

How can you
reach higher ed?
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acuta

2011

Planning Guide

Winter Seminar: Phoenix, AZ

Annual Conference: Orlando, FL

Summer Seminar: Baltimore, MD

Fall Seminar: Boston, MA

The Association for Information Communications Technology Professionals in Higher Education presents four unique marketing opportunities for the coming year. *Offering access to decision-makers at campuses across North America and beyond, ACUTA provides a forum for interaction with those who purchase services to meet the voice, data, and video demands of hundreds of colleges and universities.*

www.acuta.org

Seminars

Each ACUTA seminar focuses on two topics of high importance to higher education information communications technology professionals. Topics are chosen by the member volunteers of the Program Committee and approved by the Board of Directors and will be announced in the spring.

Winter Seminar

January 9-12 • Phoenix, AZ • Pointe Hilton at Tapatío Cliffs

Track 1: Voice Communication Trends

In this track, we'll discuss the future of voice communications on college campuses and the time frames for transition. At what point will manufacturers stop supporting TDM-equipped PBXs? Is it time for your organization to remove TDM-based systems and replace them with VoIP? If you are planning an upgrade, should you purchase a hybrid, hosted, or SIP-enabled system? Is it time to downsize your PBX? How do you plan for an upgrade without the forklift? These are some of the questions that will generate some fascinating discussions at the ACUTA Winter Seminar.

Track 2: The Unwired Campus—Where the Wires Aren't

Wireless continues to proliferate. At the ACUTA Winter Seminar we'll discuss where organizations and manufacturers are headed with wireless. Historically, wireless has been known as a great "supplement" to the wired network. Will wired now be a "supplement" to wireless? Are we approaching a less-cabled campus?

Summer Seminar

July 17-20 • Baltimore, MD • Hyatt Regency

Track 1: To Eternity and Beyond—Emerging ICT Technologies

Are you keeping up with technology options? At the ACUTA Summer Seminar, we'll discuss emerging technologies and strategies. What are the technologies that you need to be thinking about that will affect your campus? Come network with us and share your experiences with your colleagues. Get a better understanding of where technology is headed, and strategies for implementation within your environment.

Track 2: Funding ICT Services—No Free Lunch

We continue to deal with economic challenges and cuts to our budgets. How can we continue to offer great service with a reduced budget? What services can or should be cut? Do we expect to be restored to the level of support we knew before the economic crisis? How can we make the most from our resources? How do we maximize the ROI on the dollars we have to spend? Come join your colleagues to discuss these and other financial management issues.

Fall Seminar

October 9-12, 2011 - Boston Park Plaza Hotel, Boston, Massachusetts

Track 1: Emergency Communications Management

Stricter local, state, and federal regulations continue to dictate how we must prepare for and manage emergencies on our campuses. Some of these regulations represent funding challenges. How are organizations dealing with emergency communication issues? What new technologies are available and being deployed on campuses? Join us for some fascinating discussion on anticipating, mitigating, and recovering from emergency situations.

Track 2: Supporting Users Communicating on the Move

Students are showing up on our campuses with mobile devices, expecting full access to our systems from these devices. Faculty and staff are also using devices at home and elsewhere without thinking too much about security. How are organizations dealing with these situations with our constituents? Do we sacrifice freedom for security? Please join us as we discuss these and other interesting issues at the ACUTA Fall Seminar.



Exhibitor Benefits

Marketing Tools

- Pre- and post-event attendee lists
- Attendee list on mailing labels
- Company listing on attendee list
- Company listing on website with free hot link
- Written acknowledgement in brochure

Exhibit Hall Promos

- Opening reception in exhibit hall
- Exclusive exhibit time daily
- Coffee breaks held in exhibit hall
- Exhibit hall doorprizes
- Signature cards for doorprizes

Your Exhibit Booth

- 8'x10' or 10'x10' floor areas
- 8' rear, 3' side drape for in-line booths
- One-line company identification sign
- Free session-only passes
- Free exhibit hall passes for customers



“ Meet Your Customers at ACUTA Events

Over the years, ACUTA has continuously been on the top of our priority list of 'must do' events. ACUTA provides my management team with unmatched peer networking opportunities, valuable information-sharing sessions, and the opportunity to interact with an engaged vendor membership. As universities and colleges face an uncertain economic climate, participation and involvement in ACUTA will be even more important. There are few professional events that match the value we get from our ACUTA membership.

*Joseph E. Harrington, Director, Network Services
Boston College*

With the tight travel budget, it is more important now than ever to choose the best conference to go to, which is ACUTA for me. ACUTA Annual Conference offers a variety of topics that are relevant to my campus. I get to visit with other schools and vendors and pick their brains on issues that I am dealing with. This "One-Stop Shopping" concept gives me the best value for my investment.

*Riny Ledgerwood
Director, Comm. & Computer Services
San Diego State University*



Sponsor Benefits

Marketing Tools

- Pre- and post-event attendee lists
- Attendee list on mailing labels
- Company listing on attendee list
- Company listing on website with free hot link

Sponsorship Exposure

- Prominent signage at sponsored events
- Complimentary attendance at sponsored events
- Video presentations (coffee breaks only)
- Door prizes announced at booth (coffee breaks only)
- Banners permitted and give-away tables provided
- Logo on exhibit entrance unit (Conference only)
- Speaking opportunity at some events
- Your brochures in attendee portfolios
- Thank-you announcement
- Written acknowledgement in brochure

Sponsorships Improve ROI

ACUTA attendees have always appreciated the opportunity to learn more about new technology products and services in the exhibit hall. ACUTA has turned that around and added a benefit to encourage vendors to learn more about the needs and challenges that campuses face today.

With some sponsorships, you are entitled to one or more complimentary full registrations, which includes all social events, all sessions, and all meals—great opportunities to network with clients and potential clients all week long. And your full registration includes access to the handouts.

In addition, sponsors at the Annual Conference get their logos on the entrance to the exhibit hall—a great way for exhibitors to connect their participation in the hall with their support as a sponsor.

Your sponsorship dollars represent an excellent investment at ACUTA!

For details, visit our website at www.acuta.org/wcm/acuta/ex-spon/sponsorships.pdf or contact Amy Burton at aburton@acuta.org or 859/278-3338 ext 240.



The availability of so many vendors in one space is terrific. Being able to meet with any number of representatives face-to-face in a relaxed atmosphere is of great value. Whether I want general information about a product or I need the details, it's all there.

*Terry Meredith, Business Manager
Southern Illinois University at Edwardsville*

Attendee Profile



ACUTA Attendees Make and Influence Decisions

72%

Senior Management
Director, Manager, CIO

22%

Technical Staff
Supervisor, Program Specialist, Administrator, Analyst, Engineer, Technician, Consultant

6%

Executive Administration
President, Vice President, Chancellor, Dean, Provost

From a recent survey, we learned that among attendees at the 2009 ACUTA Conference:

- 76% have titles of director, manager, or CIO
- 93% control or influence purchase decisions
- 94% expect to meet current vendors
- 97% expect to meet new or potential vendors
- 99% consider time spent in the exhibit hall valuable or extremely valuable

76%

of attendees indicate that they spent at least 4 hours in the exhibit hall.



In addition to an invaluable source for market intelligence, ACUTA has proven to be a great venue for connecting with existing clients and new business. We have also found ACUTA to be an organization that truly cares about the needs of its corporate members and takes action to support their work.

*Chad Schumacher
PosTrack Technologies*

Estimated Attendance

Seminars..... 70+ Campuses
125-150 Attendees

Conference..... 175+ Campuses
350-400 Attendees

Typically, 20–25% of the campus representatives at ACUTA events are first-time attendees. Your opportunity to make new contacts is excellent.

ACUTA Attendees Come from Far and Near

	Past 3 Seminars Denver/Portland/New Orleans	2007-09 Conferences Hollywood, FL/Las Vegas/Atlanta
Northeast	20%	20%
Southeast	22%	26%
Midwest	36%	38%
West	20%	14%
Canada/Other	2%	2%





APPLICATION FOR EXHIBIT SPACE AND/OR SPONSORSHIP FOR 2011 EVENTS

	Annual Conference Orlando, FL • April 3-6	Winter Seminar Phoenix, AZ • Jan. 9-12	Summer Seminar Baltimore, MD • July 17-20	Fall Seminar Boston, MA • Oct. 9-12
EXHIBITS	Member Nonmem	Member Nonmem	Member Nonmem	Member Nonmem
Single In-line Booth 10'x10'	<input type="checkbox"/> \$2,750 <input type="checkbox"/> 3,150	<input type="checkbox"/> \$1,550 <input type="checkbox"/> 1,750	<input type="checkbox"/> \$1,550 <input type="checkbox"/> 1,750	<input type="checkbox"/> \$1,550 <input type="checkbox"/> 1,750
Double In-line Booth 10'x20'	<input type="checkbox"/> \$5,500 <input type="checkbox"/> 6,300	<input type="checkbox"/> \$3,100 <input type="checkbox"/> 3,500	<input type="checkbox"/> \$3,100 <input type="checkbox"/> 3,500	<input type="checkbox"/> \$3,100 <input type="checkbox"/> 3,500
Triple In-line Booth 10'x30'	<input type="checkbox"/> \$8,250 <input type="checkbox"/> 9,450	<input type="checkbox"/> \$4,650 <input type="checkbox"/> 5,250	<input type="checkbox"/> \$4,650 <input type="checkbox"/> 5,250	<input type="checkbox"/> \$4,650 <input type="checkbox"/> 5,250
Island Booth 20'x20'	<input type="checkbox"/> \$10,150 <input type="checkbox"/> 11,650			
20'x30'	<input type="checkbox"/> \$14,600 <input type="checkbox"/> 16,850			
Publications Table	<input type="checkbox"/> \$400 <input type="checkbox"/> 400	<input type="checkbox"/> \$200 <input type="checkbox"/> 200	<input type="checkbox"/> \$200 <input type="checkbox"/> 200	<input type="checkbox"/> \$200 <input type="checkbox"/> 200
PORTFOLIO STUFFERS	<input type="checkbox"/> \$850	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325
	Orlando Booth # Choices 1st _____ 2nd _____ 3rd _____			
SPONSORSHIPS	Call for date-specific availability.			
* May also be co-sponsored	*Breakfast _____ @ \$4,500	_____ @ \$1,500	_____ @ \$1,500	_____ @ \$1,500
	*Lunch _____ @ \$5,800	_____ @ \$1,900	_____ @ \$1,900	_____ @ \$1,900
	Coffee Break _____ @ \$1,500	_____ @ \$750	_____ @ \$750	_____ @ \$750
	*Hospitality Suite _____ @ \$2,950	_____ @ \$1,250	_____ @ \$1,250	_____ @ \$1,250
	Internet Cafe <input type="checkbox"/> \$ 9,000	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 2,500
	1st-Time Attendees Orient. <input type="checkbox"/> \$ 1,400	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 650
	Portfolios <input type="checkbox"/> \$ 8,500	<input type="checkbox"/> \$ 1,800	<input type="checkbox"/> \$ 1,800	<input type="checkbox"/> \$ 1,800
	Handout Website <input type="checkbox"/> \$ 2,000	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 1,000
	Note Pads (4 events) <input type="checkbox"/> \$ 3,500	(Included)	(Included)	(Included)
	Souvenir Pins (4 events) <input type="checkbox"/> \$ 4,600	(Included)	(Included)	(Included)
	Badge Holders (4 events) <input type="checkbox"/> \$ 4,700	(Included)	(Included)	(Included)
	Meeting Pens (4 events) <input type="checkbox"/> \$ 3,200	(Included)	(Included)	(Included)
	*Keynote Session <input type="checkbox"/> \$ 10,000			
	*General Session <input type="checkbox"/> \$ 7,500 (Up to 2 available)			
	*Banquet Reception <input type="checkbox"/> \$ 2,000			
	*Conference Opening <input type="checkbox"/> \$ 2,000			
	Conference-at-a-Glance <input type="checkbox"/> \$ 1,500			

GROUP SPONSORSHIPS (Limit 10 sponsors per Conference, 5 per Seminar)
 Be a contributing sponsor to any of these events.
 Call Amy Burton (859/278-3338 x240) for details about special benefits.

	Annual Conf.	Winter Seminar	Summer Seminar	Fall Seminar
Sunday Reception	\$1,000	\$550	\$550	\$550
Monday Night Event	NA	\$750	\$750	\$750
Tuesday Banquet	\$1,500	NA	NA	NA

Purchase space in the Daily News and the onsite brochure to be distributed at the Conference.

Conference Onsite Brochure	<input type="checkbox"/> Back Cover: \$875	<input type="checkbox"/> Inside Front Cover: \$825	<input type="checkbox"/> 1/2 Page: \$575	<input type="checkbox"/> 1/4 Page: \$375
Conference Daily News	Sunday	Monday	Tuesday	Wednesday
	<input type="checkbox"/> 1/8 pg (\$150)	<input type="checkbox"/> 1/8 pg (\$150)	<input type="checkbox"/> 1/8 pg (\$150)	<input type="checkbox"/> 1/8 pg (\$150)
	<input type="checkbox"/> 1/4 pg (\$300)	<input type="checkbox"/> 1/4 pg (\$300)	<input type="checkbox"/> 1/4 pg (\$300)	<input type="checkbox"/> 1/4 pg (\$300)
	<input type="checkbox"/> 1/2 pg (\$500)	<input type="checkbox"/> 1/2 pg (\$500)	<input type="checkbox"/> 1/2 pg (\$500)	<input type="checkbox"/> 1/2 pg (\$500)

- Mark your choices above.
- Read terms & conditions; sign & date below.
 - "We apply for the exhibits/sponsorships marked above, and do hereby agree to all terms and conditions, rules and regulations as explained elsewhere in this document."
- Send application and payment to:

Amy Burton, ACUTA
 152 W. Zandale, Ste. 200, Lexington, KY 40503-2486
 Phone 859 / 278-3338 • Fax 859 / 278-3268
 E-mail: aburton@acuta.org

Company Liaison _____
 (Person in charge of exhibit/sponsorship, to whom instructions should be sent.)

Title _____

Address _____

Phone _____ E-mail _____

Billing Address

Attention to _____

Address _____

Phone _____ Fax _____

E-mail _____

Credit Card: Am Ex Visa MasterCard Exp. date _____

Number _____

Total Amount Charged \$ _____ Verif. # _____

Name on card _____

Signature _____

You will receive an exhibitor/sponsor information kit.

2011 ACUTA Exhibit/Sponsorship 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 outstanding balances due on any ACUTA invoice at the time of the event under consideration may be prohibited from participating until payments are 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 10'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. 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. 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.