Get in on the ground floor with your future customers at...

Instructional Materials Coordinator 101

IMCAT's 2021 Summer Institute Virtual Series

IMCAT's Summer Institute offers in-depth basic training for instructional materials coordinators. This year's Summer Institutes are offered as virtual sessions. The training series will be six one hour live sessions held on June 15 and June 16. Each session will cover a different topic.

The Summer Institute is designed for coordinators recently named to their positions. However, with the many changes that the State instructional material process is undergoing, we're expecting veteran coordinators to enroll to refine their understanding of the new system.

Your company can reach this important audience. The $750 sponsorship includes one 30-second video spot during the presentations and one Virtual Exhibitor Booth for both days of the series. Additional add-on items are available (see below and page 2 for more details).

You'll be calling on participants in the Summer Institute for years to come. The Summer Institute is a great way to kick off important relationships.

Sponsorship: $750/day (limit of 9 video spots per day)

Includes:
- 1 30-second pre-recorded video spot at the beginning or end of one of the presentations for the day (IMCAT picks where)
- 1 Virtual Exhibitor Booth for both days of the conference including live chat with the ability to upload to the Exhibit Booth:
    - *Logo, banner, promotional video*

Additional purchase: Enhanced package: $125 – *Includes Lead-retrieval, Live Video and 3D booth*

I would like to sponsor:
- ❑ $750 for one day (video is featured on one day)
- ❑ $1,500 for both days (video is featured on both days)

- ❑ $125: Enhanced Booth Package

Sponsorship plus add-ons (available only with Sponsorship purchase - additional details available on Page 2):
- ❑ $500: Login Page Banner – graphic on the page where attendees login
- ❑ $450: Lobby Splash Banner – exclusive graphic/GIF on the main lobby page
- ❑ $400: Lobby Splash Video – non-exclusive addition of the Sponsor's 30-second spot to the main lobby
- ❑ $450: Portal Header Sponsor Logo – exclusive addition of Sponsor's logo to top left of main lobby page
- ❑ $150: Portal Header Sponsor Carousel – addition of Sponsor's logo to carousel of logos on top right of main lobby page

Contact Name:_____

Company:_____

Phone:_____Email:_____

Sponsorship payments are due in full before the sessions begin

❑ **CHECK ENCLOSED** (payable to IMCAT) ❑ **BILL ME**

CHARGE MY: ❑ AMEX ❑ VISA ❑ MC ❑ Discover

Total: $_____Cardholder Name:_____

Card #:_____ Expiration Date:_____ Security Code:_____
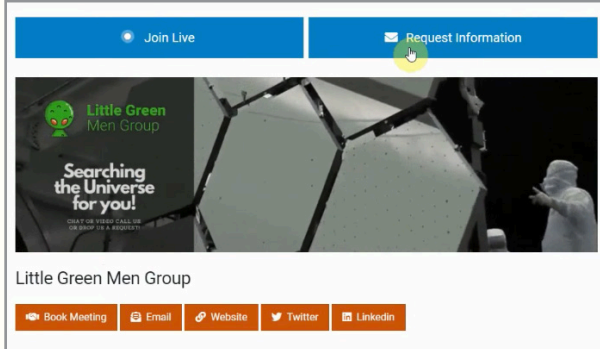
Signature:_____

Billing Address:_____

City/State/Zip:_____

Return form to: tracy@gcptexas.net | Fax: 512-251-8152
Mail: IMCAT c/o GCP Association Services | PO Box 676 | P lugerville, TX 78691

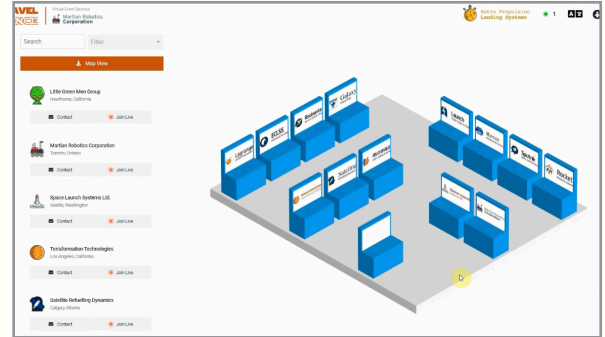# Exhibit Lead Retrieval + Live Video Booth + 3D Booth Add On – $125

This add-on allows you to open up several new ways to communicate with attendees and capture valuable lead information and collect it in their private exhibitor portals.

Lead Capture: Attendees can submit their contact info to exhibitors ("scan" their badge); exhibitors can download their leads at any time via their private exhibitor portals.

Live Video Booth: Transforms a virtual booth from a static experience to one which allows them to host a live meeting at their booth. Up to 25 people can join a live video booth at any given time, and it supports both video and screen sharing.
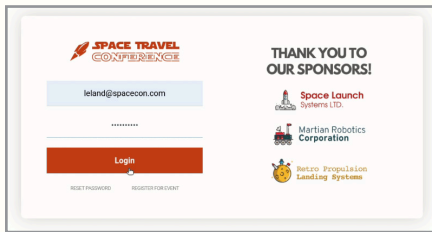
3D Booth: Your booth will appear on a 3D exhibitor booth map within the virtual event

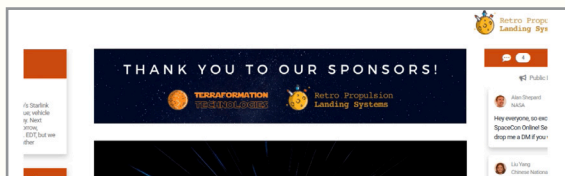# Sponsorship Plus Additional Details

Login Page Banner – $500: graphic on the page where attendees login

A graphic every single attendee is guaranteed to see because it is right on the login page itself on the right-hand side of the login input fields.
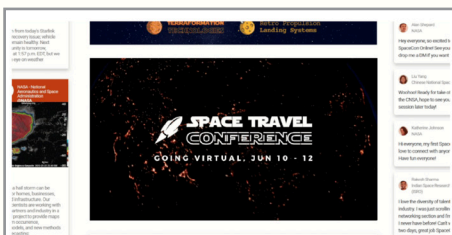

Lobby Splash Banner – $450: exclusive graphic/GIF on the main lobby page; only 1 available

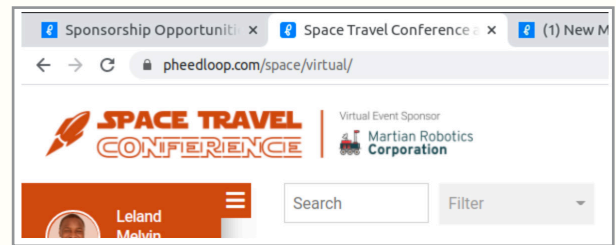*Top banner image in the virtual event lobby.*

Lobby Splash Video – $400: non-exclusive addition of the Sponsors 30-second spot to the main lobby, in addition to its display in one of the Sessions

Under the lobby banner image in the virtual event lobby is the lobby splash video; played in a loop, with audio.

Portal Header Sponsor Logo – $450: exclusive addition of Sponsor's logo to top left of main lobby page; only 1 available

The one graphic which is always going to be visible in the virtual event portal is the one at the top left; sponsor logo will be paired the IMCAT's logo to give permanent visibility.

Portal Header Sponsor Carousel – $150: addition of Sponsor's logo to carousel of logos on top right of main lobby page

Found at the top-right area of the virtual event portal is a constantly rotating carousel that loops through your sponsor logos, stopping for 10 seconds at a time on each logo. The logos are clickable and lead to the sponsor's website.