

MASTERING DIGITAL WORLDS



**Build Relationships with 1,000
Higher Ed Buyers and Influencers
from Around the World**

16th Annual Education Technology Conference

**CAMPUS 09
TECHNOLOGY**

July 27 – 30, 2009 | Boston Convention & Exhibition Center

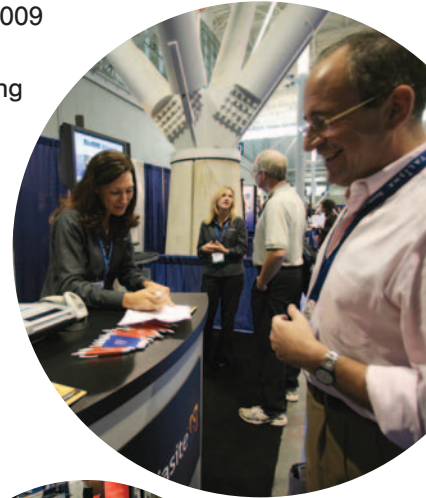
Interact with Higher Ed Technology Decision-Makers

Campus Technology 2009 welcomes attendees from the U.S. and around the world to its 16th annual summer conference. Where last year's conference explored Next-Gen.Edu, this year's focus will bring attendees to the next level: **mastery of a range of rapidly evolving digital worlds**. It's at Campus Technology 2009 where leading innovators and higher education technology experts gather together in a more intimate setting to gain information and skills on the next generation of technologies influencing their institutions, and to speak in-depth with the service providers who can help them successfully launch these technology initiatives.

Key Campus Buying Authorities Attend Campus Technology

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



"First class event...I'll always attend."

Mike Young, CIO, Ohio Dominican University

Over 9 Million Marketing Impressions Drive Qualified Buyers to Campus Technology Conferences

Campus Technology has designed a comprehensive integrated marketing campaign that targets campus technology buyers across the nation and in other countries. Over 9 million total impressions, driven by compelling direct mail pieces, effective e-mail, website, alternative online marketing and standout advertising, deliver the Campus Technology 2009 message to your audience of buyers.

- **Print Advertising:** Over 5.1 million impressions
- **Electronic Marketing:** 3.9 million impressions
- **Direct Mail:** 20,000 highly targeted impressions



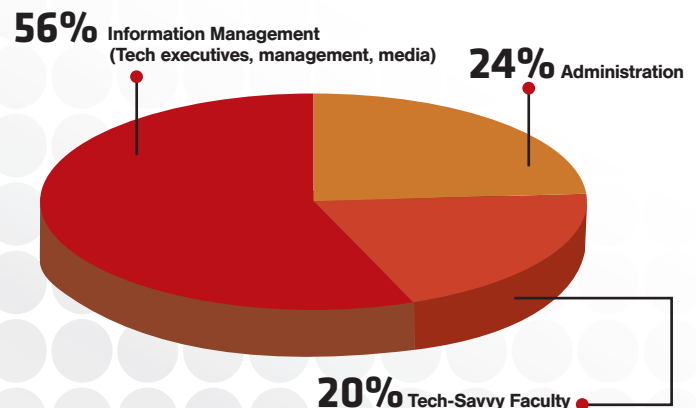
Attendees are Ready to Buy

82% Evaluate, recommend, specify or approve technology purchases

57% Have total tech budgets of \$1 million or more

54% Expect their tech budget to increase or stay the same

Attendees Represent All Buying Influences



Campus Technology Attendees Want to Learn More About Education Technology and Services

In alphabetical order

- Admissions & Recruitment Tools / Campus Portal
- Business Intelligence / Analytics / Data Access
- Campus Cards / Building Access Management
- Campus Stores / eCommerce / Tuition Payment
- Campus Tech Careers / Internal Politics
- Class Capture / Collaboration Technologies
- Cloud Computing / Server Virtualization / Worldware
- Digital Asset Management & Rights Control
- Distance / Online Education
- Document Imaging & Sharing
- ePortfolios / Assessment / Personal Learning Environments
- eProcurement
- eTextbooks / Digital Publishing
- Facilities & Maintenance Systems
- Furnishings, Equipment, Cabling
- Globalization
- 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
- Mass Notification / Business Continuity / DRP
- Network Management & Design
- Online Advising
- Personal Response Systems / Polling / Classroom Interaction Tools
- Presentation / Display / Rich Media
- Professional Development / Training / Incubator Classrooms
- Project Management / Consulting / Managed Services
- Security / Privacy
- SIS / Student Lifecycle Mgmt / CRM / Student Aid Systems
- Social Software and Services
- Student & Auxiliary Services Technologies
- Tools for Advancement / Development
- Web / Content Mgmt
- Wikis, Blogs, Podcasting

Exceptional and Insightful Learning Opportunities

Campus Technology Conferences are among the most respected higher education technology conferences around. You'll find renowned campus visionaries, leading figures in higher ed, futurists, world-class educators and top-quality technology and service experts sharing their vast knowledge and experiences with attendees in a relaxed, collegial environment. Attendees walk away from every occasion—whether it is a keynote, workshop, breakout session, poster session, technology classroom or Exhibit Hall service provider demonstration—with ideas, tips, strategies and solutions that help them successfully meet campus challenges.

This Year's Conference Explores the Hottest Emerging Technologies in Higher Education:

- Web 2.0 and Social Software
- New Media for Instruction
- Learning Infrastructure
- The Digital Campus
- Going Green

Stand Out In a Crowd with Event Sponsorships, Marketing and Promotional Opportunities

Campus Technology 2009 offers a selection of sponsorship packages to brand your company as a collaborative conference partner, in addition to individual pre-event, onsite and post-event marketing and promotional opportunities designed to boost traffic to your booth, company website and sales office. Event sponsorship and marketing/promotional opportunities can be individually customized and tailored to meet your lead generation and budget objectives. Just give us a call and we'll create the event campaign that's right for you.

“The mix of general sessions, sessions and exhibit hall is excellent.”

Anthony Lapes, Director, Baylor University



Exhibit Fees

Refer to the enclosed floor plan to view available booth space in the Campus Technology 2009 Exhibit Hall. A 50% deposit is due with the return of your exhibit application. The remaining balance is due March 31, 2009.

Basic Booth Package: \$3,350

Receive a 10' x 10' exhibit space, one full conference pass, aisle cleaning, company logo in conference brochure*, conference program listing, website listing, one-time use of attendee mailing list, access to keynotes, technology classrooms and hospitality suites.

Boost Your ROI Potential with One of Our Sponsor Packages:

Stand out from the crowd and gain visibility with the higher education decision-makers actively seeking solutions to campus challenges. Select one of our sponsor packages for added visibility and to drive booth traffic.

Platinum Sponsor Package

Receive everything from the Basic Booth Package as well as larger booth space, one full-page *Campus Technology* magazine ad, multiple-use of direct mail list, use of an e-mail list of 7,500 IT names, a lead retrieval unit, eNewsletter and refreshment break sponsorships, banner display and so much more.

Gold Sponsor Package

Package includes all elements from the Basic Booth Package plus one full-page *Campus Technology* magazine ad, multiple-use of direct mail list, use of an e-mail list of 5,000 IT names, eNewsletter sponsorships, banner display and much more.

Silver Sponsor Package

Get all of the elements from the Basic Booth Package as well as multiple-use of direct mail list, use of an e-mail list of 3,000 IT names plus more.

Looking for a more customized campaign?

We have many other traffic-building event marketing opportunities. Contact your Event Sales Representative now to help you develop the perfect Campus Technology 2009 strategy that suits your needs.

* Deadlines apply.

Booth Reservation Process

Review the enclosed floor plan or check with your Event Sales Representative to identify several booth locations and booth packages. Complete and sign the enclosed application and contract for booth space. Send the completed application and the 50% deposit to 1105 Media Inc. A booth confirmation will be sent via U.S. mail.

Payment Schedule

A 50% deposit for your total booth cost is required with the return of your application and contract. The balance is due no later than March 31, 2009. Please make checks payable to 1105 Media Inc. – Campus Technology 2009. Please mail contract and payment to address on exhibit space application.



Preliminary Exhibitor Schedule**

Monday, July 27

1:00 pm – 6:00 pm Move-In & Set Up

Tuesday, July 28

8:00 am – 12:00 pm Move-In & Set Up

12:15 pm – 3:30 pm Exhibit Hall Open

4:45 pm – 7:00 pm Exhibit Hall Welcome Reception

Wednesday, July 29

12:00 pm – 3:15 pm Exhibit Hall Open

3:15 pm – 6:00 pm Dismantling & Move-Out

** Times subject to change.

Call to Reserve Your Space Today!

Companies A-K

Stephanie Chiavaras

508.532.1424 | schiavaras@1105media.com

Companies L-Z

Patrick Gallagher

508.634.3525 | pgallagher@1105media.com

For more information, visit

www.CampusTechnology.com/summer09