

SEPTEMBER 20–22, 2010

HYATT REGENCY HOTEL

ATLANTA, GA

CONFERENCE CONTACT

CAROL HUTCHINGS

916-408-1751

CAROL@HTCIA.ORG

Advertising & Sponsorship

Exhibitor and Sponsor Information

Year	Platinum*	Gold	Silver	Bronze	Exhibit Only
2010	\$20,000	\$10,000	\$7,500	\$4,000	\$1,500
2011	\$22,000	\$11,000	\$8,250	\$4,500	\$1,800
2010–2011	\$40,000	\$20,000	\$15,000	\$8,000	\$3,000

*Number of platinum/gold level exhibitors will be determined by exhibit hall layout.

Exhibitors who register and pay before April 1, 2010 will receive a 10% discount.

Table-top booths are available at a reduced rate for Non-profit organizations.

Package Features

Platinum Level

- Two premium booth spaces (10' x 20')
- Opportunity to host vendor reception with bar (Sunday, September 19 or Monday, September 20), first come
- Two complimentary Conference registrations, including tickets to the banquet Tuesday, September 21
- 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
- One full page black and white advertisement in one issue of the HTCIA newsletter, *The Firewall*
- Acknowledgement on sponsors signage
- Logo/Acknowledgement in Conference program

Gold Level

- Two booth spaces (10' x 20')
- Opportunity to host coffee break with snack (6 openings, first come)
- Two complimentary Conference registrations, including tickets to the banquet Tuesday, September 21
- One full page black and white advertisement in the Conference program
- Up to two pieces of your organization's literature in the Conference bag
- One ½ page black and white advertisement in one issue of the HTCIA newsletter, *The Firewall*
- 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 sponsors signage
- Logo/Acknowledgement in Conference program

Silver Level

- One booth space (10' x 10')
- One complimentary Conference registration including tickets to the banquet on Tuesday, September 21
- One ½ 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

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- Acknowledgement on sponsors signage
- Logo/Acknowledgement in Conference Program

Bronze Level

- One booth space (10' x 10')
- One complimentary Conference registration including ticket to the banquet on Tuesday, September 21
- Acknowledgement on sponsors signage
- Logo/Acknowledgement in Conference program

Exhibit Only Level

- One booth space
- Logo/Acknowledgement in Conference program

Non-Profit Booth Level

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

Virtual Tradeshow

- **New This Year!** Your company name will appear FOR FREE on our Virtual Tradeshow link on the www.htciaconference.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 with just a click of a mouse.

Additional Marketing Opportunities

Conference Bag Logo (first come)	\$8,000 for complete back of Conference bag. \$5,000 for ½ of the back of Conference bag \$3,000 for ¼ of the back of Conference bag
Inserts in Conference bag (brochure, pamphlets, snacks, "branded" water, etc.)	\$250 per item
Lanyards with logo	\$2,500
Name Badges with logo	\$3,000
Pad Folios with logo	\$7,500
HTCIA Conference program ads (Placement of ads cannot be guarantee)	\$1,500 - full page black and white ad (10% discount for additional full page ads) \$ 800 - ½ page black and white ad \$ 450 - ¼ page black and white ad
Lab sponsorship Provide 25 laptops for three days for one of the computer labs	Signage with company name in the lab and recognition from the podium
Conference registrations	Purchase Conference registrations at the member rate
Passport prize	Donations
Door prizes	Donations (any hardware/software or other item)

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