

## **Become an ITC'10 Corporate Supporter**

Take this opportunity to benefit your company while supporting the institution that for over 40 years has provided the venue for members of the test research, development and manufacturing communities to meet and further the field of testing. Its world-class exhibition has showcased the latest in test-related hardware, software and services. This opportunity is available to both exhibiting and non-exhibiting companies.

### **Diamond-level Corporate Support (Qty. 1)**

**\$15,000**

Supporting ITC at the Diamond Level will bring maximum visibility to your company. This exclusive offer allows your organization to extend its marketing program to a targeted audience. Included in this valuable package are the following opportunities:

- Corporate logo on ITC Web site home page
- Corporate logo on ITC Tee Shirt
- Corporate logo in advance program
- Corporate logo in pre-conference press releases
- Corporate logo in ITC e-mail blasts
- Corporate logo in pre-conference flier
- Corporate logo in at-conference guide
- Recognition at conference opening plenary session
- One corporate literature item inserted in official ITC tote bag
- Opportunity to participate in the corporate presentation track in an extended session
- Hanging of existing company banner in "premium" location in convention center
- Corporate logo on official ITC tote bag
- Four complimentary full-conference registration packages
- Corporate logo etched in "gobo" spotlight at ITC Welcome Reception, plus signage recognition
- Full-page ad in the at-conference guide
- Static ITC Web site button advertisement (not on home page)
- Prominent position in logo displays
- Five CD's of both the Conference Proceedings and Technical Presentations

Deliverables from supporting company:

- Corporate logo in .jpg, .eps and .gif formats, color and B/W
- Artwork for conference guide advertisement (see attached specifications)
- Banner for hanging in conference center (see attached order form, production cost not included)
- Artwork for square 'button' advertisement, formatted to 125 x 125 IMU

### **Platinum-level Corporate Support (Qty. 3)**

**\$10,000**

Supporting ITC at the Platinum Level will bring great visibility to your company. This exclusive offer allows your organization to extend its marketing program to a targeted audience. Included in this valuable package are the following opportunities:

- Corporate logo on ITC Web site home page
- Corporate logo in advance program
- Corporate logo in pre-conference press releases
- Corporate logo in ITC e-mail blasts
- Corporate logo in pre-conference flier
- Corporate Logo on ITC Tee Shirt
- Corporate logo in at-conference guide
- Recognition at conference opening plenary session
- One corporate literature item inserted in official ITC tote bag
- Opportunity to participate in the corporate presentation track
- Hanging of existing company banner in a premium location in the convention center
- Corporate logo on official ITC tote bag
- Three complimentary full-conference registration packages
- Corporate logo etched in "gobo" spotlight at ITC Welcome Reception plus signage recognition.
- Full-page ad in the at-conference guide
- Rotating ITC Web site button advertisement (not on home page)
- Five CD's of both the Conference Proceedings and Technical Presentations

Deliverables from supporting company (for Platinum-Level Corporate Support):

- Corporate logo in .jpg, .eps and .gif formats, color and B/W
- Artwork for conference guide advertisement (see attached specifications)
- Banner for hanging in conference center (see attached order form, production cost not included)
- Artwork for square 'button' advertisement, formatted to 125 x 125 IMU

### **Gold-level Corporate Support**

**\$7,500**

Supporting ITC at the Gold Level greatly increases the visibility of your company at ITC. Your organization will receive valuable marketing opportunities and recognition through the following activities:

- Corporate logo on ITC Web site home page
- Corporate logo in advance program
- Corporate logo in pre-conference press releases
- Corporate logo in ITC e-mail blasts
- Corporate logo in pre-conference flier
- Corporate logo in at-conference guide
- Corporate logo on ITC Tee Shirt
- Recognition at conference opening plenary session
- One corporate literature item inserted in official ITC tote bag
- Opportunity to participate in the corporate presentation track
- Hanging of existing company banner in the convention center
- Corporate logo on official ITC tote bag
- Two complimentary full-conference registration packages
- Five CD's of both the Conference Proceedings and Technical Presentations

Deliverables from supporting company:

- Corporate logo in .jpg, .eps and .gif formats, color and B/W
- Banner for hanging in conference center (see attached order form, production cost not included)

### **Silver-level Corporate Support**

**\$5,000**

Sponsorship at the Silver Level offers marketing opportunities for your company to be highlighted conference materials prior to and during the conference. Included in this program are:

- Corporate logo on ITC Web site home page
- Corporate logo in advance program
- Corporate logo in pre-conference press releases
- Corporate logo in ITC e-mail blasts
- Corporate logo in pre-conference flier
- Corporate logo in at-conference guide
- Corporate logo on ITC Tee Shirt
- Recognition at conference opening plenary session
- One corporate literature item inserted in official ITC tote bag
- Opportunity to participate in the corporate presentation track
- Hanging of existing company banner in the convention center
- One complimentary full-conference registration packages
- Five CD's of both the Conference Proceedings and Technical Presentations

Deliverables from supporting company:

- Corporate logo in .jpg, .eps and .gif formats, color and B/W
- Banner for hanging in conference center (see attached order form, production cost not included)



# ITC'10 Corporate Supporter Order Form\*\*

Please make your selections below.

**Diamond-Level Corporate Supporter** (1 available) **\$15,000**

**Platinum-Level Corporate Supporter** (3 available) **\$10,000**

**Gold-Level Corporate Supporter** **\$ 7,500**

**Silver-Level Corporate Supporter** **\$ 5,000**

Company \_\_\_\_\_ Phone \_\_\_\_\_

Contact Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

E-mail \_\_\_\_\_

Fax this completed form to the ITC office (202) 331-0111  
Full Payment is due upon receipt of invoice

ITC gratefully acknowledges your support.

\*\*Specific deadlines apply for inclusion in ITC publications and certain merchandise offerings.

Web site home page recognition:	Upon payment and logo delivery
Web Advance Program:	June 14
Pre-conference press releases:	August 1 until conference
Tee shirt logo:	August 18
Tote logo:	August 18
Printed Conference Guide:	September 17
Gobo spotlight:	October 1
Plenary recognition:	September 24
Convention hall banner:	October 22
Registration literature	October 22
(one item with description of it)	

**Contacts for questions:**

**Jana Burke: jana-burke@hotmail.com**  
**Cassandra Koenig: Cassandra.Koenig@verigy.com**  
**Ed Martin: efmenter@aol.com**

## **SPECIFICATIONS**

### **Regarding Deliverables:**

Please forward corporate logo in .jpg, .eps and .gif formats in both B/W and color to Scott Davidson via e-mail (scott.davidson@oracle.com) upon confirmation of supporter status, but no later than **August 18, 2010** for inclusion on t-shirt and tote.

- **Full-page ad in the at-conference guide**

### **Deliverables**

Ad concept approved by ITC Marketing Committee: **September 10, 2010.**

**Insertion Order & Remittance: September 14, 2010**

Mechanical/Electronic Submission: **September 17, 2010.**

### **Specifications**

Mechanical requirements and specifications:

- Maximum image size is 4.75" x 7.75", no bleeds
- No cross page matching
- HiRes TIFF or EPS format – 300 dpi or greater (600 dpi if the ad contains small text)
- Maximum image size if 4.75" X 7.75", no bleeds
- B/W only

### **Payment**

Must be received by September 14, 2010 or the Ad will not be placed in the guide.

### **Guidelines for advertising**

1. Advertising space is available only to exhibitors and supporters participating in the current conference year.
2. The number of ad pages available is determined by the ITC Marketing Committee
3. The cover positions are unavailable and used by ITC to promote current and future conferences.
4. Advertising reservations are taken on a first-come basis dependent on the date received. No phone requests will be honored.
5. No agency commission is paid
6. Exhibitors and supporters must submit a copy or concept of the ad for review by a non-competitive member of the ITC Marketing Committee. Ads will be reviewed for appropriateness to the publication and for the use of the ITC name and logo.
7. Exhibitors and supporters should not emphasize or highlight specific papers and authors in their ad.
8. The number of ads per exhibitor or sponsor is not limited; however the ITC Marketing Committee will determine the appropriate number of insertions per company.
9. Ad placement position will be at the discretion of the ITC Marketing Committee.
10. Mechanicals received after the deadline may be rejected at the sole option of ITC. Material and mechanicals not meeting all requirements and specifications will be returned. All returns will include the original remittance less a \$25 shipping and handling charge.

- **Complimentary full-conference registration packages**

Please pick up your full-conference registration packages at Exhibitor Registration under your company name. You will be asked to sign a confirmation of pick-up.

- **Opportunity to participate in the Corporate Presentation Track**  
Please contact Jim Monzel ([jmonzel@ieee.org](mailto:jmonzel@ieee.org)) to coordinate time for this session.
- **One item of corporate literature inserted in the official ITC tote bag**  
*Deliverables*  
Literature must be received by **October 22, 2010** at the address below.
- **Logo etched in “gobo” spotlight at ITC Welcome Reception**  
Will be produced by ITC using the logo received.
- **Hanging of existing company banner at the convention center**

**Deliverables**

You will be contacted to choose your location. All banners must meet the following criteria:

The banner must be received at the Austin Convention center by **October 22, 2010** at the address below.

All banners must be 4' tall X 8' wide with a pocket on the bottom and grommets every two feet across the top.

- **Shipping address**

**Shipping to arrive NO LATER THAN 10/28/10**

Attn: Bill Lowd/ Show Mgnt  
International Test Conference C/o YRC  
2400 Grand Avenue Parkway/AWDAUSTIN, TX 78728

**Shipping to arrive AFTER 10/28/10**

Austin Convention Center  
500 East Cesar Chavez Street  
Austin, Texas 78701  
C/o Bill Lowd/ Show Mgnt.  
International Test Conference 2010

**WARNING:** Any material sent to the Austin Convention Center so that it arrives **before 10/29/10, will NOT be ACCEPTED** and will not be the responsibility of ITC.