17th CONFERENCE on INFORMATION TECHNOLOGY EDUCATION

5th CONFERENCE on RESEARCH in INFORMATION TECHNOLOGY

September 28 — October 1, 2016

Hilton Boston Back Bay
40 Dalton Street, Boston, MA

Hosted by University of Massachusetts Boston

Securing our Future

Conference Support Opportunities
Invitation to Exhibit
The Premier Event in Information Technology Education and Research

The 17th Annual Conference on Information Technology Education and the 5th Annual Research in IT Conference will be hosted by University of Massachusetts Boston and will be held at the Hilton Boston Back Bay. 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 140 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 140 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 140 decision makers and authorized purchasers.

ADVERTISE
Reach the entire SIGITE 2016 conference of more than 140 attendees in the conference publications.
Boston: A City of Neighborhoods

While many cities are defined by their skylines, Boston is distinguished by its vibrant neighborhoods. Indeed, Boston's strength, diversity and vitality are all rooted in her neighborhoods, where neighborhood pride and cultures from all over the world are cherished and celebrated.

Back Bay is one of Boston's most desirable neighborhoods. Newbury Street, Boylston Street and Commonwealth Avenue are lined with unique shops, trendy restaurants and vintage homes, making the Back Bay an extremely fashionable destination for Boston visitors. This bustling neighborhood also houses the two tallest members of Boston's skyline, the Prudential Center and the John Hancock Tower, in addition to architectural treasures such as Trinity Church and the Boston Public Library. The Hilton Back Bay Hotel is located near Fenway Park.

Early October is a wonderful time to visit Boston, 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 2016 at the Platinum Supporter level will receive maximum exposure:

- Platinum Supporter Thank You and highlight on the SIGITE 2016 web site
- Logo significantly displayed on the SIGITE 2016 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 2016 at the Gold Supporter level will receive significant exposure:

- Gold Supporter Thank You and highlight on the SIGITE 2016 web site
- Logo specially displayed on the SIGITE 2016 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 2016 at the Silver Supporter level will receive the following exposure:

- Silver Supporter Thank You and highlight on the SIGITE 2016 web site
- Logo displayed on the SIGITE 2016 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 2016 at the Platinum Plus Supporter level will receive all of the above, plus the opportunity to present a Conference Workshop.

As a SIGITE 2016 Conference Supporter, you get

- Extensive conference exposure
- Conference session exposure
- Complimentary 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.

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 2016 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 2016 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.

COVERAGE 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, 2016
- Payment: July 30, 2016
- Artwork (Electronic files): August 15, 2016

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)
SIGITE 2016

September 28 – October 1, 2016

Hilton Boston Back Bay - Boston, MA

Hosted by University of Massachusetts Boston

Sponsorship Contact Information

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

Tom Ayers, Sponsorship Chair
Broward College
225 East Las Olas Blvd., Ft. Lauderdale, FL 33301
tayers@broward.edu

For more information about SIGITE and RIIT 2016, visit our conference website: http://sigite2016.sigite.org