SIGITE2012

13th CONFERENCE on INFORMATION TECHNOLOGY EDUCATION

RIIT2012

1st CONFERENCE on RESEARCH in INFORMATION TECHNOLOGY

October 11 — 13, 2012

Mount Royal University — Hotel Arts
Calgary, Alberta, Canada

Working Together: Research & Education for IT

Conference Support Opportunities
Invitation to Exhibit

The Premier Event in Information Technology Education and Research

The 13th Annual Conference on Information Technology Education and the 1st Annual Research in IT Conference will be hosted together by Mount Royal University and be held at the Hotel Arts in the city of Calgary, Alberta, Canada. Both conferences are sponsored by the ACM Special Interest Group on Information Technology Education (SIG-ITE), which is a community of approximately 300 people whom, 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 over 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...all attendee coffee breaks are held in the Exhibit Area to maximize your exposure.

Get the Maximum Exposure

CONFERENCE SUPPORTER

Show your company's support for the computer educational community.

Get additional exposure for your company.

EXHIBIT

Showcase your products and services to over 120 decision makers and authorized purchasers.

ADVERTISE

Reach the entire SIGITE 2012 conference of over 120 attendees in the conference publications.

Achieve greater company recognition.

One of Forbes Magazine's World Capitals of the Future

Calgary is a vibrant modern city with a population over 1.3 million. It is Canada's most dynamic city, and is the business and financial center of Western Canada with the strongest economy in Canada.

Host of the 1988 Winter Olympics, Calgary has an exciting cultural scene, ample shopping, and world-renowned restaurants. It was ranked #1 in the entire world in terms of its Quality of Living by Mercer's Eco-City rating. The *Economist* ranked it #5 in the world in its Most Livable City in the World survey, and the Canadian Council on Learning rated Calgary as both Canada's Most Cultured City and Canada's Smartest City.

Calgary also sees more days of sunshine than any other Canadian city and from peaks to plains, it has also been blessed with abundant natural beauty. Whether it be rugged mountain parks, rolling prairies, boreal forests, or desert Badlands, there is no shortage of natural recreations in the near vicinity of Calgary.

Conference Support Opportunities

PLATINUM SUPPORTER

$2000

Supporters participating at SIGITE 2012 at the Platinum Supporter level will receive maximum exposure:

Platinum Supporter Thank You and highlight on the SIGITE 2012 web site.

Logo significantly displayed on the SIGITE 2012 web site with a link of their choice.

Exhibit booth setup through duration of conference with priority placement.

75 minute supporter session presentations 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 .

GOLD SUPPORTER

$1500

Supporters participating at SIGITE 2012 at the Gold Supporter level will receive significant exposure:

Gold Supporter Thank You and highlight on the SIGITE 2012 web site

Logo specially displayed on the SIGITE 2012 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 .

SILVER SUPPORTER

$750

Supporters participating at SIGITE 2012 at the Platinum Supporter level will receive the following exposure:

Silver Supporter Thank You and highlight on the SIGITE 2012 web site

Logo displayed on the SIGITE 2012 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.

As a SIGITE 2012 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.

Wireless Access Supporter: $100.
Wireless Access Co-Supporter: $50.

Conference attendees will use wireless communication throughout the entire conference. Fee provides support for internet access throughout the Hotel.

Conference Reception Co-Supporter: $500

Attendees enjoy networking with each other and meeting our exhibitors during this evening conference reception.

Conference Excursion Co-Supporter: $500

Attendees can attend an optional excursion to the world-class mountain retreat of Banff, Alberta.

Lunch Support: $400
Lunch Co-Support: $200

Associate the world-class cuisine of the Hotel Arts with your company.

Coffee Break Support: $100

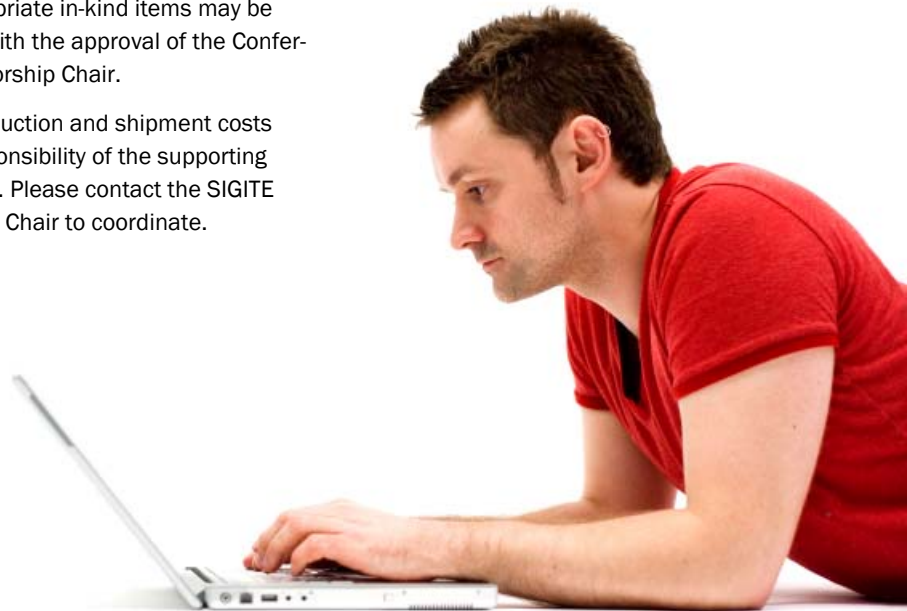Make the Coffee Break of your choice special for attendees!

IN KIND DONATIONS

The SIGITE 2012 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 2012 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 serve basis.

COVER ADVERTISING

Full Page Back Cover (4-Color): $250
Full Page Inside Front Cover (4-Color): $200
Full Page Inside Back Cover (4-Color): $200

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: August 1, 2012
Payment: August 15, 2012
Artwork (Electronic files): August 30, 2012

Only files in the following formats will be accepted: *PDF* (High resolution; all graphics, logos and images used must be a minimum 300dpi resolution) and *Adobe Illustrator* (EPS preferred, TIFF or JPG with all type converted to outlines. Minimum 300dpi resolution.

SIGITE2012RIIT

October 11 — 13, 2012

Mount Royal University — Hotel Arts — Calgary, AB, Canada

Sponsorship Contact Information

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

Rob Friedman, Sponsorship Chair
University of Washington, Tacoma

rsfit@u.washington.edu
(253) 692---4611

For more information about SIGITE and RIIT 2012, visit the conference website, http://sigite2012.sigite.org.