



SEPTEMBER 16–19, 2012
HERSHEY LODGE
HERSHEY, PA

Advertising & Sponsorship

Exhibitor and Sponsor Information

Year	Platinum*	Gold*	Silver	Bronze
2012	\$12,000	\$6,000	\$3,000	\$2,000

*Number of platinum or gold level exhibitors will be determined by exhibit hall layout.
Table-top booths are available at a reduced rate of \$300 for Non-profit organizations.

Package Features (see additional opportunities on page 2)

Platinum Level

- Two premium booth spaces (10' x 20')
- Two complimentary Conference registrations, including tickets to the banquet Tuesday, September 18
- One full page color advertisement in the Conference program
- Company logo and link to your company website on the HTCIA website for one year from date of payment
- Up to three pieces of your organization's literature in the Conference bag
- Virtual tradeshow link to your company website
- Recognition at all plenary sessions and opening ceremonies
- Complimentary Platinum Star Supporter Status for one year starting upon receipt of full payment. See <http://www.htcia.org/supporters.shtml> for particulars
- Acknowledgement on signage
- Logo/Acknowledgement in the Conference program
- Three email blasts to HTCIA conference attendees to promote your attendance, products and/or services prior to the conference dates.

Gold Level

- Two booth spaces (10' x 20')
- Two complimentary Conference registrations, including tickets to the banquet Tuesday, September 18
- One ½ page black and white advertisement in the Conference Program
- Up to two pieces of your organization's literature in the Conference bag
- Virtual tradeshow link to your company website
- Complimentary Gold Star Supporter Status for one year starting upon receipt of full payment. See <http://www.htcia.org/supporters.shtml> for particulars.
- Acknowledgement on signage
- Logo/Acknowledgement in the Conference Program
- Two email blasts to HTCIA conference attendees to promote your attendance, products and/or services prior to the conference dates.

Silver Level

- One booth space (10' x 10')
- Two complimentary Conference registrations including tickets to the banquet on Tuesday, September 18
- One ¼ page black and white advertisement in the Conference Program
- One piece of your organization's literature in the Conference bag
- Virtual tradeshow link to company website
- Acknowledgement on signage
- Logo/Acknowledgement in the Conference Program
- One email blast to HTCIA conference attendees to promote your attendance, products and/or services prior to the conference dates.

CONFERENCE CONTACT

CAROL HUTCHINGS

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WWW.HTCIACONFERENCE.ORG

continued on next page



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Bronze Level

- One booth space (10' x 10')
- One complimentary Conference registration including ticket to the banquet on Tuesday, September 18
- Acknowledgement on signage
- Acknowledgement in the Conference program

Non-Profit Booth Level

- One 6 foot draped table and two chairs in a shared area with other non-profit organizations.

Virtual Tradeshow

- Your company name will appear FOR FREE on our Virtual Tradeshow link on the www.htciainconference.org website. For an additional fee of only \$50, we will add a link to your company's website so attendees can find information about your company.

Additional Marketing Opportunities

Coffee Break

Luncheon (or portion thereof)

400 pieces of software valued at minimum of \$100 each

Conference Bag Logo (first come)

Inserts in Conference bag

Lanyards with company logo

Name Badges with logo

Pad Folios with company logo

HTCIA Conference program ads

(Placement of ads cannot be guaranteed)

\$500 - full page black and white ad

(10% discount for additional full page ads)

\$ 250 - ½ page black and white ad

\$ 100 - ¼ page black and white ad

Lab sponsorship

Provide 25 laptops for three days for one of the computer labs

Conference registrations

Passport prize

Any hardware/software or other gifts

Door prizes

Any hardware/software or other gifts

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