



ONE VOICE

SPONSORSHIP PACKET

Indiana Township Association presents the

2021 Educational Conference

September 19-22

Sheraton Keystone Crossing



Plans are underway for an IN-PERSON Educational Conference September 19-22, 2021! Our theme, “One Voice” represents the power that one voice can have AND the progress that comes with one unified voice.

The core of our mission is **to promote a township government responsive to the needs of its citizens**. We assist township trustees, board members and employees by: providing support services, advocating for townships, developing resources, and offering educational opportunities.

This is where you come in!

We are hopeful that you will partner with the ITA to ensure township officials have the opportunity to learn, network, socialize and become aware of the services you are able to offer; and we invite you to look at these next few pages to find the right “fit” for your business to have a presence at this 3-day event. We expect to see 400+ township officials participate again this year!

We believe there is a place for you; and if you do not see it listed, contact us for a customized plan! For our past partners, you will notice several changes to our sponsorship levels and opportunities.

If you have questions about the ITA Annual Educational Conference, please contact Debbie Driskell, ITA Executive Director at 317.813.3240 or ddriskell@indianatownshipassoc.org.

IMPORTANT DATES FOR YOUR CALENDAR

JULY 1	HOTEL ROOM BLOCKS OPEN
JULY 1	ONLINE BOOTH RESERVATIONS OPEN – 10 AM (Eastern)
AUGUST 23	ADVERTISING FORM DEADLINE
AUGUST 23	PROGRAM / SIGNAGE / APP FILES / ARTWORK DUE
AUGUST 28	HOTEL REGISTRATION DEADLINE
SEPTEMBER 21	EXHIBITOR MOVE-IN
SEPTEMBER 22	TRADE SHOW OPEN

If you are not familiar with Township Government...Here is a bit about the local decision-makers & our conferees:

The 1005 townships within the State of Indiana are governed by elected officials: a Trustee (CEO/CFO) and a legislative body – a 3-member Township Board (Marion County has 5-member boards). Townships’ responsibilities are varied and include the provision of fire protection, administering public assistance for residents in need of basic life necessities (rent/mortgage/utilities/food, etc.), burials and maintaining cemeteries. Some townships own and operate community centers, parks/recreation programs, and initiate public educational/awareness campaigns.

The township trustee must assure that funds are properly banked/invested, property/life are insured, and all properties are maintained. The township board is responsible to budget the necessary funds to operate all government functions, approve certain contracts, and approve the reports of the trustee’s expenditures.

Most township government offices have employees that assist the Trustee in daily operations; while others are one-person operations, and the trustees work from their homes.

Please visit www.indianatownshipassoc.org for more information!



TENTATIVE AGENDA

SUNDAY, SEPTEMBER 19

4:30pm – 6:30pm
Registration Open – Early Bird ONLY

7:00pm -10:00pm
ITA Hospitality Room

MONDAY, SEPTEMBER 20

7:30am – 5:00pm
Registration & Resource Center Open

8:00am – 9:00am
Enhanced Continental Breakfast

9:00am – 9:30am
Opening Remarks

9:30am – 10:30am
Keynote Speaker

10:30am – 12:00pm
General Session

12:00pm – 1:30pm
Lunch on Own

1:30pm – 4:30pm
**General Session/Convention/
Election of Officers**

4:30pm – 6:00pm
Boyce Hospitality

6:00pm – 8:00pm
GAME NIGHT!

6:00pm – 8:00pm
Set-up for GRASSROOTS Booths

8:00pm – 11:00pm
Boyce Hospitality

TUESDAY, SEPTEMBER 21

7:30 am – 8:30am
Enhanced Continental Breakfast

7:30 am – 4:00 pm
GRASSROOTS Sponsor Booths

8:30 am – 9:45am
Seminar Breakouts

10:00am – 11:15am
Seminar Breakouts

11:30am – 12:30pm
Lunch on Own

12:45pm – 2:00pm
Seminar Breakouts

2:15pm – 3:30pm
Seminar Breakouts

3:45pm – 5:00pm
Seminar Breakouts

8:00pm
Exhibitor Setup

6:00pm – 8:00pm
Awards Dinner & Entertainment

8:00pm – 11:30pm
Boyce Hospitality

WEDNESDAY, SEPTEMBER 22

6:00am – 7:30am
Exhibitor Set-up

7:30am – pm
Exhibitor Registration & Resource Center Open

7:30am – 1:30pm
Exhibits Open

7:30am – 9:00am
Enhanced Continental Breakfast Suites 8, 9, 10

8:30am – 10:00am
Seminar

10:00am – 10:30am
Break

10:30am – 12:00pm
Seminar

12:15pm - 1:15pm
Closing Lunch and Raffle Drawings

A GREAT WAY TO GET YOUR BRAND NOTICED!

We will be assembling 500 conference “swag” bags this year and you are welcome to provide a logo item to be included!

Please contact the ITA office to coordinate!



What's New in 2021...

ENHANCED GRASSROOTS SPONSORSHIP includes a “preview” booth opportunity. Your booth will open on Tuesday, September 21 for the full day in addition to the Trade Show which takes place on Wednesday, September 22. GRASSROOTS sponsorships are limited to the first 4 registrations. To secure this level, please contact us directly prior to the opening of booth reservations (no later than June 30).

ENHANCED SPONSOR/EXHIBITOR PACKAGES are described on the next few pages. Keep in mind that we can work with you to customize a package that meets your marketing needs!

GAME NIGHT will be held on Monday evening and will include “add-on” opportunities for all levels of sponsors:

- Corn Hole Tournament
- Euchre Tournament
- Bingo Tournament
- Photo Booth
- Caricature Artists

Each sponsor is invited to participate in the fun by being present to mingle with the conferees, “running” the tournament of your choice, and awarding prizes of your choice! The only costs for the “add-ons”, is the actual supplies/vendors/prizes. Our conference program will highlight your participation in the first-of-a-kind game night!

CONFERENCE MOBILE APP



For the 2021 conference, we are unveiling an Indiana Township Association Conference App!

The exciting part for our sponsors and exhibitors is that you will be highlighted in the app based on your level of sponsorship. We understand that the best way to reach people is using the device that they carry every day. This app will not only allow us to highlight your business but

send out push notifications to our members when you come on board. This will direct people to look at your services and guide them to information about YOU! When you have agreed to a level of exhibitor or sponsorship, you will receive an email with a link to submit your information for your place on the app. This is an ADDED benefit to our sponsors this year and we hope this provides a higher level of connection.

ENHANCED CONFERENCE MOBILE APP SPONSOR PAGE INCLUDES:

- Logo
- General Information
- Up to (5) PDF Documents for Download
- Up to (5) Hyperlinks
- Social Channel Information
- Sales Representative Information & Photo

SPONSORSHIP MENU

	GRASSROOTS \$3500.00 4 Available	Supporting \$1700.00 6 Available	Classroom \$1000.00 3 Available	Breakfast \$750.00 3 Available	Beverage Break \$500.00 5 Available
Company Name or Logo will be displayed on:	Attendee folder labels Top of conference signage ITA Website Pre-conference emails ITA Facebook Advertisement loop during general session	Conference signage ITA Facebook Advertisement loop during general session	Conference Signage & Classroom Entrance ITA Facebook	Signage at breakfast tables ITA Facebook	Signage at break stations
Exhibitor Booth	Included: 2-day Booth with advanced selection	Included: Booth with advanced selection [Option to upgrade to two-day booth]	Booth Package Option +\$400 [booth, 1 conf. reg.]	Booth Package Option +\$400 [booth, ¼ page ad, 1 conf. reg.]	
Conference App	Enhanced Sponsor Page	Enhanced Sponsor Page	Logo & General Business Info	Logo & General Business Info	Logo & General Business Info
Conference App Enhanced Sponsor Page Upgrade	Included	Included	\$100	\$100	\$200
Conference Registrations	4 Included	2 Included (\$225 each add'l.)	1 Included (\$225 each add'l.)	Discounted @ \$225 p/p	Discounted @ \$225 p/p
Program Advertisement	Full page	Half page	Quarter page	Available for purchase	Available for purchase
Conference Recognition	Podium recognition during all plenary sessions/activities	Podium recognition during conference			
Swag Bag item placement	YES	YES	YES	YES	YES
Conference Mailing List	YES	YES	YES	YES	
Included in Conference Program	YES	YES	Description of presentation in conference program book		
Game Night Host	YES- First choice	Next Option	Next Option	Next Option	
Classroom Presentation Time			Allotment of one 75 min. break-out session for company presentation		

EXHIBITOR BOOTH PACKAGES

	<i>2021 Associate Member Exhibitor</i>	<i>Guest Exhibitor</i>	<i>2021 Member Township Exhibitor</i>
	\$650.00 + Door Prize	\$750 + Door Prize	No Charge
ITA Facebook	Logo Displayed	Logo Displayed	Logo Displayed
Exhibitor Booth	1 6' Draped Table, 2 Chairs	1 6' Draped Table, 2 Chairs	1 6' Draped Table, 2 Chairs
Conference Registration	2 Included (\$225 each add'l.)	1 Included (\$225 each add'l.)	Not Included
Conference Program Advertisement	Complimentary Quarter Page	Available for purchase	Available for purchase
Conference App	Logo & General Info	Logo & General Info	Logo & General Info
Conference App Enhanced Sponsor Page Upgrade	\$100	\$200	N/A
Conference Mailing List	YES	YES	N/A
Swag Bag item placement	YES	YES	YES
Listed in Conference Program Exhibitor List	YES	YES	YES

Online booth reservations will be available beginning July 1 at 10:00 AM (EDT) at www.indianatownshipassoc.org

Advanced selection for sponsors begins June 14th by contacting the conference planner, Debbie Driskell, at ddriskell@indianatownshipassoc.org. Reservations will take place in real time for first come, first served. Visit the website and follow the instructions to complete the online form for Exhibitor Booth Reservation. If you prefer, you may print and complete the forms in this document and send via email, FAX or USPS.

We are expecting approximately 30-40 booths in this year's Trade Show. The show will take place on the 2nd floor of the Sheraton Indianapolis Hotel at Keystone Crossing.

Booth fees include one 6 Ft. draped table (Please specify on the form if a table is NOT needed). All booth personnel must be registered for the conference and are provided access to attend all conference seminars & activities. Electricity or other service needs must be arranged with the Sheraton. If your display is free-standing, please inform us so that your space will not include a table.

CONFERENCE HOTEL

Sheraton at Keystone Crossing
8787 Keystone Xing Indianapolis 46240
317.846.2700

Room block will open July 1. Hotel cut-off is August 28.

[Book your group rate for Indiana Township Association](#)

888-627-7814

Please contact the hotel directly for overnight rooms and mention that you are with the Indiana Township Association's (ITA) conference to receive the conference rate of \$130 per night.

For questions regarding your needs on-site, please contact Amanda Jones at the Sheraton. Amanda.jones@sheratonindianapoliskeystone.com

Indiana Township Association, Inc.

PO Box 611 Fishers IN 46038
317.813.3240
317.288.7820 FAX

ita@indianatownshipassoc.org

www.indianatownshipassoc.org

Executive Director/Conference Planner
Debbie Driskell
ddriskell@indianatownshipassoc.org

SECTION I – SPONSORS

Please refer to previous pages for sponsorship details. Everything listed below is included in Sponsorship unless otherwise noted. Please check all that apply under your chosen level of sponsorship:

- GRASSROOTS Sponsor – 3500.00**
 - 2-day Booth: Sept. 21, 22
 - Freestanding display booth
 - Draped 6' Table in booth
 - Electricity at booth (cost determined by Sheraton)
 - Full Page Ad
 - Names of Conferee Registrations (includes 4):
 - _____
 - _____
 - _____
 - _____
 - Swag bag item will be provided for 500 bags: Item to be provided _____
 - Game Night Host (we will contact you for your choices)
 - Door Prize will be provided for drawing by sponsor at Weds. lunch
- SUPPORTING Sponsor – 1700.00**
 - Booth: Wed., Sept. 22nd only
 - Upgrade to 2-day booth display Sept. 21 & 22 (+\$800)
 - Free standing display booth
 - Draped 6' Table in booth
 - Electricity at booth (cost determined by Sheraton)
 - Half Page Ad
 - Names of Conferee Registrations (includes 2)
 - _____
 - _____
 - Swag bag item will be provided for 500 bags: Item to be provided _____
 - Game Night Host (we will contact you for your choices)
 - Door Prize will be provided for drawing by sponsor at Weds. Lunch
- CLASSROOM Sponsor – 1000.00**
 - Name of Conferee (includes 1): _____
 - Class Presenter Name (s) if other than registered conferees:
 - _____
 - _____
 - Title/Topic of Presentation: _____
 - Quarter Page Ad
 - Booth Package Option (+\$400)
 - ___ Name of additional conferee: _____
 - ___ Free standing display booth
 - ___ Draped 6' Table in booth
 - ___ Electricity at booth (cost determined by Sheraton)
 - Conference Mobile App Enhanced Sponsor Page Upgrade (+\$100)
 - Swag bag item will be provided for 500 bags: Item to be provided _____
 - Game Night Host (we will contact you for your choices)
 - Door Prize will be provided for drawing by sponsor at Weds. Lunch
- BREAKFAST Sponsor – 750.00**
 - Booth Package Option (+\$400) Includes:
 - ___ Name of conferee: _____
 - ___ Free standing display booth
 - ___ ¼ page ad
 - ___ Draped 6' Table in booth
 - ___ Electricity Needed (cost determined by Sheraton)
 - Conference Mobile App Enhanced Sponsor Page Upgrade (+\$100)
 - Swag bag item will be provided for 500 bags: Item to be provided _____
 - Door Prize will be provided for drawing by sponsor at Weds. Lunch
- Beverage Break Sponsor – 500.00**

SPONSORS: PLEASE GO TO the COMMITMENT FORM unless you wish to select additional advertisement space in Section III.

SECTION II- EXHIBITOR PARTICIPANTS

(If you have elected to participating as a Sponsor, please skip this section.)

Please refer to previous pages for exhibitor details. Everything listed below is included unless otherwise noted. Please check all that apply. If you wish to purchase advertising space in addition to exhibiting, please also complete Section III.

2021 Associate Member Exhibitor - 650.00 + Door Prize

(This package is limited to 2021 members only)

Booth Info:

- Names of included conferees (2): _____
- Free standing display booth
- Draped 6' Table in booth
- Electricity Needed (cost determined by Sheraton)

Additional Conferees @ \$225 each:

- _____
- _____

- Conference Mobile App Enhanced Sponsor Page Upgrade (+\$100)
- Swag bag item will be provided for 500 bags: Item to be provided _____
- Door Prize will be provided for drawing by sponsor at Weds. Lunch
- Quarter page ad

Guest Exhibitor – 750.00 + Door Prize

Booth Info:

- Name of included conferee: _____
- Free standing display booth
- Draped 6' Table in booth
- Electricity Needed (cost determined by Sheraton)

Additional Conferees @ \$225 each:

- _____
- _____

- Conference Mobile App Enhanced Sponsor Page Upgrade (+\$100)
- Swag bag item will be provided for 500 bags: Item to be provided _____
- Door Prize will be provided for drawing by sponsor at Weds. Lunch

2021 Member Township Exhibitor – No Charge

Booth Info:

- Free standing display booth
- Draped 6' Table in booth
- Electricity Needed (cost determined by Sheraton)

- Swag bag item will be provided for 500 bags: Item to be provided _____
- Door Prize will be provided for drawing by sponsor at Weds. Lunch

SECTION III – A' LA CARTE ADVERTISEMENT

Refer to the specs on the following page. Please mark your selection below. All artwork must be received by **AUGUST 23** to guarantee placement. Advertisements and logos must be emailed in 300dpi or higher in .jpg or .pdf format to ddriskell@indianatownshipassoc.org. We will notify you immediately if your choice is not available.

	MEMBER	NON-MEMBER
Back Cover (color)	<input type="checkbox"/> \$600	<input type="checkbox"/> \$750
Inside Back (b/w)	<input type="checkbox"/> \$450	<input type="checkbox"/> \$600
Full Page (b/w)	<input type="checkbox"/> \$350	<input type="checkbox"/> \$450
Half Page (b/w)	<input type="checkbox"/> \$175	<input type="checkbox"/> \$275
Quarter Page (b/w)	<input type="checkbox"/> \$90	<input type="checkbox"/> \$150
Business Card	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50

ADVERTISING SPECS

FULL PAGE

7 ½" x 9 ¾"

QUARTER PAGE

3 ½" x 4 ¾"

HALF PAGE

7 ½" x 4 ¾"

BUSINESS CARD

4 ½" x 2"



2021 COMMITMENT FORM

You may complete your registration on-line beginning July 1st at www.indianatownshipassoc.org at which time you may select your preferred booth placement. OR you may complete the appropriate sections of this document and email/FAX to the ITA Office.

REGISTRATION DEADLINE: AUGUST 23. All ads/logos MUST be received by AUGUST 23.

COMPANY/ORGANIZATION NAME: _____

CONTACT NAME & TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

PAYMENT:

PLEASE TOTAL ALL SELECTIONS FROM SECTIONS I or II and/or III OF THIS DOCUMENT.

TOTAL DUE FOR SELECTED LEVELS OF PARTICIPATION: \$ _____

CHECK # _____ ENCLOSED MADE PAYABLE TO "ITA"

PLEASE EMAIL INVOICE (PAYMENT EXPECTED WITHIN 5 DAYS)

CHECK # _____ IS BEING MAILED

PLEASE CHARGE MY CREDIT CARD: _____ Visa _____ MasterCard _____ AMEX

CARD #: _____ 3-DIGIT CODE: _____

NAME ON CARD: _____ EXP. DATE: _____

SIGNATURE: _____ DATE: _____

CREDIT CARD BILLING ADDRESS (IF DIFFERENT FROM ABOVE):

_____ CITY: _____

STATE: _____ ZIP _____ PHONE: _____

PLEASE SEND COMPLETED APPLICABLE FORMS (SECTIONS I OR II AND/OR III) WITH THIS COMMITMENT FORM TO:

INDIANA TOWNSHIP ASSOCIATION

PO BOX 611 FISHERS IN 46038

ITA@INDIANATOWNSHIPASSOC.ORG

FAX: 317.288.7820

NEED IMMEDIATE ASSISTANCE? PLEASE CALL 317.813.3240

**Thank you for your commitment to a GREAT 2021 conference!
Your support is greatly appreciated!**