The Benefits of
Sponsoring A Virtual Event

Don't miss the chance to get your message out to over 300 attendees who will gather for the first-ever VIRTUAL ITEA Symposium. We are pleased to offer you several ways to be a visible presence at the event.

Why sponsoring will provide excellent short and long term outcomes:

- **Support the ITEA scholarship fund**

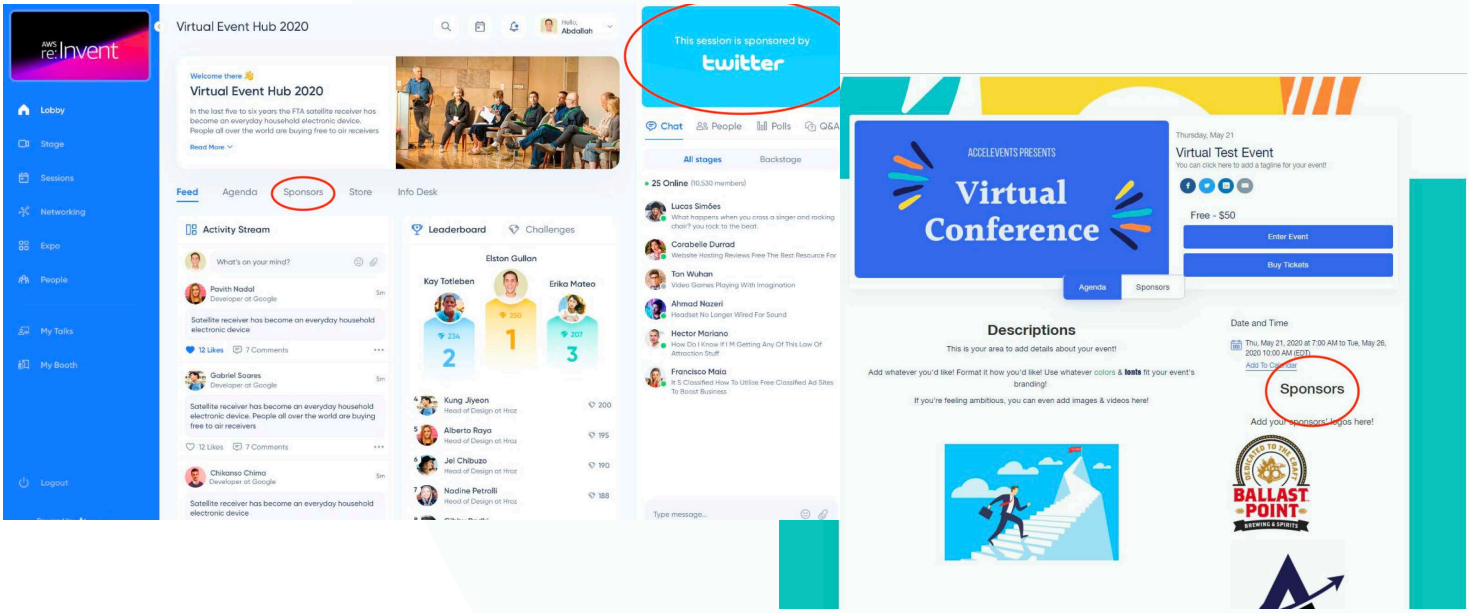
  ITEA is a 501(c)(3) professional education association dedicated to the education and advancement of the test and evaluation profession. Your sponsorship will directly impact the ITEA scholarship fund—which assists deserving students and schools in their pursuit of academic disciplines related to the test and evaluation profession.

- **Build new relationships**

  Interact directly with dozens of new contacts in a virtual setting. We are in this together! Tell your story in a conversation using text, audio and video chat. Tap into a new source of networking and become part of the bigger conversation in this event and all subsequent conversations that follow.

- **Brand presence**

  We will proudly display your logo on the event page, and on social media banners, within the virtual conferencing platform. We will also send out emails to the audience in advance, as well as post on LinkedIn. We want the community to recognize the contributors who make this event possible!



Sponsorship Tiers

All sponsors receive acknowledgment on the ITEA Symposium website page by contribution level, including your company logo and hyperlink to your website; recognition in an issue of The ITEA Journal of Test and Evaluation; post conference attendee list; and your logo prominently displayed in the "Thank you to our Sponsors" section of the event landing page.

Sponsorships	Event Sponsor	Gold	Silver	Bronze
Complimentary Full Registration	8	4	2	1
Full page advertisement on the back cover of an issue of the ITEA Journal	✓			
30-second video advertisement	✓			
Branding on the main banner of the event landing page and virtual conference site	✓			
Verbal recognition during the event leadership	✓	✓	✓	✓
Virtual raffle prize promotion	✓	✓		
Digital advertisement posted on the event feed of the main page	✓	✓		
Recognition in the Symposium's conference marketing campaigns	✓			
Targeted e-mail blasts to ITEA database	✓			
Clickable logo in rotating carousel	✓	✓	✓	✓
Clickable logo in the “Sponsors” section of the event landing page	✓	✓	✓	✓
Sponsorship of main stage or breakout session		✓	✓	
Free small exhibit booth with access to leads and live video chat	✓	✓		
	$15,000	**$3,500**	**$1,500**	**$500**

EVENT SPONSOR

SOLD

1 spot available
$15,000

- Full page, Full Color advertisement on the back cover of an issue of the ITEA Journal.
- Exhibitor Spotlight! A 30-second video advertisement to be played during the first 30 minute break of each day. Will be captured in the on-demand recording.
- Branding on the main banner of the event landing page and virtual conference site, showing that your company sponsored the event. ** Main banner will be fixed the entire show for maximum exposure.**
- Verbal recognition at the Opening Keynote by leadership that is captured in the on-demand recording.
- Opportunity to have your virtual raffle prize promoted by ITEA through e-mail, and on the virtual conference platform.
- Digital advertisement posted on the event feed of the main page (2000x500)
- Recognition in the Symposium's conference marketing campaigns as Event sponsor of event.
- One-time opportunity to send targeted e-mail with content of your choice to attendees through ITEA.
- Clickable logo in rotating carousel located on the upper right hand corner of the virtual conference site.
- In the “Sponsors” section of the event landing page, your clickable logo will be the most visible and prominently placed of all the partners. (Largest footprint out of the 3 sizes)
- Free small exhibit booth with access to leads and live video chat.
- Eight (8) registrations for staff or customers.

GOLD SPONSOR

$3,500

- Verbal recognition during the event by leadership that is captured in the on-demand recording.
- Sponsorship of main stage or breakout session. Your logo will be the only prominently displayed logo for that session/main stage while attendees wait for sessions to start. Logo will also be visible after the event has ended via "on-demand."
- Opportunity to have your virtual raffle prize promoted by ITEA through e-mail, and on the virtual conference platform.
- Digital advertisement posted on the event feed of the main page (2000x500)
- Clickable logo in rotating carousel located on the upper right hand corner of the virtual conference site.
- In the “Sponsors” section of the event landing page, your clickable logo will be the 2nd most visible and prominently placed of all the partners. (Medium footprint out of the 3 sizes)
- Free small exhibit booth with access to leads and live video chat.
- Four (4) registrations for staff or customers.

SILVER SPONSOR

$1,500

- Verbal recognition during the event by leadership that is captured in the on-demand recording.
- Sponsorship of main stage or breakout session. Your logo will be the only prominently displayed logo for that session/main stage while attendees wait for sessions to start. Logo will also be visible after the event has ended via "on-demand."
- Clickable logo in rotating carousel located on the upper right hand corner of the virtual conference site.
- In the “Sponsors” section of the event landing page, your clickable logo will be visible and prominently placed. (Smallest footprint out of the 3 sizes)
- Two (2) registrations for staff or customers.

BRONZE SPONSOR

Available for Small Organizations only (under 50)

$500

- Verbal recognition during the event by leadership that is captured in the on-demand recording.
- Clickable logo in rotating carousel located on the upper right hand corner of the virtual conference site.
- In the “Sponsors” section of the event landing page, your clickable logo will be visible and prominently placed. (Smallest footprint out of the 3 sizes)
- One (1) registration for staff or customers.

A LA CARTE

- Exhibitor Spotlight! A 30-second video advertisement to be played during the first 30 minute break of each day. Will be captured in the on-demand recording. ***$1,000***
- One-time opportunity to send targeted e-mail with content of your choice to attendees through ITEA. ***$800***
- Digital advertisement posted on the event feed of the main page (2000x500) ***$500***
- Sponsorship of main stage or breakout session. Your logo will be the only prominently displayed logo for that session/main stage while attendees wait for sessions to start. Logo will also be visible after the event has ended via "on-demand." ***$300***

Come be part of the first ever ITEA Virtual Symposium!

SPONSOR APPLICATION

Sponsoring Organization

Company/Organization Name

Mailing Address

City State Zip

Website Address E-Mail

Sponsorship Tier

- ☐ ~~**$15,000** Event Sponsor~~ sold
- ☐ **$3,500** Gold
- ☐ **$1,500** Silver
- ☐ **$500** Bronze

A La Carte

- ☐ **$1,000** Exhibitor Spotlight 30-second video advertisment
- ☐ **$800** E-mail blast to ITEA Database
- ☐ **$500** Digital Advertisment on event feed of virtual conference site
- ☐ **$300** Main Stage or breakout session sponsor.

Complimentary Symposium Sponsor Registrations

(Note: Tutorial Registrations are a separate fee)

Name Title

Mailing Address

City State Zip

Organization E-Mail Phone

Name Title

Mailing Address

City State Zip

Organization E-Mail Phone

Payment Information

- ☐ **Check [pay to ITEA]**
- ☐ **Visa**
- ☐ **Mastercard**
- ☐ **American Express**
- ☐ **Discover**

Total $

Card Number **Exp. Date** **Security #**

Cardholder's Name [please print]

Cardholder's Signature

Agreement | *Sponsor agrees to abide by the Exhibitor Terms and Conditions as specified by the ITEA Exhibit Application and in the Exhibitor Service Kit if booth is included in sponsorship.*

Printed Name

Signature **Date**

Title

Confirmation will be sent to you upon processing of full payment or generation of invoice.

Return signed contract and payment to:
International Test & Evaluation Association
11350 Random Hills Rd., Suite 800
Fairfax, VA 22030-6044
Office: 703-631-6220

OR E-mail to:
Lena@itea.org [For the security of your data, do not email credit card information. You may call the office to pay by phone.]

ITEA USE ONLY

Date Received: **CK Number:**