



2024

**K-12 TECHNOLOGY
CONFERENCE
EXHIBITOR INFORMATION**

November 6-8, 2024

Indianapolis, IN

**Crowne Plaza Conference
Center**

Why should I exhibit at HECC 2024?



1 The AUDIENCE

Connect with the technology coordinators and decision makers from all over the state.

2 The SESSIONS

Exhibitor sessions are available for you to further spotlight your products and services.

3 The BOOTHS

Affordable booth space equipped with a table and chairs with free wireless internet service throughout the facility.

4 The LOUNGE

An exhibitor lounge so you can get work done while at the conference, or meet with prospective customers.

5 The AMENITIES

Free high-speed WiFi and free power to your booth, plus easy access to downtown.



63.2%

of conference attendees are technology decision makers

HECC Fall Conference

Greetings from the Hoosier Educational Computer Coordinators! The purpose of this flyer is to solicit your presence at the HECC Fall 2024 Conference as a supporting exhibitor. We are excited about the growth of technology in our Indiana schools and the support HECC is able to give our technology coordinators.



This year's HECC conference will take place on November 6-8 at the Crowne Plaza Hotel in Historic Union Station in downtown Indianapolis. All times in this flyer are Eastern Standard Time.

2024 HIGHLIGHTS

- ALL EXHIBITORS ARE REQUIRED TO REGISTER INDIVIDUALLY in addition to signing up for a booth.
- Exhibitor booths are allowed up to 5 staff members, additional staff above 5 are \$50 each.
- Exhibitor staff members must wear HECC provided badges at all times. This is for security reasons.
- Exhibitor area setup – Tuesday, Nov. 5th from noon – 4pm or Wednesday, Nov. 6th from 8 – 11am.
- Exhibitor Hours: Wednesday, Nov. 6th from 11am – 5pm
- Thursday, Nov. 7th from 8am – 3:30pm
- Friday, Nov. 8th from 8am – 12:00pm
- Exhibitor lunches will be provided Wednesday and Thursday.

HECC Fall Conference

Exhibitor area setup will be Tuesday, Nov. 5, from noon-4 p.m. and Wednesday, Nov. 6, from 8-11 a.m. The only loading and unloading area is on Illinois Street between Union Station and Crowne Plaza. You will not be able to load and unload to the north of Union Station—that area

is owned by the Omni.

Tear down of booths will begin at 12:00 p.m. on Friday. No exhibitor should be leaving prior to 12:00p.m.

There are a couple issues to keep in mind when considering the cost of the booth:

- Exhibitors will be given two tickets for lunches on Wednesday and Thursday, with booth space. Any additional lunches will be at a cost of \$35 per lunch per day.
- Shepard will provide table skirting and backdrops for each booth. The booths will be 8×8 in size with a 6-foot table and two chairs or 8×16 in size and include two 6-foot tables with four chairs. All exhibit areas are carpeted with the exception of the exhibit corridors in Union Station hallways (booth numbers 1-9 and 99-157 are not carpeted). If you want carpeting or additional carpet, you will need to order that through Shepard. They will contact you within 60 days of the conference and provide you with information for ordering.
- Our snacks and refreshments will be located in the exhibitor area just as last year's conference. This placement brings more traffic to the exhibitors throughout the day.

As you consider reserving a booth in our exhibitor area, please keep in mind the potential benefits this exposure could bring to your firm:

1. **Our conference is directed at the technology coordinators in the state, many of who are in charge of their district's technology funds or provide purchasing recommendations to their superintendents.**
2. **This group keeps current on what is new within the technology landscape and are making planning decisions for future projects during this conference.**
3. **These technology coordinators are well-networked across the state and great at sharing new ideas and innovations with each other.**
4. **The HECC conference drew close to 1,000 attendees last year and we hope to see this number increase again this year.**



Register today at <https://hecc.k12.in.us/conference>

HECC Fall Conference

Exhibitor area costs are as follows:

8x8 space	\$1000
8X8 premium space (Booths 1–60)	\$1050
8X16 space	\$2000
8X16 premium space (Booths 1–60)	\$2100
8x8 non-profit space	\$400
Additional lunches	\$35 each
Additional booth staff (above 5)	\$50 each



HECC will provide wireless high-speed internet service and basic electrical service (110 outlets) for each exhibitor booth.

REGISTRATION - Opens noon (EST) on Tuesday, May 13th

If you're interested in a booth at this year's conference, visit

<http://hecc.k12.in.us/exhibitors>

As exhibitors, you pick your own booth location based on a minimum 20% deposit, at registration time, with the balance due in 30 days. Check payments will be marked paid and approved once your check has arrived. As soon as payment is marked in the database, you will receive an approval email so you can register staff and choose your lunches.

Check should be made out to HECC and mailed to:

ATTN: Scott Ribich, HECC Exhibitor Chair
Bluffton-Harrison Metropolitan School District
805 E. Harrison St.
Bluffton, IN 46714

Once your registration and payment is received HECC will send an approved email with information on how to register booth workers and make your lunch selections.

Cancellation policy is as follows:

- If you cancel more than 60 days prior to the event, HECC will refund 100% of your payment.
- If you cancel 30-60 days prior to the event, HECC will refund 50% of your payment.
- If you cancel less than 30 days prior to the event, HECC will not refund any payment.

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Sponsorships & Marketing

For over 30 years the HECC Conference has been providing an opportunity for exhibitors and decision makers to come together to strengthen and promote excellence in education. Just as there is no one “right” way to teach, there is also no “right” way to advertise. HECC, Inc. offers a wide variety of options to make your conference experience just what you need.



INDIVIDUAL SPONSORSHIPS (Includes access to purchase premium booth spaces)

Conference Tote Bags: \$4,000 (Limit 3)

Your logo placed on the tote bag that is provided to all conference attendees

Badge Holders: \$3,000 (Limit 1)

Your logo placed on the badge holder that is provided to all conference attendees

Lanyards: \$4,000 (Limit 1)

Your logo placed on the lanyards provided to all conference attendees

Digital Signage Sponsor: \$1,500 (Limit 5)

Your logo placed on our digital signage displays

Breakfast Sponsor \$2,000 (Limit 3)

Your company and logo displayed to the attendees during Breakfast on Wed–Fri

Snack Sponsor: \$1,500 (Limit 4)

Your company and logo displayed at one of two snack stations in the afternoon Wed. and Thur.

MARKETING

Literature Distribution: \$300

Your promo or printed material (provided by you) to be placed in attendee bags. This is an opportunity to put a one page (front/back) flyer in packet for attendees. Shipping information will be provided closer to the conference, and must be received to that location no later than EOB November 3, 2023.

EQUIPMENT SPONSORS, TCOY SPONSORS, BOARD DINNER SPONSORS

Please contact for more information

The HECC Inc. conference requires a large amount of equipment and network to provide our attendees a premier technology conference. If you are interested in providing in-kind equipment/service in exchange for a sponsorship package, please contact our Exhibitor Chair for more information.

Register today at <https://hecc.k12.in.us/conference>

Sponsorships

Packages

TITANIUM SPONSOR - \$12,000

- Four 8x8 booths
- 1 Educational Session
- Literature distribution
- 4 floor stands
- Logo in printed guide
- Logo placed on online program
- Logo shown on website all year
- Up to 12 lunches per day
- Lead retrieval scanner
- One-time promotional email sent to organization
- Logo on conference website
- Premium booth location
- Unlimited booth staff*

GOLD SPONSOR - \$10,000

- Two 8x8 booths
- 1 Educational Session
- Literature distribution
- 3 floor stands
- Logo in printed guide
- Logo placed on online program
- Logo shown on website all year
- Up to 8 lunches per day
- Lead retrieval scanner
- One-time promotional email sent to organization
- Logo on conference website
- Premium booth location
- Up to 8 booth staff included*

SILVER SPONSOR - \$8,000

- One 8x8 booth
- 1 Educational Session
- Literature distribution
- 2 floor stands
- Logo in printed guide
- Logo placed on online program
- Logo shown on website all year
- Up to 5 lunches per day
- Lead retrieval scanner
- One-time promotional email sent to organization
- Logo on conference website
- Premium booth location
- Up to 5 booth staff included*

*All booth staff must be registered

The Venue

Crowne Plaza Hotel and Conference Center
123 W Louisiana St
Indianapolis, IN 46225



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