

2025

third annual
OECN United Conference
Creating Bonds Building Knowledge



March 26–28, 2025
Hilton Columbus at Easton :: Columbus

SPONSORSHIP PROSPECTUS

Hosted by...



OECN UNITED WEBSITE
bit.ly/OECN-U-2025

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

third annual
OECN United Conference
Creating Bonds Building Knowledge



For ITCs. By ITCs. With Your Support.

Session Topics.

The OECN United Conference Committee and the Management Council are proud to present the third annual OECN United 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, and valued business partners, and will offer expertise and insight in areas of EMIS, SIS, cyber security, technology, HR, fiscal, new products, AI, INFOhio, and more.

Fostering thought-provoking discussions among ITCs is the primary goal to cultivate relationships that enhance knowledge exchange and collaboration. Partnering with valued business partners further enhances the merit of attendance.

Sponsorships

The OECN United Conference offers a variety of opportunities for your organization to participate through sponsorship. Our sponsor packages include social events, meals/breaks, technology, conference gift, bags/lanyards, and custom 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; however, the committee is happy to create a customized sponsorship package tailored to your budget.

The OECN United Conference Committee is honored by your support and looks forward to collaborating with you.

Session topics include...

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



2024 Conference Recap.

March 20-22, 2024 – Hilton Columbus at Easton

303 Attendees Total
218 ITC Attendees

47 Sessions
6 Roundtable Sessions

2 Evening Social Events

82 Speakers

243 Sponsor Website
Views via Conference App

12 Sponsors
14 Exhibitors

1,693 Profile Views of
Attendees, Speakers, Sponsors

90% Used Conference App
209 Active Users

196K Sponsorship Impressions
on Conference App

1,365 Agenda Views
Conference website

2024 Sponsors



gold



silver



bronze



Supporting sponsors: AttendanceK12, Frontline Education, Lightspeed Systems

Exhibitors: American Fidelity
Camcor, Inc.
ClassLink
Crocus GuidEd Insight / InsightBoard
Education Connection

Fortinet
Howard Technology Solutions
ITSavvy
Kami
Linewize

Securly
TCP Software
TEKsystems
TestHound (EAI, Inc.)

Sponsorship Levels At A Glance.

	Not available		Not available	Not available		
	Platinum: Casino Night Sponsor (1)	Gold: Lunch Sponsor (2)	Silver: Welcome Reception Sponsor (1)	Silver: Breakfast Sponsor (2)	Bronze: Sponsor (5)	Promo Sponsor (6)
Logo on banner in main conference room	•	•	•	•	•	
Sponsor listing in the conference app	•	•	•	•	•	•
Sponsor signage at event	•	•	•	•	•	•
Promotional material bag insert	•	•	•	•	•	•
Carpet decal	•	•	•	•	•	
Conference registration	4 <i>\$1,700 value</i>	3 <i>\$1,275 value</i>	2 <i>\$850 value</i>	2 <i>\$850 value</i>		
Six-foot table(s) for exhibiting	3	2	1	1		
Logo imprints on website app	•	•	•	•		
Logo on website header in conference app	•	•				
Speaking opportunity	•	•				
Investment	\$15,000	\$10,000	\$7,000	\$7,000	\$3,500	Varies

Benefits Glossary

(See specific sponsorship for included benefits.)

- » **Signage:** Company logo displayed on banner in main conference room. Company name and logo on sponsorship signs prominently displayed during the event.
- » **Carpet decal:** Decal indicating sponsorship level for placement in front of table exhibit.
- » **Conference app listing:** Includes logo, bio, and contact information. Logo will imprint in various areas of conference app.
- » **Website listing:** Company logo/link displayed on the conference website.
- » **Exhibiting:** Six-foot tables with tablecloth/skirt (black), two chairs, and garbage can. Electricity is not included; service can be arranged through the Hilton at sponsor's expense.
- » **Optional exhibiting add-on:** For sponsorships that do not include an exhibiting option. Add-on includes table for exhibiting (six-foot table with tablecloth/skirt, two chairs, and garbage can) and one conference registration. Electricity is not included; service can be arranged through the Hilton at sponsor's expense.
- » **Attendee registrations:** Certain sponsorship levels receive complimentary attendee registration(s) — a \$425 value per person — which includes meals, sessions, and social events. Additional sponsor attendee registrations are \$425 per person.
- » **Promotional material insert:** Insert for attendee conference bag (*to be provided by sponsor*); 350 inserts required to be received by 3/14/25.

...Your ROI

Businesses that sponsor events gain valuable insights into their audience and achieve a better return on investment.

Sponsorship Level Details, cont.

[TAKEN] Platinum: Casino Game Night Sponsor

On Thursday, March 27, 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:

- » **Signage:** Event sponsor signage and banner in main conference room
- » **Conference app listing**
- » **Website listing:** Company logo *prominently* displayed on header of the conference website; sponsor page listing
- » **Exhibiting:** Three tables for exhibiting at conference
- » **Attendee registrations:** Four (4) full-day conference registrations; additional attendees are \$425/per person
- » **Speaking opportunity:** Fifteen-minute talk before the casino floor opens
- » **Promotional material insert**
- » **Carpet decal**
- » **Logo'd cocktail napkins**

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

Two lunch sponsorships are available for Thursday and Friday, March 27 and 28. This gold-level sponsorship includes the following benefits:

- » **Signage:** Event sponsor signage and banner in main conference room
- » **Conference app listing; website listing**
- » **Exhibiting:** Two tables for exhibiting at conference
- » **Attendee registrations:** Three (3) full-day conference registrations; additional attendees are \$425/per person
- » **Speaking opportunity:** Ten-minute talk during lunch
- » **Promotional material insert**
- » **Carpet decal**

[TAKEN] Silver: Welcome Reception Sponsor

On Wednesday, March 26, 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:

- » **Signage:** Event sponsor signage and banner in main conference room
- » **Conference app listing; website listing**
- » **Exhibiting:** One table for exhibiting at conference
- » **Attendee registrations:** Two (2) full-day conference registrations; additional attendees are \$425/per person
- » **Promotional material insert**
- » **Carpet decal**
- » **Logo'd cocktail napkins**

[TAKEN] Silver: Breakfast Sponsor

Two breakfast sponsorships are available for Thursday and Friday, March 27 and 28. This silver-level sponsorship includes the following benefits:

- » **Signage:** Event sponsor signage and banner in main conference room
- » **Conference app listing; website listing**
- » **Exhibiting:** One table for exhibiting at conference
- » **Attendee registrations:** Two (2) full-day conference registrations; additional attendees are \$425/per person
- » **Promotional material insert**
- » **Carpet decal**



A sponsorship will foster your organization's engagement with ITCs through visibility and aligning with their interests.

Engage with ITC Attendees...

Sponsorship Level Details, cont.



[TAKEN] Bronze: Wifi Sponsor

Build your name recognition by promoting your company name in the WIFI network name or password. Everyone wants quick and easy access to their email and the internet, and attendees will be accessing the conference app via their smartphones. Be the company they think of every time they log on! This sponsorship includes:

- » **Branded wifi login / password**
- » **Branded splash page**
- » **Conference app listing; website listing**
- » **Signage:** Event sponsor signage at registration desk and banner in Easton Ballroom
- » **Promotional material insert**
- » **Carpet decal**

Please note: This sponsorship level does not include conference registrations or table for exhibiting.

- » Optional exhibitor add-on – \$750
- » Optional attendee registration – \$425 per person



Bronze:

Break Sponsor (3) – \$3,500 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:

- » **Signage:** Event sponsor signage and banner in main conference room
- » **Conference app listing; website listing**
- » **Promotional material insert**
- » **Carpet decal**

Please note: This sponsorship level does not include conference registrations or table for exhibiting.

- » Optional exhibitor add-on – \$750
- » Optional attendee registration – \$425 per person



[TAKEN] Bronze: Conference App Sponsor

Sponsor the conference app, Whova, and be on everyone's phone or web interface (yes, the app will work on your computer, too!) for weeks before and after the conference. This sponsorship provides 24/7 exposure to all things OECN United. Along with the app, you also will receive:

- » **Signage:** Event sponsor signage at registration desk and banner in Easton Ballroom
- » **Conference app listing; website listing**
- » **Promotional material insert**
- » **Carpet decal**

Please note: This sponsorship level does not include conference registrations or table for exhibiting.

- » Optional exhibitor add-on – \$750
- » Optional attendee registration – \$425 per person



Hydration Station (1) – \$3,000

Chat with attendees as they refresh and rehydrate the morning after casino night:

- » **Branded bottled spring water:** Bottled Spring Water - 16.9 oz. (300 bottles)
- » **HydroMATE Electrolytes Powder Drink Mix Packets:** 180 packets, multi flavors
- » **Single dose Ibuprofen / acetaminophen; Tums (small 8-piece rolls); bowl of bananas**
- » **Conference app listing; website listing**
- » **Signage:** Event sponsor signage
- » **Promotional material insert**

Please note: This sponsorship level does not include conference registrations or table for exhibiting.

- » Optional exhibitor add-on – \$750
- » Optional attendee registration – \$425 per person



Passport To Prizes – Sponsorship Add-on – \$250

Drive traffic to your table and generate recognition with the *Passport to Prizes* add-on.

How the Game Works

Each ITC attendee will receive a passport book in their registration packet, which will include participating sponsor and exhibitor names. Attendees will visit and obtain a stamp (provided) from the participating sponsors and exhibitors listed in the passport book. Once all stamps have been obtained, passport books are deposited into a dropbox located at the OECN United registration desk, and winners will be drawn during lunch at the conference close. Three winners will receive a \$200 Amazon gift card.

Sponsorship Level Details, cont.



Photo booth Sponsor (1) – \$2,500

(commitment needed by February 1, 2025)

Enhance attendee engagement with a photo booth. Green screen background allows for sponsor branding opportunities. Instant social sharing.

- » **Booth rental:** Includes green screen and branded backdrop (co-logo'd with conference branding); 3-hour rental during casino night.
- » **Images immediately emailed; morning slide show**
- » **Conference app listing; website listing**
- » **Signage:** Event sponsor signage
- » **Promotional material insert**

Please note: This sponsorship level does not include conference registrations or table for exhibiting.

- » Optional exhibitor add-on – \$750
- » Optional attendee registration – \$425 per person



Conference Gift Sponsor (1) – \$2,500

(commitment needed by February 1, 2025)

The attendee conference gift sponsorship includes the following benefits:

- » **Conference gift:** Gift to be chosen by Conference Committee.
- » **Conference app listing; website listing**
- » **Signage:** Event sponsor signage
- » **Promotional material insert**

Please note: This sponsorship level does not include conference registrations or table for exhibiting.

- » Optional exhibitor add-on – \$750
- » Optional attendee registration – \$425 per person



Lanyard Sponsor (1) – \$1,500

(commitment needed by February 1, 2025)

Recognition as a sponsor with company logo to appear on conference name tag lanyards (*conference committee to select lanyard style*).

- » **Sponsor logo on lanyards**
- » **Conference app listing; website listing**
- » **Signage:** Event sponsor signage
- » **Promotional material insert**

Please note: This sponsorship level does not include conference registrations or table for exhibiting.



- » Optional exhibitor add-on – \$750
- » Optional attendee registration – \$425 per person

Conference Bag Sponsor (1) – \$1,500

(commitment needed by February 1, 2025)

- » **Sponsor logo on conference bags**
- » **Conference app listing; website listing**
- » **Signage:** Event sponsor signage
- » **Promotional material insert**

Please note: This sponsorship level does not include conference registrations or table for exhibiting.



- » Optional exhibitor add-on – \$750
- » Optional attendee registration – \$425 per person

Conference Insert – \$250

(inserts needed by March 14, 2025)



- » **Promotional material insert** for attendee conference bag (350 inserts; one page only).

Casino Night Prizes / Door Prizes

(commitment needed by March 14, 2025)

Throughout the conference and casino night, there will be opportunities for door prizes. Winners will be announced during breaks, lunches, and receptions. Conference attendees must be present to win. Sponsored giveaways must be received prior to the conference, wrapped (or in a presentable form) and clearly labeled as from the sponsor.

Please note:

- » Door prizes should not be items that are promotional in nature (e.g., no logo'd tchotchkes, backpacks, mugs/ tumblers, tshirts, etc.). Items should be generic. If the item is logo'd, the logo should be inconspicuous or removable.
- » Sponsors and exhibitors are not eligible to win door prizes.
- » Door prizes can be dropped off at the conference or shipped ahead of the event; however, a commitment is needed.

Examples of door prizes: Amazon gift cards, craft beer membership, Beats headphones, Apple AirPods, golf gift basket, restaurant gift card, Yeti cooler, Airtags, Bluetooth speakers, gift baskets, etc.

**Customer
Loyalty...**

Build
credibility
through
association.

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 packages offered. The following options provide an opportunity to create innovative sponsorship packages tailored to 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.

Why You Should Sponsor...○

Sponsorships increase brand visibility and recognition, and help businesses market themselves.



Terms and Conditions.

As a valued business partner, you agree to / acknowledge the following:


Sponsorship fees must be prepaid by March 3, 2025, via check, ACH deposit, or PayPal (@MCOECN). Nonpayment by this date will forfeit participation in the conference. *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 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:
 - » Platinum (4), Gold (2), and Silver (2) registrations per sponsorship
 - » If you would like to register additional attendees beyond what is included as a sponsor — or if your sponsorship package does *not* include complimentary conference registrations — the cost is \$425 per person. You will be sent information on how to register your attendees for the conference.
- Sponsors are required to submit a full company profile and high-res logo to use for promotion and to 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.
- Sponsorship commitments are not confirmed until **all forms and payment** are received by the Management Council. You will be informed in writing about steps for payment and sponsorship acceptance.

Sponsorship Commitment Form.

To secure your sponsorship, submit your intent to sponsor using the secure link below.

[Register Here!](#)



We're delighted to have you partner with OECN United! A commitment confirmation email — including registration information and important dates — will arrive in your inbox after the form is received. If you have any questions or need assistance, please don't hesitate to reach out. We're eager to collaborate and look forward to seeing you in March!

Contact Madison Ernst for more information: madison.ernst@managementcouncil.org