

# What Every Company Should Know about ACUTA

## Your Customers Are Our Members

We have more than 1800 institutional members from nearly 700 campuses throughout the U.S. as well as international members in Canada, New Zealand and Slovenia. **ACUTA members are the decision makers on college and university campuses who plan and support voice, video and data services for faculty, staff and students.** The majority of our members, 66%, have management roles on their campus and titles such as director, manager, CIO, CTO, CFO, and assistant/associate director/manager. Increasingly, ACUTA members report that information communications technology plays a strategic role in the long-range plan for their campus.

## Your Customers Attend Our Events

There are exhibit and sponsorship opportunities at all four of our national events each year. From a survey of our 2011 Annual Conference attendees, we learned that 100% expect to meet with vendors they already have a relationship with, and 98% expect to meet new or potential vendors. For information on our upcoming events, visit the [Tradeshow Exhibit section of our Corporate Participation webpage](#).

## How to Navigate within the Higher Education Market

The higher education market can be daunting to companies new to its unique terrain. Building relationships and customizing your marketing approach are key steps to succeeding. It will usually take more than one conversation to successfully inform your potential customers of your company's products and services and the ways in which you can assist in making their campus and their department run more smoothly, efficiently, and sometimes more cost-effectively. Repeated and varied approaches are key. Take advantage of all the tools available to your company through ACUTA to increase your exposure by communicating with the higher ed members through advertisements, exhibits, sponsorships, writing for ACUTA publications, speaking at events, etc. But most importantly, be sure to tailor your message based on your specific audience. Don't hit everyone with the same generic message; develop true leads and follow-up personally.

## Membership Is Affordable

Membership starts at just \$763—and members receive discounts on exhibit booths and advertisements in the *ACUTA Journal*, as well as access to free membership benefits such as our Press Room, Special Deals Webpage, Free Audio/Web Seminar Webpage, online ACUTA Community, and Annual Membership Directory. For more information on corporate membership and the application to join, click [HERE](#).

## You Can Reach Out to our Members by Renting a Mailing List

Our membership mailing list (mailing addresses only) is available on labels for non-member companies at a fee of \$600, and electronically for member companies for \$50-75. Contact Michele West, [mwest@acuta.org](mailto:mwest@acuta.org), for information on how to obtain a mailing list.

## You Have Access to Free Online Resources Just for Corporate Members

- [Press Room](#): Corporate Members may submit their press releases that we will post free of charge on the ACUTA Online Press Room. We will also note new press releases in our monthly newsletter as well as on our Twitter feed.
- [RFI/RFP Webpage](#): Our school and corporate members can post and access active RFIs and RFPs on our RFI/RFP Webpage.
- [Special Deals Webpage](#): We will post your company's special deals and discounts to ACUTA school members.
- [Free Webinar Webpage](#): Advertise your company's Free Webinars to ACUTA members at no charge.
- [ACUTA Community](#): Be a part of our members' daily conversations by actively participating in the online ACUTA Community (formerly the Listserv). Contact Amy Burton, [aburton@acuta.org](mailto:aburton@acuta.org), for information about how to set up a Web account.

## You Can Advertise in our *Journal*

We sell advertising space in our popular [Journal of Information Communications Technology in Higher Education](#), which is mailed quarterly to our full membership. Corporate members receive a 15% discount.

## You Can Display our Corporate Member Logo

Corporate members can advertise their support of ACUTA with official member logos. Contact Amy Burton for more information ([aburton@acuta.org](mailto:aburton@acuta.org), 859/278-3338 x240).

## Have Questions about ACUTA?

Contact Amy Burton, Director, Strategic Relationships, at 859/278-3338 x240 or [aburton@acuta.org](mailto:aburton@acuta.org).

***It's Your Market, Your Moment, Your Move.***