



ITE Western District Annual Meeting

Sponsorship Guidelines

The District LAC Committee provides assistance in developing and implementing sponsorship programs for Western District Annual Meetings. Based on historical data and feedback from recent Annual Meetings, the committee has developed the following guidelines that are built on four sponsorship levels (LACs can name them as appropriate):

Core Sponsorship Offerings:

- Overall sponsorship opportunities should include packages that follow a tiered format. Tiers can be named to match the theme of the conference. The following template was developed based on the programs from past Annual Meetings:
 - “Platinum” Tier Package – Only one (1) available
 - Price: \$8,500
 - Recognition during Opening Session and headline logo on event signage
 - Logo on gift provided to every attendee
 - Recognition during luncheon events and headline logo on event signage
 - Large Exhibit Hall Booth with hall premium location – listing on banner
 - Optional swag items provided by sponsor, given to attendees
 - Extra large logo on top of sponsors listing on website and email communications with link
 - Recognition during other events including Get Acquainted Social, First Catered Break, Family Night, WD Bowl, and Awards Banquet
 - (Starting in 2026) 25 Monday exhibit hall passes for sponsor to distribute to their contacts/clients
 - “Gold” Tier Package – Only four (4) available
 - Price: \$5,000
 - Recognition during luncheon events and headline logo on event signage
 - Exhibit Hall Booth with hall premium location – listing on banner
 - Optional swag items provided by sponsor, given to attendees
 - Large logo on top of sponsors listing on website and email communications with link
 - Recognition during other events including Get Acquainted Social, one (1) Catered Break, Family Night, WD Bowl, and Awards Banquet
 - (Starting in 2026) 10 Monday exhibit hall passes for sponsor to distribute to their contacts/clients



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- "Silver" Tier Package – Only seven (7) available
 - Price: \$3,500
 - Exhibit Hall Booth
 - Optional swag items provided by sponsor, given to attendees
 - Medium logo on top of sponsors listing on website and email communications with link
 - Logo on signage for other events including Get Acquainted Social, Family Night, WD Bowl, and Awards Banquet
 - (Starting in 2026) 5 Monday exhibit hall passes for sponsor to distribute to their contacts/clients
- "Bronze" Tier Package
 - Price: \$2,000
 - Optional swag items provided by sponsor, given to attendees
 - Small logo on top of sponsors listing on website and email communications with link
 - Logo on signage for other events including Get Acquainted Social, Family Night, WD Bowl, and Awards Banquet
- A la carte sponsorships should include unique opportunities outside of the primary lunches and dinners:
 - Lanyard Sponsorship (\$2,500) – Exclusive lanyard logo personalization
 - WiFi Sponsorship (\$2,000) – Custom "company name" password for internet access
 - AV Sponsorship (\$1,000) – Recognition during technical tracks on one day, could offer to put swag items in the rooms for a certain session as well
 - Catered Break Sponsorship (\$1,000) – Recognition during a break
 - Speaker Gifts (\$1,000) – Given to all speakers, extras given to volunteers
 - Get Acquainted Social (\$600) – Small logo on Get Acquainted Social signage
 - Technical Tours (\$600) – Recognition on signage for and during tour
 - WD Bowl Sponsor (\$600) – Small logo on event signage
 - Swag Items (\$100) – sponsor to provide ~500 swag items for giveaway bag

Optional Sponsorship Ideas:

- Raffle Prize Sponsor

It is also possible to reach out to exhibitors/sponsors to request giveaways or raffle prizes. Exhibitors often have gift cards and other items that they are allowed to give out, provided that they are recognized. This could be a great way to add interest to the vendor show or to supplement prizes for the Student Endowment Fund, for example.
- Awards Banquet Centerpiece Sponsor

Valued around \$1,000, should cover or supplement the costs of custom decorations and include the sponsor logo.



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- President's Reception Sponsor
If the president allows, sponsor's logo on a welcome poster and 2-4 invitations to attend an exclusive reception with the ITE Board members before the Awards Banquet. Value is negotiable to supplement the cost of the catering.

Additional Considerations:

- Sponsorships shouldn't commit to having a printed program - Printed programs are nice, but unnecessary. Full programs with ads may be digital and accessible by mobile device. Consider a mobile-friendly format for the website, so an application isn't needed.
- Sponsorship packets should be ready for release by May of the preceding year. LAC representatives should plan to attend the preceding year's Annual Meeting to promote and sell sponsorship and exhibit opportunities. Getting in front of them early is a good idea and also benefits the accounting for the conference, giving a needed revenue boost to cover early expenses.
- Have a prepared list of things you need from each package sponsor. Things might include:
 - High quality image of logo
 - Ad format (size/dimensions, file type, bleed edge, etc.)
 - Timeline for swag items, and type of swag items they should provide
 - Selection of booth location in exhibit hall, if applicable