# CORRECTIONS TECHNOLOGY ASSOCIATION

# 2018 Sponsor Guide

## 2018 CTA Technology Summit
## June 3 – 6, 2018

*Hilton DAYTONA BEACH RESORT/ OCEAN WALK VILLAGE*

*Celebrating 19 years of the CTA*

*#CTA2018DB        @CORRTECH2018*

# Registration Schedule and Deadlines

## CTA would like to ask that

| | |
|---|---|
| Deadline for submitting Workshop Presentations | December 29, 2017 |
| Deadline for submitting artwork for program | April 30, 2018 |
| Booth setup (exhibit hall) | June 3, 12:00PM – 3:00PM |
| President's reception in Exhibit Hall | June 3, 4:30PM – 6:30PM |
| Exhibit Hall Open | June 4, 8:00AM – 4:00PM |
| Exhibit Hall Open | June 5, 8:00AM – 4:00PM |
| Exhibit Hall Open | June 6, 9:00AM – 12:00PM |
| Best Booth Awards Announcements | June 5, 3:00PM (pm break) |
| **Business partner meeting**<br>**One representative per business partner** | **June 5, 4:30PM – 5:30PM** |
| Booth dismantling | June 6, 1:00PM – 3:00PM |
| Door Prize | June 6, 10:00AM (am break) |

Please complete Sponsor Registration Form and either email Diana Wright at dwright@nettally.com or fax registration form to: 850-222-2395. Direct questions to Summit planner, Diana Wright at 850-222-2383, Cell 850-508-2473 or E-mail, dwright@nettally.com

Please make checks payable to:
Corrections Technology Association
c/o John Daugherty
1808 5<sup>th</sup> Ave
Helena, MT 59601

**CANCELLATION/REFUND POLICY**
In the event you need to cancel, please contact Diana Wright, before May 1, 2018. Cancellations received prior to May 1, 2018, will result in a 50% refund. Cancellations received after May 1, 2018, are not entitled to a refund. Registration fees lost due to cancellation are not transferable to other CTA events or functions. Registration may be substituted to another person within the same organization to the same registration type.

# Why Exhibit with CTA?

The Corrections Technology Association (CTA) is a public, non-profit network of professionals actively involved in leveraging technology in the field of Corrections.  The 2018 Technology Summit in Daytona Beach, Florida will mark the nineteenth consecutive year that correctional technology professionals gather to exchange valuable information with their peers and from leading business sponsors who serve the corrections community. Attendees come predominately from State or Provincial Corrections Departments, but in recent years an increasing number of large County and City correctional agencies have participated.

In 2018 CTA had a significant number of organizations represented including federal, state and county corrections as well as international participation. Generally attendees are the primary technology "decision-makers" for their respective organizations, with many Chief Information Officers and IT Directors in attendance. The CTA Summit theme of **"MESSAGE IN A BOTTLE"** promises to deliver a compelling program of topics and presentations to attract IT professionals from across North America.  The focused makeup of attendees offers Sponsors an unparalleled opportunity to showcase their products and services, and to form lasting relationships with potential customers.

The CTA Executive Committee, recognizing the tremendous value that sponsors offer CTA attendees and treats sponsors as close business partners.  Sponsors are invited to attend all sessions, lunches and receptions. Additionally, sponsors may volunteer to give a **50 minute** presentation (described below), have the opportunity to host specific events and provide door prizes.

**Available sponsorship categories:  Platinum, Gold and Silver.**

**Sponsorship categories are for a single company, including subsidiaries.  Sponsorships cannot be shared by multiple companies.**

**All corporate sponsor attendees must be an employee of the organization that is sponsoring CTA.  Other individuals that are either affiliated or in partnership with the corporate sponsor will need their own CTA sponsorship to attend.**

**No booth selections will be permitted without registration form and payment in full.**

# Sponsorship Levels and Rates

**Platinum Sponsorship**                          **$8,000**

The highest sponsorship level provides maximum exposure to Summit attendees:
- Platinum Reception with Executive Level Practitioners - NEW
- Exclusive opportunity to stand for election and serve as a business partner representative on the CTA Corporate Leadership Council for a 3 year term
- Interact Sponsor Card on Guidebook feed - NEW
- Opportunity to host a Technology Showcase presentation/demonstration of your company's products
  - During early registration period, Platinum Sponsors will have preferred slotting of the showcase
- Banner Ad in Guidebook - NEW
- Includes registration for up to five **(5)** attendees from your company

- Unlimited additional attendees from your company at the rate of $375/person.
- Advance opportunity to select a booth location with completed registration form and full payment
- Opportunity to participate in an Exhibit Hall focused game
- Pre-Technology Summit (1 week prior) and Post Technology Summit ( 1 week after)  attendee list
- Access to CTA private presentation meeting space during conference (subject to availability)
- Full-page advertisement in the Online Summit Program
- Logo on CTA's website for 12 months following the Summit, with a link to your corporate web site
- Access to the CTA Survey results

## Gold Sponsorship                    $5,000

- Opportunity to host a Technology Showcase presentation/demonstration of your company's products.
- Banner Ad in Guidebook - NEW
- Opportunity to participate in an Exhibit Hall focused game
- Includes registration for up to three (3) attendees from your company
- Two (2) additional attendees from your company at the rate of $375/person
- Pre-Technology Summit (1 week prior) and Post Technology Summit ( 1 week after)  attendee list
- Logo on CTA's website for 12 months following the Summit with a link to your corporate web site
- Half-page advertisement in the Online Summit Program

## Silver Sponsorship                    $3,500

- Banner Ad in Guidebook - NEW
- Opportunity to participate in an Exhibit Hall focused game
- Includes registration for up to two (2) attendees from your company
- One (1) additional attendee from your company at the rate of $375/person
- Pre-Technology Summit (1 week prior) and Post Technology Summit ( 1 week after)  attendee list
- Logo on CTA's website for 12 months following the Summit with a link to your corporate web site
- Quarter-page advertisement in the Online Summit Program

**There are no other sponsorship categories available.**

**Wireless internet will be provided complimentary this year in the exhibit hall. Please note that the bandwidth and availability is not guaranteed.  If you want electric or dedicated wired internet connection, please contact Diana Wright at dwright@nettally.com.**

## BOOTH AWARDS
This year there will be a Best Overall Award presented for the best decorated booth in keeping with the CTA Technology Summit theme **"MESSAGE IN A BOTTLE"**.  This winner is selected by the attendees of the Summit.

## ONLINE PROGRAM AD SIZES – PDF Format

| | | |
|---|---|---|
| Platinum | Full Page/bleed | Dimensions  11.1875" wide x 8.625" high |
| Platinum | Full Page/no bleed | Dimensions  10" wide x 7" high |
| Gold | Half Page horizontal | Dimensions  7.5" wide x 4.875" high |
| Gold | Half Page vertical | Dimensions  4.875" wide x 7.5" high |
| Silver | Quarter Page | Dimensions  4.75" wide x 3.25" high |

**INTERACT SPONSOR CARD (Platinum Sponsorship Only) - <span style="color:red">NEW</span>**

Each Sponsor Card will require the sponsor name and avatar (small logo), as well as description text. The sponsor name can be no longer than 255 characters (including spaces), and the description text can be no longer than 255 characters (including spaces).

**Image Dimensions:**
- Sponsor Avatar: 180px wide, 180px tall .jpg or .png
- Card Image: 650px, 450px tall .jpg or .png

**BANNER AD SIZES (All Sponsorship Levels) - <span style="color:red">NEW</span>**

All banner images should be 600px wide, 110px tall, .jpg or .png file type
Please include the business name and website URL

**EXHIBITOR IMAGES (All Sponsorship Levels)**

Thumbnail images:  240px wide, 240 px tall, .jpg or .png (logo on Guidebook Exhibitor List page)
Header images:  640px wide, 240 px tall, .jpg or .png (header on Guidebook Exhibitor Detail page)

*Incorrect image size is the greatest impediment to successful uploads.  We encourage you to upload your image at http://picresize.com/ and confirm its dimensions.*

**ARTWORK SUBMISSIONS**

All artwork should be submitted to amy.bell@correctionstech.org

# Opportunities to Host Attendee Functions

Sponsors are also afforded an opportunity to host specific activities at the Technology Summit. The Technology Summit program and corporate signage will highlight sponsors hosting events.   When more than one sponsor wishes to host a particular event, priority is based upon sponsorship level, then on a "first come" basis.  Hosting opportunities include, but are not limited to the following:

- Guest Speaker for a Plenary session
    (The CTA Summit committee seeks an esteemed guest speaker for the Summit and invites sponsors to assist in this search)
- Sunday Attendee President's  Reception Hosted by the Sponsors in the Exhibit Hall
    (Food, beverages, and/or entertainment)
- Monday evening hospitality event (There is a $500 fee for hospitality room rental)
- Tuesday Event (Food, beverages, and/or entertainment)
- AM/PM Exhibit Hall Breaks (Food and beverages)
- Promotional items such as the bags (requiring a CTA logo) or items that can be placed in the bags must be approved by CTA Board.

Direct questions to Summit planner, Diana Wright at 850-222-2383, Cell 850-508-2473 or E-mail at dwright@nettally.com

**NOTE**
It should be noted that any vendor hosted hospitality suites are to be managed by the vendor. CTA planning staff are not available to assist in this regard. All arrangements are to be under taken directly with the hotel staff at vendor expense. For the name of the appropriate hotel contact, please email Diana Wright.

Vendor Hospitality Suites are encouraged to be made open to all Summit attendees, including all other vendors, to ensure an open exchange of information in keeping with overall goals of the CTA.

Contact CTA's Summit Planner, Diana Wright for specific information, including costs and hosting opportunities. Diana can be reached at 850-222-2383; cell 850-508-2473 or by E-mail at dwright@nettally.com

# Opportunity to Present a Technology Showcase or Workshop

**In order for a company to be considered for a Workshop, a company must be registered as a sponsor.**

Sponsors may present a Technology Showcase or Workshop at the CTA Technology Summit that complies with the guidelines included herein. CTA attendees are most interested in Technology Showcases and Workshops that involve practical applications of technologies in prisons/jails and community corrections settings.

**Technology Showcase –** Gold and Platinum vendors will have a range of 6-8 minutes (depending on number of showcases) near the Exhibit area on a first come/first serve basis to present their product(s) to practitioners desiring to hear a high level demonstration/presentation.

At the 2018 Summit, the CTA Summit committee will select workshops that best support the Summit theme of **"MESSAGE IN A BOTTLE"** assigning each session to one of the following topics:

**Technology Summit Topics**

- Information Security (cyber-terrorism, hacktivism, CJIS, identity/access Mgmt…)
- Data Mgmt (info exchanges/interfaces, data standards/governance, data protection …)
- Data Analytics / Business Intelligence (big data, investigation tools…)
- Applications (Cloud based (SaaS), build vs. buy, COTS, hosted, virtual environments…)
- Offender Technology (kiosks, tablets, computing…)
- Cutting Edge / Emerging Technologies
- Application Modernization / Renovation (OMS, EMR, Trust Fund…)
- Mobile Workforce (devices, mobile apps, wireless connectivity…)
- Operations Security Solutions (cameras, drones, cell phone detection…)
- IT Administration (strategy, metrics, consolidation, talent acquisition, budget control…)
- Infrastructure (wireless networks, Internet of Things, virtual desktop…)
- Other

**The deadline for submitting Technology Showcase and Workshop Presentations is December 29, 2017.**
Additional information for presentations is available on the CTA website or by contacting President-Elect and CTA Program Chair Lucas Herring at President-Elect@correctionstech.org.

# Guidelines on Technology Workshop

**Call for Technology Workshop**

Sponsors may submit applications to the CTA Program Chair to provide a "Technology Workshop" presentation. A "Technology Workshop" is a general overview of issues or developments in the field of technology and while it may be specific to products provided by the sponsor, the presentation cannot take the form of a commercial presentation or involve marketing of your products or services. It should also be consistent with the Technology Summit Theme.

Sponsors should present Workshops in conjunction with a Corrections Practitioner. Sponsors and Practitioners may submit applications for Workshops to the Program Track Chair Lucas Herring at President-Elect@correctionstech.org. All applications are subject to the approval of the CTA Track Chairs.

Additional guidelines:
- During the Technology Workshop presentation, sponsors may indicate that they have a booth or are presenting at the Summit; however, under no circumstances are you allowed to market or promote specific products or services in the Technology Workshop. If the Board deems a technology workshop presentation overly commercial, it may factor into consideration of future presentations.
- Each Technology Workshop room will be equipped with a laptop, LCD projector, and screen.
- Workshop presentations will be posted to the CTA website at the conclusion of the Summit. All presenters are required to provide an electronic copy of their presentation to their Track Chair.
- Requests for hard-wired Internet connections for high-bandwidth presentations must be made in advance and the cost will be the responsibility of the presenter.

# Guidelines on Technology Showcase

**Call for Technology Showcase**

The "Technology Showcase" opportunity provides an appropriate venue for our Platinum and Gold business sponsors to showcase their products to the practitioners in an unfiltered venue. The business sponsors can pitch their products in a way they may not get in a technology workshop or in the exhibition booth. The idea is that many practitioners may be too intimidated or feel pressured with showing too much interest in the booth setting, but may be able to learn in a larger audience presentation.

Sponsors may submit applications for Showcases to the Program Track Chair Lucas Herring at President-Elect@correctionstech.org. All applications are subject to the approval of the CTA Board.

Additional guidelines:
- Each Technology Showcase will be equipped with a raised stage, laptop, LCD projector, and screen.
- Requests for hard-wired Internet connections for high-bandwidth presentations must be made in advance and the cost will be the responsibility of the presenter.
- Presenters will be held to the time slot allotted. Please plan your presentations carefully so you don't get cut off.

# Hotel, Exhibit Hall and Booth Information

The Hilton Daytona Beach Resort/Ocean Walk Village is located at 100 North Atlantic Avenue, Daytona Beach, Florida 32118. The **CTA Summit hotel rate of $108 per night for single or double is offered through May 3, 2018**. The phone number for the hotel is 386-254-8200. Be sure to mention you are with the Corrections Technology Association 2018 Summit Block. All reservations will require a credit card or deposit equal to one night's room and tax to guarantee the room. Rooms may be cancelled 72 hours prior to the date of arrival with no penalty. Check-In time is 4:00 pm and Check-Out is 11:00am

# Booth Assignment and Shipping Information

**Booths are 8' x 10' and will be supplied with:**
One (1) 6 Foot skirted table
Two (2) Side Chairs
One (1) Wastebasket
One (1) Exhibitor ID Sign
Wireless Internet (bandwidth not guaranteed)

Sponsor "pop up" displays must fit within the allocated booth space, and sponsors are responsible for set-up, dismantling, and shipping of booth material.

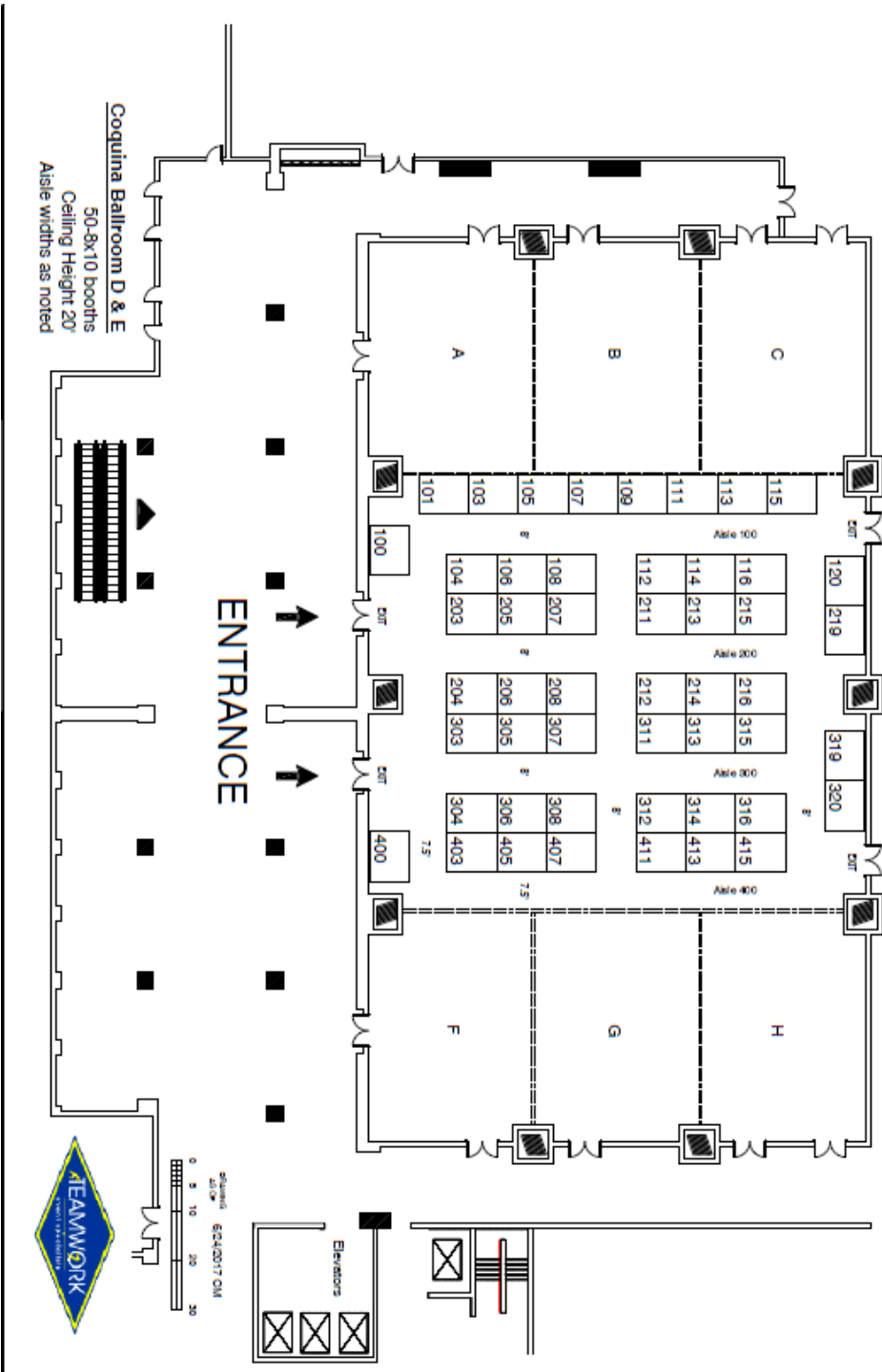Electrical is **not** provided by CTA.

**BOOTH AWARDS**
This year there will be a Best Overall Award presented for the best decorated booth in keeping with the CTA Technology Summit theme **"MESSAGE IN A BOTTLE"**. This winner is selected by the attendees of the Summit.

The CTA Summit planner, Diana Wright, will contact each sponsor via E-mail, in order of sponsorship level and the date of application, asking each sponsor to select a specific booth. Sponsors will be given two days to make a booth selection before we ask the next in line to make a booth selection.

The exposition company is:

Teamwork Labor Services, Inc.
23 Norfolk Avenue
South Easton, MA 02375
Attn: Jeff Shutts
407-438-7480

Corrections Technology Association
June 3-6, 2018
Hilton Daytona Beach Ocean Walk Village
Daytona Beach, Florida

Coquina Ballroom D & E

50-8x10 booths
Ceiling Height 20'
Aisle widths as noted

ENTRANCE

A

B

C

Aisle 100
101 103 105 107 109 111 113 115

100

120 219

Aisle 200
104 203  106 205  108 207  112 211  114 213  116 215

Aisle 300
204 303  206 305  208 307  212 311  214 313  216 315

319 320

400

Aisle 400
304 403  306 405  308 407  312 411  314 413  316 415

F

G

H

Elevators

TEAMWORK

6/24/2017 CM

**2018 CTA Sponsor Registration**

**Company Name**_____
(as you'd like it to appear in the Summit program)

Point of Contact Name: _____
(**Please indicate if this person will also be in the booth or just handling paperwork**)

**Onsite  Contact/Cell :**_____

Street Address: _____

City: _____  State: _____  Zip: _____

Phone Number: Work _____  Cell _____  Fax _____

E-mail: _____

Company web site address: _____

**Sponsorship Level**:
____Platinum ($8,000; 5 attendees; unlimited additional paid attendees from your company)
____Gold  ($5,000; 3 attendees; 2 additional paid attendees from your company; max attendees = 5)
____Silver ($3,500; 2 attendees; 1 additional paid attendee from your company; max attendees = 3)

List every person from the company who will attend the Summit below.
Sponsors may send additional attendees from their company based on their sponsorship level for $375.
IMPORTANT:  Sponsors must submit artwork no later than April 30, 2018. Booth Selection cannot be made without registration form and payment in full.

Attendee Name (printed on ID badge)          E-mail Address
_____          _____
_____          _____
_____          _____
_____          _____
_____          _____

Special Requirements for booth: _____

____ Interested in Hosting Specific Events (contact Diana Wright for more information)

Cost of Sponsorship  _____
Additional attendees ____ @ $375 = _____
Total Cost to Company  _____

**Accepted Payment: MasterCard or Visa (If paying by credit card you will receive a call after registration form is received to obtain credit card information)**
Contact Diana Wright at 850-222-2383, Cell 850-508-2473

Check payable to:
Corrections Technology Association, c/o John Daugherty, 1808 5th Ave., Helena, MT  59601

**CANCELLATION/REFUND POLICY**
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