

ACUTA Promotes Exhibit Hall in Many Ways

The exhibition portion of any ACUTA event is seen as an integral part of the educational agenda. Without the exhibit hall, the attendees would not be able to easily learn about new products and technologies or meet with current and potential vendors in a relaxed, collegial environment.

ACUTA leadership and staff understand the importance and significance the exhibition holds, especially when it comes to the support it provides to not only the event but to the association as a whole. Because the exhibit hall is held in such high esteem, we make great efforts to promote both the availability of the exhibit hall as well as our individual exhibitors to the attendees and institutional membership.

Below is a list of ways ACUTA currently promotes exhibition participation at any given event:

1. The list of current exhibitors is included as part of the meeting webpage and is kept up-to-date in real-time. To view an example, please visit the 2010 Fall Seminar exhibitor list at <http://www.acuta.org/listings/exhibitors.aspx?eID=FSE10>. This listing allows for a short description, if provided by the exhibitor, as well as a hotlink to their website.
2. A list of exhibitors is provided in the printed brochure mailed to all members promoting the event.
3. The exhibit hall and exhibitor listing are promoted routinely in e-mail broadcasts, usually with a link to view the list of exhibiting companies.
4. The exhibit hall and list of exhibitors is mentioned during the promotion of the event on our social media tools, including Facebook, Twitter, and LinkedIn.
5. Each attendee is provided with a meeting FAQ prior to their travel to an event. The FAQ is a two-page PDF, of which one entire page is dedicated to promoting the exhibit hall as well as other ways in which companies contribute financially to ACUTA. This FAQ is also printed and handed out during the First Time Attendee Orientation. The 2010 Summer Seminar FAQ is available at <http://www.acuta.org/wcm/acuta/pdf/summer10faq.pdf> as an example.
6. Each attendee receives an exhibit hall flyer upon check-in at an event. The flyer promotes the exhibit hall and provides a list of current exhibitors. The 2010 Summer Seminar exhibit hall flyer is available at <http://www.acuta.org/wcm/ex-spon/sanfrancisco/flyer.pdf> as an example.
7. A list of exhibitors is provided in the printed agenda/on-site brochure provided to all attendees upon check-in at an event.
8. At the Annual Conference, attendees are provided with a copy of the Company Profiles, which includes contact information and a description of each exhibiting company, at check-in. The company profiles are also included in the post-Conference DVD that includes select sessions. The 2010 Annual Conference Company Profiles are available at <http://www.acuta.org/wcm/acuta/ex-spon/sanantonio/companyprofiles.pdf> as an example.
9. A thank you to all exhibitors for the year is included in an issue of the ACUTA eNews as well as in the *Journal of Information Communications Technology in Higher Education*. Companies who have exhibited at all four events are provided with top billing in both and their logo is also included in the *Journal* thank you.
10. The ACUTA eNews issue directly following the Annual Conference includes a special section of photos taken at the event. One full page within this section is exclusively made up of photos taken within the exhibit hall. These photos are also used throughout the year in various other materials to promote the exhibit hall.
11. NEW: A thank you to the exhibitors will be posted in the ACUTA eNews that directly follows each event. This benefit will begin with the posting of the 2010 Summer Seminar exhibitors in the September eNews.

During the event, traffic is driven into the exhibit hall through the following ways:

1. Each attendee is provided with a doorprize card on which to collect signatures from exhibitors in order to be eligible for doorprize drawings.
2. Doorprize drawings announcements are held inside and attendees must be present to win. This is done to encourage attendees to not only visit but to also remain inside the exhibit hall.

3. Heavy hors d'oeuvres and drinks are served during the Sunday Opening Reception to provide a casual beginning to the event as well as to enable networking and mingling among the attendees and exhibitors.
4. Coffee breaks are held within the exhibit hall during the sessions on Monday and Tuesday. Dessert from lunch is also held over until the afternoon exhibit sessions to be served with beverages.
5. The exhibit hall is promoted verbally during educational sessions reminding attendees to visit the exhibit hall.
6. At the Annual Conference, a special Tuesday raffle drawing is provided within the exhibit hall where exhibitors pass out slips to attendees who visit their booth for a chance to win a prize.

ACUTA appreciates the support and participation of all our corporate members and exhibitors. If you have any questions or have suggestions on new ways we can promote or drive traffic into the exhibit hall, please contact Amy Burton at (859) 278-3338 x240 or aburton@acuta.org.