

IT Pro Camp
Sarasota - 2012

CONTRIBUTOR INFORMATION GUIDE
October 2011

<http://www.itprocamp.com/sarasota>

A Letter to Our Sponsors

On behalf of the Sarasota IT Pro Camp committee and every attendee of IT Pro Camp 2012, we would like to thank each and every sponsor for their contributions. This event and our local user group are entirely funded by your donations, and IT Pro Camp would not be possible without your continued support of the local technology community.

We designed our sponsor programs in such a way that would offer the absolute most benefit to each and every contributor. We hope that you feel we have met this objective and we are open to any feedback on how to make future IT Pro Camps even better.

It is with sincere gratitude that we welcome you as a sponsor of Sarasota 2012 IT Pro Camp and don't hesitate to contact us with any questions you might have regarding the day's events.

Sincerely,

Sarasota IT Pro Camp 2012 Committee

Sarasota@Itprocamp.com

Event Overview

IT Pro Camps are a free, one day learning event for anyone seeking professional development. This event serves IT professionals and students with a focus on IT Pro related technologies. IT Pro Camps offer a conference style learning environment free of charge to attendees and is open to presenters of all backgrounds and expertise.

IT Pro Camps never occur during working hours, are always free and are developed by and for the technology community using community developed material. Event details can be found at <http://www.itprocamp.com/sarasota>. This is the first time this event will be held in Sarasota Florida. Based upon attendance at similar events in the Sarasota area we anticipate 200 to 300 registrations. Our target audience includes system administrators IT professionals and database professionals in addition to managers at all levels in Florida.

Event Logistics

Date: February 18th, 2012

Location:

Keiser University

6151 Lake Osprey Drive

Sarasota, Florida 34240

IT Pro Camp follows the standard conference model. We have speakers committed to supporting approximately 24 sessions across multiple tracks. The sessions will run approximately 50 minutes with 15 minute breaks between to allow time for attendee-sponsor interaction. Sponsors with booths will gain access to the venue at 7:30 am with general registration beginning at 7:45 am followed by our first session at 8:30 am. A continental breakfast and lunch will be provided on site. The last session will end around 5:00 pm and, immediately thereafter, all are welcome to attend the "after-party" networking event.

Sponsor Information and Deadlines

Upon arrival, sponsors will be greeted by a volunteer, given a sponsor bag, and directed to their booth where a table and two chairs will be provided. Sponsors should bring marketing materials and be prepared to staff their booth for the duration of the event. We suggest you bring business cards, pens, branded trinkets, and a table skirt or a banner/sign.

If you require any special assistance like an electrical outlet, additional chairs, or other needs please contact us as soon as possible so we can best accommodate you.

It is very important for sponsors to email their logo to <mailto:Sarasota@itprocamp.com> as soon as possible to be used on branded IT Pro Camp items like the sponsor page on the website www.itprocamp.com/sarasota.

Sponsorship

Our sponsorship programs are designed to offer as much direct contact with your target audience as possible. We have organized packages and specialized contribution options that offer flexibility and visibility. Ideally, IT Pro Camp should be viewed as an annual partnership with your business that you look forward to each year. All sponsorships and contributions are due within ten (10) business days of the commitment. Please make checks payable to “Sherlock Tech” and send to:

IT Pro Camp c/o Sherlock Tech
1666 Kennedy Causeway Suite 604
North Bay Village, FL 33141

Sponsorship Levels

Sponsorship Level

Platinum -- \$2,000 and up

Gold -- \$1,000

Silver -- \$500

Bronze -- \$350

Features and Benefits

Money may be used to provide lunch for attendees. Contributors receive a table near registration booth to present products or services along with a copy of the registration list. Lunch facilities accommodate short presentations or product demonstrations. Marketing material inserted in attendee’s bags.

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Money may be used to supplement event services. Contributors also receive a table near registration booth to present products and services.

Event contributor receives a shared table to display products and services.

Limited Contribution Options

The Limited Contribution Options identify sponsorship opportunities limited to ONLY one sponsor due to the nature of the donation and in order to optimize the visibility of that donor.

1. **"After-Party" Host \$1,100.00** - Be the guest of honor at the IT Pro Camp After-Party, including an opportunity to address the crowd and a full page ad in the program. The after party will include refreshments, hors d'oeuvres, and a captive audience. You may also provide marketing materials for attendee bags and your logo will be included on the IT Pro Camp website.