

# AITP 2007 National Collegiate Conference

## March 29 - 31, 2007 – Detroit, Michigan

### Sponsor/Exhibitor Details

(as of February 24, 2007)

Thank you once again for participating as a sponsor and/or exhibitor at the 2007 AITP National Collegiate Conference. We are expecting over 850 IT college and university students, faculty and IT professionals from all over the country and a total attendance head-count of approximately 1,000! Here is some additional information to help plan your trip and participation in our event and do not hesitate to ask any questions or for points of clarification.

Conference Registration: Registration, exhibits, meals and all conference sessions will be in the hotel's meeting floors which are on Level 3-5 in the Renaissance Center Marriott Hotel part of the property.

Shipping of Materials\*: Detroit Marriott at the Renaissance Center  
\*Please schedule all c/o AITP: Attn: Kevin Jetton  
materials to arrive Renaissance Center Drive  
March 26-28, 2007 Detroit, Michigan 48243-1003

Exhibit Schedule:	Setup	Friday	3/30/2007	7-9am
	Exhibits	Friday	3/30/2007	9am-4pm
	Exhibits	Saturday	3/31/2007	9am-noon
	Tear-Down	Saturday	3/31/2007	noon-2pm

Lodging: Detroit Marriott 1-888-236-2427 Reservations  
Renaissance Center Drive 313-568-8000 Hotel #  
Detroit, Michigan 4843-1003 \$119/night single/double  
AITP Room Block!

\*The room block cut-off is March 5, 2007! Online Reservations:  
<http://www.aitp.org/ncc/ncc2007/aitp/ConfHotel.html>

Suggested Attire: Conference: Business Casual or Business  
Banquet: Business or "Evening Wear"

Ground Transportation: <http://www.aitp.org/ncc/ncc2007/aitp/travel.html>

Additional Information: <http://www.aitp.org/ncc>

When you check-in at the conference registration desk, a diagram and your booth assignment will be provided. Any special needs such as power, screens, monitors...needs to be requested if you have not done so already. Any charges over the basic set (skirted table, two chairs and power) will be the responsibility of the exhibitor and wireless internet will be available.

Lastly, a VIP reception for all sponsors and exhibitors along with attending IT faculty, IT professionals, AITP association board-of-directors and CMU selected guests will occur Friday, March 30, 2007 from 5:30-7:30pm in the Renaissance Club (same complex!). Your invitation and directions will be provided at the registration table! On behalf of the AITP National Collegiate Conference Committee – we are looking forward to seeing you in Detroit!

Sincerely,

*Kevin Jetton*

Kevin Jetton, AITP National Collegiate Conference Director  
210-275-2062 (cell # and available onsite!) [kjetton@satx.rr.com](mailto:kjetton@satx.rr.com)

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Here are your conference opportunities to maximize your sponsorship and exhibitor entitlements:

#### **Sponsors & Exhibitors**

1. 8.5x11 flyer in our attendee “program guide” (deadline is 3/19/2007)
2. Attendee goody bag stuffer items (quantity of 1,000). Be sure to let me know exactly what the item(s) are so that we can make sure that they get in the bags. This is especially important so as to not confuse it with any of your exhibit booth promotional products.
3. An interview room/area will be made available during the conference for your convenience.
4. You are invited to be our guest for ALL the conference meals and the Friday Night VIP reception with the exception of the Saturday night awards banquet which is included in the Sponsor entitlements but not for the “exhibitor only” entitlement package.
5. Wireless internet will be available in the exhibit area as well as in the internet café located just outside the exhibit area.

#### **Sponsors Only**

1. Your logo on all conference signage, banquet programs and attendee program guide
2. Optional “active” participation in your sponsored conference contest event working directly with our volunteer contest coordinators. Be sure to let me know ASAP!
  - a. Help compose the problem statement
  - b. Review the problem statement
  - c. Appearance opportunity during the beginning of the contest to welcome and thank the contestants. You can optional give all contestants a logo’ed item as well!
  - d. Provide onsite judges to determine the winners
3. Saturday night (3/31/2007 6-9pm) awards banquet:
  - a. Two (2) Reserved VIP seats for the banquet
  - b. Appearance opportunity for contest winner announcements and photos
4. Opportunity to provide logo’ed items to contest winners
  - a. Maximum of 6 “premium” items to the 1<sup>st</sup>/2<sup>nd</sup>/3<sup>rd</sup> place winners
  - b. Maximum of 14 “regular” items for up to 7 honorable mention winners
  - c. Contest teams consist of one or two IT student contestants with the exception of the Application Development contest which has a maximum team size of four students.

#### **Key Dates for All Sponsors & Exhibitors**

#	Key Date	Item Description
1	3/19/2007	Deadline for 8.5x11” flyer for Attendee Program Guide
2	3/19/2007	Deadline for all exhibit booth staff members for name badges
3	3/19/2007	Deadline for exhibitor special needs (internet, LCD, Screen.....)
4	3/27/2007	All “attendee goody bag stuffer items” delivered to Detroit Marriott
5	3/29/2007	All exhibit booth & materials delivered to Detroit Marriott/Renaissance Center
6	3/29/2007	Confirm attendees for all functions

\*Refer to the separate key dates and Name submission forms to make things easier!