

## Exhibit & Sponsorship Information

### Sponsorship Deliverable Asset List & Deadlines

Look up your purchased sponsorship item(s) in the list below to find the required deliverable assets, delivery deadline(s), and appropriate submission form(s). **NOTE: This list includes ALL sponsorship opportunities at HITEC Dallas. Please only follow instructions for the items your company purchased.**

Sponsor Recognition Page		
Sponsor Item	Deliverables	Deadline
All Sponsorships	<ol style="list-style-type: none"> <li>Standard company logo (<i>static image only, .jpg or .png file, maximum file size is 300 x 300px</i>)</li> <li>High resolution company logo in .eps or vector format</li> <li>Preferred company URL for logo hyperlink</li> </ol>	ASAP
<p><b>Please submit your company logo and URL as soon as possible, even if you do not have all deliverables ready.</b></p> <p>By accessing the <a href="#">Sponsor Deliverables Form</a> to submit your company logo, you will be able to view all specifications and asset requirements for your other deliverable items, as well as their deadlines.</p> <p>After submitting your company logo and URL, you will receive a confirmation email with a link to return to the form and submit the remaining assets by the required deadline.</p> <p><b>It is imperative that you submit your deliverables on time to ensure the successful fulfillment of your sponsorship.</b></p>		
Digital Sponsorships		
Sponsored Item	Deliverables	Deadline
HITEC Pre-Show News Flash	<ol style="list-style-type: none"> <li>Selection of newsletter issue for distribution issue</li> <li>Company banner image (<i>static image only, .jpg or .png file, maximum file size is 650 x 150 px</i>)</li> <li>100-word Company description.</li> </ol>	Thursday, May 20, 2021
HITEC Daily News Flash	<ol style="list-style-type: none"> <li>Standard company logo (<i>static image only, .jpg or .png file, maximum file size is 300 x 300px</i>)</li> <li>Preferred company URL for logo hyperlink</li> </ol>	Monday, September 20, 2021
Digital Special Report	<ol style="list-style-type: none"> <li>Feature Article                             <ol style="list-style-type: none"> <li>750 – 1,000 words</li> <li>Text document</li> <li>Must include author and bio</li> <li>Must be informational and non-sales oriented</li> </ol> </li> <li>Banner ad image (<i>970 x 90 px, static image only, .jpg or .png file format</i>)</li> <li>Tile ad image (<i>250 x 250 px, static image only, .jpg or .png file format</i>)</li> </ol>	Tuesday, August 24, 2021
Branding		
Sponsored Item	Deliverables	Deadline
HITEC Badge Lanyards	<ol style="list-style-type: none"> <li>Branding Artwork - See Submission guidelines and sign dimensions in the <a href="#">Sponsor Deliverables Form</a></li> </ol>	Friday, July 16, 2021
Annual Convention Badge Lanyards		
Badge Printing Kiosk Branding		

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### Sponsorship Deliverable Asset List & Deadlines *(continued)*

Review all required deliverables for your purchased sponsorship item(s), including any meeting room rental or thought leadership purchase(s).

Signage		
Sponsored Item	Deliverables	Deadline
ALL SIGNAGE/ BANNER PLACEMENTS	1. Signage artwork – see submission guidelines and signage sizing in the <a href="#">HITEC Dallas Signage Submission Guidelines &amp; Sizing Document</a>	Wednesday, June 30, 2021
Education Beverage Break Sponsorship		
Education		
Sponsored Item	Deliverables	Deadline
HITEC Opening Keynote Session	1. Script of Welcome Speech or pre-recorded video to be played at beginning of session (choose one) <ul style="list-style-type: none"> <li>a. Opening Keynote: 3- minute maximum</li> <li>b. Thursday Closing General Session: 2-minute maximum</li> <li>c. Tuesday &amp; Wednesday General Sessions: 1-minute maximum</li> </ul> 2. Submit PDF of handout material for approval 3. Company logo for keynote screen	
Tuesday General Session		
Wednesday General Session		
Closing General Session Sponsorship		
HITEC Concurrent Education Session	1. Provide HITEC session topic preference ( <b>Submit ASAP, once schedule is finalized</b> ) 2. Submit PDF of handout material for approval	Friday, August 20, 2021
3-Session Bundle		
Annual Convention Education Session	1. Provide Annual Convention session topic preference ( <b>Submit ASAP once schedule is finalized</b> ) 2. Submit PDF of handout material for approval	
Super Session Sponsorships	1. Provide HITEC Super Session topic preference ( <b>Submit ASAP once schedule is finalized</b> ) 2. Script of 1-Minute Welcome Speech 3. Submit PDF of handout material for approval	
All Digital, Branding, Signage, and Education deliverables listed above must be submitted through the <a href="#">Sponsor Deliverables Form</a>		

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Review all required deliverables for your purchased sponsorship item(s), including any meeting room rental or thought leadership purchase(s).

Meeting Room & Business Suite Rentals		
Rental Type	Deliverable	Deadline
<b>Business Suite Rental</b>	1. Submit Business Suite assignment and space use logistics through ICW Form (ASAP)	<b>Friday, July 16, 2021</b>
<b>KBHCC Meeting Room Rental</b>	1. Submit Meeting Room assignment and space use logistics through ICW Form (ASAP)	
<b>All Meeting Room Rental &amp; Business Suite assets must be submitted through the <a href="#">Meeting Space Rental Details Form</a>.</b>		
Thought Leadership (Speaking Opportunities)		
Rental Type	Deliverable	Deadline
<b>Exhibitor Tutorial Session</b>	1. Select Exhibitor Tutorial Time Slot ( <b>ASAP</b> )	<b>ASAP</b>
	2. Submit Presentation Details	<b>Friday, July 16, 2021</b>
<b>Submit all Exhibitor Tutorial details through the <a href="#">Exhibitor Tutorial Presentation Form</a>.</b>		
<b>Technology Showcase Session</b>	1. Select Technology Showcase Time Slot ( <b>ASAP</b> )	<b>ASAP</b>
	2. Submit Presentation Details	<b>Friday, July 16, 2021</b>
<b>Submit Technology Showcase details through the <a href="#">Technology Showcase Presentation Form</a>.</b>		

Questions? Contact the HFTP Exhibits Team  
 exhibit@hftp.org  
 +1 (512) 220.6447