



**OUTC20
SPONSORSHIP
INFORMATION**

OUTC20 SPONSORSHIP INFORMATION

The annual OmniUpdate User Training Conference (OUTC) is a 5-day event comprised of customer- and OmniUpdate staff-led presentations, hands-on training workshops, networking opportunities, and much more—all centered around higher education web content management best practices and innovations. OUTC brings together more than 200 higher ed web professionals from institutions across the United States and even internationally, putting you in front of decision makers, as well as end users championing their systems on campus. Attendees include:

- Account Executives
- Admissions Staff
- Marketing and Communication Managers
- Content Strategists
- Digital and Social Media Managers
- Web Developers and Programmers
- IT Staff

This year we are offering our partners several unique opportunities to engage with attendees and increase brand awareness. If you are unsure which opportunity is right for you, or if you would like to inquire about customized opportunities, please contact OmniUpdate Marketing Events Manager Linda Faciana at (805) 484-9400 ext. 237 or email lfaciana@omniupdate.com.

PLATINUM SPONSOR | \$7,500 (3 available)

This is the ultimate package to gain maximum exposure before, during, and after OUTC.

PACKAGE INCLUDES:

- Choice of one (1) of the following (available on a first-come, first-served basis):
 1. **Sole sponsorship of Monday night Event at Harry Potter World** – includes sponsor name or logo featured on video that will loop on the Universal Studios Tram during a backstage lot tour, plus one (1) 2-minute open mic opportunity at Harry Potter World
 2. **Registration bag swag** – includes a (sponsor purchased) swag item of your choice in the conference registration bag given to all attendees
 3. **Hotel key card cover branding** – includes sponsor name, logo, or advertisement co-branded on hotel room key card covers given to all attendees
- Logo (one-color) on co-branded registration bag given to all attendees
- Two (2) 5-day conference badges
- One (1) full-page (7.5" x 7.5"), full-color advertisement in our program guide provided to all conference attendees
- One (1) *pre-event* "Sponsored Tweet" (written by sponsor) on our Twitter channel*
- One (1) *during-event* "Mention" on our Twitter channel; OmniUpdate will tag your company's Twitter handle (if available) and thank you for sponsoring
- Profile on our conference website including a 50-word description, logo, list of specialties, link to sponsor website, and key contact information
- Recognition during opening session on Monday morning
- One (1) *post-event* OUTC-branded "Sponsored Email" (written by sponsor) sent by OmniUpdate to all OUTC Attendees within 3 weeks after the conference; email may include a special offer or general promotion of your product(s) and/or services*

**subject to OmniUpdate approval*

DIGITAL SPONSOR | \$5,000 (1 available)

This is a prime opportunity to get your brand noticed during the entire conference.

PACKAGE INCLUDES:

- **Sole Wi-Fi sponsorship** – branded SSID and Password for the main conference Wi-Fi*
- One (1) 5-day conference badge
- One (1) half-page (7.5" x 3.75"), full-color advertisement in our program guide provided to all conference attendees
- One (1) *pre-event* "Sponsored Tweet" (written by sponsor) on our Twitter channel*
- One (1) *during-event* "Mention" on our Twitter channel; OmniUpdate will tag your company's Twitter handle (if available) and thank you for sponsoring
- Profile on our conference website including a 50-word description, logo, list of specialties, link to sponsor website, and key contact information
- Recognition during opening session on Monday morning

**subject to OmniUpdate approval*

NETWORKING SPONSOR | \$4,000 (3 of 4 available)

On Tuesday evening, attendees are “on their own,” which makes it a great opportunity to engage with them during a networking event... hosted by you! Use this room for an Eat and Learn demo of your product(s), a focus group, or any other format of your choosing.

PACKAGE INCLUDES:

- **Use of a pre-set meeting room for 2 hours on Tuesday evening** (Time TBD)
 - Room for 2 hours, set classroom style with 65 seats (cannot modify)
 - Room available starting at 5:00pm
 - Pre-set AV, including projector, podium, and mic (cannot modify)
 - All additions are at sponsor’s expense (catering, giveaways, etc.)
- One (1) 5-day conference badge
- One (1) half-page (7.5" x 3.75"), full-color advertisement in our program guide provided to all conference attendees
- Inclusion in one (1) *pre-event* OUTC-branded template email (written by sponsors) promoting all OUTC “Networking Package” events and registration (if applicable) sent by OmniUpdate within 2 weeks of the conference start date*
- One (1) *pre-event* “Sponsored Tweet” (written by sponsor) on our Twitter channel* (*great opportunity to promote your networking event*)
- One (1) *during-event* “Mention” on our Twitter channel; OmniUpdate will tag your company’s Twitter handle (if available) and thank you for sponsoring
- Profile on our conference website including a 50-word description, logo, list of specialties, link to sponsor website, and key contact information
- Recognition during opening session on Monday morning

**subject to OmniUpdate approval*

GOLD SPONSOR | \$3,500 (1 available)

This is a great way to get exposure from the start and meet prospective clients.

PACKAGE INCLUDES:

- **Sole sponsorship of the Sunday evening Welcome Reception**
- One (1) 2-minute open mic opportunity during reception
- One (1) 5-day conference badge
- One (1) half-page (7.5" x 3.75"), full-color advertisement in our program guide provided to all conference attendees
- One (1) *pre-event* “Sponsored Tweet” (written by sponsor) on our Twitter channel*
- One (1) *during-event* “Mention” on our Twitter channel; OmniUpdate will tag your company’s Twitter handle (if available) and thank you for sponsoring
- Profile on our conference website including a 50-word description, logo, list of specialties, link to sponsor website, and key contact information
- Recognition during opening session on Monday morning

**subject to OmniUpdate approval*

SILVER SPONSOR | \$2,500 (8 available)

This is a great opportunity to promote your brand and get noticed by attendees.

PACKAGE INCLUDES:

- **Sole sponsorship of one (1) meal break (breakfast or lunch)**
 - Sponsor logo on signage
 - Meal break selection made by OmniUpdate
- One (1) full-screen digital advertisement on main ballroom room display screen
- \$100 discount on conference badges (valid on any badge type; stacks with existing promotions)
- One (1) half-page (7.5" x 3.75"), full-color advertisement in our program guide provided to all conference attendees
- One (1) *during-event* "Mention" on our Twitter channel; OmniUpdate will tag your company's Twitter handle (if available) and thank you for sponsoring
- Profile on our conference website including a 50-word description, logo, list of specialties, link to sponsor website, and key contact information
- Recognition during opening session on Monday morning

BRONZE SPONSOR | \$500 (unlimited availability)

This is a great opportunity to get noticed and make connections!

BENEFITS:

- One (1) quarter-page (3.75" x 3.75"), full-color advertisement in our program guide provided to all conference attendees
- Profile on our conference website including a 50-word description, logo, list of specialties, link to sponsor website, and key contact information
- Recognition during opening session on Monday morning

SPECIFICATIONS AND KEY DEADLINES

SPONSORSHIP ITEM	DEADLINE
<p>Company Profile and Logo for OUTC20 Website Submit logo (PNG or JPG format) and a 50-word company description, including list of specialties, link to website, and key contact information, to lfaciana@omniupdate.com.</p>	<p>Profile will be published on website within 3 days of submission</p>
<p>Program Guide Advertisement Full-Color Quarter Page (no bleed): 3.75" x 3.75" Full-Color Half Page (no bleed): 7.5" x 3.75" Full-Color Full Page (no bleed): 7.5" x 7.5" Submit high-resolution (300dpi) ad files in CMYK mode (PDF format preferred) to lfaciana@omniupdate.com.</p>	<p>Wednesday, January 22, 2020</p>
<p>Wi-Fi SSID and Password Please contact Linda Faciana at lfaciana@omniupdate.com for detailed specifications.</p>	<p>Wednesday, January 22, 2020</p>
<p>Hotel Key Card Cover Please contact Linda Faciana at lfaciana@omniupdate.com for detailed specifications.</p>	<p>Wednesday, January 22, 2020</p>
<p>Pre-Event Sponsored Tweet Submit a 280-character maximum tweet, including url link and image (optional) to lfaciana@omniupdate.com. Image width/height (16:9 aspect ratio): Minimum 600 X 335 pixels, although larger images (e.g., 1200 X 675 pixels) will be better optimized when image is expanded. Image file types: PNG, JPEG, or GIF (Twitter does not accept BMP or TIFF files).</p>	<p>Friday, January 31, 2020</p>
<p>Pre-Event Networking Package Email Submit a 500-word maximum description of your event, including registration link (if applicable).</p>	<p>Friday, January 31, 2020</p>



<p>Registration Bag Swag A digital proof or photo of the item to be given away must be submitted to lfaciana@omniupdate.com by the “Digital Proof” deadline. Swag must be delivered by the “Swag Drop-Shipped to Hotel” deadline to the conference hotel: Sheraton Universal c/o Guest Linda Faciana (OUTC20 event) 333 Universal Hollywood Dr. Universal City, CA 91608</p>	<p>Digital Proof: Friday, February 21, 2020</p> <p>Swag Drop-Shipped to Hotel: Saturday, March 14</p>
<p>Post-Event Sponsored Email Submit a 1,000-word maximum description of your promotion with accompanying image (PNG or JPG) if applicable.</p>	<p>Friday, February 28, 2020</p>

Questions? Please contact OmniUpdate Marketing Events Manager Linda Faciana at (805) 484-9400 ext. 237 or email lfaciana@omniupdate.com.



SPONSORSHIP AGREEMENT FORM

To confirm your sponsorship at the 2020 OmniUpdate User Training Conference, please complete this form and return it by email to marketing@omniupdate.com. Sponsorship opportunities will be filled in order of when the forms are received – first come, first served. Once we receive the form, we will send out an invoice for your desired selection.

Thank you for helping make OUTC20 the best conference yet!

SPONSOR INFORMATION

Company Name	
Primary Contact and Title	
Address	
City/State/Zip	
Phone Number	
Email Address	
Twitter Name/Handle	

Signature _____ Date: _____

SPONSORSHIP PROGRAM SELECTION

All sponsorship opportunities include recognition during the opening session, your company profile on the conference website and an advertisement in the program guide provided to all attendees.

- Platinum Package – *Monday Evening Reception Sponsor* | \$7,500
- Platinum Package – *Registration Bag Swag* | \$7,500
- Platinum Package – *Hotel Key Card or Cover Sponsor* | \$7,500
- Digital Package – *WiFi Sponsor* | \$5,000
- Networking Sponsor | \$4,000
- Gold Package – *Sunday Welcome Reception Sponsor* | \$3,000
- Silver Package – *Breakfast or Lunch Sponsor* | \$2,500
- Bronze Package – *¼ Page Ad, Website Profile, Opening Session Recognition* | \$500

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