



2011 NATIONAL CONFERENCE

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

DIRECT EDUCATION DECISION-MAKERS TO YOUR BOOTH

WITH AN EFFECTIVE, COMPREHENSIVE EVENT MARKETING PLAN

Sponsorship and Marketing Opportunities



Drive Buyers to Your Booth

Increase brand awareness, drive traffic to your booth and improve your ROI as an FETC exhibitor. FETC offers a vast array of marketing and promotional opportunities including print, online and on-site promotions. Our portfolio offers effective sponsorship opportunities with the flexibility to fit any budget. All are 100% customizable to meet your particular marketing objectives. Our experienced sales representatives will work with you to create a successful marketing program that is uniquely yours. Take advantage of our sponsorship and event marketing opportunities to set yourself apart from your competition and attract the K-12 educators that evaluate, recommend, specify and approve technology to your booth.

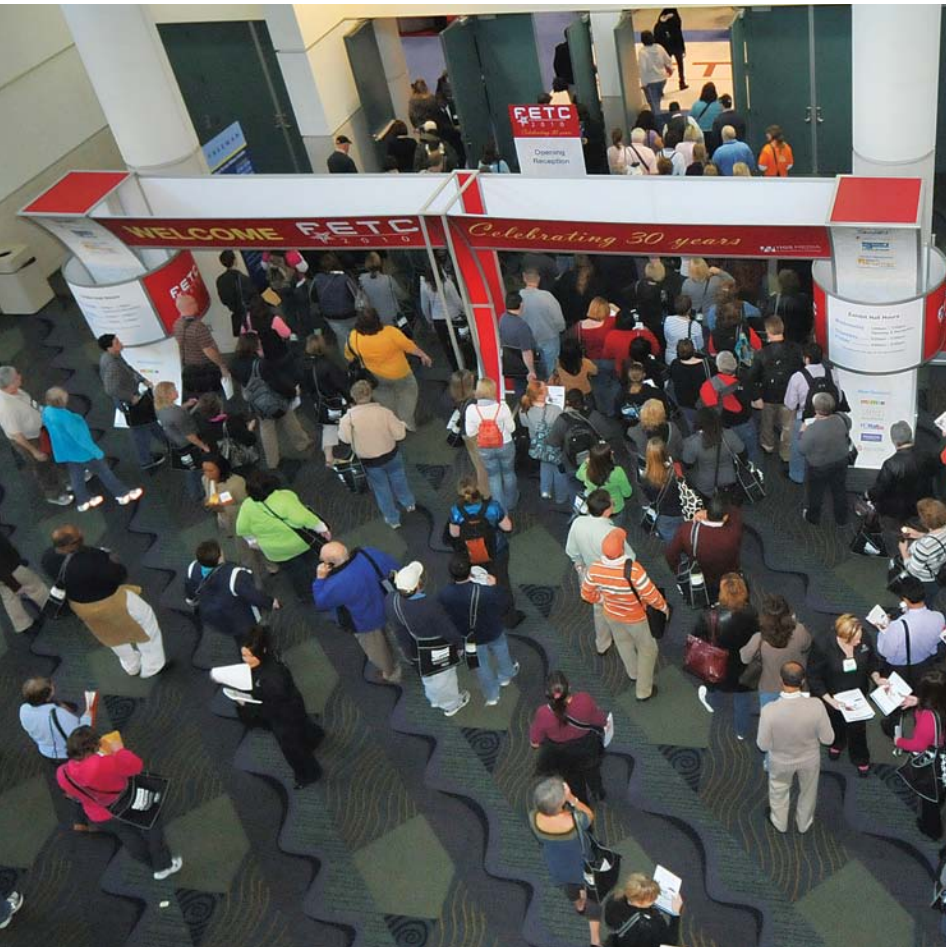


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Premier Sponsorships

Platinum Sponsor Package—\$45,000

Our most exclusive and comprehensive sponsorship opportunity. This high-profile sponsorship provides your brand maximum exposure to your desired audience of qualified buyers prior to, during and after FETC.

Our Standard Platinum Sponsorship Package Includes the Following:

- **Featured Conference Speaking Session**—55-minute session, biography and photograph of presenter highlighted in FETC publications (deadlines apply) and on FETC website
- **Featured Workshop Speaking Session**
- **Direct Mail List**—2x-use of attendee list through third party bonded mail house
- **Platinum Sponsorship Acknowledgement**—Your logo will appear in FETC publications, on website, ads, event signage and conference maps
- **Full-Page Color Advertisement**—In event program (deadlines apply)
- **Enhanced Listing Package w/Featured Exhibitor E-Mail**
- **Conference Passes**—20 full conference passes
- **Conference Bag Insert**—FETC-approved literature/promotional items placed in conference bags
- **Web Banner Ad**—Banner ad on FETC.org home page
- **Conference Center Hospitality Room**—Exclusive use of a hospitality/meeting room for the duration of the conference. Company is responsible for physical layout, furnishings, food/beverage and audio/visual needs
- **Company Banner in Prominent Conference Area**
- **Focus Group**—Opportunity to produce a focus group at FETC with education technology decision-makers. FETC to provide moderator. Cost of food, beverage and audio/visual is not included



Plus—Exclusive Sponsorship Opportunity of One of the Following:*

- **SOLD Conference Bag**—Company logo imprinted on conference tote bags
- **SOLD Badge Lanyard**—Company logo on all attendee lanyards
- **Badge Insert**—Company logo and other information placed in every badge holder
- **Opening Reception**—Event billed as an exclusively sponsored activity

*Cost of Items Additional



Gold Sponsor Package—\$25,000



This high-profile sponsorship—including a conference speaking opportunity—offers your brand maximum exposure in front of your desired audience of qualified buyers prior to, during and after FETC.

Our Standard Gold Sponsorship Package Includes the Following:

- **Featured Conference Speaking Session**—55-minute session, biography and photograph of presenter highlighted in FETC publications (deadlines apply) and on FETC website
- **Direct Mail List**—2x-use of attendee list through third party bonded mail house
- **Gold Sponsorship Acknowledgement**—Your logo will appear in FETC publications, on website, ads, event signage and conference maps
- **Half-Page Color Advertisement**—In event program (deadlines apply)
- **Enhanced Listing Package w/Featured Exhibitor E-Mail**
- **Conference Passes**—10 full conference passes
- **Conference Bag Insert**—FETC-approved literature/promotional items placed in conference bags

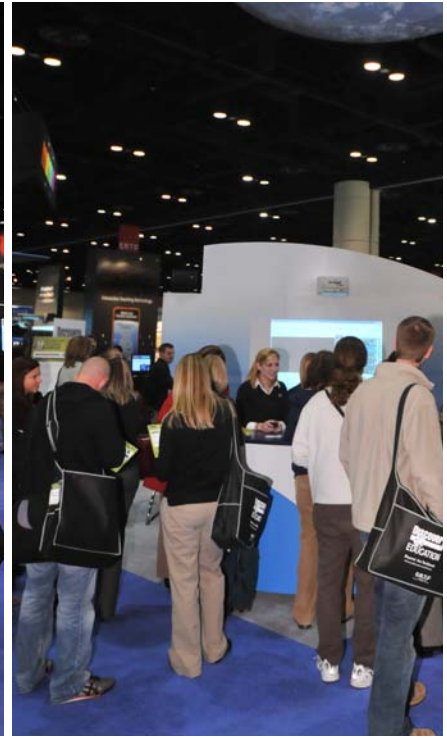
Silver Sponsor Package—\$12,500

This high-profile sponsorship gives your brand maximum exposure to your desired audience of qualified buyers prior to, during and after FETC.

Our Standard Silver Sponsorship Package Includes the Following:

- **Learning Lab Speaking Opportunity**—Hold a 30-minute product education session in the exhibit floor's Learning Lab. The session will be branded and marketed in all event literature as well as on the FETC website.
- **Direct Mail List**—2x-use of attendee list through third party bonded mail house
- **Silver Sponsorship Acknowledgement**—Your logo will appear in FETC publications, website, ads, event signage and conference maps
- **Half-Page Color Advertisement**—In event program (deadlines apply)
- **Enhanced Listing Package w/Featured Exhibitor E-Mail**
- **Conference Passes**—5 full conference passes
- **Plus—Exclusive Sponsorship Opportunity of a Themed Conference Break** (e.g., afternoon tea/lemonade, ice cream, popcorn, sports bottle or promotional item). Costs of food, beverage or promotional items are the responsibility of the sponsor.





FETC 2010 Premier Sponsorship Packages Comparison Chart

	Platinum \$45,000	Gold \$25,000	Silver \$12,500
Featured Conference Speaking Session	x	x	
Featured Workshop Speaking Session	x		
Direct Mail List Rental	2x-use	2x-use	2x-use
Event Sponsorship Acknowledgement in Event Materials	x	x	x
Print Ad - Event Program	Full-pg, Color	1/2 pg, Color	1/2 pg, Color
Enhanced Listing w/Featured Exhibitor E-Mail	x	x	x
Free Full Conference Passes	20	10	5
Conference Bag Inserts	x	x	
Web Banner Ad	x		
Hospitality Room	x		
Company Banner	x		
Focus Group	x		
Conference Bag Sponsorship - SOLD	SOLD		
Badge Lanyard Sponsorship - SOLD	SOLD		
Badge Holder Insert Sponsorship	Option (select 1)		
Welcome Reception Sponsorship	Option (select 1)		
Learning Lab Speaking Opportunity			x
Themed Conference Break Sponsorship			x

Become an Exhibitor for as Low As \$2,450!

Standard Booth Package: \$2,450 per 10'x10' Booth (\$24.50 per sq. ft.)

- **100 sq. ft. Exhibit Space**—Pipe and drape construction and company ID sign
- **Company Description and Link**—On event website

Special Exhibitor Packages

Opportunities designed to drive buyer traffic pre-event, at the event and post-event! Sign up for our standard booth package listed above or for one of our special high-impact offerings. Packages can also be custom designed to meet your marketing and promotional needs!



Industry Leader Package: \$22,700 (\$25,700 Value) LIMITED OPPORTUNITIES

- **600 sq. ft. Exhibit Space**—Pipe and drape construction and company ID sign
- **Company Description and Link**—On event website
- **Enhanced Virtual Booth at FETC Virtual Fall Event**—Spring exhibitors averaged 550 leads!
- **On-Floor Speaking Opportunity in Exhibit Hall Learning Lab**—Promoted online and in the show program
- **Enhanced Listing Package**—Includes corporate logo in show directory and on website; additional 250-character company description on the website; four product descriptions (e.g., product name, 750-word limit, one image for each product (125x125 pixels), four downloadable white papers, product brochures or case studies
- **Featured Exhibitor E-Mail**—Company name links to your online event listing. E-mail is sent to attendees and prospects (up to 100K names)
- **Print Ad in Show Program**—One half-page, 4-color ad
- **Free Standing Sign/Brochure Stand**—8'x3' sign prominently located in the conference area
- **Custom E-Mail**—One customer-designed HTML e-mail sent to pre-registered attendees before the event or to attendees after the event
- **Direct Mail Attendee List**—1x-use of the opt-in attendee list sent to your third-party mailhouse

FETC 2011 Special Exhibitor Packages Comparison Chart

	Industry Leader \$22,700	Island Booth \$15,800	Complete Promotion \$9,000	Custom E-mail \$7,750	Virtual + Live FETC \$6,725	Speaking \$5,850	Featured Exhibitor \$3,300	Turn Key Pod \$3,200
Booth Space	600 sq.ft.	400 sq.ft.	200 sq.ft.	100 sq.ft.	100 sq.ft.	100 sq.ft.	100 sq.ft.	shared pod 50 sq.ft.
Event Website Company Description	1x-use	x	x	x	x	x	x	x
Direct Mail List Rental		1x-use	1x-use	1x-use		1x-use		
Enhanced Listing w/Featured Exhibitor E-Mail	x	x	x	x		x	x	
Web Banner Ad		x	x					
Learning Lab Speaking Opportunity	x	x	x	x		x		
Themed Conference Break Sponsorship								
Free Standing Sign/Brochure Stand	x	x	x					
Custom E-Mail	x							
E-Mail Promotion Sponsorship		x						
Free Full Conference Passes								1
FETC Fall Virtual Event Enhanced Virtual Booth	x				x			
Print Ad - Event Program Booth Staff Passes	x							2

Island Booth Package: \$15,800
(\$17,350 Value) **LIMITED OPPORTUNITIES**

- **400 sq. ft. Exhibit Space**—Pipe and drape construction and company ID sign
- **Company Description and Link**—On event website
- **On-Floor Speaking Opportunity in Exhibit Hall Learning Lab**—Promoted online and in the show program
- **Enhanced Listing Package**—Includes corporate logo in show directory and on website; additional 250-character company description on the website; four product descriptions (e.g., product name, 750-word limit, one image for each product (125x125 pixels), four downloadable white papers, product brochures or case studies
- **Featured Exhibitor E-Mail**—Company name links to your online event listing. E-mail is sent to attendees and prospects (up to 100K names)
- **468x60 Web Banner Ad**—On event website in selected page locations for one month prior to show date
- **Free Standing Sign/Brochure Stand**—8'x3' sign prominently located in the conference area
- **E-Mail Promotion Sponsorship**—50-word company description and logo appears on one pre-event e-mail blast to FETC attendee prospects and pre-registered attendees (up to 100K names)
- **Direct Mail Attendee List**—1x-use of the opt-in attendee list sent to your third-party mailhouse



Complete Promotion Package w/Speaking Opportunity: \$9,000 (\$10,200 Value)

LIMITED OPPORTUNITIES

- **200 sq. ft. Exhibit Space**—Pipe and drape construction and company ID sign
- **Company Description and Link**—On event website
- **On-Floor Speaking Opportunity in Exhibit Hall Learning Lab**—Promoted online and in the show program
- **Enhanced Listing Package**—Includes corporate logo in show directory and on website; additional 250-character company description on the website; four product descriptions (e.g., product name, 750-word limit, one image for each product (125x125 pixels), four downloadable white papers, product brochures or case studies
- **Featured Exhibitor E-Mail**—Company name links to your online event listing. E-mail is sent to attendees and prospects (up to 100K names)
- **468x60 Web Banner Ad**—On event website in selected page locations for one month prior to show date
- **Free Standing Sign/Brochure Stand**—8'x3' sign prominently located in the conference area
- **Direct Mail Attendee List**—1x-use of the opt-in attendee list sent to your third-party mailhouse

Custom E-Mail Package: \$7,750
(\$8,700 Value) **LIMITED TO 4**

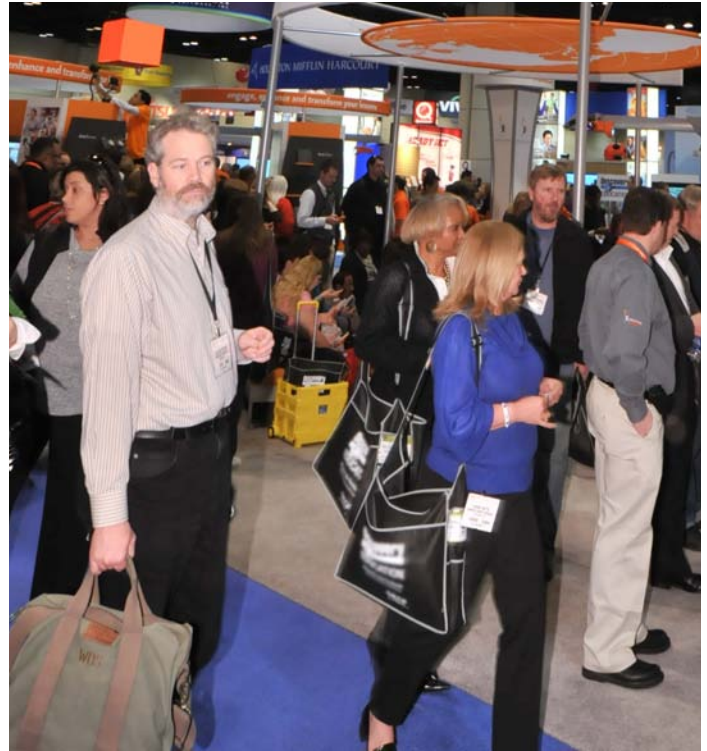
- **100 sq. ft. Exhibit Space**—Pipe and drape construction and company ID sign
- **Company Description and Link**—On event website
- **On-Floor Speaking Opportunity in Exhibit Hall Learning Lab**—Promoted online and in the show program
- **Custom E-Mail**—One customer-designed HTML e-mail sent to pre-registered attendees before the event or to attendees after the event
- **Enhanced Listing Package**—Includes corporate logo in show directory and on website; additional 250-character company description on the website; four product descriptions (e.g., product name, 750-word limit, one image for each product (125x125 pixels), four downloadable white papers, product brochures or case studies
- **Featured Exhibitor E-Mail**—Company name links to your online event listing. E-mail is sent to attendees and prospects (up to 100K names)
- **Direct Mail Attendee List**—1x-use of the opt-in attendee list sent to your third-party mailhouse

Virtual + Live FETC Package: \$6,725 (\$7,200 Value)

- **100 sq. ft. Exhibit Space**—Pipe and drape construction and company ID sign
- **Company Description and Link**—On event website
- **Enhanced Virtual Booth at FETC Virtual Fall Event**—Spring exhibitors averaged 550 leads!

Speaking Package: \$5,850 (\$6,450 Value)

- **100 sq. ft. Exhibit Space**—Pipe and drape construction and company ID sign
- **Company Description and Link**—On event website
- **Enhanced Listing Package**—Includes corporate logo in show directory and on website; additional 250-character company description on the website; four product descriptions (e.g., product name, 750-word limit, one image for each product (125x125 pixels), four downloadable white papers, product brochures or case studies
- **Featured Exhibitor E-Mail**—Company name links to your online event listing. E-mail is sent to attendees and prospects (up to 100K names)
- **Direct Mail Attendee List**—1x-use of the opt-in attendee list sent to your third-party mailhouse



Featured Exhibitor Package: \$3,300 (\$3,450 Value)

- **100 sq. ft. Exhibit Space**—Pipe and drape construction and company ID sign
- **Company Description and Link**—On event website
- **Enhanced Listing Package**—Includes corporate logo in show directory and on website; additional 250-character company description on the website; four product descriptions (e.g., product name, 750-word limit, one image for each product (125x125 pixels), four downloadable white papers, product brochures or case studies
- **Featured Exhibitor E-Mail**—Company name links to your online event listing. E-mail is sent to attendees and prospects (up to 100K names)

NEW IN 2011! Turn-Key Pod Package in Prime, Front-of-Hall Location: \$3,200 (\$4,200 Value)

- **Shared Pod Pavilion Placement**—50 sq. ft. in exhibit area that includes a computer stand, padded stool, electricity, shared Internet IP address, carpet and company sign
- **Company Description and Link**—On event website
- **Booth Staff Passes**—2 badges provided for your booth staff
- **Conference Pass**—One full conference pass
- **Company-Supplied Sign**—one 3'w x 8'h sign displayed in a prominent location within the conference

Additional FETC Marketing and Sponsorship Opportunities

Exclusive Sponsorships

Badge Holder Insert Sponsorship—EXCLUSIVE..... \$7,500

Badge inserts are the perfect way to launch a new product, maximize brand exposure or promote a unique drawing or activity at your booth. Exhibitor is responsible for providing inserts, shipping and drayage.

Badge Lanyard Sponsorship—EXCLUSIVE.....\$10,000

Capture the attention of thousands as attendees wear your company's name around their necks and are seen throughout the entire event. This invaluable marketing item will be offered to each and every attendee as they pick up their badge. Exhibitor is responsible for providing lanyard, shipping and drayage.

Conference Bag—EXCLUSIVE.....\$5,000

This is your company's opportunity to gain exposure during the show, as well as afterward. Give your attendees a useful souvenir they will hold on to. Exhibitor is responsible for providing bags, shipping and drayage.

Conference Pads and Pen—EXCLUSIVE.....\$5,000

Place your logo on notepads and pens that are handed out to all conference participants attending conference sessions. Exhibitor is responsible for providing pads, pens, shipping and drayage.

Conference Session Flash Drive—EXCLUSIVE.....\$5,000

Extend your brand during the show by having your company logo displayed on flash drives that are handed out to all conference attendees. The flash drive content will be loaded by your company with a product demo or marketing materials. Exhibitor is responsible for providing flash drives, shipping and drayage.

Exhibit Hall Food Court—EXCLUSIVE.....\$10,000

Your company will have an enthusiastic "captive audience" when you sponsor the restaurant on the exhibit hall floor. Exhibitor is responsible for providing any promotional items such as napkins, cups, brochures and video monitor set-up for recorded product demonstrations. Sponsor may also provide a banner.

Exhibit Hall Literature Bag—EXCLUSIVE.....\$5,000

Attendees will carry your bag with them as they cover the exhibit hall floor—a great branding tool that they will utilize all three days of the event. Exhibitor is responsible for providing bags, shipping and drayage.

Hotel Room Key—EXCLUSIVE..... \$5,000

Simple and effective, branded hotel room keys put your company logo in attendees' hands multiple times throughout the event. This opportunity works especially well when combined with a hotel room promotional drop designed to drive attendees to your booth. Exhibitor is responsible for cost of key production and any and all fees from event hotels.

Internet Café Sponsorship—EXCLUSIVE.....\$7,500

Open every day during the event to all exhibitors and attendees, these special areas provide internet access for attendees to check e-mail and websites while on the road. Place your company logo on the café's screen savers and mouse pads, along with a link to your company website. Exhibitor is responsible for producing the mouse pads.

Press Room Sponsorship—EXCLUSIVE.....\$5,000

Get noticed by the press! Sponsorship includes on-site signage, distribution/product table in press room, guaranteed press conference slot (deadlines apply), special mention in the show program and website.

Registration Sponsorship—EXCLUSIVE.....\$20,000

The on-site registration sponsorship provides your company the highest level of visibility to all attendees registering for FETC. Claim this exclusive sponsorship and reach potential customers while they register online and on-site in the registration area—before they enter the exposition hall and conference sessions. Sponsorship includes logo on web registration page, web banner on 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 other promotional items such as T-shirts, mouse pads and other items that can be used by registration staff!

Enhanced Marketing and Promotional Add-On Opportunities

Aisle Sign..... \$1,250 per Aisle or \$10,000 All-Aisles Exclusive

Put your company name, logo and booth number on the aisle signs and as attendees walk the floor, they'll be directed to your booth! Company supplies logo.

Attendee E-Mail Registration Confirmation.....\$5,000

Reach more than 7,000 registered attendees before they even go to the show! Your company's name and website link will be included in the registration confirmation e-mails sent to every registered attendee. Limited to two sponsors and registration sponsor.

Attendee Focus Group \$5,000

Gain insight to help with product or sales development. Produce a focus group consisting of education technology decision-makers attending FETC. FETC to provide moderator. Cost of food, beverage and audio/visual is additional.

Coffee Break.....\$2,000 per Break

Host your own coffee break right in the conference area for an audience of highly qualified attendees. Exhibitor will have the opportunity to display brochures and will receive signage by the coffee station in the conference area. Limited availability. Exhibitor is responsible for cost of beverage and for providing all sponsorship materials for break. Coffee break and sponsor signs are provided by show management.

Conference Greeter\$3,000 per Greeter

Greet thousands of attendees as they arrive at the Convention Center each day of the event: dispense information, provide 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 provides greeter. Limited to three companies.



Conference Program Print Ad Prices Vary

The conference program will be distributed to all attendees during check-in at FETC—that's more than 6,000 to 7,000 individuals. It includes complete details of the conference, exhibit hall and other event activities—extending brand awareness and enhancing the effectiveness of your program listing. What's more, it is kept and referred to throughout the year by attendees and shared with their colleagues. Advertising in the event program is a great way to stand out and drive buyers to your booth. Deadlines apply.

Full Page	\$4,000
1/2 Page	\$2,000
Enhanced Listing	\$750

Spread Rates

Inside Front/Page 1 Spread.....	\$10,000
Two-Page Spread.....	\$7,000

Premium Positions

Page 1	\$5,000
Opposite Welcome Letter in Program	\$5,000
Opposite General Information in Program	\$5,000
Opposite Conference Opening Session.....	\$5,000
Inside Front Cover.....	\$5,500
Cover Wrap	Call for Details

Custom E-Mail Promotion.....\$5,000

Your company's HTML e-mail sent to up to 10,000 FETC prospects and registrants pre- or post-event. Limited availability.



Direct Mail List Rental \$1,000 per Use
 Reach FETC attendees pre-event or after the event is over. FETC attendee direct mail lists are available for use approximately 14 days pre- and post-show. Reach your specific target audience by choosing your list based on selects. Lists will be sent to your company's bonded mail house. (For opt-in only attendees. Each attendee has the opportunity to opt-in/opt-out. FETC does not control whether attendees opt-in/opt-out.) Contact your sales representative for more details.

Enhanced Web and Event Program Listing Package \$1,000

- Corporate logo on website and in official event directory
- Company description on website (750 characters)
- Four product descriptions on website (product name, 750 characters, plus one image of product [125 x 125 pixels])
- Four downloadable white papers, product brochures or case studies on website
- Company description in event program (500 characters)
- Plus, company and link to online event listing included in Featured Exhibitor e-mail newsletter sent to all registered attendees pre-event

Event E-Mail Newsletter Sponsorship \$3,000
 Your company's logo and 25-word description sent to FETC event prospects and registered attendees, reaching more than 100,000 qualified prospects. Three companies per e-mail newsletter, three newsletters available!

Facility Visibility Options Call for Details
 Put your company logo and product information on banners, column wraps, floor or window clings throughout the convention center. Call for sizing and pricing information.

Free-Standing Sign \$1,500 per Sign
 Imagine your ad on a one-meter sign placed in conference area to deliver your message and send people to your booth. Sign comes complete with a brochure holder.

Hotel Room Drop \$5,000
 Put your sales material, publication or promotional item in attendees' hands multiple times throughout the event. This opportunity works especially well when combined with a branded hotel room key designed to drive attendees to your booth. Exhibitor is responsible for distribution labor cost and all fees from event hotels.

Learning Lab Speaking Opportunity \$2,500
 Exhibitor will be entitled to hold a 30-minute product education session in the Learning Lab on the show floor. The session will be branded and marketed in all event literature as well as on the FETC website.

Meeting Room Call for Details
 Meet with buyers and prospects away from the noise and distractions of the exhibit hall floor. Serious, qualified buyers come to FETC looking for information about products and services. Be prepared to meet with them in an ideal setting—reserve a meeting room where you can discuss their needs and your solutions without interruptions. Prices do not include: catering services, extension cords, daily cleaning, phone lines, Internet connections or premium furniture.

Private Meeting Room in Exhibit Hall
 10' x 10' - \$3,000
 10' x 20' - \$5,500

- Hard-wall room construction: 4 sides with door
- Company identification sign: 14' x 22' attached next to entrance door
- Carpeting
- Standard 500 watts of electricity (quad box)
- One conference table with 4 chairs (10' x 10')
- Two conference tables with 8 chairs (10' x 20')

For larger meeting rooms and private receptions, contact your sales representative.

Partner Pavilion Listing Package.....\$1,000

Get your partner pavilion noticed. Your partner pavilion will have its own listing in all marketing and promotional materials, including the show directory.

Product Information Center.....\$1,000

Place your catalogs, white papers and other company promotional materials in our Product Information Center, located at the exhibit floor entrance. The Product Information Center will be visited on a daily basis throughout the event by attendees, press and exhibitors. This is a great way to make sure that your audience walks away from the event with something in their hands provided by your company. FETC approval required for all materials to be distributed.

Run-of-Site Web Banner Ad Prices Vary

120 x 240.....\$750/Month
728 x 90\$1,500/Month

Increase your visibility and enhance your corporate image before, during and after the event. Event prospects and registered attendees visit the FETC website regularly to check out event highlights, find out which companies are exhibiting and pre-plan their trip. This banner can link to a specific page within your company website. Sizes subject to change.

T.H.E. Journal January Issue Ad **SAVE 20%...Call for Details**

Reach over 100,000 T.H.E. Journal subscribers plus every FETC attendee when you place a full-page print ad or a product ad in the Special FETC January issue of *T.H.E. Journal* magazine.



Technology Sponsorship Call for Details

This is a great opportunity to show attendees just how your product works in a real-world situation. Provide the equipment and technology to be used in workshops, conference rooms, and general areas of the event and you'll receive billing in the show program, e-mails, website and on-site signage. We're looking for technology sponsors for the following categories:

- **SOLD** Audio Enhancement – Sold
- **SOLD** Audience Response – Sold
- **SOLD** Interactive Whiteboards – Sold
- **SOLD** Projectors – 10-Room, 20-Room and 30-Room
- Workshop/Conference Lab Laptops (Mac & PC) – Available
- **SOLD** E-mail Stations (Mac & PC)
- Wiki - Available

For further details or pricing on any of the following exhibitor promotional opportunities, please contact:

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