



MEDIA / PUBLICITY OPPORTUNITIES

Each year, the Campus Technology Summer Educational Technology Conference attracts the attention of the nation's higher education and technology media with pre-conference news coverage, reports from the conference and post-event stories. The event draws reporters, editors and bloggers who tell us that Campus Technology provides sophisticated, thorough and useful media relations services and resources every year they attend.

Being a magnet for the higher education and ed-tech press means that CT 2012 provides an array of "added-value" (e.g., included in exhibitor fees) opportunities for exhibitors to connect with the media and secure additional layers of exposure for their companies, products and services. We are pleased to present the following options for taking advantage of CT 2012's media and publicity opportunities:

- CT 2012 website and Virtual Newsroom. Exhibitors may post press releases or media advisories, including graphics, on the CT 2012 website at the special "Virtual Newsroom" or Press page. The CT 2012 Virtual Newsroom is designed to give media easy access to up-to-date information needed to cover the conference, as well as information on scheduled media events and last-minute additions. Exhibitors should send releases and advisories digitally (as a Word document or PDF) to CTpress@1105media.com.
- CT 2012 social media. Prior to, during and after the conference, CT 2012 will use four social media outlets Twitter, Facebook, LinkedIn and Google+ to promote the conference, engage target audiences and share information. Campus Technology's Twitter profile name is @CT_events and will utilize a Twitter search tool known as the hashtag (#CT2012), which allows interested "tweeps" to easily locate CT 2012 participants and conference information, as well as participate in conversation and dialogue. We encourage exhibitors to employ Twitter, tweet about your presence and utilize the hashtag to ensure your messages are received by those following CT 2012. In addition, Campus Technology has a page on Facebook that is used to promote conference information as well as new magazine publications. You are invited to "like" our page and post messages about your participation (and Exhibit Hall location) at CT 2012. Information also will be pushed out about the conference and discussions generated via Campus Technology's LinkedIn page (Campus Technology Events) and the new Campus Technology Google+ page (Campus Technology Events).
- Press list availability. Prior to the conference, Campus Technology will release the Registered Press list, allowing for advance publicity about services, products and scheduled press events. The list includes contact information for media who have registered for the conference. It can be accessed online through the press page on the CT 2012 website after June 30, 2012, and will be updated frequently.
- Public relations support. Exhibitors without PR staffing or support may contract directly with Campus Technology's professional public relations team from RB Oppenheim Associates and its digital marketing experts at Digital Opps to develop a results-oriented press plan to advance your media efforts and ensure you capitalize on the many publicity and promotional opportunities presented at CT 2012. PR counseling will include strategies, tactics, tips on what drives the media, how to position your company and products around current issues, how and when to pitch certain media (e.g., bloggers), measuring outcomes and integrating digital media and social networking into your marketing efforts. In addition to providing PR counseling, our PR team can assist in implementing your plan, including contacting attending reporters and bloggers to set up meetings and interviews, providing product/event

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information and/or encouraging them to visit your booth. Also, if you do not currently have a Twitter, Facebook, LinkedIn or Google+ presence, our PR team can assist with social media engagement, including creating a compelling profile or page, building a valuable network of fans and followers, handling your promotional posts and/or coaching you in doing so yourself (including providing you with a social media "how-to" guide to help promote your products and maximize media exposure).

For more information, please contact CT 2012 Media Relations Manager Rick Oppenheim at (850) 386-9100, ext. 16, or roppenheim@rboa.com; or Media Relations Coordinator Kristen Burke at (850) 386-9100, ext. 19, or kburke@rboa.com.