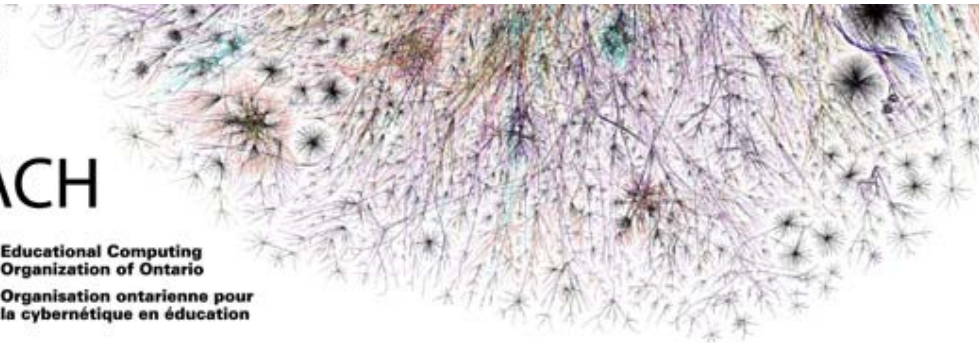


# INSPIRE CONNECT TEACH



Educational Computing  
Organization of Ontario  
Organisation ontarienne pour  
la cybernétique en éducation



## Advertising and Sponsorship/Partnership ECOO 2009

ECOO strives to provide vendors with various advertising opportunities that will raise awareness of their products and services to potential conference attendees and registered delegates. Exhibitors wishing to use more than one of these vehicles may be interested in becoming an **ECOO sponsor or partner** where advertising and promotional opportunities may be bundled at even more attractive rates.

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### Advertising:

In addition to an exhibiting booth at the 2009 Conference, ECOO offers a variety of ways for exhibitors to advertise and promote products to the ECOO Community.

### A. Basic Advertising Rates:

Rates quoted below are exclusively for organizations that have purchased a booth for the conference.

#### 1. ECOO Website

Company/organization logo and website linked to the ECOO Exhibits Website during the conference and for the next 6 months.	no charge
Banner ad on ECOO Organization Website (Conference Page)	500.00

#### 2. ECOO Emailing

Although ECOO cannot provide exhibitors (or others) with our list of delegate names or email information, ECOO can send email to delegates on behalf of exhibitors. The email must take the form of a simple text message without graphics or attachments. The email can include links to a website or pdf file that you provide.

Email to all Conference Delegates	400.00
Email to Conference Presenters only	150.00

**3. Advertisements in the Conference Planner**

Before registering as a delegate at the ECOO Conference, potential participants will consult the ECOO Planner for information and to select sessions to attend. The Planner will be available online in two formats where all information will be provided:

- downloadable pdf document (8 ½ x 11 pages)
- interactive web pages.

The ECOO 2009 online Planner and PDF file will be launched as the school year begins. We invite your organization to place ads in these documents at very attractive rates.

**Available to ALL ECOO 2009 Exhibitors**

Large banner (468 x 60 ) in the online planner on one of the information pages including a link to your webpage (it will also appear in the pdf version of the planner)	\$300
Large banner (468 x 60 ) in the online planner on one of the first pages including link to your webpage (it will also appear in the pdf version of the planner)	\$400
Half page ad in pdf planner only	\$600
Full page Ad in pdf planner only	\$950

**Available only if your organization is presenting one or more seminars or presentations**

Add corporate logo beside your session(s) listed in the online planner (no links)	\$150
Add small banner ad (120 x 60 ) with your session(s) listed in the online planner with your logo linking to your website (it will also appear in the pdf version of the planner)	\$200
Add large banner ad (468 x 60 ) with your session(s) listed in the online planner with your logo linking to your website (it will also appear in the pdf version of the planner)	\$350

Costs for other ad configurations may be negotiated.

**4. Advertisement Conference Promotional Mailings**

*ECOOnnections* is an electronic letter mailed to past ECOO conference delegates approximately six times prior to the conference to promote the conference activities and encourage registrations. This year we will provide advertising opportunities within the electronic publications. Ads will be small and placed in a manner to maintain the overall attractiveness of the publication.

Advertising space is available at the following rates.






Banner ad with link to your website (All electronic issues from date of payment received)	1000.00
Company logo with link to your website (All electronic issues from date of payment received)	500.00
Banner ad with link to your website (1 electronic issue)	500.00
Company logo with link to your website (1 electronic issue)	250.00

**5. Inserts in Delegate Bags**

Vendors have the opportunity to insert flyers and other promotional materials into the bags that are provided to all conference delegates. Information will be made available on the exhibitor website at [www.ecoo.org/exhibits](http://www.ecoo.org/exhibits).

## 6. Advertisements in the Final Conference Program

The final conference program is a printed document (approximately 36 glossy 8 ½ x 11 pages) distributed to all conference attendees and exhibitors. Advertising space is available at the following rates.

Full page: trim size 8 ½ x 11 with minimum ¼ inch bleed. All ads should be high resolution press quality PDF format		
Centre Spread	2,000.00	
Outside Back Cover	1500.00	
Inside Back Cover	1000.00	
Inside Front Cover	1000.00	
Full page	950.00	
Half page	500.00	
Quarter page	300.00	
Quarter page B&W	250.00	
Other	negotiable	

### B. Sponsorship Opportunities:

Sponsoring speakers, conference events or other aspects of the conference is a way to bring your company's profile to the forefront at the conference. There are a variety of ways that this can be accomplished through shared or sole sponsorship options. Full sponsorship would include speaker fee and expenses (e.g. travel, accommodation, etc.) Partial sponsorship would be negotiated.

	<b>Estimated Cost to Exhibitors</b>
Coffee Sponsorship for one or more breaks	Minimum \$600.00
<ul style="list-style-type: none"> <li>- Recognition in the conference program</li> <li>- Recognition on signage in the coffee break area</li> </ul>	
Sponsorship of a Keynote Speaker	Negotiable
<ul style="list-style-type: none"> <li>- Recognition at the keynote session (Signage and in the introduction)</li> <li>- Recognition in the conference program</li> </ul>	
Sponsor Seminar Day on site	Negotiable
<ul style="list-style-type: none"> <li>- Recognition at the session (Signage and in the introduction)</li> <li>- Recognition in the conference program</li> </ul>	
<i>Sponsor Breakfast Speaker Session</i>	<b>No Longer Available</b>
<ul style="list-style-type: none"> <li>- <i>Recognition at the breakfast session (Signage and in the introduction)</i></li> <li>- <i>Recognition in the conference program</i></li> </ul>	
Sponsorship of Spotlight Speaker	\$1000.00
<ul style="list-style-type: none"> <li>- Recognition at the spotlight session (Signage and in the introduction)</li> <li>- Recognition in the conference program</li> </ul>	
Sponsorship of Social Event – Entertainment	1500.00
<ul style="list-style-type: none"> <li>- Recognition at the spotlight session (Signage and in introduction)</li> <li>- Recognition in the conference program</li> </ul>	
Sponsorship of Social Event - Refreshments	Negotiable
<ul style="list-style-type: none"> <li>- Recognition at the spotlight session (Signage)</li> <li>- Recognition in the conference program</li> </ul>	
<i>Advertising on Delegate Bags: Logo on Bag Front (exclusive)</i>	<b>No Longer Available</b>
<i>Providing Lanyards for delegate/speaker nametags</i>	<b>No Longer Available</b>

### **C. Draw Prizes**

Traditionally, Draw Prizes (of varying value) for conference delegates, have been donated by most Exhibitors on site. Each company name is mentioned as the prize is given to the winner. These Draws have been held at the end of the day after the final Thursday and Friday conference sessions. We anticipate continuing this tradition in 2009.

For the 2009 30<sup>th</sup> Anniversary conference, ECOO would like to provide an opportunity to further raise corporate visibility by offering Draw prizes of significant value that would be promoted in a more visible manner such as:

- Promotion on the ECOO main website leading up to the conference
- Promotion in *ECOConnections* sent out in advance of the conference
- Recognition in the conference program
- Draw attention at the Opening Speaker session
- Showcase at Draw at the Closing Speaker session
- List of winners and sponsors on the ECOO main website following the conference.

### **D. Other Promotional Opportunities**

ECOO would like to extend opportunities for vendors to highlight their products and services in ways that are mutually beneficial and encourages vendors to suggest other modes of promotion.

For instance, providing equipment and support for use in sessions

- Equipment will be visible to conference attendees
- Recognition in the conference program
- Recognition on the ECOO website

### **E. ECOO Partnerships**

ECOO encourages the bundling of the advertising and sponsorship options listed in this document or new suggestions, to forge a stronger bond between ECOO and your organization. Please contact the ECOO Exhibit Managers at [advertising@ecoo.org](mailto:advertising@ecoo.org) to discuss the possibilities.

**For further information, contact [advertising@ecoo.org](mailto:advertising@ecoo.org)**