

*second annual*  
**OECN United Conference**  
Creating Bonds Building Knowledge



March 20–22, 2024  
Hilton Columbus at Easton :: Columbus, Ohio

# **SPONSORSHIP PROSPECTUS**

and

# **EXHIBITOR AGREEMENT**

*Hosted by...*



The OECN United Conference is proudly presented by the  
OECN United Conference Committee and the Management Council.



## For ITCs. By ITCs. With Your Support.

The OECD United Conference Committee and the Management Council are proud to present its second annual conference *for ITCs, by ITCs*. This networking conference offers ITC colleagues opportunities to establish strategic relationships with other ITCs — across all levels — to connect, learn, socialize, and share valuable knowledge.

The conference will be held at the beautiful [Hilton Columbus at Easton](#) in Columbus, Ohio. The agenda will provide two days of breakout sessions, networking time blocks, roundtables, and two fabulous social events. Sessions will be presented by ITCs, Management Council, INFOhio, and business partners, and will offer expertise and insight in areas of EMIS, SIS, cyber security, technology, HR, fiscal, new products, AI, and more.

Thought-provoking discussion between ITCs is the number-one goal to build relationships that support knowledge exchange and collaboration.

### Sponsorships and Exhibiting

The OECD United Conference offers a variety of opportunities for your organization to participate through sponsorship and exhibition, including two social events, meals/breaks, conference gift, bags/lanyards, and many ways to get creative! Don't miss this opportunity to distinguish your company as one that supports Ohio's ITCs with prospective, current, and long-standing customers.

Because our packages offer exclusive recognition, they are available on a first-come, first-served basis. Thank you for your support of this exciting annual conference.

## Session Topics.

### Session topics include...

- » Cyber security
- » Technology
- » Product / product services
- » EMIS
- » SIS
- » Fiscal
- » Customer support
- » E-rate
- » New products / technologies
- » AI
- » And more!



# 2023 Conference Recap.

March 30-31, 2023 – Cherry Valley Hotel, Newark, OH

248 Attendees Total  
186 ITC Attendees

40 Sessions  
6 Roundtable Sessions

2 Evening Social Events

71 Speakers

47 Sponsor Website Views  
via Conference App

11 Sponsors  
26 Sponsor Attendees

1,257 Profile Views of  
Attendees, Speakers, Sponsors

98% Used Conference App  
209 Active Users

178,787 Sponsorship Impressions  
on Conference App

3,368 Agenda Views

## 2023 Sponsors





# Sponsorship Levels At A Glance.

			Not available	Not available	Only one available		
	Platinum: Casino Night Sponsor (1)	Gold: Lunch Sponsor (2)	Silver: Welcome Reception Sponsor (1)	Silver: Breakfast Sponsor (2)	Bronze: Break Sponsor (3)	Promo Sponsor (4)	Promo Insert
Logo on banner in main conference room	•	•	•	•	•		
Sponsor listing in the conference app	•	•	•	•	•		
Sponsor signage at event	•	•	•	•	•		
Email communications acknowledgment	•	•	•	•	•		
Six-foot table(s) for exhibiting	3	2	1	1			
Logo imprints on website app	•	•	•	•			
Conference registration	4 \$1,600 value	3 \$1,200 value	2 \$800 value	2 \$800 value			
Logo on website header in conference app	•	•					
Speaking opportunity	•						
Branded conference gift						•	
Branded lanyard / name badge sponsor						•	
Branded conference bag sponsor						•	
Casino night prizes / conference drawings						•	
Promotional material bag insert*	•	•	•	•	•	all	•
<b>Investment</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$6,000</b>	<b>\$6,000</b>	<b>\$3,000</b>	<b>Varies</b>	<b>\$250</b>

\*Promotional inserts to be provided by sponsor.



# Sponsorship Level Details.

## Platinum: Casino Game Night Sponsor (1) – \$15,000

On Thursday, March 21, attendees will enjoy a casino game night with food, beverages, and DJ entertainment while socializing and celebrating their accomplishments as OECN's technology professionals. This single platinum-level sponsorship includes the following benefits:

- » Company logo *prominently* displayed on banner in main conference room.
- » Sponsor listing in conference app, including logo, bio, and the opportunity to upload one company brochure (*instructions will be provided on how to create your listing*).
- » Company name and logo on sponsorship signs prominently displayed during the event.
- » Acknowledgment as a sponsor in conference email communications.
- » Three tables for exhibiting at conference (three six-foot tables with tablecloth/skirt, two chairs, optional electricity).
- » Company logo in various areas of conference app.
- » Company logo *prominently* displayed on header of the conference website.
- » Four (4) full-day conference registrations — a \$1,600 value — including meals, sessions, and social events. For additional attendees associated with this sponsorship, the cost is \$400/per person.
- » Speaking opportunity before the casino floor opens (five to ten minutes).
- » Promotional material insert for attendee conference bag (*to be provided by sponsor*); 275 inserts required by 3/15/24.
- » Co-logo'd cocktail napkins (*production deadline 2/20/24*).

## Gold: Lunch Sponsor (2) – \$10,000 each

Two lunch sponsorships are available for Thursday and Friday, March 21-22. This gold-level sponsorship includes the following benefits:

- » Company logo displayed on banner in main conference room.
- » Sponsor listing in conference app, including logo, bio, and the opportunity to upload one company brochure (*instructions will be provided on how to create your listing*).
- » Company name and logo on sponsorship signs prominently displayed during the event.
- » Acknowledgment as a sponsor in conference email communications.
- » Two tables for exhibiting at conference (two six-foot tables with tablecloth/skirt, two chairs, optional electricity).
- » Company logo in various areas of conference app.
- » Company logo displayed on header of the conference website.
- » Three (3) full-day conference registrations — a \$1,200 value — including meals, sessions, and social events. For additional attendees associated with this sponsorship, the cost is \$400/per person.
- » Promotional material insert for attendee conference bag (*to be provided by sponsor*); 275 inserts required by 3/15/24.



# Sponsorship Level Details, cont.

## Silver: Welcome Reception Sponsor (1) – \$6,000 each

On Wednesday, March 20, after settling into hotel rooms, attendees will enjoy a welcome reception with music entertainment, beverages, and light snacks. This silver-level sponsorship includes the following benefits:

- » Company logo displayed on banner in main conference room.
- » Sponsor listing in conference app, including logo, bio, and the opportunity to upload one company brochure (*instructions will be provided on how to create your listing*).
- » Company name and logo on sponsorship signs prominently displayed during the event.
- » Acknowledgment as a sponsor in conference email communications.
- » Table for exhibiting at conference (six-foot table with tablecloth/skirt, two chairs, optional electricity).
- » Company logo in various areas of conference app.
- » Two (2) full-day conference registrations — an \$800 value — including meals, sessions, and social events. For additional attendees associated with this sponsorship, the cost is \$400/per person.
- » Promotional material insert for attendee conference bag (*to be provided by sponsor*); 275 inserts required by 3/15/24.
- » Co-logo'd cocktail napkins (*production deadline 2/20/24*).

## Silver: Breakfast Sponsor (2) – \$6,000 each

Two breakfast sponsorships are available for Thursday and Friday, March 21-22. This silver-level sponsorship includes the following benefits:

- » Company logo displayed on banner in main conference room.
- » Sponsor listing in conference app, including logo, bio, and the opportunity to upload one company brochure (*instructions will be provided on how to create your listing*).
- » Company name and logo on sponsorship signs prominently displayed during the event.
- » Acknowledgment as a sponsor in conference email communications.
- » Table for exhibiting at conference (six-foot table with tablecloth/skirt, two chairs, optional electricity).
- » Company logo in various areas of conference app.
- » Two (2) full-day conference registrations — an \$800 value — including meals, sessions, and social events. For additional attendees associated with this sponsorship, the cost is \$400/per person.
- » Promotional material insert for attendee conference bag (*to be provided by sponsor*); 275 inserts required by 3/15/24.

## Bronze: Break Sponsor (3) – \$3,000 each

Three conference breaks are available to sponsor on Thursday and Friday — two morning breaks and one afternoon break. Conference break sponsorship includes the following benefits:

- » Company logo displayed on banner in main conference room.
  - » Sponsor listing in conference app, including logo, bio, and the opportunity to upload one company brochure (*instructions will be provided on how to create your listing*).
  - » Company name and logo on sponsorship signs prominently displayed during the event.
  - » Acknowledgment as a sponsor in conference email communications.
  - » Promotional material insert for attendee conference bag (*to be provided by sponsor*); 275 inserts required by 3/15/24.
  - » *Please note that this sponsorship level does not include conference registrations or table for exhibiting.*
- OPTIONAL EXHIBITOR ADD-ON – \$750:** Includes table for exhibiting at conference (six-foot table with tablecloth/skirt, two chairs, optional electricity) and one conference registration.

# Sponsorship Level Details, cont.

## Attendee Conference Gift Sponsor (1) – \$2,500 *(commitment needed by February 1, 2024)*

The attendee conference gift sponsorship includes the following benefits:

- » Four buckeye candies made by Ohio-based candy maker; boxed with sponsor logo'd sticker.
- » Sponsor listing in conference app, including logo, bio, and the opportunity to upload one company brochure (*instructions will be provided on how to create your listing*).
- » Promotional material insert for attendee conference bag (*to be provided by sponsor*); 275 inserts required by 3/15/24.
- » *Please note that this sponsorship level does not include conference registrations or table for exhibiting.*  
**OPTIONAL EXHIBITOR ADD-ON – \$750:** Includes table for exhibiting at conference (six-foot table with tablecloth/skirt, two chairs, optional electricity) and one conference registration.

## Lanyard Sponsor (1) – \$1,500 *(commitment needed by February 1, 2024)*

- » Recognition as a sponsor with company logo to appear on conference name tag lanyards (*conference committee to select lanyard style*).
- » Sponsor listing in conference app, including logo and bio (*instructions will be provided on how to create your listing*).
- » Promotional material insert for attendee conference bag (*to be provided by sponsor*); 275 inserts required by 3/15/24.
- » *Please note that this sponsorship level does not include conference registrations or table for exhibiting.*  
**OPTIONAL EXHIBITOR ADD-ON – \$750:** Includes table for exhibiting at conference (six-foot table with tablecloth/skirt, two chairs, optional electricity) and one conference registration.

## Conference Bag Sponsor (1) – \$1,500 *(commitment needed by February 1, 2024)*

- » Logo/name co-branded with conference logo on conference bag (*conference committee to select bag*).
- » Sponsor listing in conference app, including logo and bio (*instructions will be provided on how to create your listing*).
- » Promotional material insert for attendee conference bag (*to be provided by sponsor*); 275 inserts required by 3/15/24.
- » *Please note that this sponsorship level does not include conference registrations or table for exhibiting.*  
**OPTIONAL EXHIBITOR ADD-ON – \$750:** Includes table for exhibiting at conference (six-foot table with tablecloth/skirt, two chairs, optional electricity) and one conference registration.

## Conference Insert – \$250 *(inserts needed by March 15, 2024)*

- » Promotional material insert for attendee conference bag (*to be provided by sponsor*); 275 inserts required by 3/15/24.

## Casino Night Prizes / Door Prizes *(prizes needed by March 15, 2024)*

Throughout the conference and casino night, there will be opportunities for door prizes. Winners will be announced during breaks, lunches, and receptions. Door prizes (and their value) will have sponsor names listed on the conference website prior to the event. Conference attendees must be present to win. Sponsored giveaways must be received prior to the conference, wrapped (or in a presentable form) and clearly branded as from the sponsor (e.g., logo'd wrapping, business card insert, brochure insert, logo'd notecard). **NOTE: Sponsors are not eligible to win door prizes.**

Examples of door prizes: Amazon gift cards, craft beer membership, Beats headphones, Apple AirPods, golf gift basket, restaurant gift card, Yeti cooler. Sponsors will be notified of the winner of their sponsored prize.



# Sponsorship Level Details, cont.

## Flexible Options for Your Organization

The OECN United Conference Committee is honored to work with supporters who have a budget or ideas differing from the pre-constructed levels offered. The following collaborative options are an opportunity to create innovative sponsorship packages that meet your needs.:

### Themed Sponsors:

Themed sponsorships are created to support a specific need or location within the conference. Themed options could include: phone charging stations, attendee swag bag, AV sponsor, beverage sponsor, hospitality room, or other creatively branded opportunities.

### Custom Sponsors:

Custom sponsorships are tailored for organizations that wish to support the conference, but would like to mix and match benefits or pursue additional options not outlined in the prospectus. The OECN United Conference Committee will work to create a sponsorship package that works for your organization and budget.





# Terms and Conditions.

As a valued business partner, you agree to / acknowledge the following:  
(Please check each line item indicating acceptance.)

- \_\_\_\_\_ Sponsorship / exhibitor fees must be prepaid by March 1, 2024, via check, ACH deposit, or PayPal (@MCOECN). Nonpayment by March 1 will forfeit participation in the conference. **No exceptions.** *Credit cards are not accepted as a direct form of payment; however, you can use your credit card to pay via PayPal when you accept the additional 3% processing fee.*
- \_\_\_\_\_ All sponsors and exhibitors who attend the conference must also register as an attendee. Registration includes all sessions, meals, breaks, and social events. The following sponsorship levels receive complimentary conference registrations:
  - » Sponsorships: Platinum (4), Gold (2), and Silver (2) registrations per sponsorship
  - » Exhibitors: One (1) registration per tableIf you would like to register additional attendees beyond what's included as a sponsorship / exhibitor — or if your sponsorship package does *not* include complimentary conference registrations — the cost is \$400 per person. You will be sent information on how to register your attendees for the conference.
- \_\_\_\_\_ Sponsors and exhibitors are required to submit a full company profile and high-res logo to use for promotion and include on conference app. Directions will be sent on how to upload.
- \_\_\_\_\_ Cancellation policy:
  - » Cancellation 30+ days prior to the event will incur payment of 25% of contracted amount.
  - » Cancellation 0-29 days prior to the event will incur payment of 100% of the contracted amount.
  - » All cancellations must be made in writing to: [madison.ernst@managementcouncil.org](mailto:madison.ernst@managementcouncil.org)
- \_\_\_\_\_ Sponsorship and exhibitor commitments are not confirmed until **all forms and payment** are received by the Management Council. You will be informed in writing of steps for payment and sponsorship acceptance.

 Please return this page along with the applicable commitment form on the following pages.



# Sponsorship Commitment Form.

THIS FORM IS FOR SPONSORSHIPS ONLY.

## Contact Details

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/state/zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

## Sponsorship Package Selection

\_\_\_\_\_ Platinum: Casino Night Sponsor (\$15,000)

\_\_\_\_\_ Gold: Lunch Sponsor (\$10,000)

n/a Silver: Welcome Reception Sponsor (\$6,000)

n/a Silver: Breakfast Sponsor (\$6,000)

\_\_\_\_\_ Bronze: Break Sponsor (\$3,000)

\_\_\_\_\_ Conference Gift Sponsor (\$2,500)

n/a Conference Bag Sponsor: (\$1,500)

\_\_\_\_\_ Lanyard Sponsor: (\$1,500)

\_\_\_\_\_ Conference Bag Insert: (\$250)

(you will need to provide approximately 275 inserts)

\_\_\_\_\_ Casino Night Prize / Door Prize (please indicate prize item):

\_\_\_\_\_

## Sponsorship Exhibiting

\_\_\_\_\_ Yes! We plan to exhibit as part of a Platinum/Gold/Silver sponsorship level

Electricity required at table? ☐ Yes ☐ No

\_\_\_\_\_ OPTIONAL EXHIBITOR ADD-ON for other sponsorship packages – **\$750**

Electricity required at table? ☐ Yes ☐ No

## Conference Registration

\_\_\_\_\_ Total number of people attending (for invoicing)

All sponsors who attend the conference must also register as an attendee. Platinum (4), Gold (3), and Silver (2) level memberships receive complimentary conference registrations. If you would like to register additional attendees beyond what is included in your sponsorship — or if your sponsorship package does *not* include complimentary conference registrations — the cost is \$400 per person. **You will be sent information on how to register your attendees for the conference.**

**Please submit completed form to Madison Ernst at [madison.ernst@managementcouncil.org](mailto:madison.ernst@managementcouncil.org).**

## Terms and Conditions

- Sponsorship/exhibitor fees must be prepaid by March 1, 2024, via check, ACH deposit, or PayPal (@MCOECN). Nonpayment by March 1 will forfeit participation in the conference. **No exceptions.** *Credit cards are not accepted as a direct form of payment; however, you can use your credit card to pay via PayPal when you accept the additional 3% processing fee.*
- Receipt of a booking form confirms your intent to sponsor / exhibit.
- Confirmation is subject to approval by the conference committee.
- The Management Council, the conference committee, or the Hilton, or any of its staff/ volunteers, shall not be held responsible for any loss, damage or theft of exhibit or products.
- Payments made are held on behalf of the client, by contractual agreement.
- Sponsors and exhibitors are required to submit a full company profile to include on conference app (directions will be sent on how to upload).
- Sponsors and exhibitors are not eligible to win door prizes.
- Cancellation policy:
  - » Cancellation 30+ days prior to the event will incur payment of 25% of contracted amount.
  - » Cancellation 0-29 days prior to the event will incur payment of 100% of the contracted amount.
  - » All cancellations must be made in writing to:  
[madison.ernst@managementcouncil.org](mailto:madison.ernst@managementcouncil.org)

## Questions?

If you have questions, please reach out to Madison Ernst at [madison.ernst@managementcouncil.org](mailto:madison.ernst@managementcouncil.org).



[managementcouncil.org](http://managementcouncil.org) :: 614.840.9810



# Exhibitor Details.

## Intent to Exhibit Only – \$1,500

Each exhibitor registration guarantees a space in the Easton Foyer (in main conference area) during the March 20-22 event. Space dimensions are approximately six (6) feet wide by four (4) feet deep.

- » Table for exhibiting at conference (six-foot table, table cloth / skirted, two chairs, optional electricity).
- » Exhibitor listing in conference app, including logo and bio (*instructions will be provided on how to create your listing*).
- » One (1) full-day conference registration — a \$400 value — including meals, sessions, and social events. For additional attendees associated with this sponsorship, the cost is \$400/per person.

## Exhibitor Registration (Required for Each Exhibitor)

Exhibitors are invited to participate in the conference each day to promote interaction with conference attendees. Each exhibitor package includes one registration; additional exhibitor attendees will be invoiced at \$400/per person. Registration includes all meals (two breakfasts, two lunches, two receptions, three breaks), social events, and session attendance.

## Set Up

Exhibition set-up will take place Wednesday, March 20, from 1:00p–9:00p, and Thursday, March 21, from 7:00a–8:30a; booths must be set up by 8:30a on Thursday, March 21, and cleared by 4:00p, Friday, March 22, 2024.

It will be the responsibility of the exhibitor to coordinate special set-up and/or equipment/AV rental with the Hilton.





# Exhibitor Commitment Form.

THIS FORM IS FOR EXHIBITING ONLY.

## Contact Details

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/state/zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

## Exhibitor – \$1,500

As an exhibitor, your fee includes:

- » Table for exhibiting at conference (six-foot table, table cloth / skirted, two chairs, optional electricity).
- » Exhibitor listing in conference app, including logo and bio (*instructions will be provided on how to create your listing*).
- » One (1) full-day conference registrations, including meals and social events (additional attendees are \$400/per person).

\_\_\_\_\_ Yes! We would like to exhibit on March 20-22, 2024!

Electricity required at table? ☐ Yes ☐ No

## Conference Registration

\_\_\_\_\_ Total number of people attending (for invoicing)

All exhibitors who attend the conference must also register as an attendee. If you would like to register additional attendees beyond the one that is included in your exhibitor commitment, the cost is \$400 per person.

**You will be sent information on how to register each attendee.**

## Payment

Invoice will be sent to the contact person above.

## Terms and Conditions

- Sponsorship/exhibitor fees must be prepaid by March 1, 2024, via check, ACH deposit, or PayPal (@MCOECN). Nonpayment by March 1 will forfeit participation in the conference.  
**No exceptions.** *Credit cards are not accepted as a direct form of payment; however, you can use your credit card to pay via PayPal when you accept the additional 3% processing fee.*
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- Payments made are held on behalf of the client, by contractual agreement.
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madison.ernst@managementcouncil.org

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madison.ernst@managementcouncil.org.



managementcouncil.org :: 614.840.9810

**Please submit completed form to Madison Ernst at  
madison.ernst@managementcouncil.org.**