

*"High level attendees. I was able to meet face-to-face with a client that I had been trying to get on the phone with for over a year." -- Regional Sales Manager*

*"The perfect platform to introduce a new product to the market place."  
-- Director of Marketing*

*"One of the top revenue generating programs we participate in annually."  
-- Vice President of Sales*

# TECH FORUM

## REACH THIS EXCLUSIVE AUDIENCE: SHOWCASE YOUR PRODUCT AT TECH FORUM

### TECH FORUM SNAPSHOT:

- Full-day conference for K-12 Administrators and Technology Leaders.
- Over 200 District Administrators, CIOs, Technology Directors/Coordinators.
- Event model combines: keynotes, panels, workshops, and networking.
- Program of high-quality, tactical, objective content and speakers.
- Optimal environment to build visibility.
- Demonstrate product/services and engage in high stakes sales.

### CUSTOMER CENTRIC SPONSORSHIP

- Opportunity to speak in Tech Forum "Industry Spotlight" Sessions.
- Opportunity to extend guest passes to your customers and prospects.
- Involvement in Forum Networking Breaks:  
(Morning Reception/Lunch/Roundtable Discussion/Post-Event Reception)
- Demonstration of your products/services in the Sponsor Showcase area.

### BRANDING

- Your company logo on all print and online advertisements and promotions.
- Exposure of your Corporate Profile in attendee conference materials.
- Opportunity to include your company/product literature in the attendee bag.
- Mention of company's sponsorship (logo) in event signage.

### PRICING:

You can participate in Tech Forum on two levels:

1. Sponsor level at \$9,000
2. Exhibitor level at \$3,000

Please see reverse for more details on the pricing information.

CONTACT YOUR T&L SALES REP TODAY.



\* Pictures taken at Tech Forum San Diego on 2/23/06

## JOIN US ON TOUR AT THE NEXT TECH FORUM:

**ORLANDO**

April 13

**CHICAGO**

April 27

**LONG BEACH**

May 18

**NEW YORK**

October 2007

**AUSTIN**

October  
2007

**SEATTLE**

November  
2007

For more sponsorship package information, contact your T&L sales representative.

# Tech Forum Contract Information



## SPONSORSHIP CONTRACT:

- Tabletop exhibit with complimentary high speed Internet access for one computer in dedicated sponsor Showcase Area.
- Speaking Opportunity- Tech Forum "Industry Spotlight" Session. 10-15 minute solo presentation on product/services.
- 6 free Forum passes for staff and/or customers/prospects
- Full-Page Black/White ad in conference handbook.
- Pre-registration attendee list – 1 week prior to event
- Final attendee list with complete contact information for follow-up post Forum.
- Exclusive use of 2,500 T&L subscriber files for one-time direct mail initiative.
- Prominent display of your company name or logo, as a sponsor, on all print and online advertisements, promotions and invitations post and pre-event.
- Logo featured as a sponsor in all signage and materials throughout the entire event.
- Sponsor of post-event "wrap-up" featured in *Technology & Learning*.
- Corporate literature featured in attendee conference materials.
- Logo and Sponsor profile will appear on techLEARNING.com archives for 6 months.

**SPONSORSHIP COST:** \$9,000 each

## EXHIBITOR CONTRACT:

- Tabletop exhibit in dedicated sponsor Showcase Area.
- Logo featured as exhibitor on all signage and materials throughout the entire event.

**EXHIBITOR COST:** \$3,000