



2011 NATIONAL CONFERENCE

January 31 – February 3, 2011
Orange County Convention Center • Orlando, FL



**Meet 7,000 Highly Motivated
Education Technology Buyers
from the U.S. and the World**



Visit www.fetc.org
or contact 508.532.1425 for more information



Establish a Presence Where School and District Decision-Makers Assemble

FETC is an international event focused on advancing the way K-12 institutions use technology to administrate and educate. The conference and exhibition will bring together more than 7,000 qualified education professionals who evaluate, recommend, specify or approve purchases for their schools and districts. These attendees will participate in FETC to learn how to use the latest education technologies and services to improve efficiency and achievement throughout the district, then walk the exhibit floor to seek the right vendors to partner with them on their next school or district projects.



Found Exhibit Hall Helpful in Their Product/Service Evaluations **96%**

79% Evaluate, Recommend or Approve Purchases

A NATIONAL AND INTERNATIONAL K-12 SALES-BUILDING EVENT

- All states and 26 countries represented
- Past attendees represent: 60% in-state, 40% out-of-state/international
- Nearly 70 registered press in attendance
- In addition to the regular conference attendees, over 1,500 came just to meet vendors

ATTENDEES REPRESENT ALL BUYING INFLUENCES

14%	Administration
28%	Tech-Using Educator
31%	Curriculum and Operational Technology/Specialists
7%	Library/Media
20%	Higher Ed/Government/Consultant/Other

Above data based on FETC 2010 attendance demographics

FETC REPRESENTS A CROSS-SECTION OF K-12 DISTRICT ENROLLMENT SIZES

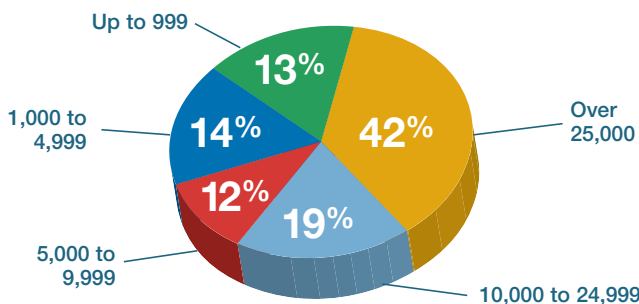


Chart data based on FETC 2010 post-event survey

10 MILLION MARKETING IMPRESSIONS DRIVE QUALIFIED BUYERS TO FETC

FETC uses a targeted and integrated marketing campaign to deliver the most qualified buyers to the event. Ten million total impressions, including powerful direct mail, compelling e-mail and web marketing, prominent advertising, as well as effective public relations and social media will deliver the FETC message to your audience of buyers.

- Print Advertising:** Over 3.5 million impressions
- Electronic Marketing:** Nearly 6 million impressions
- Direct Mail:** 600,000 impressions

The combined marketing power of FETC, 1105 Media and *T.H.E. Journal* will ensure that FETC has national, as well as international, exposure within the education market. *T.H.E. Journal* reaches 100,000 subscribers and more than 380,000 readers per issue.

*Demographic Sources 2010 Registration Statistics, 2010 Post-Event Attendee Survey

"We got as many or more QUALITY leads compared to previous years, [and] we had more time to talk to serious buyers and specifiers."

~ Regional Sales Manager, OWI Inc.

"This was my first time at FETC and I was blown away by the size and quality. I also found out that it is not just for Florida folks. We met people from all States, Canada and even Japan."

~ Sales/Trainer, K12 Solutions Group

FETC 2011 ADDRESSES TOP EDUCATION TECHNOLOGY TOPICS—OVER 20 FOCUS AND SUB-FOCUS AREAS OF DISCUSSION

Attendees are seeking the newest technology products and services that will improve teaching, learning and administrative processes. FETC's comprehensive conference program addresses vital topics such as 21st Century Skills, Accountability, Administration, Leadership, Implementation, Digital Content, Future and Emerging Technologies, Web 2.0, Teaching and Learning, Technology Management, Infrastructure, Security, Virtual Learning, Social Media and more!

70-PLUS HANDS-ON WORKSHOPS

In-depth workshops focus on best practices and real-world classroom use of the latest technologies, many of them belonging to our Exhibit Hall vendors, and inspiring them to visit the Exhibit Hall for further exploration of these technologies for their own districts and schools. Remember, 79% evaluate, recommend or approve technology purchases.

MORE THAN 200 CONCURRENT SESSIONS

Hour-long sessions cover emerging technologies, software, hardware, funding and professional development. Experienced, as well as new users of technological solutions will benefit from the targeted, dynamic exchange of information.



GET NOTICED IN A CROWD WITH EVENT SPONSORSHIPS, MARKETING AND PROMOTIONAL OPPORTUNITIES

FETC offers a complete selection of sponsorships that will drive traffic pre-event, onsite and post-event 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.

FETC Attendees are Interested in the Entire Range of Education Technologies and Services
79% of FETC Attendees Participate in the Buying Process

Assessment Solutions
 Assistive-Learning Technologies
 Communication
 Content Provider Services
 Continuing Education
 Distance Learning Solutions/
 Virtual Schools
 E-mail Solutions

Computer/Presentation Furniture
 Computer Hardware/Peripherals
 Literacy Solutions
 Networking Hardware/Applications
 Presentation, Display and AV Systems
 Printing/Scanning
 Professional Development
 Security/Safety Solutions

Administrative/Business
 Management Software
 Educational/Instructional Software
 Multimedia Software
 Supplemental Publishers
 Test Preparation Software/Services
 Textbook/Online Publishers
 Website Development/Portals

"Overall, the FETC experience was very positive for my organization. We were able to increase brand awareness, while developing some key relationships to help us continue building our business."

~ Sales Manager, K12 Digital Movies

EXHIBIT FEES

See the floor plan to view available booth space in the FETC 2011 Exhibit Hall.

Prime Booths: \$2,450 per 10' x 10'

Booth fee includes: 8' high draped back wall, 36" high side rails, booth ID sign, online listing of company's name and booth number.

BOOTH RESERVATION PROCESS

Review the 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 to 1105 Media Inc. A booth confirmation will be sent via e-mail.

PRELIMINARY EXHIBITOR SCHEDULE*

January 30	Targeted move-in	1:00 pm - 5:00 pm
January 31	Exhibitor move-in	8:00 am - 5:00 pm
February 1	Exhibitor move-in	8:00 am - 2:30 pm
	Exhibit Hall Grand Opening & Reception	5:00 pm - 7:00 pm
February 2	Exhibit Hall Open	9:00 am - 5:30 pm
	Dedicated Exhibit Hall Time	12:30 pm - 1:30 pm
February 3	Exhibit Hall Open	9:00 am - 2:30 pm
	Dedicated Exhibit Hall Time	12:30 pm - 1:30 pm
	Dismantling & Move-Out	2:30 pm - 10:00pm

*Subject to change.



BENEFITS OF EXHIBITING AT FETC

- ▶ Connect with 7,000 qualified buyers from across the U.S. and the world
- ▶ 16 hours of exhibit time
- ▶ Exposure on the event website, listing in the official FETC conference brochure, company and product description in the onsite event program guide
- ▶ Access to a state-of-the-art press room, registered press list, media kit distribution and the FETC virtual press newsroom
- ▶ Global integrated marketing program of 10 million-plus impressions
- ▶ Free conference pass per company
- ▶ Discounted conference passes for your prospects and customers
- ▶ Free expo only passes for your prospects and customers

CALL TO RESERVE YOUR SPACE TODAY!

For more information visit www.fetc.org or contact:

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