20TH ANNUAL EDUCATION TECHNOLOGY CONFERENCE

CAMPUS TECHNOLOGY 2013

CELEBRATING 20 YEARS OF HIGHER EDUCATION TECHNOLOGY INNOVATION

Co-Located with **Learning Environments** and **AAEEBL ePortfolio Conference**

July 29 – August 1, 2013 | Hynes Convention Center | Boston, MA

20th Annual Higher Education Technology Conference

Meet and Interact with 1,500-plus Higher Ed Technology Decision Makers Seeking Tech Solutions for their Campuses

EXHIBIT & SPONSOR PROSPECTUS

WWW.CAMPUSTECHNOLOGY.COM/SUMMER13

Build Relationships with National and International Higher Ed Technology Buyers and Influencers

Campus Technology 2013 annual summer conference (CT 2013) is the globally-recognized event that brings together leading innovators and higher education technology experts from across the U.S. and around the world to share information and best practices on the next generation of technologies influencing college and university institutions.

In the CT 2013 exhibit hall, attendees discover the latest in technology products, services and applications while speaking in-depth with service providers who are instrumental in successfully launching these technology initiatives.

Key Campus Buying Authorities Attend Campus Technology

- CIOs / CTOs / IT Professionals
- Administrators
- Data and Campus Security Professionals
- Directors of Academic Computing
- Directors of Administrative Computing
- Instructional Designers
- Deans and Department Chairs
- Tech-Savvy Faculty

Co-located Events Deliver Additional Qualified Buyers

Learning Environments 2013—the premier education facility design and construction event—will be holding their summer event during CT 2013, and attracting hundreds of higher ed administrators, facilities directors, architects, designers and more!

AAEEBL World Summit—the Association for Authentic, Experiential and Evidence-Based Learning (AAEEBL), the professional association for the world's ePortfolio community, will also be hosting their annual member conference alongside CT 2013—delivering an additional 300 to 500 attendees to the Exhibit Hall.

NISOD—the National Institute for Staff and Organizational Development is collaborating on the development of education tracks to attract community college professionals—expanding our reach even further!

Strategically Located Near 700 Colleges and Universities

Set in Boston, Massachusetts, CT 2013 is situated in the heart of the Eastern belt of higher education institutions—providing a highly convenient and compelling reason for influential CIOs, CTOs, and other campus technology purchasing decision makers to attend our informative and collaborative event.

> "Attendees at CT 2012 represented an excellent target audience to showcase our solutions to. Most were in the market for new technology, and had the authority to approve or influence purchases."
>
> — Wacom

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Exceptional and Insightful Learning Opportunities

Campus Technology conferences are among the most respected higher ed technology events around. Renowned campus visionaries, foremost industry figures, futurists, world-class educators and leading tech experts share their knowledge and experiences in a relaxed, collegial forum. Attendees gain ideas, strategies and solutions to successfully meet campus challenges, whether at keynotes, workshops, breakout or poster sessions, tech classrooms or exhibitor demos.

CT 2013 Explores the Hottest Emerging Technologies in Higher Education

- Instructional Design and Learning Environments
- Leadership/Strategy
- Digital Campus and IT Infrastructure
- Learning Applications and Tools
- Web Tools/Social Media/Communication

"We were very happy with (CT 2012). We came away with a large amount of new contacts and several excellent leads."

— Jenzabar

Campus Technology Delivers Buying Power

72% Evaluate, recommend, specify or approve technology purchases

32% Have $5 million+ IT Budget

23% Have $1 million+ IT Budget

Look Who Attends Campus Technology

- 14% Consultants/Other
- 12% Media/Library Services
- 11% Instructional Program Design
- 43% IT Executives/Management
- 20% Administrative Executives/Management

Recent Survey Shows Attendees Plan to Evaluate these Products and Solutions at CT 2013

Admissions & Recruitment Tools / Campus Portals

Business Intelligence / Analytics / Data Access

Campus Cards / Building Access Management / Facilities Security

Campus Stores / eCommerce / Tuition Payment

Class Capture & Interaction Tools / Collaboration / Personal Response Systems

Cloud Computing / Server Virtualization / Worldware

Data Security / Privacy

Digital Asset Management & Rights Control

Distance / Online Education / Globalization

Document Imaging & Sharing

Emergency Planning & Management Systems

ePortfolios / Assessment / Personal Learning Environments

eProcurement

eTextbooks / Digital Publishing

Facilities & Maintenance Systems

Furnishings / Equipment / Cabling

Green Technology & Construction

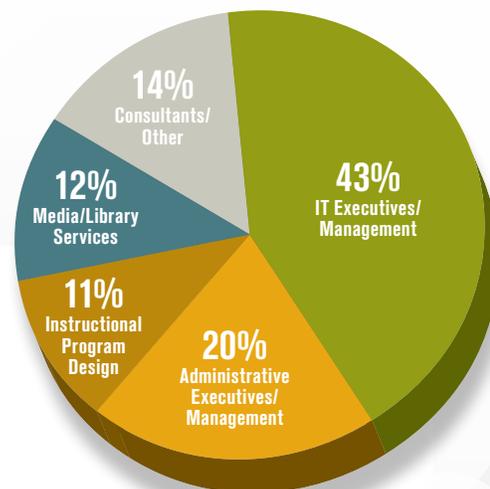Handheld & Location-Aware Devices / Ubiquitous Computing

High-Performance & Grid Computing / Research

Immersive / 3D / MUVE Technologies

IP Communication Technologies / Unified Communications

IT as a Service / SaaS / Hosting

IT Funding / Finance / Planning

IT Governance / Organization / Leadership

Laptops / Desktops / Computing Hardware

Learning & Scheduling Management Systems

Libraries / Learning & Digital Commons

Mobile/Wireless Technology

Network Management & Design

Presentation / Display / Rich Media

Professional Development / Training / Incubator Classrooms

Project Management / Consulting / Managed Services

SIS / Student Lifecycle Mgmt / CRM / Student Aid Systems

Social Software & Services / Wikis / Blogs / Podcasting

Student & Auxiliary Services Technologies

Tools for Advancement / Development

Web / Content Management

▶ RESERVE YOUR SPACE TODAY!

13 Million Marketing Impressions Drive Qualified Buyers to Campus Technology

Campus Technology has designed a comprehensive, integrated marketing campaign that targets campus technology buyers across the nation and in other countries.

Nearly 13 million total impressions, driven by compelling direct mail pieces, effective e-mail, website, alternative online marketing and standout advertising deliver the Campus Technology 2013 message to your audience of buyers.

Online Advertising: Over 6 million impressions

Electronic Marketing: Nearly 8 million impressions

Direct Mail: 20,000 highly targeted impressions

Stand Out with Event Sponsorships and Promotional Opportunities

Campus Technology offers high visibility, high return sponsorship packages to brand your company as a collaborative event partner, as well as individual pre-event, onsite and post-event marketing opportunities that boost traffic to your booth, company website and sales office. Opportunities can be tailored to meet your lead generation and budget objectives. Call us and we'll create a campaign that's right for you!

Customized Campaigns Available

We offer a wide range of traffic-building opportunities. Contact your Event Sales Manager now to help you develop your ideal Campus Technology 2013 strategy.

Preliminary Exhibitor Schedule*

Monday, July 29:	8:00 am – 4:30 pm	Move-In & Set Up
Tuesday, July 30:	8:00 am – 11:45 am	Move-In & Set Up
	12:15 pm – 3:30 pm	Exhibit Hall Open
	4:45 pm – 6:30 pm	Welcome Reception
Wednesday, July 31:	12:15 pm – 3:30 pm	Exhibit Hall Open
	3:30 pm – 7:30 pm	Dismantling & Move-Out

Times subject to change.

Booth Reservation & Payment Process

Call to reserve your space today. Select your desired exhibit hall spot. Then fill out the application, sign the contract and return both with a 50% deposit for your total booth costs. Total balance is due by March 30, 2013. Make checks payable to 1105 Media Inc. – Campus Technology 2013. Please mail contract and payment to address on exhibit space application.

"Not only did Campus Technology provide us with an opportunity to meet new people and generate new users, but also to gather helpful feedback…"
— Course Networking

▶ RESERVE YOUR SPACE TODAY!

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