



CORRECTIONS TECHNOLOGY ASSOCIATION

2024 Sponsor Guide

2024 CTA Technology Summit
June 23 – June 26, 2024



IT's Getting Hot in Here

DoubleTree Resort Paradise Valley, Scottsdale, Arizona

#CorrTech2024

@CorrTech2024

2024 CTA Summit Event Schedule and Deadlines

Hotel: DoubleTree Resort Paradise Valley, 5401 Scottsdale Road, Scottsdale, AZ 85250

Preference given for Technology Showcase request		April 10, 2024
Deadline for submitting artwork for program		May 1, 2024
Booth setup (exhibit hall)		June 23, 12:00PM – 4:00PM
President’s Welcome Reception in Exhibit Hall		June 23, 5:00PM – 7:00PM
Exhibit Hall Open		June 24, 7:00AM – 5:30PM
Breakfast	7:00AM – 8:00AM	
Break	10:00AM – 10:30AM	
Lunch	11:30AM – 12:30PM	
Break	2:30PM – 3:00PM	
Exhibit Hall Open		June 25, 7:00AM – 3:00PM
Breakfast	7:00AM – 8:00AM	
Break	9:30AM - 10:30AM	
Lunch	11:30AM – 12:30PM	
Break	2:30PM – 3:00PM	
Exhibit Hall Teardown	3:00PM – 4:30PM	
Best Booth Awards Announcements		June 25, 10:00AM (AM Break)
Booth dismantling		June 25, 3:00PM – 4:30PM
Business partner meeting		June 25, 4:00PM – 5:00PM
One representative per business partner		
Door Prize		June 24, 2:30PM (PM Break) June 25, 9:30AM (AM Break) June 25, 2:30PM (PM Break)

Please direct questions to our Summit planner: Diana Wright by phone at 850-508-2473 or email at dianawright@conferencems.com

Please make checks payable to:
Corrections Technology Association
c/o Diana Wright
1744 River Birch Hollow
Tallahassee, FL 32308

CANCELLATION/REFUND POLICY

In the event you need to cancel, please contact Diana Wright, before May 1, 2024. Cancellations received prior to May 1, 2024, will result in a 50% refund. Cancellations received on or after May 1, 2024, 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 for 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 2024 Technology Summit in Scottsdale, Arizona will mark the 24th 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 2023, the 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 “**IT’s Getting Hot in Here**” promises to deliver a compelling program of topics and presentations to attract IT professionals from around the world. 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 and booths 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 \$10,000

The highest sponsorship level provides maximum exposure to Summit attendees:

- 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
- 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
- Includes registration for up to five (5) attendees from your company
- Unlimited additional attendees from your company at the rate of \$500/person.
- Advance opportunity to select a booth location with completed registration form and full payment
- Pre-Technology Summit (1 week prior) and Post Technology Summit (1 week after) attendee list
- 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

Gold Sponsorship \$6,500

- Opportunity to host a Technology Showcase presentation/demonstration of your company's products.
- Banner Ad in Guidebook
- Includes registration for up to three (3) attendees from your company
- Two (2) additional attendees from your company at the rate of \$500/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 \$4,500

- Banner Ad in Guidebook
- Includes registration for up to two (2) attendees from your company
- One (1) additional attendee from your company at the rate of \$500/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 **POWER/electric or dedicated wired internet connection**, please contact Diana Wright at dianawright@conferencems.com

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 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)

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)

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://picesize.com/> and confirm its dimensions.

ARTWORK SUBMISSIONS

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

Opportunities to Host Attendee Functions/Giveaways

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, registration and the date that CTA receives payment for your sponsorship. Events, giveaways and hosting opportunities can be sponsored by more than one business partner, should the business partners be in agreement regarding the shared opportunity. Hosting opportunities/giveaways 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 Night President's Reception - \$6k to co-sponsor with CTA, \$12k for exclusive
- Tuesday Night Event (i.e. Luau, Karaoke, etc.) – \$5k to co-sponsor with CTA, \$10k for exclusive
- Exhibit Hall Breaks - \$1k to co-sponsor with CTA, \$2k for exclusive **(this price is per break; there are 4 breaks available)**
- Bags, Lanyards, and Giveaways - cost of the giveaway – must be approved by CTA. 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.

Prices will be determined based on event costs. Direct questions to Summit planner: Diana Wright at 850-508-2473 or email at dianawright@conferencems.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 850-508-2473 or by email at dianawright@conferencems.com

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. The Technology Showcase is limited to 6 to 8 minutes in length and will be timed to ensure all showcases are presented.

Sponsors may submit applications for Showcases through the form linked above (“Call for Technology Showcase”). Any questions can be addressed to the Corporate Chair Simon Bonk at Simon.Bonk@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.
- Any presenter using their own device will need to ensure they also have the correct adaptors or USB drive for transfer of the presentation.
- 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.
- This is your time to present your products and solutions. **The Board will not allow disparagement of other vendors, and doing so will have your presentation cut short.**

The Technology Showcase preference deadline is April 10, 2024. Additional information for the technology showcase is available at [Call for Technology Showcase](#), on the [CTA website](#), or by contacting Corporate Chair Simon Bonk at Simon.Bonk@correctionstech.org

Hotel, Exhibit Hall and Booth Information

The DoubleTree Resort by Hilton Hotel Paradise Valley is located at 5401 North Scottsdale Road, Scottsdale, Arizona 85250. The **CTA Summit hotel rate of \$110.00 per night plus tax is offered through May 31, 2024.** The phone number for the hotel is 480-947-5400. Be sure to mention you are with the Corrections Technology Association 2024 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 10' x 10' for Platinum, Gold, Silver 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.

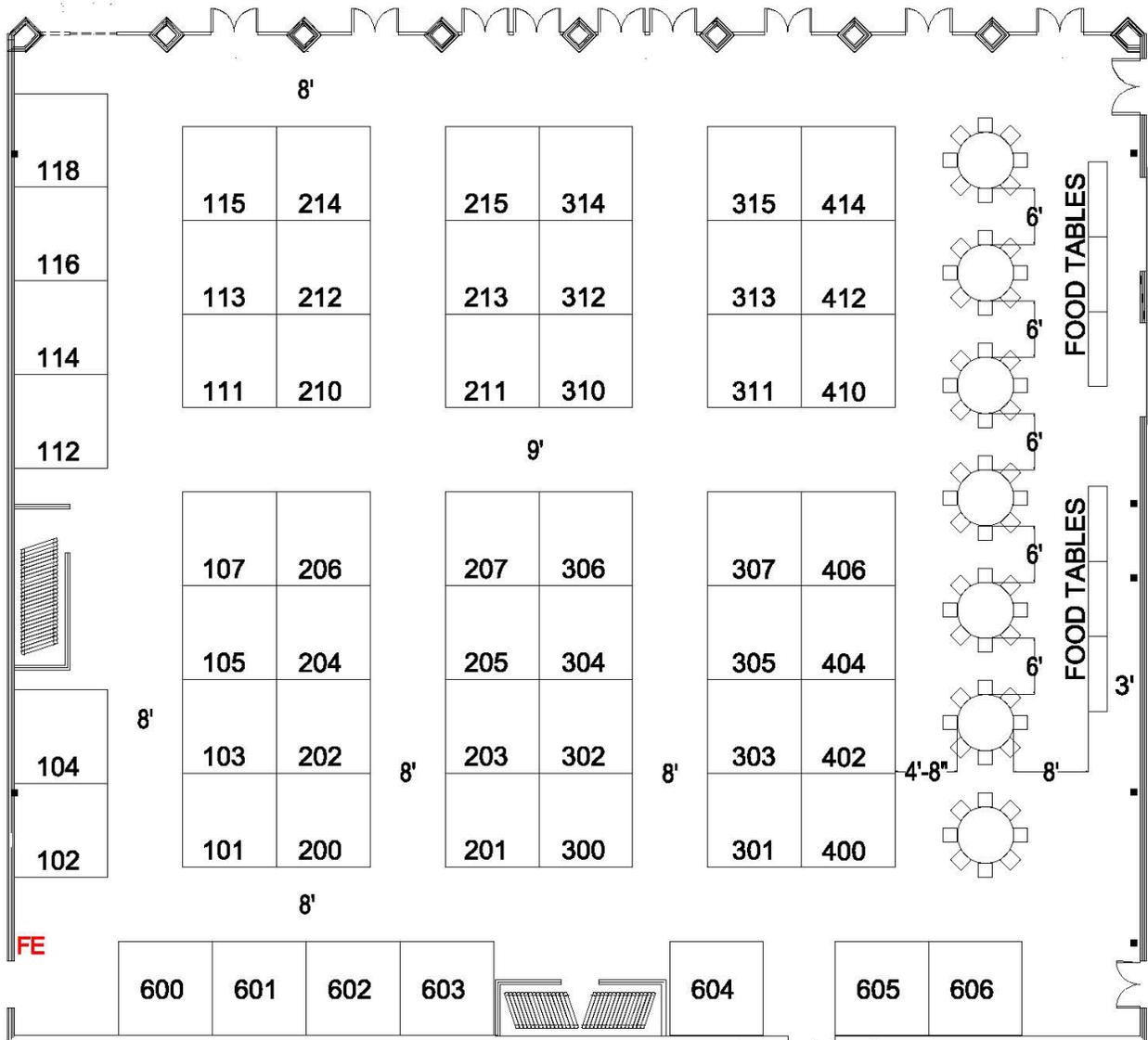
BOOTH AWARDS

This year there will be a Best Overall Award presented for the best decorated booth in keeping with the CTA Technology Summit theme "IT's Getting Hot In Here". 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.

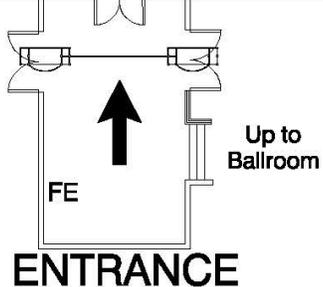
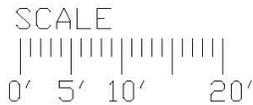
The exposition company is:

Willwork Global Event Services
7500 Exchange Drive
Orlando, Florida 32809



The Forum
55 - 10'x10' booths

Ceiling Height 28'



Willwork
Global Event Services

CTA 2024
June 23-25, 2024
DoubleTree Resort Hilton - The Forum - Scottsdale, Arizona

DRAWING DATE: 10/24/23
REVISED DATE: 11/27/23-v6
AE: BGOBBBER
DESIGNER: SArrabito

FILE NAME: D:\WILLWORK PROJECTS\SHOWS\2024 SHOWS\2024CTA\2024CTA-V6-11-27-23-PLAN.dwg

2024 CTA Sponsor Registration – PLEASE READ FORM CAREFULLY



Company Name (as it will appear in media platforms) _____

Paperwork Only Contact: _____ Email: _____ Cell: _____

Onsite Contact: _____ Email: _____ Cell: _____

Billing Street Address: _____

City: _____ State: _____ Zip: _____

Phone Number: Work: _____ Cell: _____

Company web site address: _____ Company twitter handle: @ _____

Sponsorship Level:

- ____ Platinum (\$10,000); 5 attendees; unlimited additional paid attendees (\$500/each) from your company
- ____ Gold (\$6,500); 3 attendees; 2 additional paid attendees from your company (\$500/each); max attendees = 5
- ____ Silver (\$4,500); 2 attendees; 1 additional paid attendee from your company (\$500/each); max attendees = 3

List every person from the company who will attend the Summit below – **email address is required**

Sponsors may send additional attendees from their company based on their sponsorship level for \$500.

IMPORTANT: Sponsors must submit artwork no later than May 1, 2024. Booth Selection cannot be made without registration form and payment in full.

Attendee Name (printed on ID badge)	Email Address **REQUIRED	Dietary Restriction
_____	_____	() GF () Vegan () Dairy Free
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____ Interested in Hosting Specific Events (contact Diana Wright for more information)

Cost of Sponsorship = _____
 Additional attendees ____ @ \$500 = _____
 Total Cost to Company = _____

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

Check payable to:

Corrections Technology Association, c/o Diana Wright, 1744 River Birch Hollow, Tallahassee, FL 32308

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