



# SPONSORSHIP & EVENT MARKETING OPPORTUNITIES

---

[www.campustechnology.com/summer10](http://www.campustechnology.com/summer10)

**CAMPUS** **2010**  
**TECHNOLOGY**

17<sup>th</sup> Annual Education Technology Conference

July 19 - 22, 2010 | Seaport World Trade Center, Boston, MA

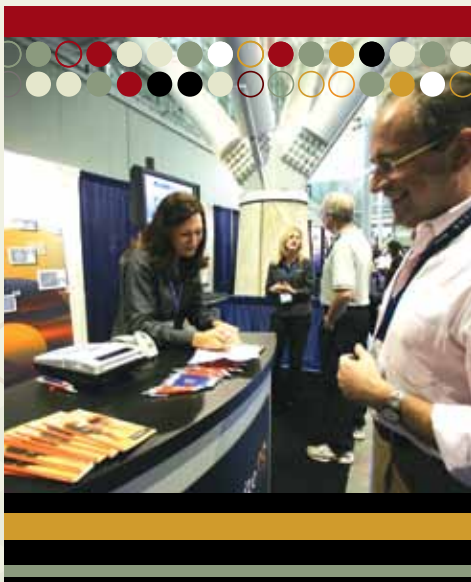
## Drive Booth Traffic and Sales with Powerful Exhibiting Opportunities

Campus Technology conferences offer a **limited** number of sponsorship opportunities that help vendors connect and communicate with higher ed IT buyers. Vendors can become an event sponsor or participate as an exhibitor—demonstrating their products and services to nearly 1,000 campus decision-makers in a collaborative, intimate setting.

Select from our Basic Booth package or maximize your presence with a customized Sponsor package. Add one of our popular Technology Classroom presentations or any of our other individual marketing opportunities to heighten your visibility and drive booth traffic. **Dedicated Exhibit Floor Time: Approximately 10 hours.**

### Basic Exhibitor Package: \$3,350

- Ⓞ 10' x 10' Exhibit Space.
- Ⓞ One Full Conference Pass.
- Ⓞ Conference Program Listing—Includes company logo and 50-word description.
- Ⓞ Conference Website Listing—Placed on the Exhibitor Directory web page.
- Ⓞ Pre- or Post-Event Attendee Mailing List—1x-use through third-party bonded mail.
- Ⓞ Access to Other Conference Events—Keynotes and Technology Classrooms.



### Platinum Sponsor: \$20,000

(Valued at over \$40,000) Limit 4

Platinum sponsor package includes the Basic Exhibitor Package, plus the following:

- Ⓞ **Booth Space Upgrade**—Receive up to 20' x 20' exhibit booth space (based on space availability).
- Ⓞ **One Full-Page Color Ad**—Conference issue of *Campus Technology* magazine. Requires receipt of contract, payment and print ad artwork prior to printing deadline.
- Ⓞ **Pre- or Post-Event Attendee E-Mail List**—1x-use of 7,500 information technology e-mail addresses distributed through 1105 Media (includes 2 selects).
- Ⓞ **Featured Exhibitors E-Mail Promotion**—Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.
- Ⓞ **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/promotional items in attendee conference bags.
- Ⓞ **On-Site Corporate Banner**—Company-supplied banner displayed in a prominent location within the conference.
- Ⓞ **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**—3x-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.
- Ⓞ **Logo Placement**—Prominent display of company logo on exhibition entrance unit, in conference advertising, conference brochure and program.
- Ⓞ **Enhanced Listing Package**—Logo in program and website, additional 250-character company description on the website, 4 product descriptions (product name, 750-word limit, 1 product image each, 125 x 125 pixels), 4 downloadable white papers, product brochures or case studies.

## Gold Sponsor: \$15,000

(Valued at over \$25,000) Limit 6

Gold sponsor package includes the Basic Exhibitor Package, plus the following:

- ◉ **Booth Space Upgrade**—Receive up to 10' x 20' exhibit booth space (based on space availability).
- ◉ **One Full-Page Color**—Conference issue of *Campus Technology* magazine. Requires receipt of contract, payment and print ad artwork prior to printing deadline.
- ◉ **Pre- or Post-Event Attendee E-Mail List**—1x-use of 5,000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects).
- ◉ **Conference Passes**—7 full conference registrations.
- ◉ **Featured Exhibitors E-Mail Promotion**—Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.
- ◉ **Attendee Bag Insert**—Campus Technology-approved literature/promotional items in attendee conference bags.
- ◉ **On-Site Corporate Banner**—Company-supplied banner displayed in a prominent location within the conference.
- ◉ **Literature Distribution**—Sales material placed in the literature bin located near conference registration.
- ◉ **Attendee Direct Mail List**—3x-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.
- ◉ **Logo Placement**—Prominent display of company logo on exhibition entrance unit, in conference brochure and program.
- ◉ **Enhanced Listing Package**—Logo in program and website, additional 250-character company description on the website, 4 product descriptions (product name, 750-word limit, 1 product image each, 125 x 125 pixels), 4 downloadable white papers, product brochures or case studies.



## Silver Sponsor: \$10,000

(Valued at over \$12,000) Limit 6

Silver sponsor package includes the Basic Exhibitor Package, plus the following:

- ◉ **Pre- or Post-Event Attendee E-Mail List**—1x-use of 3,000 information technology e-mail addresses distributed through 1105 Media (includes 2 selects).
- ◉ **Conference Passes**—5 full conference registrations.
- ◉ **Featured Exhibitors E-Mail Promotion**—Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.
- ◉ **Attendee Bag Insert**—Campus Technology-approved literature/promotional items in attendee conference bags.
- ◉ **Literature Distribution**—Sales material placed in the literature bin located near conference registration.
- ◉ **Attendee Direct Mail List**—2x-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.
- ◉ **Logo Placement**—Prominent display of company logo on exhibition entrance unit, in conference brochure and program.
- ◉ **Enhanced Listing Package**—Logo in program and website, additional 250-character company description on the website, 4 product descriptions (product name, 750-word limit, 1 product image each, 125 x 125 pixels), 4 downloadable white papers, product brochures or case studies.

## Featured Promotional Packages

### Product Spotlight Package: \$4,000

(A \$5,300 Value)

- ⊕ 100 Sq. Ft. Exhibit Space—Pipe & drape construction, company ID sign.
- ⊕ Extended Conference Program Listing—500-character product description.
- ⊕ Extended Conference Website Listing—500-character product description and link on website.
- ⊕ One Full Conference Pass.
- ⊕ Pre- or Post-Event Attendee Mailing List—1x-use through third-party bonded mail house.
- ⊕ Access to Other Conference Events—Keynotes, Technology Classrooms and Hospitality Suites.
- ⊕ Enhanced Listing Package—Logo in program and website, additional 250-character company description on the website, 4 product descriptions (product name, 750-word limit, 1 product image each, 125 x 125 pixels), 4 downloadable white papers, product brochures or case studies.
- ⊕ Featured Exhibitors E-Mail Promotion—Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.
- ⊕ Product Spotlight Street Sign—2' x 2' sign located at booth and in aisle.

### Speaking Package: \$6,200

(A \$7,850 Value)

- ⊕ 100 Sq. Ft. Exhibit Space—Pipe & drape construction, company ID sign.
- ⊕ Extended Conference Program Listing—500-character product description.

- ⊕ Extended Conference Website Listing—500-character product description and link on website.
- ⊕ One Full Conference Pass.
- ⊕ Pre- or Post-Event Attendee Mailing List—1x-use through third-party bonded mail house.
- ⊕ On-Floor Speaking Opportunity—Promoted by e-mail, online and in the conference program for your Exhibit Hall Technology Classroom presentation.
- ⊕ Enhanced Listing Package—Logo in program and website, additional 250-character company description on the website, 4 product descriptions (product name, 750-word limit, 1 product image each, 125 x 125 pixels), 4 downloadable white papers, product brochures or case studies.
- ⊕ Featured Exhibitors E-Mail Promotion—Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.

### Traffic Driver: \$6,000

(A \$7,600 Value)

- ⊕ 100 Sq. Ft. Exhibit Space—Pipe & drape construction, company ID sign.
- ⊕ Enhanced Listing Package—Logo in program and website, additional 250-character company description on the website, 4 product descriptions (product name, 750-word limit, 1 product image each, 125 x 125 pixels), 4 downloadable white papers, product brochures or case studies.
- ⊕ Featured Exhibitors E-Mail Promotion—Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.

attendees and prospects.

- ⊕ Conference Program Ad—Full-page black-and-white. Exhibitor responsible for providing the ad materials.
- ⊕ Free Standing Sign—8'H x 3'W sign with your sales message, booth number and brochure holder placed in the conference session area. Production costs are included. Brochure holder insert is the responsibility of exhibitor.



## Individual Marketing Opportunities

Maximize your 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 will separate you from the competition. Have a special idea in mind? Call us and we will customize a package to fit your budget.

### Exclusive Opportunities

#### Attendee Bag: \$3,500

These bags are great visibility items which people use over and over again. Your logo appears on the bag along with the Campus Technology 2010 logo, and will be given out to each paid attendee to hold their conference documents and literature. Includes a bag insert. Sponsor is responsible for the production and costs of the bag. Artwork must be approved by event management.

#### Badge Holder Insert: \$2,000

Use this sponsorship for a special prize giveaway at your booth. Your card insert sits behind every attendee's badge, with the top ½-inch or 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

The E-Mail Café allows Campus Technology conference attendees to check their e-mail throughout the entire conference. As the E-Mail Café sponsor, your company's home page will appear on all attendees' computer screens, with the Internet default home page going to your site. In addition, we'll hang your banner in the E-Mail Café area so that it is seen throughout the entire show! Sponsor provides banner.

#### Exhibit Hall Welcome Reception Sponsor: \$3,500

The wine and cheese 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, with recognition given in the Conference Program. Sponsor is responsible for production of all company-branded materials, with the exception of the event signage.

#### Headquarters Hotel Room

##### Key Sponsor: \$1,500

Be the first conference sponsor to gain visibility and highlight your presence among Campus Technology 2010 attendees! Your company logo will be displayed prominently on the room key card given to them as they check into the Seaport World Trade Center 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 and hotel charges for distributing keys. Call for more information.

#### Lanyards: \$2,000

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.

#### Registration Sponsorship: \$5,500

The on-site registration sponsorship provides your company with the highest level of visibility to all attendees. Claim this exclusive sponsorship to reach potential customers while they register online and on-site in the registration area—before they enter the exhibit hall and conference sessions. Sponsorship includes logo and web banner on web registration page, signage and logo at self registration area and registration desks—plus company name and link on e-mail confirmation to all pre-registered attendees. Exhibitor is responsible for supplying promotional items such as T-shirts, mouse pads and other items which can be used by registration staff!

## Technology Sponsorship: Call for Details

*Whiteboard, Laptop, Audience Response,  
Audio Enhancement Available*

Place your educational technology in the workshops, conference rooms and in general areas of the event. It's a great way to get Campus Technology attendees to test your product! Company signage and recognition in conference rooms, event program and event signage.

## Special Function Sponsorships

### Attendee Focus Group: \$5,000 Limit 3

Collecting feedback directly from your customers is priceless. Take advantage of a breakfast focus group at Campus Technology 2010 to gain information and feedback about your product, service or the market. We can help you invite 10 to 12 attendees that represent your target audience and that 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 questions and a moderator.

### Attendee Luncheon with Speaker: \$4,000

Highlight your conference presence by sponsoring Monday's workshop luncheon with a featured speaker. As the luncheon sponsor, you introduce the featured speaker. Presentation is mutually agreed upon between Campus Technology and sponsor. This opportunity will brand your company to attendees. Includes two draped tables in lunch area where your staff can answer questions and display literature. 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.

### Hospitality Suite: Call for Pricing

Plan a 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 from your prospects or customers. Fee covers one-day cost of the room, marketing of the suite, including a 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.

### Speaking Opportunity: \$6,000

Produce your own product session at the Campus Technology Conference. Package includes AV, custom e-mail to conference attendees to promote the event and listings in the show program.

### Technology Classroom: \$3,000 Limit 12

Technology Classrooms allow you to host your own topic session, allowing you to speak in-depth about your products and services. These 25-minute\* presentations are available on a first-come, first-serve basis with no limitation on commercial content. Open to all attendees, these classrooms take place on the exhibit floor. Includes signage and A/V (microphone, data projector and screen). Promotion of your classroom will appear in the show program and 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

Our most popular sponsorship. Insert a piece of product literature (either a slim brochure or slick), product CD or giveaway item into conference attendee bags. Bags are given to all paid 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 that is distributed to all conference attendees as well as speakers. Sponsors are responsible for the production and costs of notepads.

## **Banner Placement: \$1,500**

Corporate banners always draw attention and maximize your exposure. Your banner will hang prominently in selected areas throughout the conference and will be seen by everyone attending the event. Includes installation and removal. Banners are provided by sponsor and must be professionally produced, finished on both sides and ready to hang. Please call for placement availability and size specifications.

## **Coffee Break: \$1,500**

No need to go far during the event. Host your own coffee break right in the conference area with an audience of highly qualified attendees. Exhibitor can put out brochures, staff a table and receive signs by the coffee station in the conference area. Limited availability. Exhibitor is responsible for cost of coffee, providing all sponsorship materials for break. Coffee break and sponsor sign provided by show management.

## **Conference Greeter(s): \$1,500 / Greeter Limited to 3 Companies**

Greet hundreds of attendees when they arrive at the conference each day of the event—dispense information, give directions, distribute literature. It's your chance to make a lasting first impression. This sponsorship option is also available at a discounted rate for one day. Exhibitor to provide greeter.

## **Conference Update Ad: \$500**

Put your company ad in the Conference Update, placed on conference seats each morning, with updated Conference Information, exhibit hall features and attendee functions. (Black and white ad: Business Card size (measurements?).)

## **Conference Program Full-Page Ad: \$1,500; Half-Page Ad: \$1,000**

Increase the booths visibility, promote a

special offer or announce a new product with a full-page or half-page ad in the Conference Program. These programs are used all four days and referred to over and over again, providing multiple impressions of your message to an engaged audience.

## **Custom E-Mail: \$3,000 Limited to 4 Pre-Event and 4 Post-Event E-Mails**

Your company's HTML e-mail is sent to conference attendees and prospects, reaching up to 5,000 qualified prospects.

## **E-Mail Newsletter Promotion to Attendee Prospects: \$1,500**

Your company's logo and 25-word description sent to conference attendees and prospects, reaching more than 40,000 qualified prospects. Three companies per e-mail newsletter—three e-mail newsletters available!

## **Enhanced Listing Package w/ Featured Exhibitors E-mail: \$1,500**

Make sure your company stands out pre- and post-event! Attendees plan which vendors they will meet with on-site. An enhanced listing, plus a spot on the featured exhibitors e-mail promotion will ensure these qualified buyers know about your product!

Ⓞ **Enhanced Listing Package:** Logo in program and website, additional 250-character company description on the website, 4 product descriptions (product name, 750-word limit, 1 product image each, 125 x 125 pixels), 4 downloadable whitepapers, product brochures or case studies.

## Ⓞ **Featured Exhibitors E-Mail Promotion:**

Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.

## **Featured Exhibitors E-mail Promotion: \$500**

Company name, online description link and booth number in e-mail to Campus Technology attendees and prospects.

## **Hotel Room Drop: \$500**

Distribute your literature to every conference attendee staying in the host conference hotel. This fee is for the marketing opportunity and the authorization to have your literature distributed by the hotel. Does not include hotel's fees for distribution.

## **Literature Bin Distribution: \$800 per Bin Slot**

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.

**Don't see what you're looking for or have something else in mind that you'd like to sponsor? Contact us to develop a custom marketing program that works for you.**

**Opportunities are going fast. Contact our sales team to lock in your special stand-out-from-the-crowd, lead-generating opportunity now.**

**Companies #, A – K: Stephanie Chiavaras**  
(617) 784-3577 | schiavaras@1105media.com

**Companies L – Z: Patrick Gallagher**  
(617) 512-6656 | pgallagher@1105media.com

 **1105 MEDIA**  
Education Group