



TechEdEvents.org

**2010
Exhibitor Prospectus**

**For More Information
Contact:**

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PASADENA

April 11-13, 2010

Pasadena Convention Center, Southern California

We welcome your participation at the 15th Annual TechEd Conference & Exposition, April 11th - 13th at the beautifully renovated Pasadena Convention Center in Southern California.

The **TechEd 2010** conference will again highlight the best use of **technology in education** for an engaged group of educators from the kindergarten through college.

Who comes to TechEd? IT professionals, faculty, district and school administrators, teachers, library and media specialists, and many others who are involved in the implementation of technology programs in their institutions. TechEd draws participants from across the nation, with a large constituency from California, one of the country's top three education markets, and one which boasts the largest Community College System in the world!

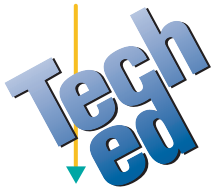
We offer booth space beginning at \$1,500 for a 10x10 inline all the way up to customized islands that will effectively showcase your products for *our expected 2,000 attendees*.

Don't miss the opportunity to make a presentation on your solution! You can choose a fully equipped conference room or our Vendor Theatre on the exhibit hall floor. Sign up to make a hands-on lab presentation, which are yearly favorites with attendees. These offer a great return on investment by actively engaging users while demonstrating the benefits of your product or solution.

TechEd 2010 offers you another opportunity to make that important face to face connection with your customers and prospects. For more information or to reserve booth space, visit our website at www.techedevents.org or contact

Adrian Rutherford - 916.418.5151 by email at: arutherford@techedevents.org

I look forward to hearing from you!



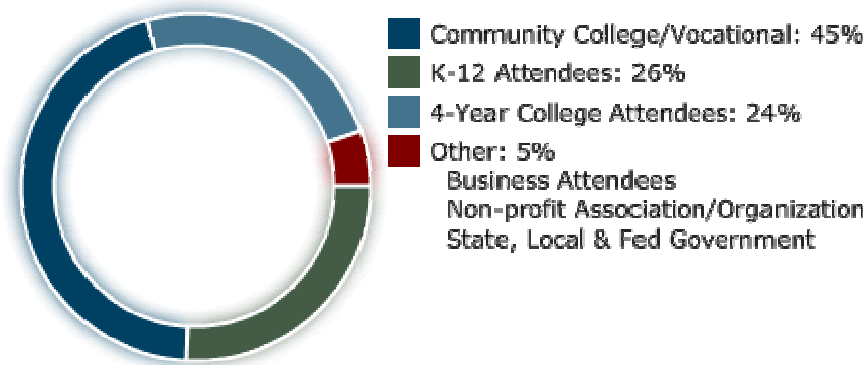
The Hands-on Conference

Demographics

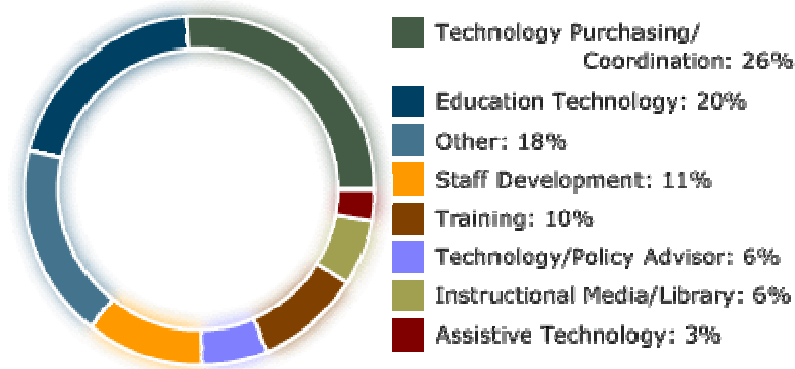
TechEd 2009

Attendee Profile & Demographics

Breakdown by type of **EDUCATIONAL INSTITUTION**



Area of **RESPONSIBILITY**



Breakdown by **POSITION**



- Teachers/Faculty: 50%
- All Administrators/Directors: 20%
- Staff: 19%
- Other: 11%

Role in **TECHNOLOGY PURCHASING**



- Make recommendations: 46%
- Member of decision committee: 23%
- Final decision maker: 13%
- Evaluator: 12%
- Other: 6%

Booth Information

TECHED 2010 CONFERENCE & TRADESHOW

APRIL 11-13, 2010

PASADENA CONVENTION CENTER, PASADENA CALIFORNIA

Exhibit Hall Hours: April 12, 8:30am – 5:30pm
April 13, 8:30am – 2:45pm

Two days devoted exclusively to exhibits and networking. TechEd 2010 will be the perfect opportunity to display your products or services, and to personally meet with educators. With a history of attracting attendees from California and beyond who want to find out, what the latest in Technology and education, we anticipate great attendance and another great event!

Sponsorship Opportunities:

Your sponsorships help make this event a success. Your business will be recognized as a supporter of TechEd 2010. When you're a sponsor of TechEd, a full list of opportunities provides many choices for the best return on your sponsorship investment. If an exclusive sponsorship doesn't fit your budget, together we'll create one that best suit your needs.

And more!

In addition to your exhibit and sponsored event or material, your presence at TechEd provides more opportunity to meet new clients and greet old friends.

New Booth Rate:

10x10 Corners - \$1700
10x10 In-lines - \$1500
10x20 Premium \$3400
20x20 Islands - \$7600

** Exhibit space includes space rental, standard pipe and drape (8' draped back wall and 3' draped side rails) basic signage and general security service.

** Exhibitors must provide carpeting or other approved floor covering at their cost for all rented space.

Do not miss the **15th Annual Technology in Education International Conference & Exposition in beautifully renovated Pasadena Convention Center, California.**

For more information, please contact: **Adrian Rutherford** (916) 418-5151

Session Information

Please note, corporate submissions require a participation fee.

Presentation Type:

Corporate Solutions Session: Each 1-hour session will showcase your company's newest products and services in a classroom environment.

Participation fee \$500

Hands-on Computer Lab: The 1-hour session emphasize software training and the opportunity to gain a better understanding of how different types of technology can be used to enhance education. Please note: Software must be provided to TechEd by the presenter prior to April 1, 2010 to be pre-installed on computers.

Participation fee \$1000

Half-day Pre-conference Workshop: Share your experience with effective uses of technology in the classroom in these intensive 3-hour interactive and activity-based sessions. Please note: Software must be provided to TechEd by the presenter prior to April 1, 2010 to be pre-installed on computers.

Full-day Pre-conference Workshop: Share your experience with effective uses of technology in the classroom in these intensive 6-hour interactive and activity-based sessions. Please note: Software must be provided to TechEd by the presenter prior to April 1, 2010 to be pre-installed on computers.

Vendor Theater Session: Each 1-hour session will showcase your company's newest products and services in a theater style setting on the exhibit floor.

Participation fee \$250

Conference Sponsorships

Position your company as a leader in the education marketplace by becoming a Platinum, Gold or Silver sponsor of TechEd 2010. Your company will be included in a comprehensive marketing campaign for TechEd while receiving heightened visibility during the event.

PLATINUM SPONSOR ----- \$15,000

Complimentary 20' X 20' island exhibit booth

- _ Complimentary Full Hands-on Lab
- _ Corporate logo displayed on front cover of promotional materials
- _ 25 full conference passes
- _ 100 exhibits-only passes
- _ Full page color advertisement in conference program with prime placement
- _ Increased visibility in conference marketing collateral to include direct marketing and prominent logo placement with "hot link" to sponsor's Web site on the TechEd Web page

GOLD SPONSOR ----- \$10,000

_ Complimentary 10' X 20' exhibit booth

- _ 50% discount on Hands-on Labs
- _ 15 full conference passes
- _ 100 exhibits-only passes
- _ Half page black+1 color advertisement in conference program guide
- _ Corporate logo displayed on promotional materials and TechEd Web site
- _ Increased visibility in conference marketing collateral and prominent logo placement with "hot link" to sponsors's Website on the TechEd Web page

SILVER SPONSOR ----- \$ 5,000

_ Complimentary 10' X 10' exhibit booth

- _ 25% discount on Hands-on Labs
- _ Ten full conference passes
- _ 50 exhibits-only passes
- _ Quarter page black+1 color advertisement in conference program guide
- _ Listing in conference marketing collateral and listing and logo placement on the TechEd Web page

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