

# CAMPUS08 TECHNOLOGY

July 28 – 31, 2008

Westin Boston/Boston Convention & Exhibition Center, Boston, MA

## 2008 Attendee Demographic Profile

861 Higher Education Technology Professionals  
48 U.S. States/Provinces and 18 Countries  
25% Increase in Overall Conference Attendance  
105 Exhibiting Companies  
124 Exhibitor Booths

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

Campus Technology 2008 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 2008 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 2008 Attracted Buying Teams

82% of Attendees are part of a Buying Team  
56% Top Level IT Executive/IT Director/Manager/Media  
24% Administration  
20% Faculty

### The Campus Technology Conference is a National and International Event

Attendees came from 48 U.S. States and 18 Countries

### Campus Technology 2008 Attracted Quality Attendees

Attendees came from 464 Higher Ed Institutions  
78% from 4-Year Colleges  
18% from 2-Year Colleges  
4% from Vocational/Government Institutions