



# eMarketing Techniques

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*for Educators*

**Practical eSolutions to  
Grow Your enrollments**

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CO-SPONSORED BY



PRODUCED BY  
Customized Training  
Continuing Education  
[www.austincc.edu/ce/ct](http://www.austincc.edu/ce/ct)

It's NOT about your website....  
it's about your Web Strategy!

### BENEFIT TO SPONSORS

As a sponsor of the **eMarketing Techniques Conference** your organization has the opportunity to communicate your message to an audience of up to **250 college administrators, directors, coordinators and faculty** who can benefit from the services or products your company offers.

The eMarketing Techniques Conference attendees will represent a broad national demographic, with a significant Texas presence.

Don't miss this extraordinary chance to position your company with colleges and policy makers from across the nation.

### Session Titles

Rapid development workshop - Using blogs and wikis to stay connected with your participants.

Email isn't going anywhere - An intermediate workshop on email marketing best practices.

Selling eMarketing to Administrator - Justifying the ROI of new school marketing to old school paradigms.

Get on the Social Networking Bandwagon - The 5 major reasons you need to get linked in to LinkedIn & Facebook.

All about blogging - It's not just a journal, it's your friend.

Customer Relationship Management.

## Conference overview

Hosted by Austin Community College's Customized Training Department, ([www.austincc.edu/ce/ct/](http://www.austincc.edu/ce/ct/)), this practical "hands-on" event will:

- ▶ Explain why it's NOT about your website...it's about your web strategy!
- ▶ Share eMarketing techniques that can be implemented immediately
- ▶ Explore blogging, RSS, and podcasts
- ▶ Find the solutions you need

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## Sponsor levels

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### Level One - Diamond (Exclusive opportunity):

\$2,000

- ▶ One (1) full-page advertisement in the conference program
- ▶ Recognition on the conference website with a live link to your company's website
- ▶ **Networking Luncheon Presentation**
- ▶ Two (2) complimentary conference registrations
- ▶ Logo on conference gift item
- ▶ Insertion of one (1) brochure/promotional item in conference attendee packets
- ▶ One (1) 6-foot exhibit space in conference hall
- ▶ Recognition on conference signage

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### Level Two - Platinum:

\$1,000

- ▶ One (1) half-page advertisement in the conference program
- ▶ Recognition on the conference website with a live link to your company's website
- ▶ One (1) complimentary conference registration
- ▶ Insertion of one (1) brochure/promotional item in conference attendee packets
- ▶ One (1) 6-foot exhibit space in conference hall
- ▶ Recognition on conference signage

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### Level Three - Gold:

\$500

- ▶ One (1) quarter-page advertisement in the conference program
- ▶ Recognition on the conference website
- ▶ Insertion of one (1) brochure/promotional item in conference attendee packets
- ▶ Recognition on conference signage

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SPONSORSHIP OPPORTUNITIES  
Individual Sponsorship Opportunities

► Breakfast

**\$750**

► Luncheon

**\$750**

► Refreshments  
breaks (2 available)

**\$300**

PROMOTIONAL FEATURES

► Conference program ad

► Full page

**\$500**

► Half page

**\$250**

► Quarter page

**\$125**

► One (1) brochure/promotional  
item inserted in attendee packet

**\$500**

► Event Exhibit Table

**\$250**

Agenda

- 8:00AM-8:30AM  
Registration, breakfast, and networking
- 8:30AM – 10:20AM  
Opening Session and Keynote Speech
- 10:20AM – 10:40AM  
Break
- 10:40AM – 11:40AM  
Concurrent Sessions #1
- 11:40AM – 1:00PM  
Lunch/Plenary Speech
- 1:00PM – 2:00PM  
Concurrent Sessions #2
- 2:00PM – 2:20PM  
Break
- 2:20PM – 3:20PM  
Concurrent Sessions #3
- 3:20PM – 4:30PM  
Make it Happen Session & Wrap Up

Sponsor and exhibitor space available, contact Katrina Gadison at:  
[kgadison@austincc.edu](mailto:kgadison@austincc.edu) or 512-223-7007

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**SPONSOR REGISTRATION FORM**

Primary Contact Information (Please print or type)

Sponsor company or organization (As it will appear in print): \_\_\_\_\_  
Contact person: \_\_\_\_\_ Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Street address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: ( ) \_\_\_\_\_ Fax number: ( ) \_\_\_\_\_  
E-mail address: \_\_\_\_\_ Website: \_\_\_\_\_

**SPONSORSHIP LEVELS**

- ▶ Diamond level (Exclusive opportunity) - \$2000 \_\_\_\_\_
- ▶ Platinum level - \$1000 \_\_\_\_\_
- ▶ Gold level - \$750 \_\_\_\_\_

**INDIVIDUAL SPONSORSHIP OPPORTUNITIES**

- ▶ Breakfast - \$750 \_\_\_\_\_
- ▶ Luncheon - \$750 \_\_\_\_\_
- ▶ Refreshments breaks (2 available) - \$300 \_\_\_\_\_
- ▶ Event Exhibit Table - \$250 \_\_\_\_\_

**PROMOTIONAL FEATURES (Inserts & camera-ready art provided by sponsor)**

- ▶ One (1) brochure/promotional item inserted in attendee packet - \$500 \_\_\_\_\_
- ▶ Advertisement in conference program, full-page - \$500 \_\_\_\_\_
- ▶ Advertisement in conference program, half-page - \$250 \_\_\_\_\_
- ▶ Advertisement in conference program, quarter-page - \$125 \_\_\_\_\_

**TOTAL** \_\_\_\_\_

**PAYMENT METHOD**

- ▶ Check/money order made payable to Austin Community College (EIN#74-1742036-5)
  - ▶ Credit card (Check one): MasterCard  VISA  American  Express Discover
- I authorize Austin Community College to charge \_\_\_\_\_ \$ \_\_\_\_\_ to my credit card account.  
Name on card (Please print): \_\_\_\_\_  
Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_  
Authorization signature: \_\_\_\_\_

**Submission of Registration Form**

Please submit completed sponsorship form to  
Austin Community College  
Customized Training - 103.3  
5930 Middle Fiskville Rd  
Austin, Texas 78752