, 2015

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.)
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Sponsorship Contact Information

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

Steve Zilora, Sponsorship Chair
Rochester Institute of Technology
152 Lomb Memorial Drive, Rochester, NY 14623
Steve.Zilora@rit.edu

For more information about SIGITE and RIIT 2015, visit our conference website: http://sigite2015.sigite.org