



**Society for Technical Communication**  
Rochester Chapter  
[www.stc-rochester.org](http://www.stc-rochester.org)



**April 22- 23, 2012**  
**CIMS Building - RIT Campus**  
**Rochester, NY**

### STC Rochester's 53rd annual Spectrum conference

General information about the conference program and about the STC community can be found at [www.stc-rochester.org](http://www.stc-rochester.org)

### Contact Us

**Lisa Pietrangeli**  
Spectrum co-Chair  
[lisap@thirtysix.net](mailto:lisap@thirtysix.net)  
585-943-5059

**Stephany Fuchs**  
Spectrum co-Chair  
[stephfuchs1@gmail.com](mailto:stephfuchs1@gmail.com)

Sponsors and exhibitors must register for the conference.

For sponsorship and registration information or to pay online, please go to:  
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## Opportunities for Support

STC Rochester is proud to partner with Rochester Institute of Technology (RIT) this year to bring you **Spectrum 2012**.

**Spectrum 2012**, STC Rochester's 53<sup>rd</sup> annual conference, is scheduled to kick-off on **Sunday, April 22, 2012** with keynote speaker Pam Sherman (see Appendix A for more information) and a cocktail reception open to all conference attendees. **Monday, April 23** begins a day of unique presentations, demonstrations of exciting new technologies and services in the Tech Comm industry, progression sessions, and lightning talks.

This year's theme is **Knowledge, Expertise, Leadership: Influence Change in Your Organization**. Our diverse format will provide state-of-the-art information, technology, and inspiration to empower technical communication professionals to be able to build a business case for new ideas and technology, share their knowledge, and lead change in their organization. Attendees will leave **Spectrum 2012** with the technical and soft skills their employers need for success and immediately add value to their roles as technical communicators.

Presenters from across the country and Canada will be in Rochester, NY to discuss communication models, innovative tools and technologies, business challenges, content reuse, translation, and other topics dedicated to helping technical communicators grow. The topics and exhibitors will provide an exciting range of forward-thinking ideas with an emphasis on influencing one's company and learning to speak the language of company decision makers.

Spectrum is a regional conference that attracts attendees from New York, Pennsylvania, Massachusetts, Ohio, California, and Canada. **It is the only educational conference for the technical communications industry in the area.** Over the past few years the Rochester chapter has become geographically diverse as we welcome members from other areas of New York and as far away as California. Our annual Technical Publications competition also attracts entrants from many areas in the Northeast. Last year we were recognized by the Society as a Community of Excellence and received a Pacesetter Award.

Becoming a supporter of **Spectrum 2012 as a sponsor, exhibitor, or advertiser** offers you a chance to showcase your products and services to a wide variety of technical communicators and managers from companies such as Johnson & Johnson, Bausch + Lomb, Xerox, and many other top, multi-national organizations.



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## **Become a Sponsor**

**Sponsors at all levels** have the opportunity to showcase their company's value to a combined audience of writers, trainers, instructional designers, technical editors, web designers, content developers, technical illustrators, engineers, project managers, marketing communicators, supervisors, teachers, professors, and students. We expect approximately 120-150 attendees.

## **Benefits of Sponsorship**

**Sponsor the Keynote Speaker or Cocktail Reception:** A \$1500 donation for either of these events gives your company's representatives full access to all reception attendees. Your company's logo will appear on all signage used during the event and for advertising the event. Special acknowledgement at the event and conference the next day is an additional benefit to sponsorship.

**Pre-Conference Keynote Reception:** All sponsors and exhibitors are invited to join conference speakers, STC Rochester council members, Spectrum 2012 attendees and local company decision makers for a pre-conference networking event.

**Sponsor Keynote (Sunday, April 22): \$1500 donation (limit 2)**

**Sponsor Reception (Sunday, April 22): \$1500 donation (limit 2)**

**Sponsor Lunch (Monday, April 23): \$1000 donation (limit 2)**

**Sponsor Breakfast or Coffee Break (Monday, April 23): \$800 donation (limit 1)**

- Corporate name/logo on conference notebooks
- Corporate name/logo on the sign for one selected track
- Full-page ad in the Printed Program
- Logo on STC Rochester website through the end of 2012
- Exhibit booth to showcase your company's product or services and to display company information. Giveaways and raffle items are encouraged
- 2 Complimentary conference registrations (includes keynote and opening reception)
- Sponsorship of one electronic mailing conference announcement to STC Rochester membership list
- Recognition and promotion as sponsor during conference
- List of all conference attendees after the conference



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## **Benefits of Exhibiting**

**NEW!!** STC Rochester recognizes that companies want more opportunity to show off their products and services, so we are introducing a **Vendor Demo Showcase** to our schedule this year to feature STC Rochester's supporters in tools and technologies fields. **During the conference day on Monday, April 23, there will be a 45 minute time-slot designated to vendors.** During that time, you may conduct three 15-minute demonstrations at your booth for conference attendees. No presentations will be offered during this time so that vendors have a captive audience.

We encourage exhibitors to hold a raffle or other type of giveaway during this time period as well. We expect approximately 120-150 attendees.

### **Your \$500 donation:**

- Half-page ad in the Printed Program
- Logo on STC Rochester website through the end of 2012
- Vendor table to exhibit/demo your product and display company information
- 45-minute Vendor Showcase timeslot (See Appendix B for the tentative program schedule) when all vendors have the opportunity to showcase their products or services to conference attendees. Demonstrations and discussions will be held at your booth. Giveaways and raffle items are encouraged.
- 1 Conference registration (includes keynote and opening reception)
- Sponsorship of one electronic mailing conference announcement to STC Rochester membership list
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## **Advertise in the Printed Program**

### **Full-page Ad:**

- \$200 Donation
- Full-page ad in the Printed Program promoting your company/service
- Logo on STC Rochester website through the end of 2012
- Shared table space to display company information

### **Half-page Ad:**

- \$150 Donation
- Half-page ad in the Printed Program promoting your company/service
- Logo on STC Rochester website through the end of 2012
- Shared table space to display company information



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**How Do I Sign Up?**

1. Select your level of support.
2. If you are a Sponsor, register each person from your company who will be showcasing your company at the conference by March 16. One person from each company sponsor will receive free conference admission including lunch. All others representing your company will register as a conference attendee.
3. If you are an Advertiser, send your print-ready, color artwork to [adv@stc-rochester.org](mailto:adv@stc-rochester.org) by March 16.
4. Sign this form and email it to Lisa Pietrangeli at [lisap@thirtysix.net](mailto:lisap@thirtysix.net). You may download a PDF of this form at [www.stc-rochester.org](http://www.stc-rochester.org) and pay online. Make checks or money orders payable to STC Rochester Chapter. Attention: Rita Cronise, Treasurer, 7942 Country Road 41 Victor, NY 14564 ([mcronise@aol.com](mailto:mcronise@aol.com))
5. Cancellation Policy: Sponsors and exhibitors may cancel with a 50% refund up to April 1.

Reserve your spot today!

\_\_\_\_\_

Level of support

\_\_\_\_\_

Print Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Company Name

\_\_\_\_\_

Title

\_\_\_\_\_

Email

\_\_\_\_\_

Phone



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## **Sponsor Advertising Specifications**

### **Printed Program Ad Specs**

Half Page: 7.5" x 5" @ 300 dpi  
Full Page: 7.5" x 10" @ 300 dpi  
Color or black & white  
File Format: .ai, .eps, .psd, .jpeg

### **Web Logo Specs**

192 x 96 pixels  
Color or black & white  
File Format: .png or .gif format

### **Exhibit Space Selection**

- Please note that space is limited and will therefore be offered on a first-come, first-served basis.
- Contact Lisa Pietrangeli ([lisap@thirtysix.net](mailto:lisap@thirtysix.net)) for the most current floor plan of available spaces.

## **Hotel Information**

The special event rate of \$119.00 will be available from the RIT Inn and Conference Center.

**RIT Inn & Conference Center**  
5257 West Henrietta Road  
Henrietta, NY 14467  
Phone: (585) 359-1800  
[www.ritinn.com](http://www.ritinn.com)



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## **Appendix A**

### **The EDGE™ Overview & Pam Sherman Biography**

Pam Sherman, AKA The Suburban Outlaw™ is an attorney, actress and writer whose story of ditching her day job to pursue her dream as an actress was featured in *People Magazine*. Pam has performed in theater, film & television, including, NBC's *Homicide: Life on the Streets*, *Unsolved Mysteries* & the long-running play, *Shear Madness* at the Kennedy Center. Her one-woman show *Pumping Josey: Life and Death in Suburbia* has played to great acclaim nationally.

Sherman is a keynote speaker and leads programs for Fortune 500 companies, law firms, and advertising agencies to explore THE EDGE™ for leadership, customer service, and communications. In addition, she provides individual and team coaching to CEO's and other business leaders on storytelling and presentation skills. She is a highly-rated resource for the international group, the Young Presidents' Organization.

Having graduated from American University and the Benjamin N. Cardozo School of Law, she practiced law in Washington, D.C. Upon leaving the law to become an actor she attended the British American Drama Academy at Oxford and the Neighborhood Playhouse. She is a member of the bar of New York State, Actor's Equity Association and the Screen Actors' Guild.

Sherman's Suburban Outlaw™ column can be read bi-monthly in Gannett's Rochester Magazine and the Democrat and Chronicle where she also contributes feature articles. Pam blogs at [www.suburbanoutlaw.com](http://www.suburbanoutlaw.com). New Year Publishing published her first book, *The Suburban Outlaw: Tales from the EDGE*, available at [www.amazon.com](http://www.amazon.com), [www.barnesandnoble.com](http://www.barnesandnoble.com).



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### **Program Elements & Logistics**

The core structure of this program is a four-prong program entitled, **The EDGE**:

- **Explore:** Audience Connections
- **Dream:** Visualize Your Goals
- **Grow:** Outside your comfort zone
- **Excite:** Ignite passion

The **EDGE™** helps individuals present themselves in a way that ignites passion for their mission. Utilizing acting, theater and storytelling skills to create leadership presence, the experiential program helps to create authenticity and expressiveness in communications. Development of these skills enhances creativity, confidence, competence, and ultimately, how we present ourselves to the world. We will work together to help the attendees acquire an **EDGE™** through group exercises in the best possible way: Explore, Dream, Grow & Excite.

- Create a customized 1.25 hour program for the attendees utilizing EDGE skills focusing on the goals you have for this audience: influencing change; leadership presence and development of presentation skills.
- Create interactive exercises leading to the ultimate take-away which will be to develop a simple personal EDGE action plan for the attendees;



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**Appendix B**

**Tentative Program Schedule**

7:30 – 8:45 AM	Registration, coffee/tea, networking
8:45 – 9:15 AM	Intros from chapter president and VPs; announcements
9:15 – 10:45 AM	Progression Sessions in Main room
10:50 – 11:40 AM	Vendor Demos and Raffles– in exhibition area. Main room will be closed for lunch set-up.
11:45 – 12:30 PM	Program Sessions
12:30 – 1:30 PM	Lunch and Tech Pubs awards
1:30 – 2:15 PM	Program Sessions
2:30 – 3:15 PM	Program Sessions
3:30 – 4:30 PM	Lightning talks in main room
4:30 PM	Closing