



## Sponsorship Opportunities for our Diamond Anniversary



Spectrum 2019

The Rochester Chapter of the Society for Technical Communication brings its **60<sup>th</sup> annual conference**, Spectrum, to the Rochester Institute of Technology (RIT) March 24–26.

Our theme: “Remember yesterday. Plan tomorrow. Celebrate today!”

**This premier regional conference attracts around 100 technical writers, editors, managers, illustrators, content strategists, instructional and usability designers, researchers, students, and career transitioners.**

Keynote speaker, founding member of the Information 4.0 Consortium **Toni Ressaire**, will tell attendees about their role in this Information 4.0 era. As a sponsor, you will have multiple opportunities to share your message and products directly with attendees. *Please inquire about customized sponsorships that may be available to meet your specific needs.*

	Exhibitor \$800	Exhibit + Single Event \$1,200 (\$2,000 value)	Silver \$3,000 (3 available)	Gold \$4,000 (2 available)	Platinum \$5,000 (1 available)
Exhibit booth	✓	✓	✓	✓	✓
Post-conference list of attendees	✓	✓	✓	✓	✓
Verbal recognition during Monday luncheon	✓	✓	✓	✓	✓
Logo on STC Rochester website	✓	✓	✓	✓	✓
Logo on Spectrum marketing emails	✓	✓	✓	✓	✓
<a href="#">5-minute lightning talk*</a>	Available to first six sponsors or exhibitors				
Complimentary Registration	1	1	2	2	3
<a href="#">Sponsored Event**</a>		1 event	1 event	1 event + 1 workshop	Keynote presentation + 1 event or workshop
One-page insert or promotional item (provided by you and included in attendees' goodie bags)			✓	✓	✓
Logo included in three (3) post-conference email blasts to STC-Rochester distribution list			✓	✓	✓
Name Prominently Displayed in Selected Conference Room				✓	✓
Logo or Ad in Program***			1/4-page	1/2-page	Full-page

*Note: Registrations include all pre-conference and conference activities.*



**\*Sponsor Lightning Talks**

As a special sponsorship benefit, the first six companies to confirm support of Spectrum will have the opportunity to address the entire Spectrum audience for 5 minutes during lunch, when all attendees and speakers are together.

You will have 5 minutes to answer questions, such as:

- What is your company’s vision?
- How has your product or service evolved to meet the needs of our industry?
- Where do you see your product or service in the future?
- Why should people want to have a relationship with you as a representative of your company?

**\*\*Sponsored Events**

Underwrite one of Spectrum’s main events or workshops. Your company sponsorship will be announced before and after the sponsored event and your logo will be prominently displayed. Events are available on a first-come, first-serve basis.

Typical conference schedule of events			
<b>Sunday</b>	Afternoon	Leadership Day	Available for sponsorship
	Evening	Pre-conference Reception, Dinner, Rochester Chapter recognitions	Available for sponsorship
	Post-Dinner	Party or recreational activity (i.e. Karaoke)	Available for sponsorship
<b>Monday</b>	Morning	Continental Breakfast	Available for sponsorship
	Morning	Keynote address	Available for sponsorship
	Morning	Two sessions of informative presentations and progressions, with approximately 10 presentations and progressions to choose from.	
	Awards Luncheon	Technical Communication Summit Awards, sponsor lightning talks.	Available for sponsorship
	Afternoon	Two sessions of informative presentations and progressions, with approximately 10 presentations/progressions to choose from	
	Afternoon	Coffee break	Available for sponsorship
	End of Day	Speaker lightning talks x4	Available for sponsorship
	End of Day	Prize giveaways	Available for sponsorship
	Post- Conference	After Party	
<b>Tuesday</b>	Workshops	Two morning Workshops and two afternoon workshops	Available for sponsorship
Throughout the day, there will be time to network with attendees and share your products and services in the exhibit area.			