

MASTERING DIGITAL WORLDS

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

SPONSORSHIP & EVENT
MARKETING OPPORTUNITIES



16th Annual Education Technology Conference

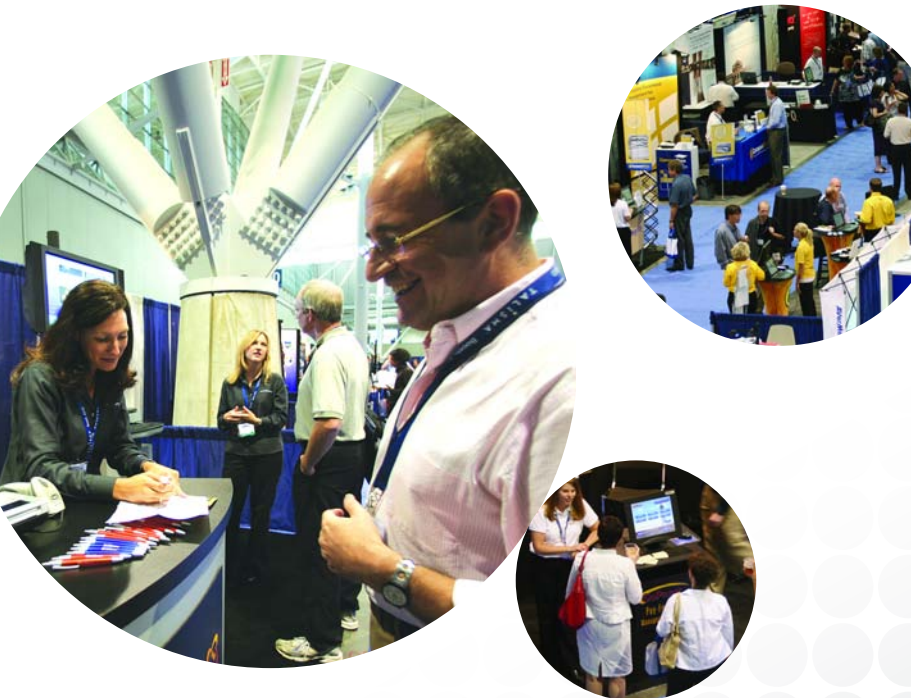
CAMPUS 09 TECHNOLOGY

www.CampusTechnology.com/summer09

DRIVE BOOTH TRAFFIC AND SALES WITH POWERFUL EXHIBITING OPPORTUNITIES

Select from our Basic Booth Package or maximize your presence and heighten your visibility with a customized Sponsor Package. Add to that one of our popular Technology Classroom presentations or any of our other individual marketing opportunities to further enhance your presence and drive booth traffic.

Dedicated Exhibit Floor Time: Approximately 8 hours.



For further details or pricing on any of the following exhibitor promotional opportunities, please contact:

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PLATINUM SPONSOR: \$18,000

Valued at over \$40,000. Limit 6.

Platinum sponsor package includes everything from the basic exhibitor package on page 5, plus the following:

- **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).
- **Event E-Mail Update Sponsorship**—One-time distribution of your name and link to your website as a conference sponsor via a Campus Technology 2009 e-mail update.
- **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 third-party 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 Online and Print Listing**— Our enhanced listing package provides the following benefits:
 - Corporate logo on website and in official event program
 - Company description on website (750 characters)
 - Link on conference website
 - Four product descriptions on website (product name, 750 characters, plus one image of product—Sized 125 x 125 pixels)
 - Four downloadable white papers, product brochures or case studies on website
 - Company description in event program (750 characters)
 - Company name and link in one event e-mail to all Campus Technology conference prospects and registrants
- **Rights to First Refusal for 2010**—First option for the 2010 Platinum Sponsor position.

GOLD SPONSOR: \$14,000

Valued at over \$25,000. Limit 6.

Gold sponsor package includes everything from the basic exhibitor package on page 5, plus the following:

- **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 5,000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects).
- **Event E-Mail Update Sponsorship**—One-time distribution of your name and link to your website as a conference sponsor via a Campus Technology 2009 e-mail update.
- **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 materials 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 third-party bonded mail house. Mail pieces 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 Online and Print Listing**— Our enhanced listing package provides the following benefits:
 - Corporate logo on website and in official event program
 - Company description on website (750 characters)
 - Link on conference website
 - Four product descriptions on website (product name, 750 characters, plus one image of product—Sized 125 x 125 pixels)
 - Four downloadable white papers, product brochures or case studies on website
 - Company description in event program (750 characters)
 - Company name and link in one event e-mail to all Campus Technology conference prospects and registrants
- **Rights to First Refusal for 2010**—First option for the 2010 Gold Sponsor position.



SILVER SPONSOR: \$8,000

Valued at over \$12,000. Limit 6.

Silver sponsor package includes everything from the basic exhibitor package, plus the following:

- **Campus Technology E-Mail List**—One-time use of 3,000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects).
- **Event E-Mail Update Sponsorship**—One-time distribution of your name and link to your website as a conference sponsor via a Campus Technology 2009 e-mail update.
- **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**—Two-time use of either pre- or post-conference attendee list through third-party bonded mail house. Mail piece 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 Online and Print Listing**— Our enhanced listing package provides the following benefits:
 - Corporate logo on website and in official event program
 - Company description on website (750 characters)
 - Link on conference website
 - Four product descriptions on website (product name, 750 characters, plus one image of product—Sized 125 x 125 pixels)
 - Four downloadable white papers, product brochures or case studies on website
 - Company description in event program (750 characters)
 - Company name and link in one event e-mail to all Campus Technology conference prospects and registrants
- **Rights to First Refusal for 2010**—First option for the 2010 Silver Sponsor position.

BASIC EXHIBITOR PACKAGE: \$3,350

- **10' X 10' Exhibit Space.**
- **One Full Conference Pass.**
- **Company Name Included in Pre-Conference Brochure**— Requires receipt of contract and payment prior to printing deadline.
- **Conference Program Listing**—Includes company logo and 500-character description.
- **Conference Website Listing**—Company name and 500-character description located on the exhibitor directory web page.
- **Pre- or Post-Event Attendee Mailing List**—One-time use through third-party bonded mail house. Mail piece must be approved by Campus Technology with proper forms filled out and provided.
- **Access to Other Conference Events**—Keynotes, Technology Classrooms, and Hospitality Suites.



SPONSORSHIP PACKAGES COMPARISON CHART

	Platinum (Limit 6)	Gold (Limit 6)	Silver (Limit 6)	Basic Exhibitor
Exhibit Space	Up to 20' x 20'	Up to 10' x 10'	Up to 10' x 10'	Up to 10' x 10'
Conference Pass(es)	10	7	5	1
Conference Program Listing	Enhanced	Enhanced	Enhanced	x
Conference Website Listing	Enhanced	Enhanced	Enhanced	x
Pre-/Post-Event Attendee Direct Mail List	3x use	3x use	2x use	1x use
Conference Event Access – Keynotes, Technology Classrooms, Hospitality Suites	x	x	x	x
Campus Technology E-Mail List	7,500 names	5,000 names	3,000 names	
Attendee Bag Insert	x	x	x	
Literature Distribution	x	x	x	
Exhibit Hall Entrance Logo Placement	x	x	x	
<i>Campus Technology</i> Magazine Ad	Full-Page Color	Full-Page Color		
Event E-Mail Update Sponsorship	x	x	x	
On-Site Corporate Banner	x	x		
Refreshment Break Sponsorship	x			
Premium Web Ad Placement	x			
Lead Retrieval Unit	x			
IP Address to Booth	x			
Rights to First Refusal for 2010	x	x	x	
Package Price	\$18,000	\$14,000	\$8,000	\$3,350

INDIVIDUAL MARKETING OPPORTUNITIES

Maximize ROI by building awareness and driving traffic to your booth. Gain an edge on your competitors with these excellent sponsorship opportunities. Designed to fit any budget, these sponsorships offer heightened visibility to separate yourself from the competition. Have a special idea in mind? Call us to create a package to fit your budget.

Exclusive Sponsorships

Attendee Bag \$4,000

A great high-visibility item which people use over and over. Your logo appears on the bag along with the event logo, and will be distributed to each paid attendee to hold conference documentation and literature. Includes two bag inserts. Sponsor is responsible for the production and costs of the bag. Artwork must be approved by event management.

Attendee Luncheon with Speaker \$6,000

Highlight your conference presence by sponsoring Monday's workshop luncheon with a featured speaker that you introduce. Presentation topic to be mutually agreed upon between Campus Technology and sponsor. Includes two draped tables in the lunch area where your staff can answer questions and display literature. You'll receive acknowledgment in the conference program, the website and lunch area with signage, table tents, company banner and printed materials/literature placed on every chair. Sponsor provides banner and printed materials/literature. Includes lunch for your staff.

Badge Holder Insert \$1,800

Your card insert sits behind every attendee's badge, with the top one-half-inch to one-inch of the card visible for your message. You supply the printed cards and we'll insert them into the badge holders. Call for details and specifications.

E-Mail Café \$2,500

As the E-Mail Café sponsor, your company's home page will appear on all computer screens, with the default Internet home page going to your site. We'll also hang your banner in the E-Mail Café area so that it is seen during the entire show. Sponsor provides banner.

Exhibit Hall Welcome Reception Sponsor \$4,000

The wine and cheese Welcome Reception is held on the exhibit floor the evening of the first exhibit day. Cocktail napkins, drink cups and signs with your name, logo and message can be placed on all food and drink tables, with recognition given in the event program. Sponsor is responsible for the production of all logo materials, except event signage.

Host Hotel Room Key Sponsor \$1,500

Be the first sponsor to gain visibility and highlight your presence among Campus Technology 2009 attendees! Your company logo will display prominently on the room key card given to attendees as they check into the Westin Boston Waterfront Hotel. Attendees bring this card with them everywhere, yielding repeat impressions of your brand every time they use their key. Sponsors are responsible for key production costs and hotel key distribution charges. Call for more information.

Lanyards \$1,200

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 lanyard. This is a great compliment to the Badge Holder Insert promotion.

Registration Sponsorship \$7,500

The on-site registration sponsorship provides the highest level of visibility to all attendees registering for Campus Technology. Reach potential customers while they check-in or register on-site. Includes logo and web banner on web registration page, signage and logo at on-site registration area and registration desks—plus company name and link on the e-mail confirmation sent to all pre-registered attendees. Exhibitor is responsible for supplying any promotional items such as T-shirts, mouse pads, etc. that will be used by registration staff.

Special Function Sponsorships

Attendee Focus Group \$5,000 (Limit 6)

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

Attendee Luncheon \$4,000

Put your company's message in front of attendees as they enjoy lunch with colleagues. Attendees are receptive to materials provided in this low-key atmosphere. Includes two draped tables in the lunch area where your staff can answer questions and display products and/or literature. You'll receive acknowledgment in the event program, the website and the lunch area with signage, table tents, company banner and printed materials/literature placed on every chair. Sponsor provides banner and printed materials/literature. Includes lunch for your staff.

Hospitality Suite Call for details

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

Opening Keynote Chair Drop \$3,000

Receive maximum exposure in Campus Technology's opening keynote session. You can hand out collateral, books or pens in this session. Seat drop provided by temps on staff. Exhibitor is responsible for providing items, shipping and drayage.

INDIVIDUAL MARKETING OPPORTUNITIES (Continued)

Technology Classroom \$3,000 (Limit 12)

Technology Classrooms allow you to speak in-depth about your products and services to interested attendees. These 25-minute* presentations are available on a first-come, first-serve basis, with no limit on commercial content. Open to all attendees, these presentations take place on the exhibit floor. Includes signage and A/V (microphone, data projector and screen). Promotion of your classroom will appear in the event program and on the conference website. *Time available allows for 15-20 minutes of presentation time plus 5-10 minutes for Q&A.

Additional Opportunities

Attendee Bag Insert \$1,500

Insert product literature, a product CD or giveaway item into attendee bags. These bags are given to all paid conference attendees. Great for announcing a promotion, giveaway or contest at your booth.

Attendee Notepad \$2,000

This notepad (8 1/2" X 11") with your logo is included in the attendee bag distributed to all conference attendees and speakers. Sponsor is responsible for the production and costs of notepads.

Conference Program Full-Page Ad \$750 - Black and White; \$1,500 - Color

Increase your booth's visibility, promote a special offer or announce a new product with a full-page ad in the conference program. These programs are referred to repeatedly, providing multiple impressions of your message to an engaged audience. Space is limited for full-color ads.

Custom E-Mail \$3,000

Send your own conference promotional html e-mail to Campus Technology 2009 prospects and registered attendees. Sponsor must provide event management-approved e-mail creative, an e-mail suppression file, e-mail opt-out language and name of a staff person the e-mail will come from. Limited availability.

E-Mail Newsletter Sponsorship \$1,500

Your company's 25-word description, logo and link to your website will appear on one event e-mail to prospects and pre-registered attendees, reaching more than 100,000 qualified prospects. Limited availability.

Enhanced Online and Print Listing \$500

Our enhanced listing package provides the following benefits:

- Corporate logo on website and in event program
- Company description on website (750 characters)
- Four product descriptions on website (product name, 750 characters, plus one product image—Sized 125 x 125 pixels)
- Four downloadable white papers, product brochures or case studies on website
- Company description in event program (750 characters)
- Company name and link in one event e-mail to all Campus Technology conference prospects and registrants

Exhibit Hall Passport Drawing \$500 per company

Every conference attendee will receive the Exhibit Hall Passport drawing card. When they visit Passport sponsor booths and Technology Classroom sessions, they could win a prize! Put your company name on the Passport drawing card and drive buyers directly to your booth.

Free-Standing Sign \$750

Free-standing signs will be located throughout the convention center. Market your company to our audience with these 8' H x 3' W displays. Display includes a brochure holder that can accommodate an 8 1/2" x 11" piece of literature. Exhibitor provides sign design and literature for holder. Limited opportunities available.

General Session Chair Drop \$1,500 (Limit 2)

Pass out collateral, books or pens in one conference general session. Seat drop provided by temps on staff. Limited availability. Exhibitor is responsible for providing items, shipping and drayage.

Host Hotel Room Drop \$500

Distribute your literature to every attendee staying in the host conference hotel. Fee covers the advertising opportunity and authorization to have your literature distributed by the hotel. Does not include hotel's fees for distribution.

Literature Bin Distribution \$800 per bin slot

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.

On-Site Corporate Banner Placement \$1,500

Corporate banners always draw attention and are the best way to maximize your exposure at Campus Technology 2009. Your banner will hang prominently in selected areas in the convention center and will be seen by everyone attending the event. Includes installation and removal. Ready-to-hang banners are provided by the sponsor and must be professionally produced and finished on both sides. Call for availability and size specifications.

Have something in mind you'd like to sponsor that is not listed here? Call now to discuss.

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