



Sponsorship Prospectus

Your Invitation to Sponsor

**Virtual
Conference**
Feb 6 - 8, 2024

PRESENTED BY



Your Invitation to Sponsor

Strata Information Group (SIG) is pleased to announce our fourth annual conference, SIGConnect, February 6-8, 2024.

This all-virtual conference has established itself as the premiere online event bringing together professionals and subject-matter experts in higher education to share and learn ways to deliver excellent experiences for students, faculty, and staff using information technology.

We are excited to give our partners and clients this platform to enhance both personal and professional development. SIGConnect continues to grow with SIGConnect 2023 garnering over 3000 registrants from higher education institutions from around the globe.



About SIG



170+

Experienced Professionals



36+

Successful Years in Business



15+

Service Solutions



700+

Satisfied clients



Dedicated Cybersecurity
Consulting Practice



www.sigcorp.com





What is SIGConnect?

SIGConnect is a virtual conference designed for higher education professionals to share ideas in solving modern problems and streamline operations both on and off campus.

SIGConnect provides an online space to share, learn, and connect with some of the best thinking in higher education. It provides partners an opportunity to showcase their solutions, increase brand recognition, and help solidify their thought leader status in the industry.

A large, semi-transparent graphic of a video conference grid is positioned in the lower right quadrant of the page. It shows multiple small video windows with various people, representing a virtual meeting environment.

Sponsor & Exhibitor Info

www.sigcorp.com



Benefits of Sponsoring

- An opportunity to establish sponsors as thought leaders in the industry through participation in presentations and roundtable discussions.
- Multiple branding opportunities via sharing of informational and marketing materials in the exhibit hall, logo placement throughout the venue, and pre/post marketing activities by SIG.
- Interactive experiences allowing sponsors to share with attendees industry best practices, the latest trends, and their solutions to enhancing the landscape of higher education.
- Direct access to higher education decision makers and staff.
- A three-dimensional virtual expo hall that allows for booth interaction between sponsor and attendee providing unique networking experiences.



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Demographics

SIGConnect 2023 Attendees



3,000+ Registrants



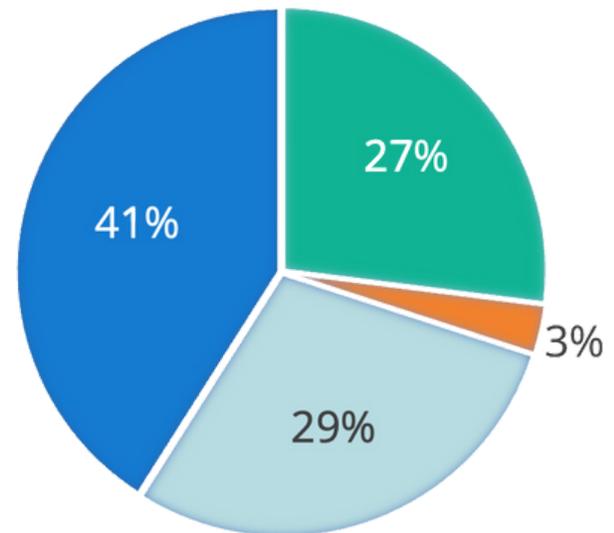
From 48 US States and 15 Countries



1,500+ Higher Education Institutions Represented

TECHNOLOGIES USED AT THEIR INSTITUTION:

- Amazon - 7%
- Anthology - 3%
- Ellucian Banner - 93%
- Ellucian Colleague - 5%
- Jenzebar - 1%
- Oracle PeopleSoft - 3%
- Salesforce - 12%
- Slate - 21%
- Unifyed - 1%
- Workday - 3%

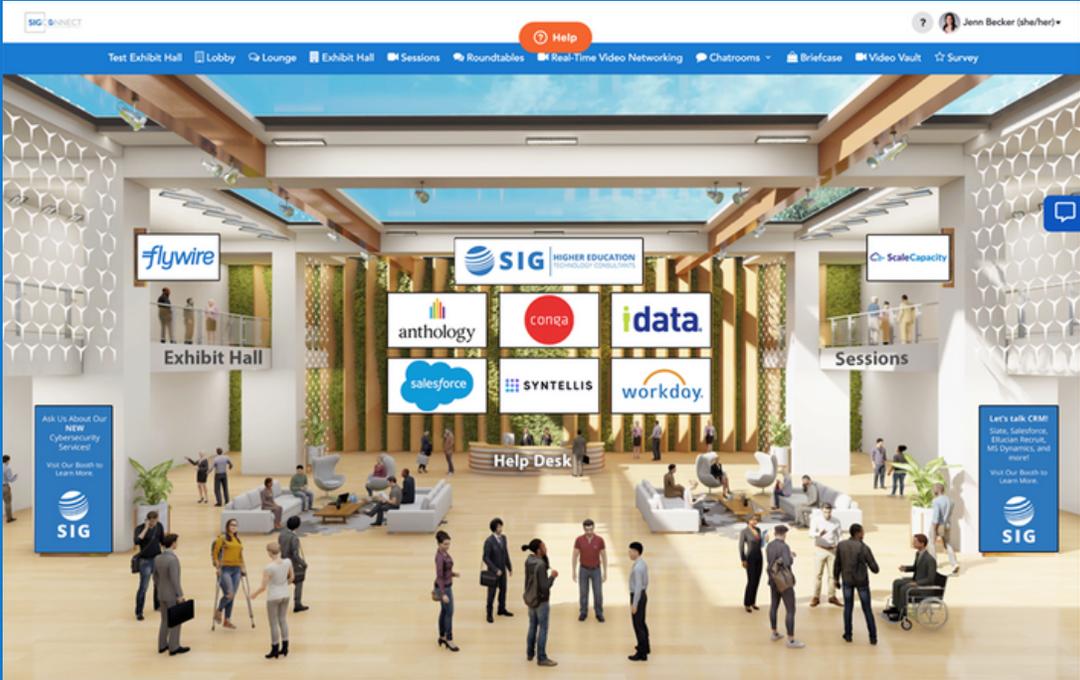


- Department Manager
- Executive
- Department Staff
- Technical Staff



Conference Environment

SIGConnect is a dynamic, interactive virtual conference.



Lobby Area

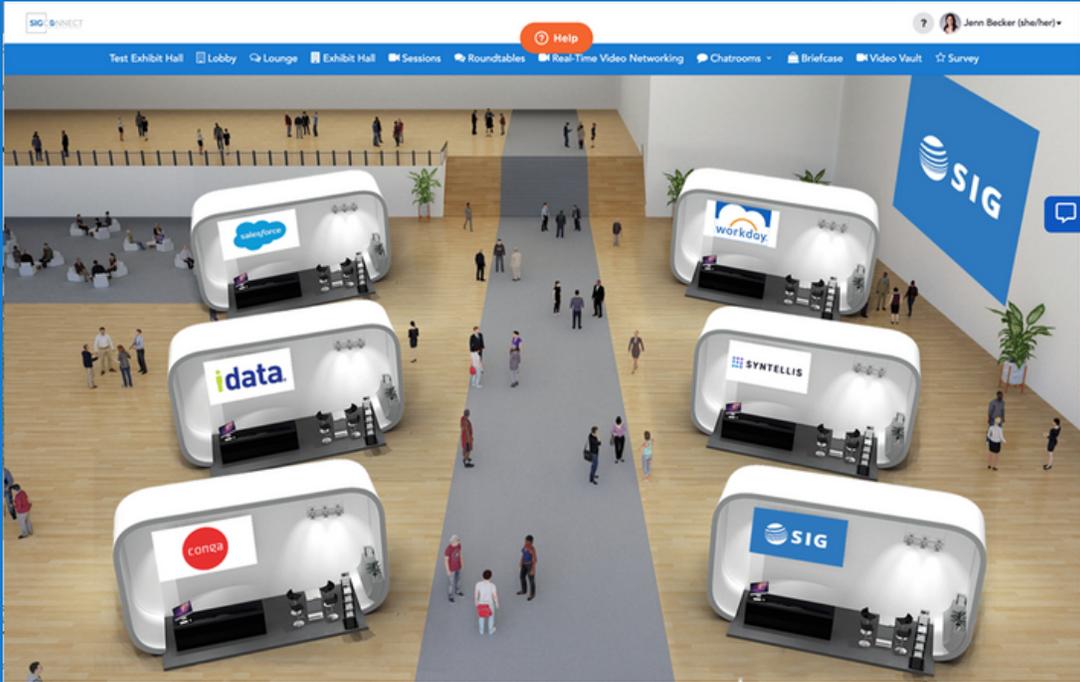


Exhibit Hall



What have past Attendees said about SIGConnect?

This was one of the most engaging, relevant, and timely opening sessions. It was a very captivating and introspective way to begin a conference. It resonated with me on so many levels. Katherine was phenomenal! Can't wait to share the presentation with my colleagues!

Very well presented and an interesting thesis. I was especially intrigued by some of the comments about culture and generation intersecting around when technology was introduced.

Very informative. Lots to take back and incorporate into my leadership styles. Thank you!

FANTASTIC presenter and content!

OMG. I usually listen to keynotes with one ear while doing something else as they too often turn into 'plastics - the wonder material!' This was riveting, engaging (a great presentation doesn't need slides - but please make them available!) and I was captivated the entire way through. In best boomer fashion, I'm compelled to use punctuation and parenthetical comments, and it helped me - today- to resolve to reconsider my usual communications with my coworkers and bosses, all of whom are younger.

Top 5 presentation of ALL time for me - one word 'outstanding'. My ability to communicate with all age groups will be much better moving forward.

Such a great presentation! Very informative and I was genuinely entertained the whole time. Great job!

Great presentation! Learned a lot about generational differences and how each generation has a different culture.



Sponsor & Exhibitor Opportunities

1

**\$1250
Investment**



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- **One Presentation Spot**
- **Exhibit Booth**
- SIG-initiated Marketing Activities
- Logo Placement
- Post Event Metrics
- Recognition



Sponsor & Exhibitor Opportunities

2

**\$750
Investment**



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- **Exhibit Booth**
- SIG-initiated Marketing Activities
- Logo Placement
- Post Event Metrics
- Recognition



3

Sponsor & Exhibitor Opportunities

**\$750
Investment**



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- **One Presentation Spot**
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- Logo Placement
- Post Event Metrics
- Recognition



Sponsor & Exhibitor Opportunities



Free Access for 2 Sponsor Representatives:

You will receive two sponsor registrations for your team to engage one-on-one with attendees.

Presentation:

Share meaningful information to a targeted audience regarding your products and services. Interact with current and potential clients. A presentation features one or more speakers (sponsor representative and/or clients) presenting a topic of interest or a case study. Sponsor will introduce the presenter(s) and provide a brief company overview using one slide. Sessions are 50 minutes in length. All content is subject to SIG approval.

Exhibit Booth:

Customize your booth space in our virtual exhibit hall floor. Upload videos, PDF brochures, and documents to your virtual booth giving attendees access to your products and services. All collateral will be saved in a virtual briefcase attendees can download later. Attendees can pre-book appointments at the booth.

Logo Placement:

Your logo will be placed throughout the event such as email blasts, conference hall, leader board, etc.

Post Event Metrics:

Exhibit booth conference data will be shared post-conference.

Recognition:

Your company logo will be shared throughout the conference site, including website, and other promotional material.

**ADD ON: PRESENTATION SPONSOR -
\$500/PRESENTATION**



Sponsorship



sigcorp.com/sigconnect/



marketing@sigcorp.com



619.296.0170



We hope you will consider this exclusive invitation to sponsor SIGConnect 2024.

Please complete the registration form by December 27, 2023 via the link provided.

If you have any questions, please don't hesitate to contact us.



Thank You



SIG

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