



GITA Phoenix Conference

Phoenix Convention Center

Phoenix, Arizona

March 5-6, 2018

Sponsor Information

www.gitasw.org

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The GITA Phoenix Conference

About the Conference. For the past three years the Geospatial Information & Technology Association (GITA) has been providing geospatial focused presentations to the nation's premier underground utility sensing conference, the CGA 811 Excavation Safety Conference & Expo. Beginning in spring 2017, discussions began about the potential for expanding that effort to include placing a traditional GITA developed GIS conference at the beginning of the CGA 811 Excavation Safety Conference & Expo. Driving these discussions was the realization by both parties that there was an ever-increasing interest in the use of geospatial technologies in the underground sensing community, and much of the geospatial business community was missing out on the opportunity to become engaged with a user community hungry for GIS products that could support their efforts. As a result, in October 2017, GITA and the owner of the CGA 811 Excavation Safety Conference & Expo – Infrastructure Resources – reached an agreement to produce back-to-back conferences and share an exhibit hall as a way to introduce the respective communities to one another. The GITA Phoenix Conference will run March 5-6, 2018, while the CGA 811 Excavation Safety Conference & Expo will run March 6-8, 2018.

About this Document. This document has been created to explain the **sponsorship opportunities** available for the GITA Phoenix Conference ONLY. Infrastructure Resources is selling sponsorship opportunities for the CGA 811 Excavation Safety Conference & Expo through its event website which can be found at: CGAconference.com.

GITA Vendors. Any GITA vendor wishing to purchase exhibit hall space should review the information provided on the GITA Phoenix Conference website at www.gitasw.org/exhibit/. Infrastructure Resources is managing exhibit hall sales for both the GITA Phoenix Conference and CGA 811 Excavation Safety Conference & Expo, but there is important GITA related information on that page which should be reviewed before contacting Infrastructure Resources.

Payment of Sponsor Fees: To hold down costs, sponsorship payments are made online using a credit card. Use the link found under the appropriate tab at www.gitasw.org/exhibit/. Questions about special circumstances requiring other forms of payments should be directed to: Steve Swazee, admin@gita.org, 844 - 447 – 4482, (844 - GIS - GITA), Geospatial Information & Technology Association (GITA), 1360 University Ave. West, Suite 455 St. Paul, MN 55104-4086. Payment is due in full before the associated sponsorship will be assigned.

Sponsorship Opportunities

Overview: The table below provides a summary of the sponsorship opportunities available for the GITA Phoenix Conference. Details are available in the pages that follow.

Type	Number Available	Opportunity	GITA Phoenix Admissions Included	Cost	Details on Page
Platinum	1	Poken	2	\$10,000	3
Gold	1	Event Registration and Lanyard	2	\$5,000	4
Silver	2	GITA Southwest Social Host	1	\$2,500	5
Silver	2	Keynote Podium Logo	1	\$2,500	6
Bronze	2	Breakout Rooms Popup Floor Banner	NA	\$500 +	7
Bronze	4	Event Email Blast	NA	\$500	8
Bronze	1	Onsite Program - Back Cover Ad	NA	\$500	9
Bronze	4	Refreshments for Session Breaks	NA	\$500	9
Bronze	1	Registration Bag	NA	\$500 +	10
Bronze	6	Registration Bag Stuffer	NA	\$500 +	11
Bronze	4	Southwest Social Door Prizes	NA	\$500	11
Bronze	4	Student Financial Assistance	NA	\$500	11

Exclusivity and Mix-and-Match. No one knows your marketing needs like you do. Sponsorship opportunities can be bought individually, in multiples to achieve exclusivity, or bundled across types to suit your needs.

Open to Other Sponsor and Vendor Offers: Are you a potential sponsor and have other ideas about how you could contribute to making GITA Phoenix an amazing event? We are open to that possibility, so send us an email at: admin@gita.org.

Platinum Opportunity

Type	Number Available	Details	Admissions Included	Cost
Platinum	1	<p style="text-align: center;">Poken</p> <p style="text-align: center;">Lead the Way with Innovation!</p> <p>A revolutionary way to harness the power of any industry event, Poken’s innovative approach to generating high quality leads and connecting people with each other is a fun way to build value and create interaction for participants. Poken is a USB drive that attendees use to share a digital business card, download important information, and provide a footprint of their conference experience. All attendees will receive a Poken device with your logo on it which they can continue to use to extend the conversation up to two years post-event! Your logo remains on their personal portal for the entire time.</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> • 2 admissions to GITA Phoenix • Banner of your company logo at registration acknowledging your sponsorship (sponsor provides a hi-res, current logo to GITA who will create the banner) • Sponsor logo printed on all Poken device caps • Sponsor logo on every attendee’s personal portal • Event recognition of sponsorship <ul style="list-style-type: none"> ○ Conference website ○ Relevant social media mentions ○ Onsite program ○ Onsite event signage ○ Logo in PPT shown before keynotes ○ Conference opening remarks “Thank You” • Up to a 45-minute breakout session • Attendee list access • Sponsor buttons for every employee attending the conference to wear on their name badge 	2	\$10,000

Gold Opportunity

Type	Number Available	Details	Admissions Included	Cost
Gold	1	<p style="text-align: center;">Event Registration and Lanyard</p> <p style="text-align: center;">Your Logo Around Everyone’s Neck for the Entire Conference!</p> <p>Every attendee at the GITA Phoenix Conference must wear a badge to gain access to the many activities held during this event. Keep your company logo front and center by providing lanyards with your logo to be worn by all participants. In addition, your company logo is prominently displayed at the event registration counter.</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> • 2 admissions to GITA Phoenix • Banner of your company logo at registration acknowledging your sponsorship (sponsor provides a hires, current logo to GITA who will create the banner) • Distribution of your company logoed lanyards with each badge provided (Sponsor to provide a lanyard imprinted with the organization's name which will be used by all attendees. Acceptable specifications: 17-22” long, up to ¾” wide, clip end required, and total count of 250. Delivered to GITA by February 13. GITA must approve badge holder prior to purchase.) • Event recognition of sponsorship <ul style="list-style-type: none"> ○ Conference website ○ Relevant social media mentions ○ Onsite program ○ Onsite event signage ○ Logo in PPT shown before keynotes ○ Conference opening remarks “Thank You” • Up to a 45-minute breakout session • Attendee list access • Sponsor buttons for every employee attending the conference to wear on their name badge 	2	\$5,000

Silver Opportunity

Type	Number Available	Details	Admissions Included	Cost
Silver	2	<p style="text-align: center;">GITA Southwest Social Host</p> <p style="text-align: center;">Get Noticed as the Hostess with the Mostest!</p> <p>Everyone wants to be the BIG CHEESE. Here is your chance. Make your presence known at this opening night event focused on GITA's Southwest members. Your logo will be prominently displayed near the serving stations for all to see. Certain to create a lasting impression!</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> • 1 admission to GITA Phoenix • Company logo on signage in proximity to hors d' oeuvre and appetizer tables during reception • Event recognition of sponsorship <ul style="list-style-type: none"> ○ Conference website ○ Relevant social media mentions ○ Onsite program ○ Onsite event signage ○ Event opening remarks "Thank You" • 20 drink tickets to distribute at will (additional tickets are available for purchase) • Up to a 45-minute breakout session • Attendee list access • Sponsor Buttons for every employee attending the conference to wear on their name badge 	1	\$2,500

Silver Opportunity

Type	Number Available	Details	Admissions Included	Cost
Silver	2	<p style="text-align: center;">Keynote Podium Logo</p> <p style="text-align: center;">Get Noticed as the Conference’s Educational Champion!</p> <p>Nothing communicates like a logo on the speaker’s podium. Indeed, little doubt who the President of the United States is with the Presidential Seal clearly visible with every word spoken. So, make the leap to the BIG TIME, in a BIG WAY, by having your corporate logo prominently displayed on the keynote speaker’s podium during one of the two keynote presentation slots.</p> <p>Sponsorship Includes:</p> <ul style="list-style-type: none"> • 1 admission to GITA Phoenix • Company logo displayed on keynote speaker’s podium during one of the two keynote presentation slots • Event recognition of sponsorship <ul style="list-style-type: none"> ○ Company logo shown on screen before and after presentation slide deck ○ Conference website ○ Relevant social media mentions ○ Onsite program ○ Onsite event signage ○ Event opening remarks “Thank You” • Up to a 45-minute breakout session • Attendee list access • Sponsor Buttons for every employee attending the conference to wear on their name badge 	1	\$2,500

Bronze Opportunities

Mix and Match to Suit Your Marketing Needs!

No one knows your marketing needs like you do. Bronze items provide an economical way to achieve exclusivity, or develop a bundle of advertising.

In addition to the SPECIFIC BRONZE SPONSORSHIP opportunity associated with the individual items below, EACH sponsorship ALSO includes:

- Event recognition of sponsorship
 - Conference website
 - Relevant social media mentions
 - Onsite program
- Sponsor Buttons for every employee attending the conference to wear on their name badge

Type	Number Available	Details	Admissions Included	Cost
Bronze	2	<p style="text-align: center;">Breakout Rooms Popup Floor Banner</p> <p>If you want to make sure attendees know about your great products and services, here's an opportunity you won't want to miss! The popup floor banner you provide will be displayed outside the entrance to the conference breakout rooms.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <i>Opportunity to display sponsor provided popup floor banner outside of event breakout rooms during both days of the conference.</i></p> <p>Sponsor Commitments:</p> <ul style="list-style-type: none"> • Sponsor provides one popup floor banner not to exceed 37" wide by 90" high to GITA by February 13 (shipping instructions will be provided to sponsor at a later date) • Sponsorship cost: \$500 + purchase, production and shipping costs of item 	NA	\$500 +

<p>Bronze</p>	<p>4</p>	<p style="text-align: center;">Event Email Blast</p> <p>An Eblast advertising opportunity ONLY available to attendees of the GITA Phoenix Conference! Promote YOUR product or service to build interest and awareness so you can jump start your in-person networking efforts!</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <i>One email blast to conference attendees.</i></p> <p>Sponsor Commitments: Sponsor provides email appropriate ad which includes:</p> <ul style="list-style-type: none"> • Name of product/service <ul style="list-style-type: none"> ○ Headline • Product Image <ul style="list-style-type: none"> ○ Photo or artwork ○ 300 dpi • Contact Information <ul style="list-style-type: none"> ○ Company name ○ Phone number ○ Web address • Product description <ul style="list-style-type: none"> ○ 300 characters 	<p>NA</p>	<p>\$500</p>
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<p>Bronze</p>	<p>1</p>	<p style="text-align: center;">Onsite Program - Back Cover Ad</p> <p>Promote your presence with an exclusive full-page, 4-color advertisement in the back cover of the GITA Phoenix Conference Onsite Program that will be distributed to every attendee.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <i>Exclusive onsite program back cover ad</i></p> <p>Sponsor Commitments: Sponsor provides an appropriate ad by February 1, 2018 which conforms to the following specs:</p> <ul style="list-style-type: none"> • Advertiser supply artwork • Full page, 4-Color, Final Cut size 8.5 x 11, 1/8" bleed on all sides • Preferred Document Format: High Resolution PDF File • Acceptable Document Format: InDesign, Photoshop or Illustrator files (CS4) • ALL fonts and image files must accompany these source files. 	<p>NA</p>	<p>\$500</p>
<p>Bronze</p>	<p>4</p>	<p style="text-align: center;">Refreshments for Session Breaks</p> <p>With the sheer amount of education and discussion taking place, it's only right that Conference attendees are given a break on occasion. Be a bastion of relief by providing attendees with refreshments during session breaks. Cheers!</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <i>Signage placed in proximity to the refreshments noting your sponsorship.</i></p>	<p>NA</p>	<p>\$500</p>

<p>Bronze</p>	<p>1</p>	<p style="text-align: center;">Registration Bag</p> <p>Your company logo, along with the conference logo, is prominently displayed and seen throughout the Conference when registered attendees carry their event bag to exhibits, session and other events! If the simple and economical plastic shopping bag style is not your bag, then go for a long-lasting impression with a product designed for continual use, even when the conference is over.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <i>Your corporate logo, emblazoned on the event bag, placed in the hands of every event attendee.</i></p> <p>Sponsor Commitments:</p> <ul style="list-style-type: none"> • 250 event bags to be sourced, printed and delivered to GITA by February 13 (shipping instructions will be provided to sponsor at a later date) • Pre-approved suggested bag styles and sourcing information provided, but sponsor may select a different option subject to approval by GITA <p>Show Management Commitments:</p> <ul style="list-style-type: none"> • Distribution of bags during registration process • GITA Phoenix Conference logo artwork supplied to the sponsor • Sponsorship cost: \$500 + purchase, production and shipping costs of item 	<p>NA</p>	<p>\$500 +</p>
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<p>Bronze</p>	<p>6</p>	<p style="text-align: center;">Registration Bag Stuffer</p> <p>Everybody loves swag! There is nothing more fun after registering and receiving your event bag than digging through it for the amazing treasures it holds! Don't miss out on this opportunity for your logo to be one of the first impressions attendees have!</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <i>Inclusion of one item in registration bag</i></p> <p>Sponsor Commitments:</p> <ul style="list-style-type: none"> • 250 items sourced, obtained and delivered to GITA by February 13 (shipping instructions will be provided to sponsor at a later date) • Sponsorship cost: \$500 + purchase, production and shipping costs of item 	<p>NA</p>	<p>\$500 +</p>
<p>Bronze</p>	<p>4</p>	<p style="text-align: center;">Southwest Social Door Prizes</p> <p>You can't have a party without some door prizes! So, here's an opportunity for a sponsor to be the point of focus as everyone waits to find out who is going to be a winner during the Monday night Southwest Social.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <i>Opportunity to speak to attendees of the Southwest Social for up to 3 minutes prior to drawing a name of door prize winner.</i></p>	<p>NA</p>	<p>\$500</p>
<p>Bronze</p>	<p>4</p>	<p style="text-align: center;">Student Financial Assistance</p> <p>Help a starving college student! Each of these sponsorships will be used to help a deserving student attend GITA Phoenix as your guest. This act of generosity will not go unnoticed – we guarantee it.</p> <p>In addition to the generic Bronze items of recognition listed in header of this section, this sponsorship adds the following specific item: <i>Admission for one full-time college student in need of financial assistance as determined by the GITA Education Committee.</i></p>	<p>NA</p>	<p>\$500</p>