

ETPRO

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 2015 C3 Conference, "Cyberethics, Cybersafety and Cybersecurity," **which will be held October 1st and 2nd, 2015, at the Conference Center at the Maritime Institute.** 2015 will be our 13th anniversary; the conference has grown significantly in the past few years due to the subject matter content and is expected to draw more than 400 attendees.

This year we are excited to connect the cyberawareness topics with the need to develop a cybersecurity workforce through the **1st National K-12 Cybersecurity Education Conference**. Participants will increase their knowledge about both domains by attending the event at a single location.

The National K-12 Cybersecurity Conference will provide a unique environment that brings together educators, faculty members, professionals, researchers, non-profit personnel, other K-12 curriculum specialists, and students to expand a national effort to document the K-12 cybersecurity education programs on-going throughout the country and to address the goal: to develop a comprehensive agenda focused on the challenges of cybersecurity education at the K-12 level. Currently, many efforts are underway to encourage students to explore cybersecurity careers. From these, what are successful programs and strategies to educate students, educators and parents about careers in cybersecurity and other Science, Technology, Engineering and Mathematics (STEM) related pathways, and what roadmaps can be drafted indicating both the resources required and the potential barriers that have to be overcome.

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)², ISTE, MDTAP, Microsoft, Google, 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

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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, THANK YOU for your past and future support.

Sincerely,

Davina Pruitt-Mentle, Co-Chair Conference 2015

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**Sponsorship/Exhibitor Opportunity
Cyberethics, Cybersafety and Cybersecurity
Annual C3 Conference
National K-12 Cybersecurity Education Conference**

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 14th 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.

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The following sponsorship levels are available:

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

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National K-12 Cybersecurity Education Conference**

Mail this completed form and payment to the attention of Davina Pruitt-Mentle, ETPRO, 5333 Broadwater,
Clarksville, MD 21029

All checks should be made payable to ETPRO-Conference

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 (@\$5,000)
- Contributor Level (@ 2,500)
- University Sponsorship (@ \$1,000)
- Friend of C3 Conference Level (@ \$500)
- Promotional Ad (@\$100)

Payment Information:

Your generous contributions will be managed by the Conference organization and used to facilitate the event and fund the educator's professional development opportunity