



**3<sup>ND</sup> ANNUAL U.S.  
I.T. COLLEGIATE  
CONFERENCE  
(USITCC)**

**in conjunction with**

**ISECON: the IS Educators Conference!**



**MARRIOTT  
DALLAS/PLANO  
LEGACY TOWN CENTER**

***Sponsor & Exhibitor  
Opportunity Packages***



[www.usitcc.com](http://www.usitcc.com) [www.isecon.org](http://www.isecon.org)

**March 26-28, 2020**



**Plano, TX**

**Marriott  
Dallas/Plano  
Legacy Town  
Center Hotel**

**Your chance to  
connect with  
and recruit the  
nation's top IT  
College &  
University  
Students and  
connect with IT  
faculty!**

Foundation for IT  
Education

500 N. Michigan Avenue,  
Suite 600

Chicago, IL 60611

# SPONSOR & EXHIBITOR OPPORTUNITIES

## About the Conference

For decades, [the Foundation for Information Technology Education](#) (FITE) has sponsored, facilitated, supported, and staffed countless collegiate level IT conferences at the local, regional and national levels. In 2018, FITE started producing its own signature event to cater to the evolving needs of students in IT and IS related fields which was an overwhelming success and was held in conjunction with ISECON (Information Systems Educators Conference) as a win-win!

The USITCC is quickly becoming the nation's top IT collegiate competition, networking, and career building event. In one single weekend, student attendees can prove their technology skills amongst their peers in a variety of IT competitions, network with industry professionals, and connect with IT employers looking to fill internships and/or full-time positions.

## Conference Attendee Profile

Over 350 of the nation's top IT students and faculty from colleges and universities across the country attended the 2019 event in Galveston, Texas and far more are expected now that we have firmly established this event and it becomes their new annual tradition culminating their academic year. The target audience for USITCC are students majoring in business or computer science concentrating in computer information systems (CIS), management information systems (MIS), computer programming & design, information technology, information systems, and other related majors. The event is open to ALL IT/IS/CS/CIS/MIS accredited college & university students and not associated with any one particular professional organization translating to no additional membership fees or criteria, making it even more affordable and open to all!

ISECON is the "Information Systems Education Conference" and brings together information systems educators from around the world and is the longest, continuously running conference for IS educators (since 1982)! At ISECON, leading educators and technology experts meet to share information about current and emerging technology, a variety of curricular issues, and development techniques, while establishing and strengthening industry/academic relationships.

## Sponsorship Opportunities

There are a variety of sponsorship opportunities from which to choose from based on your marketing/hiring/outreach objectives, target audience (students, faculty or both), resources, and budget including sponsorship of technology specific contest events centered around the signature skillset you are looking to recruit/hire or technology/resources to showcase to faculty members.

## Sponsorship Benefits

- Recognition of your sponsorship on the event website with a link to your website as well as in all publicity materials, emails, signage and conference program
- A VIP exhibit booth so as to promote your organization and/or IT employment opportunities
- Access to pre- and/or post-show attendee registration data including your sponsored competition event competitors
- Complimentary conference registration (number varies depending on the sponsorship level)
- Access to a candidate interview room onsite

**Contact:** Kevin Jetton, FITE VP and Meeting Planner [kjetton@satx.rr.com](mailto:kjetton@satx.rr.com) 210-275-2062

# SPONSORSHIP OPPORTUNITIES

## **Title Sponsor\* - \$20,000**

- Conference Naming Rights for this exclusive opportunity
- Opening keynote address and optional remarks at all general sessions
- Unlimited conference registrations and up to Five (5) awards banquet tickets

## **Presenting Sponsor(s)\* - \$15,000**

- Ownership of a unique positioning opportunity within the Conference (please call to discuss available options)
- Unlimited conference registrations and up to Four (4) awards banquet tickets

## **Participating Sponsor(s)\* - \$7,500-\$14,000**

- Option to be an exclusive or co-sponsor of a specific conference function or competition events (please call to discuss available options)
- Up to five (5) conference registrations and up to Three (3) awards banquet tickets

## **IT Contest Sponsor(s)\* - \$5,000 per contest**

- Option to select one or more IT contest events and be involved in as many stages as chosen ranging from problem statement design, solution scoring model, onsite judges, signage and giveaways during the contest event, and branded prize packages to the winning teams
- Up to four (4) conference registrations and up to Two (2) awards banquet tickets
- A curated report of contact details for winners and honorable mention participants
- Specific IT contests events include: Java, Systems Analysis & Design, Database, Security, Network Design, Enterprise Systems, Microsoft Office, Business Analytics, Mobile Applications and PC Troubleshooting. Looking for a different skillset? Let us know to discuss options on crafting a custom competition event (subject to demand analysis from contest coordinators).

## **ISECON “only” Sponsor - \$1,000-\$2,500**

- ISECON IT Faculty dedicated Friday Awards luncheon sponsorship (\$2,500)
- Partial Thu regi-ception and/or partial Fri night VIP reception sponsorship (\$1,000-\$1,500)
- Up to two (2) conference registrations

## **\*ALL Sponsor Packages Include:**

- Recognition of your sponsorship in all conference publicity materials (website, email blasts, conference program, conference signage)
- A VIP exhibit booth with electricity showcasing your company’s IT solutions and opportunities. VIP booths are larger and situated in premier/high visibility locations!
- Verbal recognition throughout the conference and conference attendee data
- Access to the Candidate Interview Room(s) throughout the conference
- Optional Breakout Session Speaker Opportunity to showcase your organization’s use of technology and IT career opportunities
- All conference meals including the Friday night VIP Reception plus a varying number of Awards Banquet tickets based on the sponsorship level
- In addition to the rest of the entitlements for all IT career Fair/Exhibitors
- ALL exhibitors can optionally be grouped by/as “faculty only” or “students & faculty”

# SPONSOR & EXHIBITOR OPPORTUNITIES

## Additional sponsorship opportunities, each of which come with a complimentary sponsor exhibit/recruiting booth!

Additional exclusively designed and negotiable custom sponsorship options include:

- **Conference attendee wireless Internet access** \$7,500
- **Friday night faculty/sponsor/exhibitor reception** \$7,500
- **Certifications (onsite testing & review sessions)** \$4,000/organization
- **Morning/afternoon breaks (3 available)** \$4,000 each
- **Saturday afternoon fun event** \$4,000
- **Lanyards with conference mini-program** \$3,000
- **Attendee portfolio or tote/drawstring bags** \$3,000
- **Breakout session/workshop sessions** \$2,500 each
- **Power/device charging station** \$2,500
- **Hotel keycards, luggage tags, door prizes** \$1,500 each
- **Other ideas, objectives or budgets?** Call to discuss
  - **Sunglasses, sun care products bag, towels....**

### **Conference Contributor: \$1,000-\$2,500**

- Two (2) conference registrations for your company's representatives including the banquet
- Recognition for the specific item, program or opportunity that your organization contributed to the conference
- Recognition of your sponsorship in all publicity materials (website, email blasts, conference program, conference signage)
- A complimentary sponsor exhibit booth
- Verbal recognition throughout the conference and conference attendee data
- Access to the Candidate Interview Room(s) throughout the conference
- Other items based on the exclusively designed sponsorship package

### **IT Career Fair/Exhibitor Only: \$750/booth early bird price \$850/booth after 2/1/2020**

- Standard Career Fair Exhibit Table
- One (1) six-foot draped table with two chairs
- Two (2) exhibitor personnel badges for daytime meals and VIP Reception
- Access to the Candidate Interview Room(s) throughout the conference
- An additional \$70 per booth for OPTIONAL Electrical Service (convention hotel charge)
- Recognition in all publicity materials (website, email blasts, conference program)
- Dedicated Friday morning sponsor/exhibitor/recruiter "speed dating" attendee activity

### **Sponsor/Exhibitor/Career Fair Exhibitor Schedule:**

- **Thu 3/26/2020** Noon-3pm Setup  
4-7pm Welcome Regi-ception
- **Fri 3/27/2020** 7-9am Setup (if not done on Thursday)  
9am-4pm Exhibiting/Recruiting/Interviewing  
5-6:30pm VIP Reception
- **Sat 3/28/2020** 8am-noon Optional Interview appointments  
11am-1pm Graduate IT Education Panel Discussion

# SPONSOR & EXHIBITOR SIGN-UP

## 2020 USITCC & ISECON Sponsor/Exhibitor/Recruiter Agreement

### ORGANIZATION INFORMATION

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ email: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

#### Sponsorship Opportunity Requested:

#### Optional: Specific Contest(s) wanting to Sponsor:

**AUDIENCE PREFERENCE:**     **IT Faculty ONLY**         **IT Students & Faculty (everyone)**

**EXHIBITOR ONLY Option:**     **\$750 by 2/1/2020 otherwise \$850 through 3/26/2020**  
    **+\$70 (OPTIONAL) additional for booth electricity (facility charges)**

**MEAL PLAN:**    Sponsors receive 4 event staff daytime meal plans plus 2-5 awards banquet tickets based on sponsor level  
   While all Exhibitors are entitled to two event staff daytime meal plans only (no banquet tickets)

Additional sponsor/exhibitor discounted meal plans at \$175 for both "days" and +\$95 for the banquet (all per person)

Exhibit Staff:    Badge #1: \_\_\_\_\_        Badge #2: \_\_\_\_\_

   Badge #3: \_\_\_\_\_        Badge #4: \_\_\_\_\_

**PAYMENT INFORMATION (CHECK ONE):**        TOTAL AMOUNT being remitted: \_\_\_\_\_

Check is enclosed     Send an Invoice for Payment Processing     Credit Card (AmExp/MasterCard/Visa)

Credit Card Number: \_\_\_\_\_ CVV/CVC#: \_\_\_\_\_ Expiration: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing Phone Number associated with the card: \_\_\_\_\_

**The undersigned agrees to abide by the exhibition rules and regulations as set forth in this document.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### **RETURN/FAX THE COMPLETED FORM WITH PAYMENT TO:**

**Foundation for IT Education – USITCC/ISECON**  
500 N. Michigan Avenue, Suite 600  
CHICAGO, IL 60611

FAX: 210-496-3482    or  
Email Scanned image to: [kjetton@satx.rr.com](mailto:kjetton@satx.rr.com)

### **FOR ADDITIONAL INFORMATION – REFER TO [www.usitcc.com](http://www.usitcc.com) & [www.isecon.org](http://www.isecon.org) AND/OR CONTACT:**

Kevin Jetton, FITE VP & Meeting Planner at [kjetton@satx.rr.com](mailto:kjetton@satx.rr.com) or 210-275-2062

# 2020 USITCC & ISECON

## Exhibitor Rules & Regulations

1. Exhibit booth space will be allocated and assigned by event staff as appropriate given the level of sponsorship. Priority will be determined by the date of the receipt of the application and required payment.
2. Exhibitors for which final payment in full has not been received by the conference date will not be setup. All payments must be received by March 1, 2020.
3. Written notice of cancellation must be received by March 1, 2020. No refunds will be made for cancellations received after that date. Payments will be refunded, less 50% or the cost of any sponsorship production costs (if incurred).
4. The standard exhibit space is a six-foot skirted and draped table with two chairs, a trash can and optional power upon request. Sponsors are provided additional exhibit space so as to accommodate additional signage and staff. All exhibits must fit within the confines of their assigned space so as to not impede traffic flow, infringe on the space of other exhibitors, or violate the emergency exit routes of the facility set forth by the fire marshal.
5. Exhibit booth should be staffed by a minimum of one person during all exhibit hours.
6. Exhibitors agree to abide by the setup and tear-down/move-out times set by FITE.
7. No exhibitor shall assign, sublet, or share the whole or any part of the space contracted to them.
8. FITE reserves the right to impose limitation on noise levels and any other method of operation that becomes objectionable during the conference.
9. Any distribution of literature or samples shall be limited to the exhibitor's booth.
10. FITE reserves the right to rearrange the final floor plan based on unsold or unoccupied exhibit spaces or the placement of furniture and/or food & beverage.
11. If FITE should be prevented from holding the conference for any reason beyond FITE's control (such as, but not limited to, damage to the building, riots, strikes, acts of government, or acts of God), then FITE has the right to cancel the conference or any part thereof, with no further liability to the sponsor/exhibitor other than a refund of exhibit space fees, less a proportionate share of the conference costs incurred.
12. Sponsors may optionally setup their booth/exhibit area Thursday night and overnight security will be scheduled patrolling the conference exhibit space, however, neither the management of the conference hotel nor FITE shall be liable for the damage, loss or destruction to the exhibit by reason of fire, theft, accident, or other destructive causes.
13. The sponsor/exhibitor shall be liable to the host facility and/or FITE for any damage to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitor.
14. Sponsor/Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless FITE, the Marriott Dallas/Plano at Legacy Town Center, their officers, employees, and agents against all claims, losses, and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by the exhibitors installation, removal, maintenance, occupancy, or use of the exhibition premises or any part thereof, including any outside exhibit areas.
15. Exhibitor acknowledges that FITE does not maintain and is not responsible for obtaining insurance covering the exhibitor's property.
16. Name badges are required for all attendees including sponsors/exhibitors.
17. The optional additional \$75 charge for exhibit booth electric services applies to exhibitors only (not sponsors as it is complimentary) and is the fee assessed by the conference hotel.

### Lodging and all conference events:

- [Dallas/Plano Marriott at Legacy Town Center](#)  
7121 Bishop Road  
Plano, TX 75024

972-473-6444

Conference Rate: \$179/night

\*Through 3/4/2020