



Sponsorship Program

Show them you are a leader...become a Meeting sponsor!

When you're a player in the SIF Marketplace, you need to make a strong statement of support. Declare your commitment and signal your presence to future customers and competitors. Sponsors help support the cost of the meeting space, meeting materials and food and beverage for all attendees. Show your support for SIF Development!

Benefits of Sponsorship

- ❖ **Stake out market position** by demonstrating committed support of SIF Implementations and SIF Development.
- ❖ **Determine sales potential** after face time with decision makers.
- ❖ **Identify and improve product features** with feedback from your target audience.

Annual Meeting Profile

Event Information

- Date: 19-21 January 2011
- City: Washington, DC
- Host Hotel: Washington Marriott
- 3 day conference
- Open to members & non-members

Publicity (membership) : 2300+ contacts

- Email
- Newsletter
- Website

Publicity (industry):

- SIF Association web site
- PR postings

Target Attendee Demographics - US, UK and AU:

- ✓ State Departments of Education
- ✓ Local School Districts/Local Education Authorities
- ✓ Regional Education Entities
- ✓ Schools
- ✓ Vendors
- ✓ Federal Ministries of Education
- ✓ Partners
- ✓ Government Agencies

Registration for Sponsorship

Please contact Larry Fruth for further information and to make a commitment.



Sponsorship Opportunities 2011 Annual Meeting

Diamond Sponsor – Maximum of 4	\$4,000.00
<ul style="list-style-type: none"> ❖ Same as the Gold Sponsor and: ❖ Implementation Showcase - Sponsor Session <ul style="list-style-type: none"> ○ Requires LEA/SEA participant ○ 1 hour breakout session ○ Sponsor selects implementation for presentation ○ Guest discounts for up to 2 invited LEA/SEA representatives ○ Best practices sharing – panel discussion and/or presentation ❖ Conference Program – ½ page ad on back cover ❖ Opening remarks acknowledgement – Mention as sponsor 	
Gold Sponsor – No Maximum	\$2,500.00
<ul style="list-style-type: none"> ❖ Same as the Silver Sponsor and: ❖ Focus Group Breakfast <ul style="list-style-type: none"> ○ 1 hour breakfast meeting with 10-15 End User attendees ○ 1 representative from each Sponsor can attend ○ Sponsors can provide input on discussion topics ❖ Conference Program – ¼ page ad in sponsor section ❖ Logo projection on prominent wall during conference 	
Silver Sponsor – No Maximum	\$1,000.00
<ul style="list-style-type: none"> ❖ Same as the Bronze Sponsor and: ❖ Logo Display - Logo will be displayed during the meetings ❖ Presentation Table for Sales display & materials ❖ Conference Program - Logo in sponsor section 	
Bronze Sponsor – No Maximum	\$500.00
<ul style="list-style-type: none"> ❖ Same as the Logo Sponsor and: ❖ Website – Logo will be displayed on the Event website ❖ Conference Program –Mention in sponsor section ❖ Event Marketing - in all pre-meeting marketing including: <ul style="list-style-type: none"> ○ Newsletters ○ Weekly emails ○ Targeted messaging ○ Press releases ○ Articles ❖ Attendee Bag - Promotional materials included in bag 	
Logo – No Maximum	\$200.00
<ul style="list-style-type: none"> ❖ Logo - will be included in program 	