ONLINE TEACHING CONFERENCE

June 21 - 23, 2023 | Long Beach Convention Center

SPONSOR, EXHIBITOR & MARKETING OPPORTUNITIES

CCC TechConnect projects, (TechConnect Cloud, TechConnect Zoom, TechConnect Online Teaching Conference), serve the 116 California Community Colleges, are funded by a grant from the California Community Colleges Chancellor's Office, and are hosted at Palomar College.

CCC TechConnect's Online Teaching Conference (OTC) is an annual event focused on curriculum, pedagogy and technology to improve online instruction, learning, and student success. With nearly 1000 attendees, OTC provides an opportunity for educators to network with colleagues, connect, share knowledge, impart and receive best practices, and develop professionally.

Important Information for Sponsors & Exhibitors

Our sponsors and exhibitors are important to us! At the same time, it is also important to us to maintain the integrity of the conference and maximize the time for peer-to-peer networking and educational opportunities. We want you to be happy with the investment you make in OTC and for the conference to hold the same value for our attendees.

- Please keep in mind that you are in attendance at the conference to network and build relationships. When attending sessions, meal functions and other OTC events, we would appreciate it if you would refrain from pitching your service or product in those settings, and, instead, focus more on learning about OTC, its members and their needs. This can be a great research opportunity for you, and it allows for more peer-to-peer networking for our attendees.

- Please keep in mind that most, if not all, meal functions, including breaks and receptions, are sponsored and may be sponsored by YOU. Though we don't want to eliminate other sponsors from participating, we do ask that you maintain a low profile at all but your own sponsored function. We feel confident that each one of you will appreciate this when your turn comes.

- All sharing of product/service information should be limited to the vendor area, unless an attendee expressly seeks you out for questions and/or information. Note: you must commit at the gold level or higher to sponsor presentations from the podium -- as detailed in the sponsor benefits below.

- All collateral material is limited to the vendor area and your assigned booth, with the exception of our diamond and gold level sponsors. Please do not place materials or banners in any other area.

Our goal is to create a positive conference experience for attendees as well as sponsors. If you have suggestions or ideas that would assist us in making this a more valuable experience for you, or to assist you in moving up to the next level of sponsorship, please email Stacey Boswell, sponsors@onlineteachingconference.org.

California Community Colleges | TechConnect

OTC'23 | SPONSORSHIP & EXHIBITOR PACKAGES -- OUTLINE OF BENEFITS

OTC invites YOUR COMPANY to participate and take advantage of these marketing opportunities!

DIAMOND SPONSOR
Two (2) opportunities
$10,000

- Customized profile in conference mobile app
- **DOUBLE** exhibit booth (10' x 20' exhibit space), located in exhibit hall | Includes electricity, basic Wi-Fi and lead generation
- Company description, logo and website displayed on OTC's website | Expanded page with video opportunity
- Banner ad in conference mobile app with external linking
- Full-screen digital ad
- Recognition on OTC's social media
- **Speaking Time:** Three (3) minutes during a general session
- **Sponsored Events:** Welcome Reception **(includes company logo on drink ticket)** & Registration Area (co-sponsored)
- Logo featured prominently on signage and in conference mobile event for sponsored event
- Post-conference attendee email address list (for a one-time email)
- Recognition in OTC's email newsletter, including short article provided by sponsor
- Concurrent session opportunity (must partner with a CA Community College)
- Opportunity to host an event during the conference, outside of conference hours, advertised by OTC
- Logo on conference item and opportunity to provide give-away in registration area
- Opportunity to host a 20-minute "Diamond Sponsor Showcase" during exhibit hours

Five (5) Conference Registrations

GOLD SPONSOR
Five (5) opportunities
$7,500

- Customized profile in conference mobile app
- **DOUBLE** exhibit booth (10' x 20' exhibit space), located in exhibit hall | Includes electricity, basic Wi-Fi and lead generation
- Company logo and website displayed on OTC's website
- Banner ad in conference mobile app with external linking
- Full-screen digital ad
- Recognition on OTC's social media.
- **Speaking Time:** Two (2) minutes during a general session
- **Sponsored Event:** Lunches (co-sponsored)
- Logo featured prominently on signage and in conference mobile event for sponsored event
- Post-conference attendee email address list (for a one-time email)
- Recognition in OTC's email newsletter
- Concurrent session opportunity (must partner with a CA Community College)
- Opportunity to provide give-away in registration area

Four (4) Conference Registrations

SILVER SPONSOR
Ten (10) opportunities
$5,000

- Customized profile in conference mobile app
- Exhibit booth (10' x 10' exhibit space), located in exhibit hall | Includes electricity & basic Wi-Fi
- Company logo displayed on OTC's website
- Banner ad in conference mobile app with external linking
- Half-screen digital ad
- Recognition on OTC's social media
- **Speaking Time:** One (1) minute during a general session
- **Sponsored Event:** Refreshment breaks (co-sponsored)
- Logo featured prominently on signage and in conference mobile event for sponsored event
- Post-conference attendee email address list (for a one-time email)

Three (3) Conference Registrations

BRONZE SPONSOR
Unlimited
$3,500

- Customized profile in conference mobile app
- Exhibit booth (10' x 10' exhibit space), located in exhibit hall | Includes electricity & basic Wi-Fi
- Company logo displayed on OTC's website
- Banner ad in conference mobile app with external linking
- Quarter-screen digital ad
- Recognition on the OTC's social media
- Logo featured prominently on signage and in conference mobile event for sponsored event

Two (2) Conference Registrations

EXHIBITOR
$2,500

- Customized profile in conference mobile app
- Exhibit booth (10' x 10' exhibit space), located in exhibit hall | Includes electricity & basic Wi-Fi
- Company name displayed on OTC's website

One (1) Conference Registration

ONLINE TEACHING CONFERENCE

ADVERTISING PACKAGE | $1,000

Unable to attend? Consider advertising! This package includes one (1) full-page digital ad and one (1) email ad in the know before you go (KBYG) email series.

REGISTER NOW

DEADLINES

Registration Deadline | June 7, 2023

Deliverables Deadline | May 31, 2023

Cancellation Deadline | May 10, 2023

DELIVERABLES

Lead Generation Available for Purchase!

We encourage early submission to avoid any last-minute challenges.

COMPANY LOGO
Images must be jpeg or png high resolution, a minimum of 300 dpi, and transparent if appropriate.

BANNER AD
Banner Ads will be displayed in the conference app and can be linked externally.

SIZING | 1872 x 320 pixels with an aspect ratio of 936 x 160 pixels

DIGITAL AD
Digital ads will be included in a rolling PowerPoint presentation that will be run prior to and throughout the conference.

Finished Digital Ads should be submitted as a high-resolution, widescreen (16:9) PowerPoint slide OR a PNG image in the following sizes:

Diamond & Gold | 9" wide x 5-1/4" high
Silver | 4-1/2" wide x 5-1/4" high
Bronze | 4-1/2" wide x 2-1/2" high

SUBMIT DELIVERABLES

FORMS OF PAYMENT
Check or credit card payment accepted. Paying by credit card fully completes your registration and avoids delays in payment processing as well as the risk of checks being lost in the mail. As a reminder, your full payment must be made within two weeks of registration.

CONFIRMATION
We'll be in touch via email with next steps and specifications regarding YOUR sponsor benefits within two weeks after your online commitment was made.

SPONSOR & EXHIBITOR ACTIVITIES
Sponsors are welcome to schedule their own off-site dinners / activities during the conference. Please note that these activities cannot overlap with any scheduled conference events including receptions. Be advised that you are responsible for your own restaurant research, making reservations and transportation arrangements and inviting your guests.

ADDITIONAL ATTENDEE REGISTRATIONS
Every sponsor and exhibitor representative must be registered for the conference. Additional participant registrations, over what is included with your package, are $549. Limited to a maximum of three (3) additional per vendor.

PACKAGE INCLUSIONS
Exhibit booths include a basic package (table, two chairs, wastebasket and ID signage) and basic electrical. You will receive an Exhibitor Kit from the decorator by the beginning of March 2023 with drape colors, drayage information, additional furniture / other options, internet information and upgraded electrical options.

EXHIBIT LOAD IN AND TEAR DOWN
Exhibitor load in is tentatively scheduled for Wednesday June 21st from 8:30 - 11:30 a.m. Tear down will be on Thursday, June 22nd at 3:00 p.m.

ONLINE TEACHING CONFERENCE

EXHIBIT HOURS (tentative)
Wednesday, June 21	12:00 - 6:30 p.m.
Thursday, June 22	7:30 a.m. - 3:00 p.m.

POST-CONFERENCE ATTENDEE LIST
A post-conference attendee list (email addresses only) will be sent to our diamond and gold sponsors by June 28, 2023 (one-week post-conference). Please note, this is proprietary information and to be used for ONE email only. The honor system applies on this request, and we encourage you to adhere as multiple unauthorized contacts usually serve only to drive attendees away from using a particular vendor. *This list can be purchased by other sponsorship levels and exhibitors for $250.*

CANCELLATION POLICY
Cancellation by May 10, 2023 will result in a 50% refund. All cancellations must be emailed to sponsors@onlineteachingconference.org and are not valid unless you receive a return confirmation that your email has been received. There will be no refunds for cancellations on or after May 11, 2023.