

ONLINE TEACHING CONFERENCE

June 26 - 28, 2024 | Long Beach Convention Center

SPONSOR, EXHIBITOR & MARKETING OPPORTUNITIES



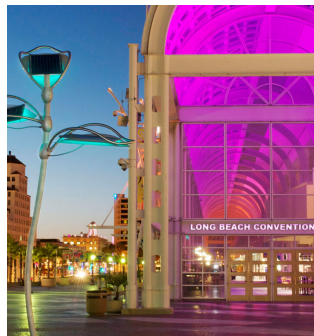
CCC TechConnect projects (TechConnect Cloud, TechConnect Zoom, TechConnect Online Teaching Conference), serve the 116 California Community Colleges, are funded by a grant from the California Community Colleges Chancellor's Office, and are hosted at Palomar College.

ABOUT THE CCC TECHCONNECT'S ONLINE TEACHING CONFERENCE (OTC)

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. It begins with pre-conference intensive sessions followed by two and a half days of general and concurrent sessions. The Online Teaching Conference takes pride in presenting the best content for the online teaching community presented by online teaching professionals and experts. **We've set aside dedicated sponsor and exhibitor time during the core conference that provides for up to eight (8) hours with participants.**

WHO ATTENDS OTC'24

With nearly 1,000 attendees, from the 116 California Community Colleges, OTC provides an opportunity for educators to network with colleagues, connect, share knowledge, impart and receive best practices, and develop professionally.



CONFERENCE VENUE: LONG BEACH CONVENTION CENTER



CALIFORNIA COMMUNITY COLLEGE DISTANCE EDUCATION COORDINATORS' ORGANIZATION (CCC DECO)

CCC DECO is a non-profit corporation that operates exclusively for educational purposes. The focus of CCC DECO is to promote online student success and quality distance education programs within the California Community College system. Through collaboration and centralized resource sharing, we will seek to provide support and professional development for the faculty and DE support staff of the California Community Colleges. We will also work to develop and promote distance education policies and practices in the State legislature, Chancellor's office, and local districts and colleges.

WHAT CCC DECO DOES

- Provide leadership in the Distance Education Coordinator (DEC) Community
- Represent DECs on committees/workgroups at the state level
- Volunteer to coordinate activities benefiting DECs
- Maintain a discussion forum for interaction and archiving of ideas between DECs



California
Community
Colleges

TechConnect

REGISTER NOW

OTC'24 | SPONSOR, EXHIBITOR & MARKETING OPPORTUNITIES



TWO (2) OPPORTUNITIES

DIAMOND SPONSOR

\$10,000

5 Conference Registrations

SPEAKING TIME | Three (3) minutes

SPONSORED EVENT | Welcome Reception (includes company logo on drink ticket) & Registration Area *co-sponsored*

DOUBLE EXHIBIT BOOTH | Includes lead retrieval

- Full-screen digital ad
- Banner ad with external linking in the conference app
- Email ad in the Know Before You Go (KBYG) email
- Ability to send three (3) push notifications from the conference app
- Concurrent Session opportunity | *Must partner with a Community College*
- Post-conference attendee list for a one-time email
- Opportunity to provide a brochure or giveaway item in the registration area
- Custom card with external linking in the conference app
- Pre-conference attendee list provided one week prior to event
- Logo on promotional item
- Sponsorship of Networking Lounge in Exhibit Hall

FIVE (5) OPPORTUNITIES

GOLD SPONSOR

\$7,500

4 Conference Registrations

SPEAKING TIME | Two (2) minutes

SPONSORED EVENT | Lunch *co-sponsored*

DOUBLE EXHIBIT BOOTH | Includes lead retrieval

- Full-screen digital ad
- Banner ad with external linking in the conference app
- Email ad in Know Before You Go (KBYG) email
- Ability to send two (2) push notifications from the conference app
- Post-conference attendee list for a one-time email
- Concurrent Session opportunity | *Must partner with a Community College*
- Opportunity to provide a brochure or giveaway item in the registration area
- Custom Card with external linking in the conference app

TEN (10) OPPORTUNITIES

SILVER SPONSOR

\$5,000

3 Conference Registrations

SPEAKING TIME | One (1) minute

SPONSORED EVENT | Breakfast *co-sponsored*

EXHIBIT BOOTH

- Half-screen digital ad
- Banner ad with external linking in the conference app
- Ability to send one (1) push notifications from conference app

UNLIMITED

BRONZE SPONSOR

\$3,500

2 Conference Registrations

SPONSORED EVENT | Refreshment Breaks *co-sponsored*

EXHIBIT BOOTH

- Quarter-screen digital ad



All sponsorships come with a company listing on the OTC'24 website, the conference app (Attendee Hub) and printed program bulletin, and a 8 x 10 pipe & drape booth package consisting of a 7"x44" ID sign, 6' table, two chairs, wastebasket and basic electrical. Note, the exhibit hall is not carpeted.

UNLIMITED

EXHIBITOR | 8X10 BOOTH

\$2,500

1 Conference Registration

- 8" x 10" pipe & drape booth package consisting of a 7"x44" ID sign, 6' table, two chairs, wastebasket basic electrical
- The exhibit hall is not carpeted
- Company listing on the OTC'24 website, app (*Attendee Hub*) and printed bulletin

ADVERTISING PACKAGE

\$750

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.

OTC'24 | OPTIONAL ITEMS & EVENT ENHANCEMENTS

Want more visibility at the conference? Consider adding on a DECO sponsorship or an event enhancement! Event enhancements are only available if you have already committed as a Sponsor or Exhibitor.



DECO SPONSORSHIP OPPORTUNITIES

The California Community College Distance Education Coordinators Organization (CCC DECO) holds its annual retreat on the first day of the Online Teaching Conference. Attendance is generally between 80 and 100 California Community College faculty, staff and administrative leaders directly involved with distance education activities at their colleges, as well as representatives from other related CCC organizations. The program includes updates from the Chancellor's Office and the California Virtual Campus, as well as presentations on a variety of current topics related to distance education in our system.

ONE (1) OPPORTUNITY

PRESENTING DECO SPONSOR

\$2,500

2 Attendees at
DECO Meeting

- **SPEAKING TIME:** 5 minutes at the DECO lunch
- **EXHIBIT TABLE** at the DECO meeting/lunch
- Signage at the DECO Meeting/Lunch
- Opportunity to provide a promotional item and/or marketing piece to all attendees at the DECO lunch
- Recognition in all DECO emails leading up to the DECO meeting/lunch
- Logo on one or more print materials specifically printed for the DECO participants
- Recognition in the conference app with a personalized sponsorship profile as our "Presenting DECO Sponsor."
- Post-conference attendee list of all DECO participants
- A half-page digital ad at OTC'24

FOUR (4) OPPORTUNITIES

DECO SPONSOR

\$1,500

1 Attendee at
DECO Meeting

- **SPEAKING TIME:** 2 minutes at the DECO lunch
- **EXHIBIT TABLE** at the DECO Meeting/Lunch
- Signage at the DECO meeting/lunch
- Sponsorship recognition in all emails leading up to the DECO meeting/lunch
- Recognition on any print materials for the DECO participants
- Recognition in the conference app with a personalized sponsorship profile as our "DECO Sponsor."
- Post-conference attendee list of all DECO participants
- A quarter-page digital ad at OTC'24

OTC'24 | OPTIONAL ADD ONS

ADDITIONAL CONFERENCE REGISTRATIONS

\$645

Additional Conference participant registrations (every sponsor and exhibitor representative must be registered), over what is included with your package, are \$645 Early Bird / \$745 Regular. **Limited to a maximum of three (3) additional per vendor.**

POST-CONFERENCE ATTENDEE LIST*

\$250

The Attendee List is a valuable opportunity for businesses looking to connect with attendees and gain valuable insight into the industry. For only \$250, you'll receive an email list of all OTC'24 attendees within a week of the event. This provides a unique opportunity to market your brand, product, or service directly to an engaged audience. With this, you'll have the chance to gain a competitive edge in the industry and follow up on valuable relationships with attendees.

**A Post-Conference Attendee List is included in the Diamond and Gold sponsorship opportunities. This optional item is for Exhibitors or Advertisers.*

EIGHT (8) OPPORTUNITIES

CHARGING STATIONS

\$500

It's happened to every one of us. Your phone, tablet, and laptop runs out of power, and you miss important texts, calls, and e-mails. Be the company that comes to the rescue by sponsoring the Charging Stations! With your company logo advertised on the Charging Stations with a vinyl graphic, attendees will know whom to thank, as your name will be featured on signage, in the app, and the conference bulletin.

OTC'24 | SPONSOR & EXHIBITOR PLANNING DETAILS AND REMINDERS

DEADLINES

Registration Deadline | June 7, 2024

Cancellation Deadline | May 31, 2024

Deliverables Deadline | June 7, 2024

DELIVERABLES

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.

EMAIL AD

Email ads will be included in one of the Know Before You Go (KBYG) or post-conference emails. Finished email ads should be submitted in a PNG image sized 640 x 360 pixels.

PROFILE BANNER

For the conference app, customized profile: 600 x 400 pixels, PNG, JPEG, and GIF.

PUSH NOTIFICATIONS

Push notifications can be up to 140 characters (including spaces) and externally linked.

BANNER AD

Banner ads will be displayed in the conference app. Please provide images (which will appear behind the text). Supported file types: jpeg, jpg, png, or gif only. The recommended size: 1464 x 420 pixels

DIGITAL AD

Digital ads will be included in a rolling PowerPoint presentation that will run at the conference – in the registration area, at general sessions and during meal functions as appropriate. Finished digital ads should be submitted as a high-resolution png / jpeg image in the following sizes:

Full Screen | 9" wide x 5-1/4" high

Half Screen | 4-1/2" wide x 5-1/4" high

Quarter Screen | 4-1/2" wide x 2-1/2" high

CUSTOM CARDS

Custom cards in the conference app can connect attendees to information found on external websites, link attendees to other pages within Attendee Hub, allow attendees to access personalized content from third-party platforms, or share videos from YouTube, Wistia, or Vimeo.

IMPORTANT INFORMATION

CONFIRMATION

You should receive immediate confirmation through Cvent (the registration platform). We'll be in touch via email with the following steps and specifications regarding YOUR sponsor or exhibitor benefits within two weeks after your online commitment. Please get in touch with Stacey Boswell, sboswell@meetingwise.net, if you don't receive that email.

ATTENDEE REGISTRATION

Additional conference vendor participant registrations (every sponsor and exhibitor representative must be registered), over what is included with your package, are \$645 Early Bird / \$745 Regular. You are limited to a maximum of three (3) additional registrations per vendor.

BADGES

All company employees, representatives, and guests must always wear OTC badges while on conference premises. The badge must not be altered, added to, or defaced in any manner. A company badge will not be accepted instead of the official badge. Companies whose representatives or guests insert a business card into the official badge holder or swap badges will be penalized and unable to participate in future OTC events.

"PERSONS DOING BUSINESS" within the event space must have purchased an exhibit booth or sponsorship, or show management or venue security will remove them from the premises.

CANCELLATION POLICY

For conference commitments, all cancellations must be emailed to sboswell@meetingwise.net and are only valid if you receive a return confirmation that your email has been received. Cancellation by May 31, 2024, will receive a 50% refund; no refund will be given on or after June 1, 2024. Applications for sponsorships are subject to approval by event management and must include a description of your products/services. If the application is declined, payment will be fully returned within 15 business days.

REFUND POLICY

Sponsorship cancellations made by May 31, 2024, will receive a 50% refund. If you registered by check and haven't paid, you will be billed and held responsible for full payment even if you cannot attend. For cancellations on paid registrations made on or before May 31, 2024, all refunds will be made within 15 business days after the conference. No refunds will be issued on cancellations made on or after June 1, 2024.

PAYMENT INSTRUCTIONS

Please make checks payable to Palomar College / CCC TechConnect and include "OTC 2024 Sponsorship" with VENDOR NAME in the memo or on a separate sheet of paper.

Palomar College / CCC TechConnect
Attn: Kathy DeLeon Guerrero Aguon / OTC 2024
1140 W. Mission Road
San Marcos, CA 92069





OTC'24 | TERMS & CONDITIONS

EXHIBIT LOAD-IN AND TEAR DOWN

Exhibitor load-in is tentatively scheduled for Tuesday, June 25th, from 3:30 to 5:30 p.m. and 8:30 to 11:00 a.m. on Wednesday, June 26th. All exhibitors and sponsors MUST be set up by 11:00 a.m. on Wednesday, June 26th. Tear down will begin at or after (not before) 10:15 a.m. on Friday, June 28th, and ends at 12:00 p.m. IMPORTANT: Late setup and early teardown are prohibited, and violation of this policy could result in your company not being able to participate as an OTC sponsor or exhibitor in 2025 and beyond.

BOOTH OCCUPANCY & RESTRICTIONS

Exhibit space not occupied and claimed before 11:00 a.m. on Wednesday, June 26th, for which no special arrangements have been made, may be resold or reassigned by show management without obligation to refund fees or assign the exhibitor to another space. Companies may not share the same exhibit space unless previously approved by show management through a "Booth Share" purchase. Exhibitors may not sublet any portion of exhibit space assigned to their company. Booth setup shall not be allowed to obscure sight lines to and from other exhibitors in any way.

EXHIBITOR CONDUCT

- A) Distribution of promotional materials may only be made from the booth assigned to the Exhibitor, except for special sponsorship promotions. Placement of materials in non-approved areas could impact your future eligibility to participate in OTC and materials will be confiscated.
- B) Exhibitors must conduct business in a dignified and professional way.

OPEN SPACE

OTC has the right to adjust space if necessary to reduce unused space. Booths that must be moved will be moved towards the "center" of the exhibit hall.

POST-CONFERENCE ATTENDEE LIST

A Post-conference attendee list (email addresses only) will be sent to all Sponsors by noon on Wednesday, July 3rd, if not before. Please note this is proprietary information and is to be used for ONE email only.

PRIVATE SPONSOR/EXHIBITOR EVENTS

We recognize that multiple Sponsors and Exhibitors will want to provide private events during the conference for their business purposes. When planning such, please respect the programming times on the conference schedule. Vendor activities must be outside OTC scheduled session and event times (day or evening). We aim to provide a great working environment for all Sponsors and Exhibitors. Your cooperation with the following policies will help us achieve that goal.

DRESS CODE

Company representatives are expected to dress and conduct themselves professionally, consistent with a professional event, and wear their OTC'24 badges.

VIDEOS | PHOTO

Registration and attendance at, or participation in, OTC meetings and other activities constitutes an agreement by the registrant to OTC's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

AUDIO-VISUAL COMPONENTS IN EXHIBITS

Exhibitors conducting live presentations may not use sound amplification. Audiovisual equipment as part of a display is acceptable; however, sound equipment must be regulated so that it doesn't disturb neighboring exhibitors. In addition, spectators may not obstruct aisles or interfere with access to other exhibits. OTC reserves the right to determine when sound levels from audiovisual equipment constitute interference with others or becomes unacceptable. In such cases, sound levels are to be reduced or the equipment will be removed, at the Exhibitor's expense. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in connection with their exhibit.

MEDICAL RELEASE

While OTC does its best to provide the safest possible environment for the events, the attendee acknowledges freely and knowingly that as a result of their registration and participation, they hereby assume responsibility for their own well-being and safety, releasing OTC and MeetingWise LLC of any harm.





OTC'24 | TERMS & CONDITIONS CONT.

GIVEAWAYS

Exhibitors may provide giveaways including contests and drawings, within their designated exhibit space. Though OTC will post winner names in the registration area as requested, it is up to the Exhibitor to get items to winners so be sure to collect cell numbers and addresses as needed. Containers for drawing and giveaway items are the responsibility of the vendor and will not be provided by show management or the venue.

STORAGE

Nothing may be stored behind booths or back wall drapes. All exhibits are subject to inspection by OTC and the Fire Marshall throughout the show to ensure safety. Adherence to all fire and safety regulations of the hotel is mandatory. The decorator will provide storage options.

FOOD AND BEVERAGE

The facility must provide all food and beverages consumed on the premises. Should you desire food and/or beverages for your booth or special event, show management will connect you with the appropriate parties for arrangements and payment.

USE OF OTC NAME AND LOGO

Using the OTC logo on displays, signs, giveaways, promotional literature, or other materials is prohibited. The acronym "OTC," regarding your participation in the conference, may be used in promotional materials only with the express written approval of OTC. All design concepts and promotional materials involving the OTC name should be sent to sboswell@meetingwise.net before printing.

INSURANCE

Exhibitors understand that neither OTC nor the Long Beach Convention Center or the exposition services contractor maintain insurance covering the exhibitors' property. Exhibitors must obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury. If requested by OTC, exhibitors shall provide OTC with certificates evidencing the required coverage before the conference.

PROPERTY DAMAGE

Neither OTC nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and OTC and Exhibitor expressly waive any claim for liability against the other party hereto concerning any such loss or damage. If such occurrence results in the cancellation of the exposition, each party hereby releases the other from obligations under this contract.

USE OF CERTAIN PROPERTY

The Exhibitor will assume all costs arising from patented, trademarked, or franchised materials, devices, processes, or dramatic rights used on or incorporated in the space. Exhibitor shall indemnify, defend, and hold harmless OTC and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind of nature, which might result from or arise out of the use of any such material(s) described above.

SECURITY

The Long Beach Convention Center provides roving 24-hour security for the inside of the convention center. The furnishing of such services shall not be construed as any assumption of obligation or duty concerning the protection of the property of Exhibitors, which shall, at all times, remain in the sole possession and custody of each Exhibitor and shall be the sole responsibility of each Exhibitor. For added protection, however, OTC recommends each Exhibitor to obtain insurance on booth material, equipment and personnel as outlined above. Security service for individual booth spaces will be available to exhibitors at their own expense. Contact show management for security information.

CANCELLATION OF OTC 2024 CONFERENCE & TRADE SHOW

It is mutually agreed that in the event OTC'24 is cancelled due to disaster, strike, labor or dispute, governmental intervention, malicious damage, acts of war, or other causes which would prevent its scheduled opening or continuance, then and thereupon the agreement will be terminated and OTC shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration of expenditures and commitments already made.

