

# Campus Technology Conference

July 19 - 22, 2010  
Seaport Convention Center  
Boston, MA

**Event Name:** Campus Technology 2010

**Years in Existence:** Seventeen (formerly Syllabus Conference)

**Event URL:** <http://www.campustechnology.com>

**Event Dates / Location:** **Summer Conference**  
July 19 – 22, 2010  
Seaport Convention Center  
Boston, MA

**Exhibit Dates\*:** July 20 - 21

**Amt Dedicated Floor Time:** Approximately 10 hours

**Projected Attendance:** 900+

Projections are based on past attendance. While we always strive to deliver a greater audience, we prefer that you go into this event with realistic expectations. As such, we remain conservative with our projections.

**Cost to Exhibit:** \$3,350 per 10x10 booth unit

**Sponsorship Opportunities Available:** Platinum, Gold & Silver Packages are available. See this prospectus for a complete listing of our corporate and individual sponsorship opportunities. Or contact us to discuss developing a plan that fits within your goals and budget.

**Audience Profile:** Campus Technology conferences put you in front of key decision makers and multiple buying influences in higher-education. Titles of attendees include:

- Chief Information Officers
- Chief Technology Officers
- Directors of Academic Computing
- Directors of Administrative Computing
- IT Professionals
- Administrators
- Deans and Department Chairs
- Tech-savvy Faculty

**About the Conference:** Campus Technology 2010 welcomes attendees to its 17<sup>th</sup> annual summer conference, where leading innovators and experts in technology for higher education help information technologists, campus administrators, instructional designers, eLearning program managers, and faculty ensure that their institutions remain competitive via the next generation of technologies for the campus.

Sessions will explore strategic planning, 21<sup>st</sup> century classrooms and learning spaces, new tools and technologies, funding, and best practices. Breakfast focus groups are value-added opportunities to discuss plans, challenges, and implementations with attendees.

Campus Technology 2010 will provide multiple opportunities to interact with this targeted, influential audience that evaluates, recommends, specifies, and controls purchasing that spans multiple technologies on campuses today.

## **Conference Tracks:**

### **Learning Applications and Tools**

Emerging Technology for Instruction  
Social Software Tools  
Web 2.0 Tools and Services  
Immersive Learning/3D Virtual Environments/Mixed Reality  
Visualization Tools  
Geospatial and Location-Aware Technology  
Handheld Devices  
Mobile Applications  
Knowledge Webs/Serious Games  
Quantitative Tools

### **Instructional Design**

Online Instruction and Pedagogy  
Experiential Learning  
Video Annotation/Video Literacy  
New Assessment Strategies  
ePortfolios  
Open Learning/Open Knowledge Systems/Open Standards  
eBooks  
Learning Resources  
Student Communities/Learning Communities/Lifelong Learning  
Faculty Support

### **Learning Spaces/Smart Classrooms**

21st Century Classroom Models  
Smart Classroom Management  
Flexible Learning Spaces/Learning Commons  
Incubator Classrooms  
Digital Media in the Classroom  
Video and Projection Technology  
Class Capture/Video Capture  
Podcast Production Technologies  
Classroom Response Systems  
Collaboration Technologies

### **Digital Campus and IT Infrastructure**

ERP/Administrative Computing/Business Intelligence/SIS/CRM  
Admissions and Recruitment/Advancement and Development  
Course Management Systems/Integration  
Identity Management/Portal Security  
Web Publishing/Digital Rights Management  
Data Management/Resource Management/Research Infrastructure  
Storage Systems/Virtualization  
Regional Networks/High Performance Computing  
Networking/Wireless/Communications/Security  
Calendaring/Facilities Management  
Control Systems/Physical Security/Mass Notification Systems  
Disaster Recovery/Business Continuity  
Help Desk

### **Leadership/Strategy**

Governance and IT Leadership Issues  
Funding/Budget/Strategic Planning Issues  
Business Intelligence/eProcurement  
Vendor Partnerships  
Globalization/Outsourcing  
Open Source  
IT as a Service/SaaS/Cloud Computing  
Community Outreach/Consortia  
Leading Green Computing Initiatives  
Faculty and Staff Development/Career Strategies/Fostering Innovation

## **2009 Attendee Demographic Profile**

879 Higher Education Technology Professionals  
80% of Attendees are Part of an IT Buying Team  
79% CIO/CTO/Dir of IT/School Administration  
46 U.S. States/Provinces and 18 Foreign Countries  
135 Exhibiting Companies  
153 Exhibitor Booths

## **Campus Technology Conferences Offer the Ideal Setting to Interact with Higher Ed Technology Buyers**

Campus Technology 2009 brought together leading innovators and experts in technology for higher education to help guide information technologists, campus administrators, instructional designers, eLearning program managers and faculty into the new realm of teaching and learning in a Web 2.0 world—ensuring their institutions remain competitive via the next generation of technologies. Campus Technology conferences are renowned for their collegial atmosphere with easy access to speakers and vendor representatives. Attendees enjoy a relaxed environment where they can explore the latest technology solutions and get in-depth information from exhibitors who understand their challenges. Campus Technology 2009 provided multiple opportunities to interact with this targeted, influential audience that evaluates, recommends, specifies, and controls purchasing that spans multiple technologies on campuses today.

## **Campus Technology 2009 Attracted Quality Attendees**

Attendees came from 406 Higher Ed Institutions

75% from 4 Year Colleges  
20% from 2 Year Colleges  
4% from Vocational/Government Institutions

# Colleges and Universities Represented at CT09

CIOs, CTOs, Directors of Administrative Computing, Directors of Academic Computing, IT Professionals,  
Deans & Department Chairs, Administrators from:

Abilene Christian University  
Alabama State University  
Albany Tech. College Virtual Classroom  
Albion College  
Allegany College of Maryland  
Alliant International University  
American University  
Appalachian Bible College  
Appalachian State University  
Arizona State University  
Asbury Seminary  
Asbury Theological Seminary  
Assiniboine Community College  
Assumption College  
Auburn University  
Babson College  
Ball State University  
Baltimore City Community College  
Bates College  
Bay State College  
Baylor University School of Law  
Belmont Abbey College  
Bentley College  
Bergen Community College  
Berklee College of Music  
Berry College  
Bismarck State College  
Bonnie Brae School  
Boston College  
Boston University School of Medicine  
Bradley University  
Bridgewater State College  
Brimmer and May School  
Broward Community College  
Brown University  
Bryant University  
Bunker Hill Community College  
BYU-Idaho  
CAIT/WIU  
Cal Poly-San Luis Obispo  
California State University  
Cambridge College  
Canisius College  
Capitol College  
Carnegie Mellon University  
Casa Loma College  
Case Western Reserve University  
Central Christian College of Kansas  
Champlain College Saint-Lambert  
Chapman University  
Clark University  
Clemson University  
Colgate University  
College for Financial Planning  
College of Mt. St. Joseph  
College of Notre Dame of Maryland  
College of Southern Idaho Lib  
College of the Mainland  
College of William & Mary  
Columbus State Community College  
Columbus State University  
Community College of Baltimore County  
Concordia College  
Coosa Valley Technical College  
Coppin State University  
Cornell University  
County College of Morris  
CSDNB  
CSU College of Business  
Cuyahoga Community College  
Dakota County Technical College  
Dawson College  
DEF ACQ Univ  
DePaul University  
Div. of Continual Learning UNC  
Doane College  
DOD/USUHS  
Dona Ana Community College  
Drexel University  
Duke Univ.The Fuqua School of Business  
E. Carolina University - College of Ed.  
East Carolina University  
Eastern Illinois University  
Eastern Kentucky Univ  
Eastern Michigan University  
ECU  
Edge Hill University  
EDP College of PR Inc.  
Elizabethtown College  
Emerson College  
Emory University  
Everett Community College  
Fairfield University  
Fashion Institute of Technology  
Federal University of Technology  
FIT-SUNY  
Florida International University  
Florida State University  
Fox Valley Technical College  
Framingham State College  
Franklin University  
Frederick Community College  
Freed-Hardeman University  
Furman University  
Gadsden State Community College  
George Mason University  
George Washington University  
Georgetown Univ.  
Georgetown University  
Georgia College & State University  
Georgia Military College  
Georgia Perimeter College  
Georgia State University  
Gordon-Conwell Theological Seminary  
Goucher College  
Grand Valley State University  
Harford Community College  
Harper College  
Harrisburg Area Community College  
Harvard Business School  
Harvard Kennedy School  
Harvard University - HCL  
Harvey Mudd College  
Henderson Community College  
Hobart and William Smith Colleges  
Hong Kong University of Sci & Tech  
Howard Community College  
Huntington Junior College  
Indiana State University  
Indiana University of Pa.  
Indiana University of Pennsylvania  
Indiana Wesleyan University  
Information & Communication  
Technology  
Institute for Media & Information Mgmt.  
Iona College  
IRM College  
Ithaca College  
Jackson State University  
Jefferson College of Health Sciences  
John Abbott College  
John Jay College  
Johns Hopkins University Office of CME  
Johnson & Wales Univ. - School of Tech.  
Kelley School of Business  
Kennesaw State University  
King Abdulaziz University  
KSU College of Education  
Kutztown University  
La Vitrine Technologie Education  
LaGuardia Community College  
Lamar University  
Lansing Community College  
Lawson State Community College  
Lehigh Carbon Community College  
Lehigh University  
Lesley University  
Lewis-Clark State College  
Limerick Institute of Technology  
Lipscomb University  
Lone Star College-Kingwood  
Long Island University  
Louisiana State University  
Loyola Marymount University  
Loyola University Chicago  
Luther Rice University  
M. D. Anderson Cancer Center  
M.I.T.  
Maanhattanville College  
Macomb Community College  
Malone College  
Manchester Community College  
Manhattan College  
Manhattanville College  
Maricopa Community Colleges  
Marietta College  
Marine Biological Laboratory  
Marist College  
Marquette Law School  
Marymount College  
Maryville University  
Massachusetts Institute of Technology  
McGill Univ.  
McMaster University  
Mercy College of Northwest Ohio  
Methodist University of Sao Paulo  
Mid-America Christian University  
Midwestern State University  
Minnesota State U. Moorhead  
Minot State University  
MiraCosta College  
Missouri Univ. of Science & Technology  
MIT  
Monmouth University  
Monroe Community College  
Montclair State University  
Montgomery College  
Mount Wachusett Community College  
Nanyang Technological University  
National University  
National-Louis University  
Naval Postgraduate School  
Naval War College  
Nazareth College  
New England Culinary Institute  
New Jersey Institute of Technology  
New Mexico State Univ.  
New York University  
NJEDge.Net  
NJIT  
Normandale Community College  
North Georgia College & State University  
Northeast Lakeview College  
Northeastern University  
Northern Seminary  
Northern State University  
Northwestern CT Community College  
Nova Southeastern University  
NY Institute of Technology  
NYCOM/New York Institute of  
Technology  
NYU Stern  
Oakton Community College  
Office Ed. Innovation & Tech./MIT  
Ohio Dominican University  
Ohio State University ATI  
Okinawa International University  
Oklahoma City University - Law  
Oklahoma State University-Tulsa  
Olivet Nazarene University  
Olympic College/Distance  
OSU/Ctrl. Ohio Tech Col. Newark  
Campus  
Oxnard College  
PA State System of Higher Education  
Pasco-Hernando Community College  
Pellissippi State Technical CC  
Penn State University  
Pennsylvania College of Pennsylvania  
Pennsylvania College of Technology  
Pepperdine University  
Phoenix College  
Piedmont Community College

Pikes Peak Community College  
 Pittsburg State University  
 Plymouth State University  
 Point Park University  
 Pomfret School  
 Portland State University  
 Princeton Theological Seminary  
 Princeton University/ Xythos Software  
 Providence College  
 Pueblo Community College  
 Purdue University  
 Qatar University  
 Red Rocks Community College  
 Regis College  
 Rensselaer Polytechnic Institute  
 Rhodes State College  
 Rice University  
 Rivier College  
 Rochester Institute of Technology  
 Roger Williams University  
 Roosevelt University  
 Ryerson University  
 S. California Institute of Architecture  
 Sacred Heart University  
 Saint John's University  
 Saint Michaels College  
 Salem State College  
 Salisbury University  
 Salve Regina University / Xythos  
 Sam Houston State University  
 San Jacinto College  
 San Jacinto College  
 San Jose State University  
 Santa Clara University  
 Santa Cruz  
 SAU#54/City of Rochester  
 Sepation  
 Shenandoah University  
 SHRP - UMDNJ  
 Siena College  
 Simmons College  
 Simpson University  
 Soka University of America  
 South Louisiana Community College  
 South Texas College  
 Southeastern Technical Institute  
 Southern Illinois University Edwardsville  
 Southern New Hampshire University  
 Southern State Community College  
 Southside Virginia Community College  
 Southwestern Law School  
 St Francis College  
 St John's University  
 St Vincent's College  
 St. Cloud Technical College  
 st. francis college  
 St. George's University  
 St. John Fisher College  
 St. John's University  
 St. Mary's University  
 St. Paul College  
 Stanford University  
 Sterling College  
 Stern School of Business -- NYU  
 Stonehill College  
 Suffolk University  
 Sultan Qaboos University  
 SUNY Delhi  
 SUNY Fredonia  
 Syracuse Univ.  
 Tabor College  
 Tarrant County College  
 Taylor Associates  
 Temple University  
 Tennessee State University  
 Texas A&M University-Corpus Christi

Texas A&M University  
 Texas Christian University  
 The American College of Greece  
 The American University in Cairo  
 The Army War College  
 The College of New Jersey  
 The CSU-Monterey Bay  
 The George Washington University  
 The Johns Hopkins University  
 The New School  
 The Ohio State University  
 The Peck School  
 The University of Alabama  
 The University of Iowa  
 The University of Manchester  
 The University of Southern Mississippi  
 The University of Tampa  
 The University of Texas at Austin  
 The University of Toledo  
 The University of Vermont  
 Thunderbird School of Global  
 Management  
 Towson University  
 Trinity International University  
 Tri-State University  
 Tufts University  
 Tulane University  
 Tulsa Community College  
 Tuskegee University  
 U.S. Dept. of State.  
 UCLA  
 UGA - Terry College  
 UMass Amherst  
 UNC - School of Pharmacy  
 UNC-CH SILS  
 UNH at Manchester  
 UNH Durham  
 Union University  
 Univ. Lethbridge  
 Univ. of Louisville  
 Univ. of Phoenix  
 Univ. of Thai Chamber of Commerce  
 Univ. of the Pacific  
 Univ. Teaching & Learning Center  
 Univ.TX M. D. Anderson Cancer Ctr.  
 Univeristy of Nebraska  
 Universidad Central del Caribe  
 Universidad Dominicana O&M  
 University at Buffalo  
 University Maryland  
 University of Agriculture  
 University of Alabama  
 University of Alaska Anchorage  
 University of Alaska Southeast  
 University of Arizona  
 University of Arkansas - Fort Smith  
 University of Birmingham  
 University of British Columbia  
 University of Central Florida  
 University of Colorado at Boulder  
 University of Colorado Denver  
 University of Connecticut  
 University Of Delaware  
 University of Georgia  
 University of Hartford  
 University of Hawaii at Hilo  
 University of Houston  
 University of Illinois Springfield  
 University of La Verne  
 University of Lethbridge  
 University of Louisville  
 University of Mass. Amherst  
 University of Massachusetts (Boston)  
 University of Massachusetts Lowell  
 University of Miami School of Nursing  
 University of Michigan

University of Michigan - Dearborn  
 University of Minnesota  
 University of Minnesota Duluth  
 University of Missouri  
 University of Missouri-St. Louis  
 University of Nebraska at Kearney  
 University of Nebraska-Lincoln  
 University of Nevada  
 University of New Hampshire  
 University of North Texas  
 University of Northern Iowa  
 University of Notre Dame  
 University of Oklahoma  
 University of Oregon  
 University of Otago  
 University of Pennsylvania  
 University of Phoenix  
 University of Pittsburgh/Bradford  
 University of Puerto Rico at Cayey  
 University of Puerto Rico at Humacao  
 University of Scranton  
 University of Southern Mississippi  
 University of Tennessee  
 University of Texas  
 University of Texas at Austin  
 University of Texas at San Antonio  
 University of Texas Pan American  
 University of Vermont  
 University of Warsaw  
 University of Washington  
 University of West Florida  
 University of Wisconsin - Milwaukee  
 University of Wisconsin-Eau Claire  
 University of Wisconsin-La Crosse  
 University of Wyoming  
 USC Annenberg School for  
 Communication  
 USM Muskie School  
 Vancouver School Board  
 Vangent  
 Vassar College  
 Venture Development Corp.  
 Vincennes University Jasper  
 Virginia Commonwealth University  
 Virginia Institute of Marine Science  
 Virginia State University  
 Virginia Tech  
 Viterbo University  
 Wallace Community College  
 Washington State Univ.  
 Washington University Stdnt. Health  
 Svcs.  
 Waubensee Community College  
 Waveguide Consulting  
 Weatherford College  
 Weber State University  
 Wentworth Institute of Technology  
 Wesleyan University  
 West Island College  
 West Texas A&M University  
 West Virginia Dept. Ed.  
 West Virginia State University  
 West Virginia University  
 Westchester Community College  
 Western Carolina University  
 Western Governors University  
 Wharton Computing - Univ. Penn.  
 Wichita Area Technical College  
 Widener Univ.  
 Windward School  
 Worcester Polytechnic Institute  
 WVDE OCN  
 Yale University - ITS Media Services  
 York University

## Combined 2008/2009 Exhibitor's List

(\*2008 Exhibitors/2009 Exhibitors)

3Com  
 3n Global, Inc  
 Academic Management Systems  
 Acquia, Inc.  
 Adobe  
 AdRem Software, Inc.  
 ADT Security Services, Inc  
 Aerva, Inc.  
 Agilysys  
 Aladdin Knowledge Systems  
 Alertus Notification Beacons  
 AMX  
 AMX Corporation  
 Angel Learning  
 ANGEL Learning  
 Apperson Education Products  
 AT&T  
 Atempo, Inc  
 Atempo, Inc.  
 ATI  
 Atomic Learning  
 Atomic Learning  
 AverMedia Technologies, Inc  
 AVerMedia Technologies, Inc.  
 Barix AG  
 Barix AG  
 BitDefender  
 BlackBerry  
 Blackboard  
 Brightcove  
 Campus Management Corp.  
 Campus Technology Magazine  
 CampusDocs  
 Canon U.S.A. Inc.  
 Canon USA Broadcast &  
 Communications  
 Canon USA, Inc./Consumer Products  
 Cdigix  
 Cdigix  
 CDWG  
 CDW-G  
 ClearOne  
 Computer Comforts, Inc.  
 Crestron Electronics  
 Crestron Electronics, Inc  
 CustomGuide, Inc.  
 Cxtec  
 CXtec  
 Data Direct, Inc/Rimage Corp.  
 Datatel, Inc.  
 Day Software  
 Dell Inc.  
 Dell, Inc.  
 Desire2Learn  
 Desire2Learn  
 DIGICATION, INC  
 Digatech Systems  
 Digatech Systems  
 e2campus by Omnilert, LLC  
 eBridge Solutions  
 ECHO360  
 Echo360  
 eCollege  
 eCollege  
 eInstruction  
 eInstruction  
 eInstruction  
 eInstruction  
 ELMO USA  
 Embanet ULC  
 Epsilon Environment  
 Epson America Inc  
 Epson Inc.  
 Equitrac Corporation  
 eTHORITY

eThority  
 Exinda  
 Experian QAS  
 Extensis  
 First Call Network, Inc.  
 FirstCall Network, Inc.  
 Fortres Grand Corporatin  
 Fortres Grand Corporation  
 Fujitsu Computer Products of America  
 Fujitsu Computer Systems  
 Google  
 GoPrint Systems, Inc.  
 GoPrint Systems, Inc.  
 GovConnection, Inc.  
 GovConnection, Inc.  
 GroupLink  
 Hitachi IA Systems, Inc.  
 Hitachi ID Systems, Inc.  
 H-ITT  
 Hobsons  
 ImageNow by Perceptive Software  
 INetU Managed Hosting  
 INetU Managed Hosting  
 InfoComm International  
 InfoComm International  
 inLighten  
 InstallFree  
 Integrated Design Group, Inc.  
 Intelecom  
 INTELECOM  
 Iron Mountain Digital  
 Jacadis  
 Jacadis, LLC  
 Jenzabar  
 Jenzabar, Inc.  
 Kaseya  
 Lastar  
 Learning Edge North America, The  
 Learning Objects, Inc.  
 Log Me In, Inc  
 LogMeln  
 Lumens Integration  
 Lumens Integration, Inc.  
 Maplesoft  
 Marshal8eb  
 Mediasite by Sonic Foundry  
 Microsoft  
 mimio  
 Mimosa Systems, Inc.  
 MIR3  
 Moodlerooms Inc.  
 Moodlerooms, Inc.  
 Mozy by Decho  
 NComputing  
 Ncomputing, Inc  
 Nero  
 Nero Inc.  
 New York Times  
 Notify Technology  
 NTR Global  
 Omnivex  
 Omnivex Corporation  
 Optibase, Inc.  
 Oracle  
 Panopta, Inc  
 Parature  
 Pearson eCollege  
 PepperDash Technology Corp.  
 PerceptiS  
 Populi  
 Presidium Inc.  
 Presidium Learning, Inc.  
 Procera Networks, Inc.  
 Pyxis Mobile

QOMO HiteVision  
 Questionmark Corp.  
 Questionmark Corporation  
 Real Networks, Inc.  
 RSD  
 rSmart  
 Saba Software  
 Salesforce.com  
 Samsung Opto-Electronics  
 Samsung Opto-Electronics America,  
 Inc  
 Samsung Security  
 SANYO  
 Scantron Corp  
 Scantron Corp  
 SchoolDude.com  
 SchoolDude.com  
 Sentenceworks.com  
 Sentrigo, Inc.  
 Signet Electronic Systems, Inc.  
 SimplexGrinnell  
 Smart Technologies  
 Smart Technologies  
 Softchalk  
 Softchalk LLC  
 Sonic Foundry  
 Spectrum Industries  
 Spectrum Industries Inc.  
 TabletKiosk  
 Talisma Corporation  
 Talisma CRM  
 Task Stream  
 Task Stream  
 TCPN  
 TEAC  
 Tech Excel  
 TechSmith  
 Techsmith Corporation  
 Tegrity  
 Tegrity  
 Texas Digital  
 Texas Digital  
 The Learning Edge North America  
 The rSmart Group  
 Tidebreak Inc.  
 Tidebreak, Inc.  
 Time Trade Systems  
 Time Trade Systems  
 Timecruiser Computing Corp.  
 TimeTrade Systems  
 TopSchool, Inc.  
 Trapeze Networks  
 Trapeze Networks  
 Trumba  
 Turning Technologies  
 Turning Technologies, LLC  
 Turnitin  
 TurnItIn  
 UNICON, Inc.  
 Unicon, Inc.  
 Visix  
 Visix, Inc.  
 WebCheckout  
 WebCheckout, Inc.  
 WolfVision  
 WolfVision, Inc.  
 Xirrus  
 XIRRUS  
 Xythos  
 Xythos Software  
 Zimbra  
 Zimbra/Yahoo!

## Sponsorship & Exhibit Pricing Information

The Campus Technology event offers a **limited** number of vendors the opportunity to connect and communicate with high quality IT Buyers. Vendors can become an event sponsor or they can participate as an exhibitor and demonstrate their products and services on the Campus Technology 2010 exhibit floor, designed to be just the right size for this audience.

A variety of exhibiting options are open to you at Campus Technology 2010. Select from our Basic Booth Package or maximize your presence and heighten your visibility with one of our customized Sponsor Packages or by adding one of our popular Technology Classroom presentations.

### Platinum Event Sponsor \$20,000

Basic 10x10 Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List) **PLUS:**

**Booth Space Upgrade**—Receive up to 20' X 20' exhibit booth space (based on space availability). **One Full-Page Color Advertisement**—Conference Issue of *Campus Technology* magazine. Requires receipt of contract, payment and print ad artwork prior to printing deadline. **Campus Technology E-Mail List**—One-time use of 7,500 information technology e-mail addresses distributed through 1105 Media (includes 2 selects). **Conference Passes**—10 full conference registrations. **Refreshment Break Sponsorship**—Distribution of your literature and placement of two signs during a morning or afternoon refreshment break. **Premium Web Ad Placement**—Ad placed on the conference website. **Attendee Bag Insert**—Campus Technology-approved literature or promotional items placed in attendee conference bags. **On-Site Corporate Banner**—Company-supplied banner will be displayed in a prominent location within the convention center. **Literature Distribution**—Sales material placed in the literature bin located near conference registration. **Lead Retrieval Unit**—One available for your booth. **IP Address to Booth**—One available for your booth. **Attendee Direct Mail List**—Three-time use of either pre- or post-conference attendee list through thirdparty bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided. **Exhibit Hall Entrance Logo Placement**—Prominent display of company logo on the exhibition entrance unit **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

### Gold Event Sponsor \$15,000

10x10 Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List) **PLUS:**

**Booth Space Upgrade**—Receive up to 10' X 20' exhibit booth space (based on space availability). **One Full-Page Color Advertisement**—Conference Issue of *Campus Technology* magazine. Requires receipt of contract, payment and print ad artwork prior to printing deadline. **Campus Technology E-Mail List**—One-time use of 5000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects). **Conference Passes**—7 full conference registrations. **Attendee Bag Insert**—Campus Technology-approved literature or promotional items placed in attendee conference bags. **On-Site Corporate Banner**—Company-supplied banner will be displayed in a prominent location within the convention center. **Literature Distribution**—Sales material placed in the literature bin located near conference registration. **Attendee Direct Mail List**—Three-time use of either pre- or post-conference attendee list through thirdparty bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided. **Exhibit Hall Entrance Logo Placement**—Prominent display of company logo on the exhibition entrance unit **Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

## Silver Event Sponsor \$10,000

Basic 10x10 Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List) **PLUS:**

**Campus Technology E-Mail List**—One-time use of 3,000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects). **Conference Passes**—5 full conference registrations. **Attendee Bag**

**Insert**—Campus Technology-approved literature or promotional items placed in attendee conference bags.

**Literature Distribution**—Sales material placed in the literature bin located near conference registration **Attendee**

**Direct Mail List**— 2x use of either pre- or post-conference attendee list through thirdparty bonded mail house. Mail piece(s) must be approved by Campus Technology with proper forms filled out and provided. **Exhibit Hall Entrance**

**Logo Placement**—Prominent display of company logo on the exhibition entrance unit **Enhanced Listing Package**

(includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4

downloadable whitepapers, product brochures or case studies **Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

## Basic Booth Packages \$3350 (per 10x10 unit)

Basic 10x10 Booth Package (Pipe & drape construction, Company ID sign, 500 character Product description/link on event website and conference program guide, (1) conference pass, 1x use of CT Attendee List)

## Product Spotlight Package \$4,400 (\$5300 Value)

**100 Sq Ft Basic Exhibit Space Package** (*Pipe & drape construction, Company ID sign, 500 character Product description/link on event web-site and conference program guide, (1) conference pass, 1x use of CT Attendee List*)

**Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies

**Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

**Product Spotlight Street Sign** – 2'x2 sign located at booth, in aisle designating booth

## Speaking Package \$6,200 (\$7850 Value) (Only 5 left!)

100 Sq Ft Basic Exhibit Space Package (*Pipe & drape construction, Company ID sign, 500 character Product description/link on event web-site and conference program guide, (1) conference pass, 1x use of CT Attendee List*)

**On-Floor Speaking Opportunity** in the Exhibit Hall Tech Classroom – Promoted online, show program, pre-event email visibility

**Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies

**Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

## Traffic Driver \$6,000 (\$7600 Value)

100 Sq Ft Basic Exhibit Space Package (*Pipe & drape construction, Company ID sign, 500 character Product description/link on event web-site and conference program guide, (1) conference pass, 1x use of CT Attendee List*)

**Enhanced Listing Package** (includes: corporate logo in Show Directory [as well as on website]; additional 250 character company description on the website; 4 product descriptions (product name, 750 word limit, 1 image for each product, 125x125 pixels); 4 downloadable whitepapers, product brochures or case studies

**Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

**Conference Program Guide Ad** - Full Page B/W Ad. Exhibitor responsible to create ad materials.

**Free Standing Sign** – 8'H x 3'W sign with your sales message, booth number and brochure holder are placed in the conference session area. Production costs are included.

**Exhibit Hall Passport** – Logo and booth number on passport - Attendees get their passports stamped to win valuable door prizes.

# Individual Marketing Opportunities

As a Campus Technology 2010 exhibitor, you'll want to focus on maximizing your ROI by building awareness and driving traffic to your booth. Numerous studies have shown that effective trade show marketing involves taking advantage of the many promotions show management has to offer. When you do that, you can significantly increase your show success.

Gain an edge on your competitors with these excellent sponsorship opportunities. Designed to fit any budget, these sponsorships offer you the heightened visibility you need to separate yourself from the competition.

Have a special idea in mind? Call us and we will put together a package customized to fit within your budget.

## Exclusive Sponsorships

### **Attendee Bag: \$3,500**

These bags are great visibility items which people use over and over again. Your logo will appear on the bag along with the Campus Technology 2009 logo, and will be given out to each paid attendee for their conference documentation and literature. Includes bag insert. Sponsor is responsible for the production of the bag.

### **Badge Holder Insert: \$2,000**

Use this sponsorship for a special prize giveaway at your booth. Your card insert will sit behind every attendee's badge. The top ½ inch or one-inch of the card will be visible behind every attendee's name badge. You supply the printed cards and we'll insert them into the badge holders. (Call for details and specifications.)

### **Lanyards: \$2,000**

*Attendees will thank you for doing away with those annoying badge clips and pins.* Distributed to all attendees at registration, these shoelace-type holders are great for not only holding attendee badges, but also advertising your message. Sponsors are responsible for the production of the badge lanyard. This is a great compliment to the Badge Holder Insert promotion.

### **The E-Mail Café: \$2,500**

The E-Mail Café allows Campus Technology conference attendees to check their e-mail throughout the entire conference. As the E-Mail Café sponsor, your company's home page will appear on all the computer screens, and the Internet default home page will go to your site. In addition, we'll hang your banner\* in the E-Mail Café area so that it will be seen throughout the entire show! \*Banner provided by sponsor.

### **Exhibit Hall Welcome Reception Sponsor: \$3,500**

The Welcome Reception takes place on the exhibit floor the evening of the first exhibit day. It is the perfect, relaxed setting to speak with attendees while having a bite to eat and drink. Cocktail napkins, drink cups, and signs with your name, logo, and key message can be placed on all food and drink tables, and recognition will be given in the Conference Program. Sponsor is responsible for the production of all logo materials, except event signage.

### **Headquarters Hotel Room Key Sponsor: \$1,500**

Be the first conference sponsor to gain visibility and highlight your conference presence among Campus Technology 2008 attendees! Your company logo will be displayed prominently on the room key card given to them as they check into the Seaport Hotel. Attendees will carry this image around with them, yielding repeat impressions of your brand every time they use their key. Sponsors are responsible for key production costs.

**Registration Sponsorship: \$5,500**

The onsite registration sponsorship provides your company the highest level of visibility to all attendees registering for CT10. Claim this exclusive sponsorship (only one sponsorship available) and reach potential customers while they register online and on-site in the registration area— before they enter the exposition hall and conference sessions. Sponsorship includes logo on web registration page, web banner on registration page, signage and logo at self registration area and registration desks—plus company name and link on e-mail confirmation to all pre-registered attendees. Exhibitor is responsible for supplying other promotional items such as T-shirts, mouse pads and other items which can be used by registration staff!

**Technology Sponsorship: \$Call  
(Whiteboard, Laptop, Audience Response, Audio Enhancement Available)**

Place your educational technology in the workshops, conference rooms and in the general areas of the event – it's a great way to get FETC attendees to test your product! Company signage and recognition in Conference Rooms, Event Program and Event Signage.

## Special Function Sponsorships

**Technology Classroom: \$3,000** (Limit 12)

A Technology Classroom is the best place for you to host your own topic session. It provides you with the opportunity to speak in-depth about the products and services your company has to offer. These 25-minute\* presentation sessions are available on a first-come, first-serve basis, and there is no limitation on commercial content. Open to all attendees, these presentations take place right on the exhibit floor. Includes signage, audio/visual (microphone, data projector, and screen). Promotion of your classroom will appear in the show program and on the conference website.

*\*Time available allows for 15-20 minutes of presentation time plus 5-10 minutes for Q&A.*

**Hospitality Suite: \$Call for Pricing**

Plan a hospitality function to get to know your customers in a more intimate setting. This is the ideal time to promote your products and services and devote more attention to detailed questions your prospects or customers may have. Fee covers the cost of the room for one day, marketing of the suite, which includes a reference in the Conference Program Guide (if paid prior to publishing date), schedule of events, and signage. Does not include food and beverage costs, Internet connection, or A/V.

**Attendee Luncheon: \$4,000** (\$5,000 with Your Speaker)

Get your company's message in front of conference attendees as they take a break from sessions and enjoy lunch with their colleagues. Conference attendees appreciate luncheon sponsors and are receptive to materials provided in this low-key, enjoyable atmosphere. This sponsorship includes two draped tables in the lunch area where your staff can answer questions and display products and/or literature. In addition, you'll receive prominent acknowledgment in the conference program, on the website, and throughout the lunch area with signage, table tents, your banner, and printed materials/literature placed on every chair. Includes lunch for your staff.

**Attendee Focus Group: \$5,000** (Limit 3)

The opportunity to get feedback directly from your customers can be priceless. Take advantage of a breakfast focus group at Campus Technology 2009 and get information and feedback about your product, service, or the market. We can help you invite 10-12 attendees who represent your target audience and who will provide the insight and opinions you need to hear. We'll provide a room and breakfast for up to 15 people; you come armed with your questions and a moderator.

## Additional Opportunities

- Attendee Bag Insert: \$1,500**  
*Our most popular sponsorship.* Insert a piece of product literature (either a slim brochure or slick), product CD, or giveaway item into the conference attendee bags. These bags are given to all the paid conference attendees. Great for announcing a promotion, giveaway, or contest at your booth.
- Attendee Notepad: \$1,500**  
This notepad (8½ X 11 inches) with your logo is included in the attendee bag which is distributed to all conference attendees as well as speakers. Sponsors are responsible for the production of notepads.
- Hotel Room Drop: \$500**  
Have your literature distributed to every conference attendee staying in the conference hotel. This fee is for the advertising opportunity and authorization to have your literature distributed by the hotel. Does not include hotel's fees for distribution.
- Custom Email Sponsorship: \$3000 (Limited to 4 Pre-Event and 4 Post Event Emails)**  
Your company's HTML email sent to Conference Attendees and Campus Technology Magazine attendee prospects, reaching more 40,000 qualified prospects.
- E-Mail Newsletter Promotion: Attendee Prospects - \$1,500**  
Your company's logo and 25 word description sent to Conference Attendees and Campus Technology Magazine attendee prospects, reaching more 40,000 qualified prospects. Three companies per email newsletter – 3 email newsletters available!
- Conference Greeter(s) - \$1,500/Greeter Limited to 3 Companies**  
Greet thousands of attendees when they arrive at the Convention Center each day of the event: dispense information, give directions, distribute literature— it's your chance to make a lasting first impression. This sponsorship option is also available at a discounted rate for one day. Exhibitor to provide greeter.
- Coffee Break: \$1500**  
No need to go far during the event. Host your own coffee break right in the conference area with an audience of highly qualified attendees. Exhibitor will have the opportunity to put out brochures, staff a table and receive signs by the coffee station in the conference area. Limited availability. Exhibitor is responsible for cost of coffee, providing all sponsorship materials for break. Coffee break and sponsor sign provided by show management.
- Classroom of Technology Giveaway - \$500 per Product**  
Every conference attendee will receive the FETC Attendee Passport, and when they visit select booths and Learning Lab sessions, they will have the ability to win an entire classroom of technology! Offer a product for the classroom giveaway – and you get your company name on the passport and drive buyers directly to your booth.
- Corporate Banner Placement: \$1,500**  
Corporate banners always draw attention and are the best way to maximize your exposure at Campus Technology 2008. Your banner will hang prominently in selected areas throughout the hotel and will be seen by everyone attending the conference and exhibition. Includes installation and removal. Banners are provided by the sponsor and must be professionally produced and finished on both sides, and ready to hang. Please call for banner placement availability and size specifications.
- Conference Program Ad: \$1,500/\$1000**  
Increase the visibility of your booth, promote a special offer, or announce a new product with a full-page ad in the Conference Program. These programs are used throughout the four days and referred to over and over again, providing multiple impressions of your message to an engaged audience.

**Literature Bin Distribution: \$800 per bin slot**

How many conferences have you attended where you've picked up literature and information on companies you were interested in? This is a no-fuss way to reach a lot of attendees – cost effectively! Make your product literature available to everyone attending the conference and exhibition, even when the show floor is closed. Non-exclusive literature distribution bins will be placed near conference registration or in other high-traffic areas and stocked during the entire conference by show management.

**Enhanced Listing Package w/Featured Exhibitors Email: \$1500**

Make sure your company stands out pre-event and post event! Attendees plan which vendors they will meet with onsite – and an enhanced online listing plus a spot on the featured exhibitors email will ensure these qualified buyers know about your product!

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**Event Email Update - Featured Exhibitors Email** - Company Name, Online Description Link and Booth Number on email to CT Attendees and Prospects (+40K names) 2 weeks before event.

**Have something in mind you'd like to sponsor that is not listed here?  
Contact us and we can develop a custom marketing sponsorship to fit  
within your needs and budget.**

**Companies #, A - K**

**Stephanie Chiavaras – Exhibit and Sponsorship Sales Manager  
(617) 784 3577 – schiavaras@1105media.com**

**Companies L - Z**

**Patrick Gallagher – Exhibit and Sponsorship Sales Manager  
(508) 634 3525 – pgallagher@1105media.com**