



Dear Prospective Sponsor,

On behalf of Educational Technology Policy, Research and Outreach (ETPRO)/CyberWatch K12 Division, it is my pleasure to invite you to sponsor the 2011 C3 Conference, "Cyberethics, Cybersafety and Cybersecurity," **which will be held October 6<sup>th</sup> and 7<sup>th</sup>, 2011, at the Stamp Union at University of Maryland College Park Campus.** 2011 will be our 10<sup>th</sup> anniversary; the conference has exploded in the past year due to the content subject matter and is expected to draw more than 500 attendees.

The attendees represent a variety of audience groups:

- Educators - including technology and curriculum coordinators, media specialists, classroom teachers, guidance counselors and administrators to name a few
- Nonprofits and Business Community
- IT Workforce- including K12 IT System Admin and CTO's
- Law Enforcement
- Parents and Students
- State and Federal Agencies

The event also attracts top leadership from the local State Departments of Education, and universities and community college representation throughout the region. **The rich diversity of experience, executive leadership, and educational expertise represented in our audience promises to make this event an excellent showcase opportunity for your organization.**

The conference is a valuable venue for organizations with products or resources of interest to the cyberawareness and educational community. Past co-hosts include CyberWatch, National Cyber Security Alliance, National Science Foundation, UMCP Office of Information Technology, and University Libraries. Past sponsors have included CoSN, CyberSmart, Database and LAN Solutions, DBCS, Educause, Federal Trade Commission, iKeepSafe.org, iSafe, (ISC)<sup>2</sup>, ISTE, MDTAP, Microsoft, NetSmartz, Northrop Grumman, Project Nethics, Socrates Institute, StaySafeOnline, and Symantec.

**The event guarantees an abundance of market exposure opportunities.** Perhaps, most importantly, the event offers plenty of time to both network and gain valuable insight into the state of cyberawareness in the K-16 arena. There are a variety of sponsorship levels available. We feel that your organization would make an excellent partner in support of our efforts to have a significant impact on informing the educational community about the ethical, legal, safety, and security implications of technology use and illustrate how educators and parents can apply these concepts to their own setting.

If you have questions or would like additional information, please feel free to contact Dr. Davina Pruitt-Mentle at 301 503 8070. We hope that you will take advantage of this unique opportunity. We look forward to hearing from you.

On behalf of Educational Technology Policy, Research and Outreach/CyberWatch K12 Division, THANK YOU for your past and future support.

Sincerely,

Davina Pruitt-Mentle, Co-Chair C3 Conference 2011

Portia Pusey, Co-Chair C3 Conference 2011



## **Sponsorship/Exhibitor Opportunity Cyberethics, Cybersafety and Cybersecurity Annual C3 Conference**

The core mission of the **C3® Conference** is to **inform the educational community about the ethical, legal, safety, and security implications of technology use and illustrate how educators and parents can apply these concepts to their own setting.** Tutorial sessions include practical applications that can be immediately applied to your home or classroom setting.

Participants will hear from state and local educators, law enforcement, internet safety/security curriculum providers, researchers, and policy makers on a broad range of topics to include: current and pending legislation, educational initiatives available, the latest "hot topics" to include cyberbullying, identity theft and sexting, security and internet safety provider updates, online reputation management, newly released online interactive simulations and games that promote responsible online behavior, C3 framework and matrix, and much more. Digital Media Literacy encompasses Cyberethics, safety and security. Come learn how to guide students in using technology and digital media in a safe and responsible way.

Now in its 10<sup>th</sup> year, the C3 Conference is a valuable venue for organizations with products or resources of interest to the cyberawareness and educational community.

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We believe the outcomes will have a significant impact on the development of cyberawareness strategies, policies and activities as well as connecting cyber security with the labor shortages of Information Assurance/ Cybersecurity personnel.

**Sponsors will have the opportunity to share their current programs for encouraging responsible technology use and promoting a workforce in the field of Cybersecurity.**

Each day an after lunch exploration will highlight exhibitors from sponsoring organizations. They will be able to share current programs and materials and find out what educators and parents are looking for to address cyberawareness.



The following sponsorship levels are available:

<p><b>Terabyte Level Sponsors - \$20,000 and above</b></p> <ul style="list-style-type: none"> <li>• Provide introduction of keynote speaker for breakfast or lunch or networking event.</li> <li>• Sponsor profile, with logo and photo of keynote speaker prominent in the program guide</li> <li>• Host C3 Luncheon, Breakfast and Break or Conference Workshop</li> <li>• Name/Logo on conference Materials</li> <li>• Insert of choice into conference bag</li> <li>• Materials displayed on lunch tables and networking event</li> <li>• Name with hotlink on C3 Conference website (also links to CyberWatch K12 Division website)</li> <li>• One premier exhibit space at C3 Conference exhibit area</li> <li>• Listing as a Sponsor in the C3 Conference email and listserve news blasts and Conference Program</li> <li>• Logo on volunteer tee-shirts/materials</li> <li>• Receive 20 free tickets for your employees or as student /educator sponsorships</li> <li>• Receive front table for luncheon seating 10</li> </ul>	<p><b>Gigabyte Sponsors - \$10,000</b></p> <ul style="list-style-type: none"> <li>• Provide a panelist or facilitator for one of the presentations.</li> <li>• Co-host C3 Luncheon, Breakfast and Break</li> <li>• Name/Logo on conference materials</li> <li>• Insert of choice into conference bag</li> <li>• Materials displayed on lunch tables and networking event</li> <li>• Name with hotlink on C3 Conference website (also links to CyberWatch K12 Division website)</li> <li>• One exhibit space at C3 Conference exhibit area</li> <li>• Listing as a Sponsor in the C3 Conference email and listserve news blasts and Conference Program</li> <li>• Logo on volunteer tee-shirts/materials</li> <li>• Receive 10 free tickets for your employees or as student /educator sponsorships</li> <li>• Receive front table for luncheon seating 5</li> </ul>
<p><b>Megabyte Sponsors - \$5000</b></p> <ul style="list-style-type: none"> <li>• Name with hotlink on C3 Conference website (also links to CyberWatch K12 Division website)</li> <li>• One exhibit space at C3 Conference exhibit area</li> <li>• Listing as a Sponsor in the C3 Conference email and listserve news blasts and Conference Program</li> <li>• Logo on volunteer tee-shirts/materials</li> <li>• Receive 5 free tickets for your employees or as student /educator sponsorships</li> <li>• Receive front table for luncheon seating 2</li> </ul>	<p><b>Contributor - \$2500</b></p> <ul style="list-style-type: none"> <li>• Receive 2 free tickets</li> <li>• One exhibit space at C3 Conference exhibit area</li> <li>• Listing as a Contributor in the C3 Conference email and listserve news blasts and Conference Program</li> </ul>
<p><b>College/University Level Sponsors-\$1000</b></p> <ul style="list-style-type: none"> <li>• Receive 2 free tickets</li> <li>• One exhibit space at C3 Conference exhibit area</li> <li>• Listing as a college/University sponsor in the C3 Conference email and listserve news blasts and Conference Program</li> </ul>	<p><b>Friend of C3 Conference Sponsors - \$500</b></p> <ul style="list-style-type: none"> <li>• Receive 2 free tickets</li> <li>• Share a table at C3 Conference exhibit area</li> <li>• Sponsorship noted in the program book.</li> </ul>
<p align="center"><b>PROGRAM BOOK/MARKETING PARTNERSHIPS</b>          Receive a quarter-page advertisement in the program book          for your organization! \$100.00</p>	





**Sponsorship/Exhibitor Opportunity  
Cyberethics, Cybersafety and Cybersecurity  
Annual C3 Conference**

Mail this completed form and payment to the attention of Fran Melvin, CyberWatch, Room 129C, Center for  
Advanced Technology Bldg, Prince George's Community College Largo, MD 20774  
All checks should be made payable to the "CyberWatch Foundation."

**Contact Information:**

**Company/Organization Name (please list name as it should appear in promotional materials)**

**Address:**

**City, State, Zip**

**Primary Contact:**

**Title:**

**Phone:**

**Email:**

**Website Address:**

**Desired Sponsorship Level:**

- ☐ Terabyte Level (@ \$20,000 and above)
- ☐ Gigabyte Level (@ \$10,000)
- ☐ Megabyte Level (@\$5000)
- ☐ Contributor Level (@ \$2,500)
- ☐ University Sponsorship (@ \$1,000)
- ☐ Friend of C3 Conference Level (@ \$500)
- ☐ Promotional Ad (@\$100)

**Payment Information:**

ETPRO Tax ID # 26-036-0406. Checks should be payable to ETPRO. Send completed form and  
payment to:

Davina Pruitt-Mentle  
ETPRO  
Attn: C3 Conference Sponsorship  
5333 Broadwater  
Clarksville, MD 21029