ONLINE TEACHING CONFERENCE

California Community Colleges | TechConnect

TEACHING FORWARD

ADVANCING HUMAN-CENTERED ONLINE LEARNING

JUNE 28-30, 2027 • HILTON ANAHEIM

Be Part of What's Next in Online Learning.

The **Online Teaching Conference, brought to you by the Palomar College and CCC TechConnect**, funded by the California Community Colleges Chancellor's Office, brings together educators, instructional designers, technology professionals, administrators, and industry leaders dedicated to shaping the future of online education.

In June 2027, nearly **1,000 attendees** will gather in Anaheim to exchange innovative ideas, discover practical solutions, forge valuable connections, and explore new opportunities to advance online teaching and learning.

CONFERENCE VENUE: HILTON ANAHEIM







PUT YOUR ORGANIZATION AT THE CENTER OF THE CONVERSATION.

As a sponsor or exhibitor, you'll have the opportunity to connect with educators, administrators, and decision-makers who are actively shaping the future of online education. Showcase your innovative tools, technologies, and services, build meaningful relationships, and position your organization as a valued partner in advancing online teaching and learning.

Attendee Activations ***NEW*** -- offer even more ways to elevate your brand visibility and engage directly with conference participants. These unique sponsorship opportunities create memorable experiences, spark conversations, and help your organization stand out beyond the exhibit hall.

CONNECT with engaged professionals

SHOWCASE your solutions

BUILD meaningful relationships

INCREASE brand visibility

SCAN HERE TO EXPLORE OPPORTUNITIES

REGISTER NOW
REGISTER NOW
REGISTER NOW

COMPARISON BY LEVEL

All sponsorships include a company listing on the OTC'27 website, in the conference app (Cvent Events), and in the printed program bulletin. Additionally, sponsors will receive a 10' x 10' pipe-and-drape booth package, which includes a 7" x 44" ID sign, a 6' table, two chairs, a wastebasket, and basic electrical service.

Each booth is limited to one company. Vendors wishing to share booth space with another company must purchase a Booth Share option (Fee: $1,000). Booth sharing is not permitted without this additional purchase.

BENEFITS	TWO OPPORTUNITIES DIAMOND SPONSOR $10,000	FIVE OPPORTUNITIES GOLD SPONSOR $7,500	TEN OPPORTUNITIES SILVER SPONSOR $5,000	BRONZE SPONSOR $3,500	EXHIBITOR $2,500
Exhibit Hall Badges	5	4	3	2	1
Exhibit Booth	Double	Double	Standard	Standard	Standard
Event Sponsor *Signage & Recognition*	Registration Area & Networking Lounge	Lunch	Breakfast	Refreshment Break	
Digital Ad	Full Screen	Full Screen	Half Screen	Quarter Screen	
Video Message or *Speaking Time*	2 Minutes	1 Minute	30-Seconds		
Push Notification *Conference App*	3	2	1		
Post-Event Conference Attendee List *Includes all opted-in attendees*	✓	✓	✓		
Email Ad *Included in a KBYG or Wrap Up Email*	✓	✓			
Concurrent Session *Must present with a California Community College*	✓	✓			
Pre-Event Conference Attendee List *Includes all opted-in attendees*	✓				
Custom Card & Rotating Banner *Conference App*	✓				
Promotional Item	Lanyard or Hotel Keycard				

ATTENDEE ACTIVATIONS *NEW* & OPTIONAL ITEMS

An **Attendee Activation** is a flexible sponsorship opportunity that helps brands engage directly with conference attendees. **Attendee Activations can be purchased as a standalone opportunity. Each activation includes one full conference registration,** allowing the sponsor to participate in the conference, promote their brand, and connect with attendees.



ATTENDEE VISIBILITY PACKAGE

$2,000

Stay connected with attendees before, during, and after the conference without exhibiting.

INCLUDES:

- Attendee Bag Insert
- Full-Page Digital Ad
- Acknowledgment in the conference program and conference app



INTERACTIVE PHOTO EXPERIENCE

$2,000

Where your brand meets fun at the Welcome Event.

INCLUDES:

- Prominently incorporate the sponsor logo into the photo experience at the Monday Night Event.
- Sponsor branding on the digital photo/GIF output
- Branded activation signage at the entrance/party
- Pre-Conference Promotion
- Acknowledgment in the conference program and conference app



PROFESSIONAL HEADSHOT LOUNGE

$3,500

Support attendees as they invest in their professional brand.

INCLUDES:

- Sponsor logo displayed in the Headshot area
- Opportunity to provide branded takeaway
- Sponsor recognition on digital photo download communications
- Pre-Conference Promotion
- Acknowledgment in the conference program and conference app



WELLNESS LOUNGE

$4,000

Help attendees recharge and refocus throughout the conference.

INCLUDES:

- Exclusive Naming Rights and Branded Lounge Experience
- Opportunity to provide branded takeaway
- Pre-Conference Promotion
- Acknowledgment in the conference program and conference app



ADDITIONAL CONFERENCE REGISTRATIONS

$745

All sponsor and exhibitor representatives must register for the conference. Additional registrations beyond those included in your sponsorship or exhibitor package are $745 per person, with a maximum of three (3) additional registrations per vendor.

DECO RETREAT SPONSORSHIPS

WANT MORE VISIBILITY AT OTC'27?

Take your participation to the next level by adding a DECO Sponsorship! This exclusive opportunity expands your brand exposure, increases attendee engagement, and helps your organization stand out.

The **California Community College Distance Education Coordinators Organization (CCC DECO)** hosts its annual retreat on the opening day of the Online Teaching Conference, bringing together more than **100 faculty, staff, administrators, and leaders dedicated to advancing distance education.**

Sponsoring the CCC DECO Retreat offers a unique opportunity to connect with key decision-makers, showcase your solutions, and increase your organization's visibility among influential leaders shaping the future of online education across California's community colleges.

REGISTER NOW

COMPARISON BY LEVEL

DECO BENEFITS	ONE OPPORTUNITY PRESENTING $5,000	THREE OPPORTUNITIES GOLD $2,500	FIVE OPPORTUNITIES SILVER $1,500
Exclusive Title Sponsor	EXCLUSIVE ✓		
Dedicated Sponsor Spotlight Email	EXCLUSIVE ✓		
Lunch Sponsor		✓	
Opportunity to Share Educational Resource / QR code	✓	✓	
Speaking Opportunity	DEDICATED TIME ON AGENDA 5 Minutes	DURING WELCOME 3 Minutes	DURING LUNCH 1 Minute
Exhibit Table at DECO Retreat	✓	✓	✓
DECO Attendee Registration(s)	3	2	1
Logo on DECO Printed Materials & Signage	✓	✓	✓
Recognition in DECO MKG Emails	Featured	Logo	Name Only
Recogition in OTC'27 Conference App	✓	✓	✓
DECO & OTC'27 Digital Advertisement	Full Page	Half Page	Quarter
Recognition in Post-Event Thank-You Email	Featured	Logo	Name Only

Please note: Participation in OTC'27 through a sponsorship, exhibit, or attendee activation is required to purchase a DECO Sponsorship. DECO Sponsorships are available exclusively as an add-on to OTC'27 participation.

DELIVERABLES

It's time to showcase your organization! As part of your sponsorship, you have the opportunity to increase your visibility and connect with conference attendees through a variety of marketing and promotional benefits.

CONFERENCE APP INCLUSIONS

Each vendor will have the ability to **customize their conference app profile** through the OTC'27 Sponsor Portal. These profiles will showcase your unique offerings, provide contact information, and feature a gallery of images and videos to highlight your products or services.

COMPANY LOGO

Images should be in high resolution, either JPEG or PNG format, with a minimum of 300 DPI, and transparent when necessary.

PROFILE BANNER

The profile banner is showcased at the top of your customized profile and can be uploaded on JPEG, JPG, PNG, or GIF formats. For the best visual presentation, we suggest using dimensions of 1872 x 320 pixels.

CUSTOM CARDS

Custom cards in the conference app serve various purposes:

- They can link attendees to external websites.
- Connect attendees to other pages within CVENT events.
- Enable access to personalized content from third-party platforms.
- Share videos from YouTube, Westia, or Video

PUSH NOTIFICATIONS

Push notifications can consist of up to 140 characters, including spaces, and can include external links.

ROTATING BANNER AD

Rotating Banner ads will rotate within the conference app home screen. The accepted file formats are JPEG, JPG, PNG, and GIF. We recommend dimensions of Required size: 1464 x 420 pixels for optimal display.

EMAIL AD

Email advertisementss will be showcased in either a Know Before You Go (KBYG) or conference Wrap email. Make sure that the completed email ads are submitted in PNG format, sized at 640 x 320 pixels.

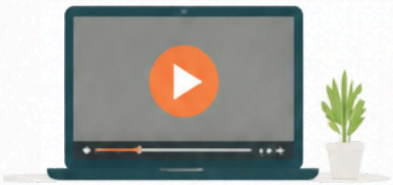
DIGITAL AD



Digital ads will be featured in a continuous slideshow presentation that will be displayed at the conference, including the registration area, general sessions, and meal functions as suitable.

For submission, the finalized digital ads should be in the form of a high-resolution, widescreen (16:9) PowerPoint slide or a .png/pg image image in the specified dimensions:

- 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
- Business Card | 2-1/2° wide x 2-1/2° high



SPONSOR VIDEOS

Transitioning to Video Messages | Moving forward, we encourage the use of video messages instead of in-person presentations. Here's why:

- **Enhanced Creativity:** Videos enable you to meticulously craft your presentation, allowing for the use of creative backgrounds and slides.
- **Reusable Content:** A video message can be shared and viewed multiple times, whereas a live presentation is a one-time opportunity.
- **Increased Visibility:** Those who submit a video message will benefit from having links to their messages featured in the conference app for on-demand viewing, as well as inclusion in one of several emails sent to conference participants (either before or after the event).

Sponsorship Options:

- **Diamond or Gold Sponsors** can deliver their message in person or submit a video to play during the Welcome or a General Session.
- All other submitted videos will be played continuously in the Registration Area.

TERMS & CONDITIONS

As a condition of participation, the Sponsor or Exhibitor agrees to adhere to all terms and conditions outlined here. Sponsor or Exhibitor representatives who conduct themselves in an unprofessional manner may be dismissed from the event without refund or appeal. The CCC TechConnect's Online Teaching Conference 2027 reserves the right to amend any and all rules and requirements at any time.

PAYMENT INSTRUCTIONS
You can pay by credit card or check. Please make checks payable to Palomar College / CCC TechConnect and include "OTC 2027 Sponsorship" along with your VENDOR NAME in the memo or on a separate sheet.

Palomar College / CCC TechConnect
Attn: Kathy DeLeon Guerrero Aguon / OTC 2027
1140 W. Mission Road
San Marcos, CA 92069

ATTENDEE REGISTRATION
All sponsor and exhibitor representatives must register for the conference. Additional registrations beyond those included in your sponsorship or exhibitor package are $745 per person, with a maximum of three (3) additional registrations per vendor.

BADGES
All employees, representatives, and guests from your company must always wear OTC badges while on conference premises. Do not modify, add to, or deface these badges in any way. A company badge cannot substitute for the official badge.

BOOTH OCCUPANCY & RESTRICTIONS
Show management may resell or reassign exhibit space not occupied and claimed before 5:00 p.m. on Monday, June 28th, for which no special arrangements have been made, without obligation to refund fees or assign the exhibitor to another space. Companies may not share the same exhibit space unless show management has previously approved it through a "Booth Share" purchase. Exhibitors may not sublet any portion of exhibit space assigned to their company. Booth setup shall not obstruct sight lines to and from other exhibitors.

BOOTH SHARE
Exhibitors may not share, assign, or subset booths or any part of their allotted space unless they purchase a Booth Share. They shall not exhibit, or permit to exhibit in their area, any merchandise or advertising materials that are not part of their regular products and services. **Conference registrations may not be shared with company representatives who are not registered sponsors or exhibitors.**

A Booth Share purchase lets you bring in **one additional company** to share your booth space. You pay the $1,000 fee directly to OTC as part of your registration, then arrange reimbursement from the other company as needed.

The **booth share fee of $1,000 covers** the following items for the second company:

- One (1) OTC'27 registration
- A company listing on the OTC'27 website, in the conference app, and the conference bulletin *(as an exhibitor)*

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

POST-CONFERENCE ATTENDEE LIST
A post-conference attendee list (email addresses only) will be sent to sponsors and any other vendor who purchased a post-conference attendee list by noon on Tuesday, July 6th, if not before. Please note that this information is proprietary and will 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 these events, please respect the conference schedule. Vendor activities must be outside of 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'27 badges.

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

TERMS & CONDITIONS

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 to avoid disturbing 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 become 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 CONCENTRA-Conference Management Services of any harm.

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.

GIVEAWAYS

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

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 sponsors@onlineteachingconference.org before printing.

INSURANCE

Exhibitors understand that neither OTC nor Hilton Anaheim nor the exposition services contractor maintains 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 an 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

Hilton Anaheim 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 that each Exhibitor 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 2027 CONFERENCE & TRADE SHOW

It is mutually agreed that in the event OTC'27 is canceled 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.