Campus Technology 2009

July 27-30, 2009
Boston Convention & Exhibition Center
Boston, MA

Event Overview

Event Name:	**Campus Technology 2009**
Years in Existence:	Sixteen (formerly Syllabus Conference)
Event URL:	http://www.campustechnology.com/summer09
Event Dates / Location:	**Summer Conference** July 27 – 30, 2009 Boston Convention and Exhibition Center Boston, MA
Exhibit Dates*:	July 28 - 29
Amt Dedicated Floor Time:	Approximately 10 hours
Projected Attendance:	900+
	Projections are based on past attendance. While we always strive to deliver a greater audience, we prefer that you go into this event with realistic expectations. As such, we remain conservative with our projections.
Cost to Exhibit:	$3,350 per 10x10 booth unit
Sponsorship Opportunities Available:	Platinum, Gold & Silver Packages are available. See this prospectus for a complete listing of our corporate and individual sponsorship opportunities. Or contact us to discuss developing a plan that fits within your goals and budget.
Audience Profile:	Campus Technology conferences put you in front of key decision makers and multiple buying influences in higher-education. Titles of 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

About the Conference: Campus Technology 2009 welcomes attendees to its 16th annual summer conference, where leading innovators and experts in technology for higher education help information technologists, campus administrators, instructional designers, eLearning program managers, and faculty ensure that their institutions remain competitive via the next generation of technologies for the campus.

Sessions will explore strategic planning, 21st century classrooms and learning spaces, new tools and technologies, funding, and best practices. Breakfast focus groups are value-added opportunities to discuss plans, challenges, and implementations with attendees.

Campus Technology 2009 will provide multiple opportunities to interact with this targeted, influential audience that evaluates, recommends, specifies, and controls purchasing that spans multiple technologies on campuses today.

Sponsorship & Exhibit Pricing Information
(Rebook Pricing – Prices Valid Until 9/15/08)

The Campus Technology event offers a **limited** number of vendors the opportunity to connect and communicate with high quality IT Buyers.   Vendors can become an event sponsor or they can particpate as an exhibitor and demonstrate their products and services on the Campus Technology 2009 exhibit floor, designed to be just the right size for this audience.

A variety of exhibiting options are open to you at Campus Technology 2009. Select from our Basic Booth Package or maximize your presence and heighten your visibility with one of our customized Sponsor Packages or by adding one of our popular Technology Classroom presentations.

Platinum Sponsor $18,000

(Valued at over $40,000)
Limit 6
Includes everything from the Basic Package, plus:

- Upgrade up to 20' X 20' Exhibit Booth Space (based on space availability)
- One Full-Page Ad in the Conference Issue of *Campus Technology* Magazine [5]
- 7,500 Information Technology E-mail Addresses (includes 2 selects) [4]
- One-time *Campus Technology* eNewsletter Sponsorship [8]
- 10 Conference Registrations
- Break Sponsorship [7]
- Premium Ad Placement on the Conference website
- Attendee Bag Insert [3]
- Corporate Banner Placement[9]
- Literature Distribution
- One Lead Retrieval Unit
- One IP Address to Booth
- Total 3x Use of Attendee Mailing List[2]
- Logo Placement:
  - Exhibition Entrance Unit
  - Conference Advertising
  - Conference Brochure & Program
- First Option on the Platinum Sponsor Position for following year

Gold Sponsor $14,000

(Valued at over $25,000)
Limit 6
Includes everything from the Basic Package, plus:

- 5,000 Information Technology Leaders E-mail Addresses (includes 2 selects) [4]
- One Full-Page Ad in the Conference Issue of *Campus Technology* Magazine [5]
- One-time *Campus Technology* eNewsletter Sponsorship [8]
- 7 Conference Registrations
- Attendee Bag Insert [3]
- Corporate Banner Placement[9]
- Literature Distribution
- Total 3x Use of Attendee Mailing List[2]
- Logo Placement
  - Exhibition Entrance Unit
  - Conference Brochure & Program
- First Option on the Gold Sponsor Position for following year

Silver Sponsor $8,000

(Valued at over $12,000)
Limit 8
Includes everything from the Basic Package, plus:

- 3,000 Information Technology E-mail Addresses (includes 2 selects) [4]
- 5 Conference Registrations
- Attendee Bag Insert [3]
- Total 2x Use of Attendee Mailing List[2]
- Literature Distribution
- Logo Placement
  - Exhibition Entrance Unit
  - Conference Brochure & Program
- Link on Conference website

Basic Booth Package $3,350

Listed here for reference

- 10' X 10' Exhibit Space
- One Full Conference Pass
- Electricity: 5 amp/500 watt (120v)
- Company Logo Included in Conference Brochure[1]
- Conference Program Listing (company logo and 50-word abstract) – distributed to all attendees
- Website Listing - Placed on the Exhibitor Directory Page of Conference website.
- One Time Use of Attendee Mailing List[2]
- Participation/Promotion of Your Company on website if You Participate in the Vendor Raffle
- Access to Keynotes, Technology Classrooms, and Hospitality Suites
- Aisle Cleaning

Add additional items at 10% off list price to enhance your sponsorship packages!

* Exhibitor/Sponsor Notes

1. Company name and/or logo will appear in the conference brochure if contract and payment is received prior to printing deadline. Company names/logos will be used where space permits.

2. Pre/Post conference attendee lists will only be sent to third party bonded mail houses. Telephone numbers and e-mail addresses are not provided. An attendee list request form must be submitted. Piece must be approved by show management.

3. Insert and copy must be approved by show management.

4. E-mail addresses transmitted by 1105 Media. Postal names may be substituted for e-mail names. Vendor does not take possession of names or lists. Includes 2 selects. Additional selects and/or service fees such as HTML, Flash, etc. will be charged separately. Transmissions must be executed within three (3) months from the date of the conference. Payment in full is required before services are rendered.

5. *Campus Technology* magazine ad will run in the official conference issue and cannot be combined with any other package or schedule of advertising.

6. Individual package items are limited and subject to availability. Sign up early to lock in sponsorships. Item details, offers and pricing listed in this prospectus are subject to change without notice. Contact your sales representative for the most current sales pricing and conditions.

7. Distribution of your literature and placement of two signs during a morning or afternoon refreshment break. .

8. *Campus Technology* eNewsletter subject to space availability. No guarantee on positions or dates. This is a one-time rate only, exclusively for Campus Technology 2009 Exhibitors. Cannot be used in place of client's current schedule. Requires promotion of your presence at the conference within your text.

9. Banner produced by exhibiting company. Vendor responsible for retrieving banner(s) during teardown.

Individual Marketing Opportunities

As a Campus Technology 2009 exhibitor, you'll want to focus on maximizing your ROI by building awareness and driving traffic to your booth. Numerous studies have shown that effective trade show marketing involves taking advantage of the many promotions show management has to offer. When you do that, you can significantly increase your show success.

Gain an edge on your competitors with these excellent sponsorship opportunities. Designed to fit any budget, these sponsorships offer you the heightened visibility you need to separate yourself from the competition.

Have a special idea in mind? Call us and we will put together a package customized to fit within your budget.

Exclusive Sponsorships

☐ **Attendee Bag: $2,000**
These bags are great visibility items which people use over and over again. Your logo will appear on the bag along with the Campus Technology 2009 logo, and will be given out to each paid attendee for their conference documentation and literature. Includes two bag inserts. Sponsor is responsible for the production of the bag.

☐ **Badge Holder Insert: $1,800**
Use this sponsorship for a special prize giveaway at your booth. Your card insert will sit behind every attendee's badge. The top ½ inch or one-inch of the card will be visible behind every attendee's name badge. You supply the printed cards and we'll insert them into the badge holders. (Call for details and specifications.)

☐ **Lanyards: $1,200**

Attendees will thank you for doing away with those annoying badge clips and pins. 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 badge lanyard. This is a great compliment to the Badge Holder Insert promotion.

☐ **The E-Mail Café: $2,500**

The E-Mail Cafe allows Campus Technology conference attendees to check their e-mail throughout the entire conference. As the E-Mail Cafe sponsor, your company's home page will appear on all the computer screens, and the Internet default home page will go to your site. In addition, we'll hang your banner* in the E-Mail Cafe area so that it will be seen throughout the entire show! *Banner provided by sponsor.

☐ **Exhibit Hall Welcome Reception Sponsor: $6,000**
The Welcome Reception takes place on the exhibit floor the evening of the first exhibit day. It is the perfect, relaxed setting to speak with attendees while having a bite to eat and drink. Cocktail napkins, drink cups, and signs with your name, logo, and key message can be placed on all food and drink tables, and recognition will be given in the Conference Program. Sponsor is responsible for the production of all logo materials, except event signage.

☐ **Headquarters Hotel Room Key Sponsor: $7,500**
Be the first conference sponsor to gain visibility and highlight your conference presence among Campus Technology 2008 attendees! Your company logo will be displayed prominently on the room key card given to them as they check into the Westin Boston Waterfront Hotel. Attendees will carry this image around with them, yielding repeat impressions of your brand every time they use their key. Sponsors are responsible for key production costs.

Special Function Sponsorships

☐ **Technology Classroom: $2,800** (Limit 12)
A Technology Classroom is the best place for you to host your own topic session. It provides you with the opportunity to speak in-depth about the products and services your company has to offer. These 25-minute* presentation sessions are available on a first-come, first-serve basis, and there is no limitation on commercial content. Open to all attendees, these presentations take place right on the exhibit floor. Includes signage, audio/visual (microphone, data projector, and screen). Promotion of your classroom will appear in the show program and on the conference website.

Time available allows for 15-20 minutes of presentation time plus 5-10 minutes for Q&A.

☐ **Hospitality Suite: $2,000**
Plan a hospitality function to get to know your customers in a more intimate setting. This is the ideal time to promote your products and services and devote more attention to detailed questions your prospects or customers may have. Fee covers the cost of the room for one day, marketing of the suite, which includes a reference in the Conference Program Guide (if paid prior to publishing date), schedule of events, and signage. Does not include food and beverage costs, Internet connection, or A/V.

☐ **Attendee Luncheon with Speaker: $5,000**
Highlight your conference presence by sponsoring a luncheon with a featured speaker. As the luncheon sponsor, you will introduce the keynote speaker. Presentation topic to be mutually agreed upon between Campus Technology and the sponsor. This is a perfect opportunity to get your message across and brand your company to attendees. This sponsorship includes two draped tables in the lunch area where your staff can answer questions and display literature. In addition, you'll receive prominent acknowledgment in the conference program, on the website, and throughout the lunch area with signage, table tents, your banner, and printed materials/literature placed on every chair. Includes lunch for your staff.

☐ **Attendee Luncheon: $3,000**
Get your company's message in front of conference attendees as they take a break from sessions and enjoy lunch with their colleagues. Conference attendees appreciate luncheon sponsors and are receptive to materials provided in this low-key, enjoyable atmosphere. This sponsorship includes two draped tables in the lunch area where your staff can answer questions and display products and/or literature. In addition, you'll receive prominent acknowledgment in the conference program, on the website, and throughout the lunch area with signage, table tents, your banner, and printed materials/literature placed on every chair. Includes lunch for your staff.

☐ **Attendee Focus Group: $5,000** (Limit 6)
The opportunity to get feedback directly from your customers can be priceless. Take advantage of a breakfast focus group at Campus Technology 2009 and get information and feedback about your product, service, or the market. We can help you invite 10-12 attendees who represent your target audience and who will provide the insight and opinions you need to hear. We'll provide a room and breakfast for up to 15 people; you come armed with your questions and a moderator.

Additional Opportunities

☐ **Attendee Bag Insert: $1,500**
Our most popular sponsorship. Insert a piece of product literature (either a slim brochure or slick), product CD, or giveaway item into the conference attendee bags. These bags are given to all the paid conference attendees. Great for announcing a promotion, giveaway, or contest at your booth.

☐ **Attendee Notepad: $2,000**
This notepad (8½ X 11 inches) with your logo is included in the attendee bag which is distributed to all conference attendees as well as speakers. Sponsors are responsible for the production of notepads.

(Rebook Pricing – Prices Valid Until 9/15/08)

☐ **Hotel Room Drop: $500**
Have your literature distributed to every conference attendee staying in the conference hotel. This fee is for the advertising opportunity and authorization to have your literature distributed by the hotel. Does not include hotel's fees for distribution.

☐ **Corporate Banner Placement: $1,500**
Corporate banners always draw attention and are the best way to maximize your exposure at Campus Technology 2008. Your banner will hang prominently in selected areas throughout the hotel and will be seen by everyone attending the conference and exhibition. Includes installation and removal. Banners are provided by the sponsor and must be professionally produced and finished on both sides, and ready to hang. Please call for banner placement availability and size specifications.

☐ **Conference Program Ad: $1,500**
Increase the visibility of your booth, promote a special offer, or announce a new product with a full-page ad in the Conference Program. These programs are used throughout the four days and referred to over and over again, providing multiple impressions of your message to an engaged audience.

☐ **Literature Bin Distribution: $800 per bin slot**
How many conferences have you attended where you've picked up literature and information on companies you were interested in? This is a no-fuss way to reach a lot of attendees – cost effectively! 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.

(Rebook Pricing – Prices Valid Until 9/15/08)

**Have something in mind you'd like to sponsor that is not listed here?
Contact us and we can develop a custom marketing sponsorship to fit
within your needs and budget.**