

Call for
Exhibitors & Sponsors



41st Annual
acuta

Conference &
Exhibition

April 29-May 2, 2012
Exhibit Dates: April 29-May 1

Indianapolis, Indiana
JW Marriott

Meet 300+ potential customers
(all higher-education decision makers)
in just 3 days at ACUTA



I recently compared my exhibit experience at ACUTA with other national events we attend. Considering the total package— booth costs, hospitality, meals, and participation in conference events outside the exhibit hall, ACUTA offers extremely high value. In addition, we know that vendors are valued for the contribution they make to ACUTA events.

Buck Bayliff, PCR



Be a Part of this Important Event!

The 41st Annual ACUTA Conference and Exhibition will take place April 29-May 2, 2012, in Indianapolis, Indiana, at the new JW Marriott.

For more than four decades, ACUTA's Annual Conference has been the premier event for those who provide products and services to the education technology sector. At this event, you have the attention of representatives from campuses from coast to coast.

Our attendees represent the most concentrated gathering of potential buyers, influencers, and decision-makers in the industry. This event offers you the opportunity to connect and interact in an intimate, collegial environment. In a field where relationships dictate success, the ACUTA Conference and Exhibition has become the place to connect with those whom you want most to reach.

Education is about sharing ideas, and we bring together the people who help build the foundation for higher learning. Your participation as an exhibiting or sponsoring partner contributes to this important mission.

Our attendees will be looking for you and your ideas, products, and services. Will you be there?

Plan now to join us in Indianapolis!

It's your market ... it's your moment ... it's your move!



The ACUTA Exhibit Hall is a great place to see what is new in communication technology and to have a one-on-one conversation with vendors who can provide solutions to technology issues facing your campus. Finding new products and services and sharing those with people back at my campus makes the Exhibit Hall experience invaluable for me and my university.

*Jennifer Van Horn
Manager, Collaboration Technologies
Indiana University*

WHO WILL BE THERE?

Projected Conference Attendance

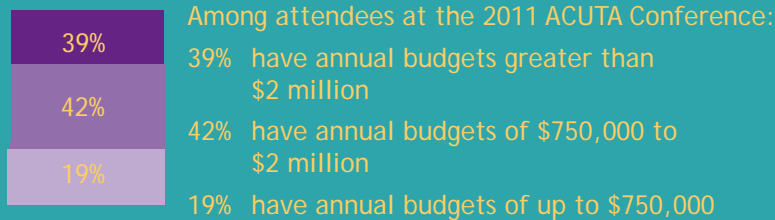
150+ Campuses • 300+ Attendees

Among attendees at the 2011 ACUTA Conference:

- 100% expected to meet current vendors
- 98% expected to meet new or potential vendors
- 97% control or influence purchase decisions
- 97% consider time spent in the Exhibit Hall valuable or extremely valuable
- 71% have titles of director, manager, or CIO
- 69% indicate that they spent at least 4 hours in the Exhibit Hall

Approximately 20% of attendees are at an ACUTA event for the first time

Annual Budgets



Purchasing Authority

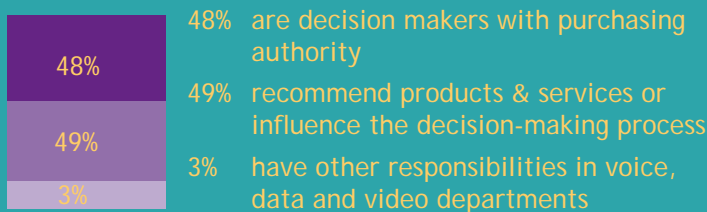


EXHIBIT COSTS

Booth Size	Corporate Affiliate	Nonmember
10' x 10'	\$2,850	\$3,250
10' x 20'	\$5,700	\$6,500
10' x 30'	\$8,550	\$9,750
20' x 20'	\$10,450	\$11,950
20' x 30'	\$14,900	\$17,150

F

- Q. Where is the exhibit hall?
A. Grand Ballroom, JW Marriott

A

- Q. Is the exhibit hall carpeted?
A. Yes.

- Q. Who is the official decorator?
A. Brede Exposition Services. An official show kit with information and order forms for shipping, labor, electricity, furniture, etc., will be available online 8 weeks prior to the opening of the event.

Q

- Q. How can I pay for my booth?
A. ACUTA accepts VISA, MasterCard, American Express, Discover, and company checks. Contact ACUTA at 859/278-3338 for ACH/EFT information. One-half of the total fee is due with this application. Full payment is due prior to the show.
- Q. May I attend the educational sessions?
A. Each company will receive one session pass per 10' x 10' exhibit booth. This pass will allow one member of your exhibit staff entry into all of the educational sessions, but does not include meals or social events. Full and social registrations are available at additional cost. The pass is transferable among your staff.
- Q. What comes with the booth space?
A. Each 10' by 10' carpeted in-line booth includes 8' rear drape and 3' side drape. An identification sign listing your company's name and booth number is also provided.
- Q. What companies participated in last year's conference?
A. A list of past exhibitors can be obtained by emailing Amy Burton at aburton@acuta.org.
- Q. How are hotel reservations handled?
A. Each person or company is responsible for making his or her own reservations within the ACUTA block at the JW Marriott. Call 800/266-9432 or 506/474-2009. Reservation information is included in the information kit. Mention ACUTA to get the special rate of \$209 single/double (plus tax) through 3/6/12.

EXHIBIT FLOOR MAP



See the current floor plan on
page 12 of this PDF

CORPORATE PARTICIPATION

How can you participate in the ACUTA Conference to maximize your exposure, meet the greatest number of potential customers, and go back to your office with a list of highly qualified leads?

Give a Corporate Presentation

At each event, ACUTA designates a limited number of sessions as corporate presentations. When you purchase a corporate presentation slot, you can present information about your company's products and services to a targeted audience of decision-makers with real buying authority. Visit the Corporate Participation section of the ACUTA website to learn more about this unique opportunity at <http://www.acuta.org/ex-spon> or call Donna Hall at 859/278-3338 x231 for availability. You must be an ACUTA Corporate Affiliate to participate as a corporate presenter.

Be a Sponsor

Sponsorships provide excellent visibility and public relations as your name is put in front of conference attendees. Meals, coffee breaks, certain activities, meeting website, and other opportunities are available for sponsorship. When your company participates in this way, you show your support for ACUTA and add value to the conference experience. See the Exhibitor/Sponsor Application Form on page 8 for a complete list of available sponsorships. For a detailed list of the features and benefits, visit the ACUTA website at: <http://www.acuta.org/wcm/acuta/ex-spon/sponsorships12.pdf>.

Get a FREE Internet Listing!

For no additional charge, information regarding your participation in ACUTA events will be posted to ACUTA's website. Your company listing includes a brief product/service summary, contact information, and "hot link" to your corporate website.

Conduct a Focus Group

ACUTA can help to arrange focus groups for Corporate Affiliates with ACUTA college and university members. These focus groups can be an excellent way to obtain valuable feedback about products and services for the higher education market from highly qualified buyers and users of information communications technology. For more information, visit our website at <http://www.acuta.org/wcm/acuta/ex-spon/focusgroup.pdf> or contact Amy Burton at 859/278-3338 x240 for availability.

CONTACT INFORMATION

ACUTA
Amy Burton, Manager
Membership Marketing & Corporate Relations
152 W. Zandale Dr., Ste. 200, Lexington, KY 40503
Voice 859/278-3338 x240
Fax 859/278-3268
E-mail aburton@acuta.org
www.acuta.org/ex-spon

SCHEDULE

Tentative Schedule

SATURDAY, April 28

Noon-midnight..... Exhibit Move-in/Setup
Noon-5:00 p.m..... Exhibitor Registration
 Notepads sponsored by PosTrack Technologies
 Conference-at-a-Glance sponsored by Verizon
 Badge holders sponsored by PAETEC
 Meeting pens sponsored by Verizon

SUNDAY, April 29

6:00 a.m.-4:00 p.m..... Exhibit Move-In/Setup
8:00 a.m.-7:00 p.m..... Exhibitor Registration
1:15-4:30 p.m..... Pre-Conference Seminars
5:00-5:45 p.m..... First-Time Attendees Orientation
 Sponsored by Vantage Technology Consulting Group
6:00-9:00 p.m..... Reception in Exhibit Hall/Exhibits Open
 Sponsors: AVST, CEECO, Microsemi
9:00-11:00 p.m..... Hospitality Suite

MONDAY, April 30

7:00-8:00 a.m..... Breakfast
8:00 a.m.-4:00 p.m..... Exhibitor Registration
8:00-8:20 a.m..... Welcome
8:20-9:15 a.m..... Keynote Address
9:15-10:30 a.m..... Exhibits Open/Coffee Break
 Coffee Break Sponsored by CenturyLink Business
10:30-Noon..... Breakout Sessions
Noon-1:00 p.m..... Lunch
1:15-2:15 p.m..... Breakout Sessions
2:00-4:00 p.m..... Exhibits Open
2:15-3:30 p.m..... Coffee Break in Exhibit Hall
 Coffee Break Sponsored by WTC Consulting
3:45-4:45 p.m..... Breakout Sessions

TUESDAY, May 1

7:00-8:00 a.m..... Breakfast
8:00 a.m.-4:00 p.m..... Exhibitor Registration
8:00-9:15 a.m..... General Session
9:15-10:30 a.m..... Exhibits Open/Coffee Break
10:30-Noon..... Breakout Sessions
Noon-1:00 p.m..... Awards Luncheon
 Sponsored by PAETEC
1:15-2:15 p.m..... Breakout Sessions
2:00-4:00 p.m..... Exhibits Open
2:15-3:30 p.m..... Coffee Break in Exhibit Hall
3:45-4:45 p.m..... Breakout Sessions
4:00-11:00 p.m..... Exhibit Dismantle
6:30-7:30 p.m..... Banquet Reception
 Sponsored by ShoreTel
7:30-11:00 p.m..... Banquet

WEDNESDAY, May 2

7:45-8:30 a.m..... Breakfast
8:15-9:15 a.m..... Business Meeting
9:30-10:30 a.m..... Breakout Sessions
10:30-11:00 a.m..... Coffee Break & Hotel Checkout
11:00-Noon..... Breakout Sessions
Noon-1:00 p.m..... Lunch
1:15-2:15 p.m..... Breakout Sessions
2:30-3:30 p.m..... General Session



YOUR MARKET...
YOUR MOMENT...
YOUR MOVE.



MARKETING OPPORTUNITIES

Exhibit in Indianapolis and You Get:

Your Booth...

- 10' x 10' booth in increments up to 10' x 30', 20' x 20' or 20' x 30'
- 8' rear drape, 3' side drape for in-line booths
- One-line company identification sign
- 1 free session-only pass with access to online slides per 10' x 10'
- Free exhibit hall passes provided for local customers
- Preferred opportunity to reserve booth space for 2013 Conference

Marketing Tools...

- Pre-registered attendee lists provided on request after 3/6/12
- Pre-registered attendee list on mailing labels provided on request
- Company contact placed on addendum to conference attendee list
- On-site registrant list provided after conference on request
- Listing on ACUTA Web meeting page with FREE hot link
- 150-word listing in conference company profiles

Traffic Generators...

- Three-hour opening reception in hall with hors d'oeuvres & open bar
- Exhibits open 3 hours daily
- Morning & afternoon coffee breaks held daily in Exhibit Hall
- \$25 of booth fee pooled to purchase Exhibit Hall door prizes
- Door prize drawings held in Exhibit Hall daily

Sponsor in Indianapolis and You Get:

Visibility...

- Prominent signage at the event
- A two-minute speaking opportunity at the event (certain sponsorships only)
- Placement of company/product brochures in attendee portfolios (\$850 value)
- General audience acknowledgment/thanks by Association official
- Written acknowledgment in conference brochure
- Banners permitted and literature/giveaways table provided upon request
- Door prizes announced at exhibit booth (coffee breaks only)
- Acknowledgment on PowerPoint display at General Sessions
- Sponsor logos displayed on entrance unit to Exhibit Hall

Marketing Tools...

- Pre-registered attendee lists provided on request after 3/6/12
- Company contact placed on addendum to conference attendee list
- On-site registrant list provided after conference on request
- Listing on ACUTA Web meeting page with FREE hot link
- 150-word listing in conference company profiles



2

Sign and date below.

"We apply for the exhibit space/sponsorships indicated, and do hereby agree to all terms and conditions, rules and regulations as explained in this application."

Signature _____

Date _____

Print/type name _____

Title _____

Company Name _____

You will receive an exhibitor/sponsor information kit.

Customer Representative _____

(Will be listed on addendum to the attendee list)

Title _____

E-mail _____

Address _____

City, State Zip _____

Telephone _____

Fax _____

Company Liaison _____

(Person in charge of exhibit/sponsorship to whom instructions should be sent. Include full contact info if different from above.)

Title _____

E-mail _____

Address _____

City, State Zip _____

Telephone _____

Fax _____

Billing Address (if different from above)

Address _____

City, State Zip _____

Telephone _____

Fax _____

Please charge to: Am Ex Discover MasterCard VISA

Card # _____

Exp. date _____

Email address for receipt _____

Print name on card _____

Signature _____

Amount to be charged: \$ _____

3

SEND PAYMENT TO: Amy Burton, ACUTA, 152 W. Zandale Dr., Ste. 200, Lexington, KY 40503-2486. Contact: Phone 859/278-3338 x240; fax 859/278-3268; e-mail aburton@acuta.org

PAYMENT TERMS

- One half of the total fee is due with this application. Full payment is due prior to the show.
- Applications submitted after 3/6/12 must be accompanied by full payment of fees.
- Make check payable to ACUTA.
- ACUTA accepts Discover, VISA, MasterCard & American Express. Contact ACUTA at 859/278-3338 for ACH/EFT information.



If you would like a FREE 50-word summary of products/services to be posted on the meeting website, send it via e-mail to aburton@acuta.org.

YOUR MARKET...
YOUR MOMENT...
YOUR MOVE.

Rules and Regulations

1. Application & Fees

Exhibit booth and sponsorship costs are listed in the events checklist within the Call for Exhibitors & Sponsors. A minimum advance payment fee of 50% of the total booth and/or sponsorship cost must accompany this application. When invoiced, the remaining balance shall be due and paid no later than the date of the event. Letters of agreement received less than 45 days prior to the event must be accompanied by 100% payment of event fees. Exhibitors and sponsors with an outstanding balance due at the time of their assigned event may be prohibited from participation until payment is made. Said prohibition does *not* constitute cancellation for either party, hence no refund of advance fees. Letters of agreement will be accepted in order of receipt. In the case of conflicting, simultaneous submissions, ACUTA reserves the right to determine the final assignment. If the requested booth/sponsorship is unavailable, the applicant will be advised of alternate selections available. If none of the alternate selections are acceptable to the applicant, the cancellation policy set forth below will apply. If there are no alternate selections of like size and/or cost available, the applicant will receive a full refund (no administrative fees imposed).

2. Cancellation Policy

Cancellation or rescheduling of the event *by ACUTA* will result in a full refund (no administrative fees imposed) for any fees paid to ACUTA by the sponsor or exhibitor. Cancellation *by the sponsor or exhibitor* must be received in writing and will result in a refund of received fees based upon the following schedule: Received 60 days or more prior to event start date: *full refund**; received 59 to 45 days prior to event start date: *50% Refund**; received 44 days or less prior to event start date: no refund. **There is a non-refundable administrative fee of \$200 per 8'x10' seminar booth, \$400 per 8'x10' equivalent conference booth, and the greater of \$100 or 20% of total sponsorship fees.* Sponsors or Exhibitors who have not paid but cancel 61 days or more prior to the event start date are responsible only for the administrative fees as noted above; less than 60 days prior to the event start date are liable for 50% of their event fees plus administrative fees; less than 45 days are liable for the full event fee. Any open invoices after a cancellation must be paid in full within 45 days after receipt. A reduction of exhibit space will be considered a cancellation and will be governed by the same policies as cancellations. Reduction of space may result in relocation. Unpaid liabilities will be treated as an outstanding balance due, and the exhibitor or sponsor may not be allowed to participate in future ACUTA events until payment is made. ACUTA reserves the right to resell/reassign booth spaces and/or sponsorships upon receipt of written cancellation. Letters of agreement not fully paid by the event start date are subject to cancellation and/or re-assignment at ACUTA's discretion, without refund and with liability for the balance due. If any booth space remains unoccupied at 4:00 p.m. on the opening day of the event or any time thereafter, ACUTA reserves the right to assign that space for any other use, without refund and with liability for the balance due.

3. Liabilities and Restrictions

ACUTA may provide an unarmed security guard; however, ACUTA assumes no responsibility or liability for loss or damaged equipment, equipment failure or nondelivery of equipment. Exhibitor shall be fully responsible to pay for any and all damages to property owned by ACUTA, the hotel, or its owners or managers, which results from any act or omission of exhibitor. Neither ACUTA nor the hotel nor their agents or representatives will be responsible for any injury, loss or damage that may occur to an exhibitor or to an exhibitor's employees or property from any cause whatsoever. Exhibitors shall obtain, at their own expense, adequate insurance against such injury, loss or damage and agree to name ACUTA as additional insured. ACUTA shall not be liable for any injury whatsoever to property of an exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. The applicant assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to indemnify, defend and hold harmless ACUTA, the hotel, and its owners, managers, officers, directors, agents, employees, subsidiaries, and affiliates from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees or independent contractors, acting within or without the scope of their authority. The applicant agrees to abide by all applicable local ordinances, state and federal laws, hotel regulations, and all valid and legal requirements of the show management company. The applicant further agrees to abide by all ACUTA exhibit and sponsorship guidelines hereby incorporated in this agreement.

4. Location of Exhibits

All measurements and booth layouts shown on the floor plan are as accurate as possible, but ACUTA reserves the right to make such modifications and change booth assignments as may be necessary to adjust the floor plan at any time to meet the requirements of the city, hotel or ACUTA.

5. Eligible Exhibits

All exhibits must be related to communications technology products and services. ACUTA has the sole right to determine the eligibility of any company or product for inclusion in the event. Registered exhibitors shall not assign or sublet any part of the booth space, and shall not advertise or display any goods other than those manufactured or distributed in the regular course of its business. Use of booth space is restricted to the organization whose name appears on the exhibit application.

6. Early Dismantle

An early-dismantle fee of \$500 may be charged to any exhibitor that show management determines has begun packing and/or dismantling any portion of his/her exhibit prior to 11:30 a.m. on Tuesday. Failure to

pay the assessed fine may result in loss of priority points, and exhibitor may be denied the opportunity to exhibit at future ACUTA events.

6. Booth Standards

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space should be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. Exhibit booths will be sold in increments according to the official floor plan. The standard equipment provided to the exhibitor by ACUTA will consist of a cloth backwall 8 feet high and side dividers 3 feet high, plus a 7" x 44" sign featuring the exhibitor's company name. No construction or built-up exhibit, including signs, shall exceed the overall height of the backwall, unless approved by ACUTA. Display boards and other equipment more than 3 feet in height must not extend more than 3 feet out from the booth backwall in regular aisle locations. No part of an exhibit should be more than 12' in height without express written approval from ACUTA. Twenty-four hour general security and general aisle cleaning are provided.

7. Regulations

All materials in the exhibit area must be fireproof and/or conform to all fire department regulations. Exhibitors will abide by all applicable local ordinances, state and federal laws, hotel regulations, and all valid and legal requirements of the show management company.

8. Booth Personnel

The exhibit area is open to registered attendees of the conference and personnel of exhibiting companies (minimum age 16). Everyone must obtain a name badge to gain entrance to the exhibit area. The term "representative" refers to all employees or greeters assigned booth duty during the normal hours of the exhibits. All registered representatives must wear the official ACUTA exhibitor's badge while working in the booth. Exhibitor badges for all representatives shall bear the company name of the contract exhibitor.

9. Entertainment & Food

The exhibitor agrees not to sponsor group functions such as sporting events, tours, film showings, speeches or other activities during the convention and exhibition hours that would in any way interfere with delegate attendance at regular ACUTA activities or entice visitors away from the exhibition. The exhibitor must clear with ACUTA staff any intended group functions. In-booth food and drink preparation is prohibited.

10. Circulation & Solicitation

Distribution by the exhibitor of any printed matter, souvenirs, or other articles must be confined to the space assigned. No undignified manner of attracting attention will be permitted. All aisle space belongs to ACUTA. No exhibit or advertising matter will be allowed to extend beyond the space allotted to the exhibitor. Exhibitors may not enter other booth areas, nor remove any materials therefrom except after proper self-identification and receipt of explicit permission from the affected exhibitor. In the event that an exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state, and local laws that may pertain to such sales.

11. Photographs, Films, Sound Devices and Lighting

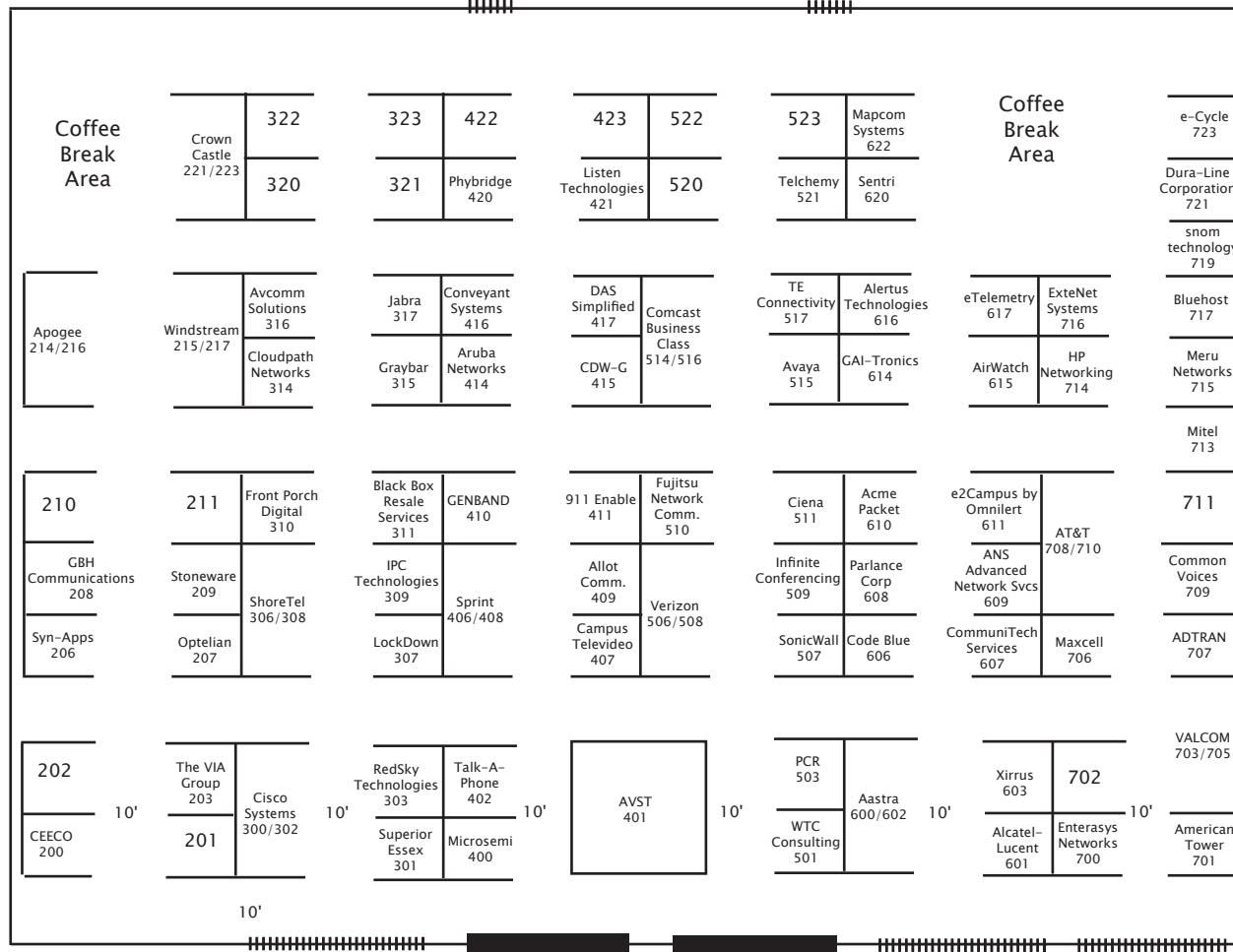
No photographs or videotapes shall be taken in the exhibit hall without the prior consent of ACUTA or the subject exhibitor. If moving pictures, loud speakers or sound devices are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Equipment will be permitted only if tuned to conversational level and if not objectionable to neighboring exhibitors. Operating equipment that emits excessive noise must be run intermittently for specific demonstrations only. ACUTA reserves the right to restrict the use of glaring lights or objectionable lighting effects.

12. Sponsorships

Sponsorships will be reserved on a "first-come, first-served" basis, based on the receipt of a properly executed application and advance payment fee from a vendor requesting sponsorship of specific event. Sponsorships will not be advertised in ACUTA printed material unless proper funds are received prior to publication of the material. Sponsorship of an event includes the right to provide material for ACUTA to distribute in registration packets at that specific event. *All material to be placed in registration packets must be delivered to the hotel/seminar site no later than the Thursday preceding the Sunday registration for that event.* Sponsorships will be listed in the event agenda and will be prominently noted at the event. Sponsors of coffee breaks will be recognized by an ACUTA official at the time of the coffee break but no time will be made available for speaking. Sponsors of all other functions will be given an opportunity to speak during that function or at an appropriate time. The presentation should be brief and not require audio visual equipment. ACUTA will provide a microphone and podium. ACUTA establishes sponsorship rates based upon estimated attendance and the average cost of events. ACUTA does not warrant attendance at a specific event, nor does the Association assume any liability for failure of equipment, delivery, or similar conditions. ACUTA recognizes that on occasion additional vendor representatives may wish to be present during the time frame of their sponsored event, such as a lunch or dinner. An event registration fee is not required for those vendor representatives (limit 5) IF their presence at the ACUTA seminar/conference is limited primarily to the function that the vendor is sponsoring.

ACUTA 41st Annual Conference & Exhibition

April 29-May 2, 2012 (Exhibit Dates: April 29-May 1)
 JW Marriott
 Indianapolis, IN * Grand Ballroom 5-10



ENTRANCE

Floor plan as of 4/23/12

Exhibit Agenda

Exhibitor Move-In/Set-up
 Sat, April 28.....12:00 pm - Midnight
 Sun, April 29.....6:00 am - 4:00 pm

Tear Down
 Tues, May 1.....4:00 pm - 11:00 pm

Show Hours
 Sun, April 29.....6:00 - 9:00 pm
 Mon, April 30.....9:15 - 10:30 am
 Mon, April 30.....2:00 - 4:00 pm
 Tues, May 1.....9:15 - 10:30 am
 Tues, May 1.....2:00 - 4:00 pm

- Notes:
- Booths are 10' by 10' except where noted
 - Ceiling height is 19"
 - Tentative: Pending Fire Marshall approval
 - Drawing is not precisely to scale
- ||||| Denotes fire exit