



# Tech Talk Live 2019

Sponsor Packet

LANCASTER-LEBANON IU13

# Tech Talk Live 2019

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## Sponsor Packet

Tech Talk Live is the only conference of its kind in the region specifically designed for IT pros in education. As a sponsor of TTL, you get access to hundreds of highly targeted decision makers who appreciate and understand what you have to offer.

### Logistics

**Event Location:** The Conference and Training Center at IU13  
1020 New Holland Avenue  
Lancaster, PA 17601

**Event Date:** May 6–8, 2019

**Sponsor Hall:** May 7 & 8, 2019

**Event Schedule:** Visit [techtalklive.org](http://techtalklive.org) for an up-to-date schedule

#### Exhibit Hall Hours:

Tuesday, May 7 from 10:00 AM to 3:30 PM

Wednesday, May 8 from 10:00 AM to 2:30 PM

**Booth Setup:** Monday, May 6 from 6:00 PM to 8:00 PM, or Tuesday, May 7 from 7:30 AM to 9:30 AM – All booths must be set up by 10:00 AM.

### Event Sponsorship Levels:

Kilobyte – \$1000 (can select any K numbered booth) (15 available)

- Two (2) day booth space in the main hallway in the middle of all the action. Includes two (2) complimentary booth attendees.
- Company name listing on the Tech Talk Live website.
- Two (2) mentions on Twitter and two (2) mentions on Facebook before the event and one (1) mention on each platform during the conference for a total of six (6) mentions.
- Option to include item in attendee gift bag.
- Two invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.

Megabyte – \$1500 (can select any M numbered booth) (28 available)

- Two (2) day booth space in the main hall where morning and afternoon breaks take place. Includes two (2) complimentary booth attendees.
- Ad on our conference app.
- Logo on the Tech Talk Live website.
- Two (2) mentions on Twitter and two (2) mentions on Facebook before the event and one (1) mention on each platform during the conference for a total of Six (6) mentions.
- Option to include item in attendee gift bag.
- Two invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.

Gigabyte – \$2000 (can select any G numbered booth) (12 available)

- Two (2) day booth space in the main hall strategically placed in high traffic areas, where morning and afternoon breaks take place. Includes two (2) complimentary booth attendees.
- Ad on our conference app.
- Logo on pre-conference email to attendees
- Logo & 50-word description, written by sponsor, to be displayed on the Tech Talk Live website.
- Three (3) mentions on Twitter and three (3) mentions on Facebook before the event and one (1) mention on each platform during the conference for a total of eight (8) mentions.
- Option to include item in attendee gift bag.
- Two invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.

Terabyte A – Exclusive Monday Lunch Signage – \$5000 (can select any T numbered double booth) (1 available)

- Two (2) day **double booth** space in the main hall located in a prime location with maximum exposure. The main hall is the center of all attractions where long breaks occur. Includes four (4) complimentary attendees.
- Logo listing and 50-word description written by the sponsor to include whatever the sponsor wants attendees to know about its appearance at Tech Talk Live – appears on the Tech Talk Live website & app.
- Three (3) mentions on Twitter and three (3) on Facebook before event and two (2) mentions on each platform during the conference for a total of ten (10) mentions.
- Two (2) invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.
- Option to include item in attendee gift bag
- Sponsor will be featured at registry table “Don’t forget to visit \_\_\_\_\_” signage during Monday, May 6, 2019.
- Sponsorship information will be specially highlighted on all Tech Talk Live emails, press releases, LinkedIn ad campaigns, etc.
- Sponsoring company has the opportunity to provide exclusive signage for all the tables at our Monday lunch.

- In addition, the MC before the keynote will thank you publicly for your generous support.
- Company logo placed on rotating ad on Tech Talk Live's main website page.
- Company logo & wording of your choosing featured on lunch water bottles. – **New this year!**

Terabyte B – Exclusive Tuesday Lunch Signage – \$5000 (can select any T numbered double booth) (1 available)

- Two (2) day **double booth** space in the main hall located in a prime location with maximum exposure. The main hall is the center of all attractions where long breaks occur. Includes four (4) complimentary attendees.
- Logo listing and 50–word description written by the sponsor to include whatever the sponsor wants attendees to know about its appearance at Tech Talk Live – appears on the Tech Talk Live website & app.
- Three (3) mentions on Twitter and three (3) on Facebook before event and two (2) mentions on each platform during the conference for a total of ten (10) mentions.
- Two (2) invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.
- Option to include item in attendee gift bag
- Sponsor will be featured at registry table “Don’t forget to visit \_\_\_\_\_” signage during Tuesday, May 7, 2019.
- Sponsorship information will be specially highlighted on all Tech Talk Live emails, press releases, LinkedIn ad campaigns, etc.
- Sponsoring company has the opportunity to provide exclusive signage for all lunch tables and surrounding area during Tuesday’s lunch.
- In addition, the MC before the keynote will thank you publicly for your generous support.
- Company logo placed on rotating ad on Tech Talk Live's main website page.
- Company logo & wording of your choosing featured on lunch water bottles. – **New this year!**

Terabyte C – Exclusive Wednesday Lunch Signage – \$5000 (can select any T numbered double booth) (1 available)

- Two (2) day **double booth** space in the main hall located in a prime location with maximum exposure. The main hall is the center of all attractions where long breaks occur. Includes four (4) complimentary attendees.
- Logo listing and 50–word description written by the sponsor to include whatever the sponsor wants attendees to know about its appearance at Tech Talk Live – appears on the Tech Talk Live website & app.
- Three (3) mentions on Twitter and three (3) on Facebook before event and two (2) mentions on each platform during the conference for a total of ten (10) mentions.
- Two (2) invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.
- Option to include item in attendee gift bag
- Sponsor will be featured at registry table “Don’t forget to visit \_\_\_\_\_” signage during Wednesday, May 8, 2019.

- Sponsorship information will be specially highlighted on all Tech Talk Live emails, press releases, LinkedIn ad campaigns, etc.
- Sponsoring company has the opportunity to provide exclusive signage for all lunch tables and surrounding area during Wednesday's lunch.
- In addition, the MC before the keynote will thank you publicly for your generous support.
- Company logo placed on rotating ad on Tech Talk Live's main website page.
- Company logo & wording of your choosing featured on lunch water bottles. – **New this year!**

Terabyte D – Exclusive Monday afternoon Snack Signage –\$5000 (can select any T numbered double booth) (1 available)

- Two (2) day **double booth** space in the main hall located in a prime location with maximum exposure. The main hall is the center of all attractions where long breaks occur. Includes four (4) complimentary attendees.
- Logo listing and 50–word description written by the sponsor to include whatever the sponsor wants attendees to know about its appearance at Tech Talk Live – appears on the Tech Talk Live website & app.
- Three (3) mentions on Twitter and three (3) on Facebook before event and two (2) mentions on each platform during the conference for a total of ten (10) mentions.
- Two (2) invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.
- Option to include item in attendee gift bag
- Sponsor will be featured at registry table “Don’t forget to visit \_\_\_\_\_” signage during all three days of the conference.
- Sponsorship information will be specially highlighted on all Tech Talk Live emails, press releases, LinkedIn ad campaigns, etc.
- Sponsoring company has the opportunity to provide exclusive signage during Monday’s afternoon snack.
- In addition, the MC before the keynote will thank you publicly for your generous support.
- Company logo placed on rotating ad on Tech Talk Live's main website page.
- Company logo will be featured on the afternoon snack packaging – **New this year!**

Terabyte E – Exclusive Tuesday afternoon Snack Signage –\$5000 (can select any T numbered double booth) (1 available)

- Two (2) day **double booth** space in the main hall located in a prime location with maximum exposure. The main hall is the center of all attractions where long breaks occur. Includes four (4) complimentary attendees.
- Logo listing and 50–word description written by the sponsor to include whatever the sponsor wants attendees to know about its appearance at Tech Talk Live – appears on the Tech Talk Live website & app.
- Three (3) mentions on Twitter and three (3) on Facebook before event and two (2) mentions on each platform during the conference for a total of ten (10) mentions.
- Two (2) invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.

- Option to include item in attendee gift bag
- Sponsor will be featured at registry table “Don’t forget to visit \_\_\_\_\_” signage during all three days of the conference.
- Sponsorship information will be specially highlighted on all Tech Talk Live emails, press releases, LinkedIn ad campaigns, etc.
- Sponsoring company has the opportunity to provide exclusive signage during Tuesday’s afternoon snack.
- In addition, the MC before the keynote will thank you publicly for your generous support.
- Company logo placed on rotating ad on Tech Talk Live's main website page.
- Company logo will be featured on the afternoon snack packaging – **New this year!**

Terabyte F – Exclusive 3 Day Morning Coffee Bar Signage -\$5000 (can select any T numbered double booth) (1 available)

- Two (2) day **double booth** space in the main hall located in a prime location with maximum exposure. The main hall is the center of all attractions where long breaks occur. Includes four (4) complimentary attendees.
- Logo listing and 50–word description written by the sponsor to include whatever the sponsor wants attendees to know about its appearance at Tech Talk Live – appears on the Tech Talk Live website & app.
- Three (3) mentions on Twitter and three (3) on Facebook before event and two (2) mentions on each platform during the conference for a total of ten (10) mentions.
- Two (2) invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.
- Option to include item in attendee gift bag
- Sponsor will be featured at registry table “Don’t forget to visit \_\_\_\_\_” signage during all three days of the conference.
- Sponsorship information will be specially highlighted on all Tech Talk Live emails, press releases, LinkedIn ad campaigns, etc.
- Sponsoring company has the opportunity to provide exclusive signage during afternoon snack the first two days of the conference.
- In addition, the MC before the keynote will thank you publicly for your generous support.
- Company logo placed on rotating ad on Tech Talk Live's main website page.
- Company logo will be featured on the morning coffee bar napkins– **New this year!**

Petabyte – Exclusive Tuesday Night Dinner Signage and Presentation –\$8000 (can select any P numbered double booth) (1 available)

- Two (2) day **triple booth** space in the main hall located in a prime location with maximum exposure. The main hall is the center of all attractions where long breaks occur. Includes four (4) complimentary attendees.
- Logo listing and 50–word description written by the sponsor to include whatever the sponsor wants attendees to know about its appearance at Tech Talk Live – appears on the Tech Talk Live website & app.

- Three (3) mentions on Twitter and three (3) on Facebook before event and two (2) mentions on each platform during the conference for a total of ten (10) mentions.
- Four (4) invitations to dinner with all attendees. This is always a delicious meal and an excellent networking opportunity.
- Opportunity to submit a session as part of the conference sessions throughout the day.
- Option to include item in attendee gift bag
- Sponsor will be featured at registry table “Don’t forget to visit \_\_\_\_\_” signage during all three days of the conference.
- Sponsorship information will be specially highlighted on all Tech Talk Live emails, press releases, LinkedIn ad campaigns, etc.
- Sponsoring company has the opportunity to provide exclusive signage at the entrance to the dining room and ballroom.
- Sponsoring company has the opportunity to provide a gift or one piece of literature at each place setting during dinner.
- **The sponsoring company will receive an exclusive 15-minute opportunity to address the attendees at dinner. It is a great chance to speak directly to a highly targeted audience.**
- In addition, the MC before the keynote will thank you publicly for your generous support.
- Company logo placed on rotating ad on Tech Talk Live's main website page.
- Company logo featured on our Tech Talk Live attendee shirts given to each attendee during registration. – **New this year!**

**Badges:** Your sponsorship level determines the number of complimentary badges that come with the booth. Please review your sponsorship selection to determine the number of complimentary badges you will receive.

**Extra Badge Orders:** Extra badges for additional representatives may be purchased for \$150 per badge through the exhibitor portal.

## Booth, Materials, and Shipping

### Kilobyte:

Booth Size: 8’ back drop in main hallway

Included with booth: 5’ display table with cover and skirt, carpet, two chairs, free Wi-Fi, electricity, and wastebasket.

### Megabyte & Gigabyte:

Booth Size: 8’x 6’ in main exhibit hall

Included with booth: 5’ display table with cover, carpet, two chairs, free Wi-Fi, electricity, and wastebasket.

### Terabyte

Booth Size: 16’ x 6’ in main exhibit hall

Included with booth: Two 5’ display tables with cover, carpet, two chairs, free Wi-Fi, electricity, and wastebasket.

## Petabyte

Booth Size: 24' x 6' in main exhibit hall

Included with booth: Two 5' display tables with cover, carpet, two chairs, free Wi-Fi, electricity, and wastebasket.

### Shipping Address:

Lancaster-Lebanon IU13

Attn: Jessica Diller

1020 New Holland Pike

Lancaster, PA 17601

**Please make sure that your boxes are clearly labeled with company name.** Please send items to arrive no earlier than April 30, 2019.

## Exhibitor Space Terms and Conditions

- a) **Payment:** The cost of exhibit space is due in full along with submission of this contract. Payment and contract must be received within two weeks of booth reservation or prior to the beginning of the exhibit, whichever comes first.
- b) **Cancellations:** A full refund will be made by IU13 for cancellations of exhibits received before January 1, 2019. Cancellations received after January 1, 2019 will not be refunded.
- c) **Tear down** may not begin before 2:30 PM on the final day. All materials and equipment must be removed from the Exhibit area by 4:00 PM on the last night of your exhibition. If shipping items back, please make sure that all your items are left with attached shipping label and that you have scheduled a time for pick up the next business day. The items will be moved to the shipping dock for you at no extra charge.
- d) **Displays:** All displays should be appropriate for an educational setting. IU13 reserves the right to exclude from the exhibition any literature, illustrations, or materials that, in its judgment, are not consistent with an educational professional environment. Displays should not interfere with or block other exhibits.
- e) **Insurance/Security:** Responsibility for insurance coverage is that of the exhibitor. Each exhibitor will hold IU13 and its employees free of liability in connection with property damage, personal damage, loss, or theft associated with his/her exhibit. Exhibitors will assume full responsibility for securing items during non-exhibit hours.
- f) **Fire protection:** No flammable fluids, substances, or materials may be used in the exhibit space. Electrical wiring must conform to national Electric Code Safety Rules.
- g) **Shipments:** Shipments will be accepted from April 30 – May 4, 2019 from 9:00 AM -4:00 PM. Shipments should be clearly labeled with company name, booth number, and ATTN: Tech Talk Live conference.



## Sponsor-Led Session

Event sponsors receive the opportunity to submit one sponsor-led session. This is an exclusive opportunity to showcase your products/services as one of the concurrent sessions from which participants may choose. We are particularly interested in sessions in which you share the solution your organization/company crafted and implemented to solve a technology issue. Your session is more likely to be selected if your content is focused, in-depth, and offers practical solutions, ideas, strategies, and/or techniques.

If you are interested in a sponsor-led session, please select yes during the registration process and a link will be emailed to you, once your sponsorship is confirmed.

## Free Advertising Opportunities:

### Bag Inserts

All sponsorships come with the option of adding an item in the attendee gift bag free of charge. This is a great way to reach all participants! In the past sponsors have included flyers, screen cleaners, cups, flashlights, pens, etc. **Attendees absolutely love these!**

If you plan to provide an item to be included in the attendee bags, please mail them to Lancaster-Lebanon IU13

Attn: Jessica Diller  
1020 New Holland Pike  
Lancaster, PA 17601

**Deadline April 27, 2019. You should send 400 pieces.**

### Give Away

During Tech Talk Live, we like to give an incentive for our participants to visit sponsor booths. We typically do a contest to help increase traffic, while giving participants a fun game to play. (Note: In order to comply with E-Rate rules. The donated gift from the vendor will be given to Tech Talk Live and winners will not know from whom the gift came specifically. Instead, all sponsors who donate prizes will be highlighted in the conference book, app, and announcements.)

## Add-on

### Lead Retrieval – \$200

Lead Retrieval will be coordinated through our App and you will receive additional information before the event. Sponsors are also welcome to collect business cards and or information at their designated booth or session. We will not provide an attendee list with email addresses to sponsors. However, we will have a few games and promotions to generate additional traffic to all

booths so you may collect that information. In the event that you purchase lead scanning and lead scanning is not available, an attendee list will be sent in its place.

If you purchase lead retrieval, more information will be sent closer to the event.

## Additional Advertising Opportunities

- Logo on digital conference book cover – \$500 (1 available)
- Color digital conference book ad – \$150
- Lanyards with company name printed – \$1000 (1 available)

You may purchase any of these items through your exhibitor portal.

## Uploads

### Logo for Website

Dimensions: 230 x 58

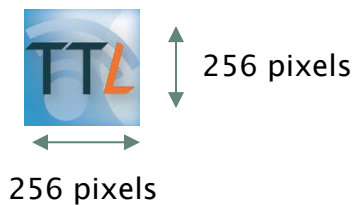
File Format: PNG or JPG



### Logo for App:

Dimensions: 256 x 256

File Format: PNG or JPG



## If Purchased...

### Logo for Digital Conference Book Cover

Dimensions: 230 pixels x 58 pixels

File Format: PNG or JPG

### Conference Book Ad

Dimensions: 8.5 x 11 inches tall

Orientation: Portrait Layout

Bleed: Minimum of 1/8 bleed on all sides. Critical images at least 1/2 inch from left and right sides.

File Format: PDF

Image: Color or B&W

### Lanyards with Company Name Printed

Dimensions: We will resize logo to meet specification unless the logo design would be compromised. In that event, the company name will be used in place of the logo.

## Links

You may submit your Presentation Proposals using the link below. \*Note you have to be an exhibiting company to be considered for a presentation.

<https://iu13.wufoo.com/forms/tech-talk-live-presentation-proposal-2019/>