

# Exhibitor Prospectus

Online Lead-Gen Conference & Expo

## DELIVERS REAL RESULTS

- 2011 Exhibitors Averaged More than 550 Leads per Company
- Chat in Real Time with Attendees From the U.S. & 67 Countries
- More than 70% of FETC Virtual Attendees have Buying Authority
- Over 87% of 2011 Virtual Attendees have not Attended the FETC In-Person Event

 **Register online TODAY and plan to join us!**



To learn more about this program and to arrange a demo of the virtual conference environment, please contact your sales representative:

**WESTERN AND SOUTHEAST US:**

Mark Buchholz  
mbuchholz@1105media.com  
949.265.1540

Jean Dellarobba  
jdellarobba@1105media.com  
949.265.1568

**CENTRAL US:**

Tom Creevy  
tcreevy@1105media.com  
847.358.7272

**EASTERN US:**

MF Harmon  
mfharmon@1105media.com  
207.883.2477



# A Trade Show and Conference...All from the Convenience of your Computer (or Laptop)!

FETC Virtual is a live international conference and expo—held in the online space—that connects you with qualified education professionals interested in learning how to use technology to advance the way schools and districts operate and educate. FETC Virtual offers a powerful opportunity to reach those hard-to-reach decision-makers cost-effectively. Supplementing the January face-to-face FETC conference experience, our virtual event offers education professionals that have limited professional developmental resources with access to essential industry, peer and vendor information that can help them do their jobs better.

## FETC Virtual Events Deliver—Take Their Word For It!

“Being able to interact directly with all attendees brought an entirely new dimension to the way we look at virtual trade shows. A huge asset.”

### Smart Technologies

“It is one hour and twenty minutes into the show and we have been overwhelmed with people in our booth. This is great! I have to get back to the show. I hear them coming into the booth. What an experience!”

### Canon USA

“Because of the wonderful exposure our companies got, the great leads and tremendous support from you and your team, our companies would very much like to participate in any similar virtual educational conferences you may hold in the future.”

### CIM Technologies



## Connect with Key Prospects

Chat in real-time with buyers from state, district and school levels that are attending the virtual conference sessions, watching product demos in your booth or networking with peers and your staff in the Lounge.

## Generate Leads NOW!

With many U.S. schools looking to utilize federal funds, this event is your opportunity to connect with prospective buyers, start conversations and boost your company’s sales efforts. Fill your pipeline for as little as \$5.00 Cost Per Lead (CPL)

## More Than 70% of FETC Virtual Attendees have Buying Authority

High-level administrators, educators and technologists often have a hard time getting away from their responsibilities to attend events. FETC Virtual offers the perfect solution to attract these key decision-makers—allowing them to attend sessions about the technologies changing education’s landscape, then chatting in real time with the solution providers who can successfully incorporate these technologies into their next ed-tech initiatives—all from the convenience of their office.

## No Travel Costs, No Lines, No Out-of-Office Downtime

FETC Virtual is a 100% online, interactive event. Your sales team and product managers need only to monitor the event throughout the day while managing their daily activities—providing you with access to thousands of interested buyers visiting your virtual booth, asking for product demos and taking part in open and private chats... all without leaving the office.

To learn more about this program and to arrange a demo of the virtual conference environment, please contact your sales representative:

Western And Southeast US: Mark Buchholz | mbuchholz@1105media.com | 949.265.1540  
 Jean Dellarobba | jdellarobba@1105media.com | 949.265.1568  
 Central US: Tom Creevy | tcreevy@1105media.com | 847.358.7272  
 Eastern US: MF Harmon | mfharmon@1105media.com | 207.883.2477



## Compelling Educational Content & Integrated Marketing Drive Virtual Traffic

FETC Virtual combines highly informative sessions highlighting the latest technologies with a targeted marketing campaign to deliver the most qualified attendees to the event. Session content is crafted from attendee surveys, T.H.E. Journal research and editorial input—an integral part of a compelling 8 million impression print, online, e-mail and partnership marketing campaign to entice event participants to attend the virtual event. Attendees will find exceptional content, engaging speakers and action-oriented event participants seeking new ideas, vendor partnerships and unprecedented networking opportunities...all from the convenience of their computer. The program will feature original web sessions, research and trend information. Registered, pre-qualified participants will join in on part, or all, of the real-time virtual conference on October 27, 10:30 am - 6:00 pm ET, with unlimited access to the on-demand components a full three months afterwards!

## FETC Virtual Attendees Experience a Real Trade Show & Conference

- ▶ Attend Keynotes and Featured Speaker sessions in the Auditorium that are focused on the latest developments influencing schools and districts
- ▶ Chat in real-time with sponsors and exhibitors, request product information and view video demonstrations in the Exhibit Hall
- ▶ Win valuable prizes from exhibitors and the events team in the Prize Giveaway Center
- ▶ Connect with colleagues and develop new relationships in the Networking Lounge
- ▶ Interact with other participants and solution providers through instant messaging and business card exchange
- ▶ Participate in Q&A sessions with speakers and exhibitors in the Auditorium, and Networking Lounge
- ▶ Download best practice content, presentations-to-go and other valuable tools into a virtual briefcase from the Media Center.

To learn more about this program and to arrange a demo of the virtual conference environment, please contact your sales representative:

**Western And Southeast US:** Mark Buchholz | mbuchholz@1105media.com | 949.265.1540  
 Jean Dellarobba | jdellarobba@1105media.com | 949.265.1568  
**Central US:** Tom Creevy | tcreevy@1105media.com | 847.358.7272  
**Eastern US:** MF Harmon | mfarmon@1105media.com | 207.883.2477

**“Today’s virtual show is going fantastic for us—almost 450 visitors to our booth—we are really excited!”**  
**—Anoto**



## FAST FACTS FROM FETC SPRING '11

Exhibitors/Sponsors averaged 550-plus new leads per booth!

Over 70% of FETC Virtual attendees have buying authority

FETC Virtual Attendees come from the entire U.S. and 67 countries

### ATTENDEE PROFILE

- ▶ 22% Administration
- ▶ 27% IT/Technologist/Media Specialist
- ▶ 23% Tech-Using Educators
- ▶ 14% Instructional/Non-instructional Support Staff
- ▶ 14% Federal/State Government/Professional Development/Other

\*Demographic Sources: 2011 FETC Virtual Registration Statistics



## Exhibitor/Sponsor Benefits

- Meet attendees and generate leads in your virtual booth
- Demonstrate your products and services to a targeted, qualified audience of education buyers and influencers
- Foster relationships with attendees in the virtual Networking Lounge
- Immediately communicate with attendee prospects using the event's instant messaging and chat capabilities
- Strengthen product brand and enhance media visibility
- Post key product and service information attendees can review, download and share
- Answer questions from interested prospects anytime during the real-time event day and three months afterwards via e-mail notifications
- Extend product visibility beyond the live-event day when the virtual conference is made available "on-demand" for an additional three months

## Access Detailed Lead-Generation Information

FETC Virtual provides sponsors with access to extensive data for the leads you generate—all in a downloadable, easy-to-use format:

- Guaranteed leads for event sponsors
- Full contact information, including name, title, contact information, and purchasing authority
- Complete record of your live chat or e-mail conversations with prospects
- Ability to track the activity and interest areas of prospects who visited your booth
- Ability to rank leads by criteria you choose based on the activity within your booth or within the event—or even by demographics and other attendee profile information
- Real-time access to your new sales leads

➤➤➤ **Schedule a Virtual Demo**

## Establish Your Virtual Presence Where Decision-Makers Are Sure to Be

Cost effective packages start at \$2,500, with enhanced exhibit packages at \$4,750. Enhance your presence as a Sponsor with one of three sponsorship packages:

Silver - \$10,000; Gold - \$15,000; and Platinum - \$20,000

## Space is Limited—Become a Sponsor or Exhibitor Today:

To learn more about this program and to arrange a demo of the virtual conference environment, please contact:

**Western And Southeast US:** Mark Buchholz | [mbuchholz@1105media.com](mailto:mbuchholz@1105media.com) | 949.265.1540

Jean Dellarobba | [jdellarobba@1105media.com](mailto:jdellarobba@1105media.com) | 949.265.1568

**Central US:** Tom Creevy | [tcreevy@1105media.com](mailto:tcreevy@1105media.com) | 847.358.7272

**Eastern US:** MF Harmon | [mfarmon@1105media.com](mailto:mfarmon@1105media.com) | 207.883.2477

## About the FETC Virtual Platform Technology Partner

1105 Media is proud to partner with InXpo, the leading provider of privately-based virtual events, including virtual trade shows, virtual career fairs and virtual corporate events, as well as audio and video webcasts. These virtual solutions dramatically reduce travel time and related costs, in addition to making the world a greener place to live.

## About the 1105 Media Education Group

The 1105 Media Education Group informs and educates K-20 executives, administrators, technologists, faculty and industry professionals about the emerging instructional and administrative technologies influencing the landscape of classrooms, schools, districts and higher education institutions around the world. Through two publications, a multitude of online resources, and six in-person and virtual events, our four flagship brands: T.H.E. Journal, Campus Technology and FETC deliver essential content that assists education professionals to successfully mold the tech-savvy students of today into the productive digital citizens of tomorrow.

Free subscriptions are available to our publications and newsletters. Visit [www.thejournal.com](http://www.thejournal.com), [www.campustechnology.com](http://www.campustechnology.com) or [www.fetc.org](http://www.fetc.org).