

How can you
reach higher ed?
Look inside!

acuta

2012

Planning Guide

Winter Seminar: Palm Springs, CA

Annual Conference: Indianapolis, IN

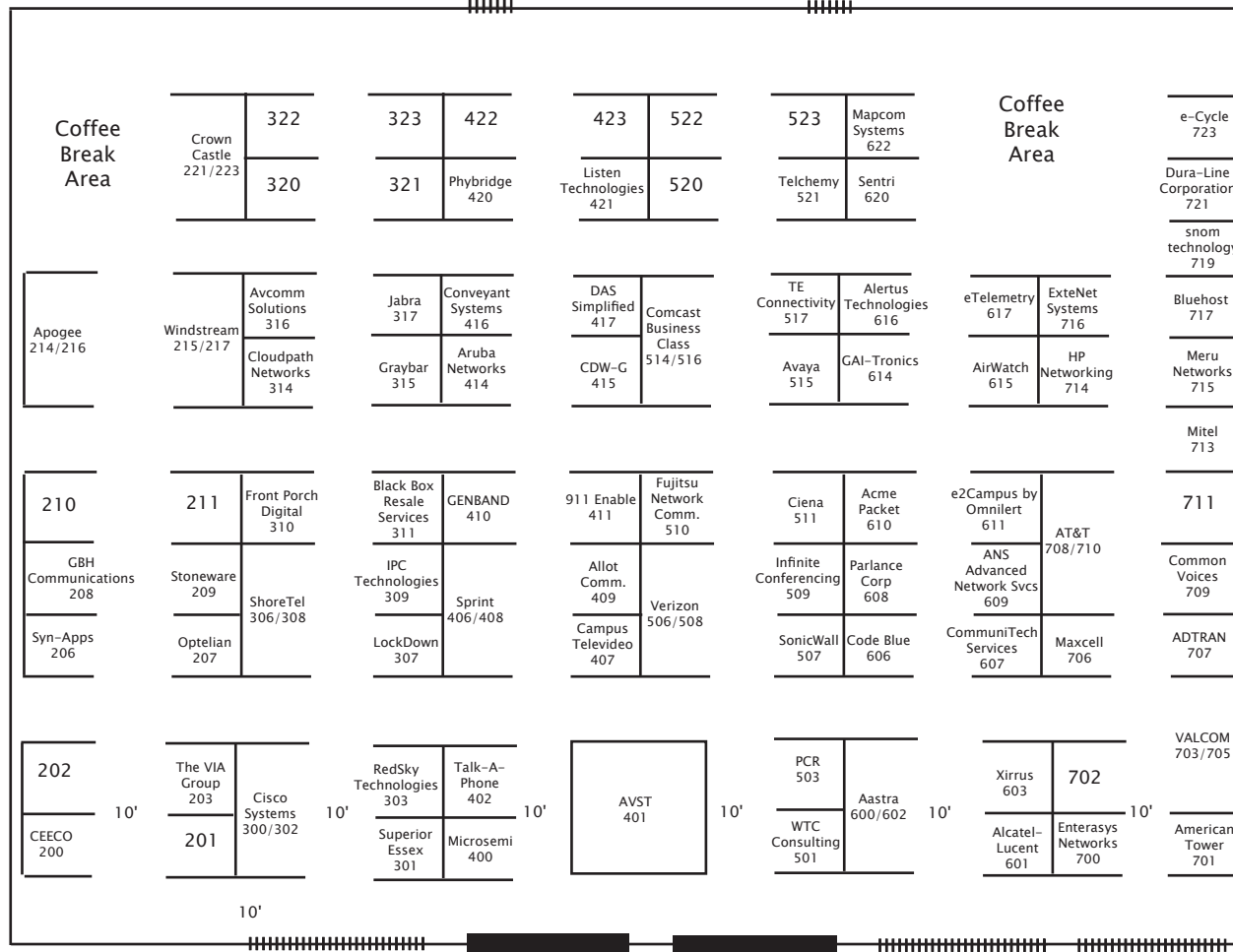
Fall Seminar: Houston, TX

The Association for Information Communications Technology Professionals in Higher Education presents three unique face-to-face 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

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

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/Content Committee and approved by the Board of Directors and will be announced in the spring.

Winter Seminar

January 22-25 • Palm Springs, CA • Renaissance Esmeralda

Track 1: Everything IP

IP is an enabling technology, whether it be VoIP, IP video, IPv6, IP surveillance, collaboration tools, smart buildings, or SIP.

Track 2: 21st Century Sills for IT

With changes in mobility, cloud technologies, and outsourcing, especially in response to a changing financial environment, the skill sets and managerial capabilities needed by ICT managers and staff are changing.

Fall Seminar

October 14-17 • Houston, TX • Hilton Americas

Track 1: Voice Communications Trends

IP technologies and mobility are continuing to drive voice communications technology and support in new and exciting directions.

Track 2: ICT Supporting the Campus - Facilities, Safety & Instruction

Data networks and communications technologies provide the infrastructure that enables campuses to offer new instructional methods, to allow faculty to collaborate globally, to equip buildings with integrated technologies, and to provide a safe environment for students, faculty and staff.



Exhibitor Benefits

Marketing Tools

- Pre- and post-event attendee lists (on request)
- Attendee list on mailing labels (on request)
- 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



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 that 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, Network Distribution
Indiana 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
- 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.



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

Attendee Profile



ACUTA Attendees Make and Influence Decisions

73%

Senior Management

Director, Manager, CIO, CTO, Asst./Assoc. Director/Manager

21%

Technical Staff

Supervisor, Specialist, Administrator, Analyst, Engineer, Technician, Consultant, Leader, Coordinator, Programmer, Operator, Representative, Technologist

6%

Executive Administration

President, Vice President, Chancellor, Dean, Provost

From a recent survey, we learned that among attendees at the 2010 ACUTA Conference:

- 73% have titles of director, manager, or CIO
- 90% control or influence purchase decisions
- 94% expect to meet current vendors
- 94% expect to meet new or potential vendors
- 90% consider time spent in the exhibit hall valuable or extremely valuable

70%

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
100-130 Attendees

Conference..... 175+ Campuses
300-400 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 San Francisco/Metro DC/Phoenix	2008-2010 Conferences Las Vegas/Atlanta/San Antonio
Northeast	29%	20%
Southeast	13%	24%
Midwest	33%	39%
West	21%	15%
Canada/Other	4%	2%



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.



APPLICATION FOR EXHIBIT SPACE AND/OR SPONSORSHIP FOR 2012 EVENTS

Annual Conference Indianapolis · April 29–May 2

Winter Seminar Palm Springs · Jan. 22–25

Fall Seminar Houston · Oct. 14–17

EXHIBITS

	Member	Nonmem
Single In-line Booth 10'x10'	<input type="checkbox"/> \$2,850	<input type="checkbox"/> 3,250
Double In-line Booth 10'x20'	<input type="checkbox"/> \$5,700	<input type="checkbox"/> 6,500
Triple In-line Booth 10'x30'	<input type="checkbox"/> \$8,550	<input type="checkbox"/> 9,750
Island Booth 20'x20'	<input type="checkbox"/> \$10,450	<input type="checkbox"/> 11,950
20'x30'	<input type="checkbox"/> \$14,900	<input type="checkbox"/> 17,150

	Member	Nonmem
8'x10'	<input type="checkbox"/> \$1,650	<input type="checkbox"/> 1,850
8'x20'	<input type="checkbox"/> \$3,300	<input type="checkbox"/> 3,700
8'x30'	<input type="checkbox"/> \$4,950	<input type="checkbox"/> 5,550

	Member	Nonmem
8'x10'	<input type="checkbox"/> \$1,650	<input type="checkbox"/> 1,850
8'x20'	<input type="checkbox"/> \$3,300	<input type="checkbox"/> 3,700
8'x30'	<input type="checkbox"/> \$4,950	<input type="checkbox"/> 5,550

Publications Table \$400 400

\$200 200

\$200 200

PORTFOLIO STUFFERS

\$850

\$325

\$325

Indianapolis Booth # Choices

1st _____ 2nd _____ 3rd _____

SPONSORSHIPS

Call for date-specific availability.

Breakfast	_____ @ \$4,500	Indicate quantities or date preference
Lunch	_____ @ \$5,800	
Coffee Break	_____ @ \$1,500	
Hospitality Suite	<input type="checkbox"/> \$ 2,950	
Internet Cafe	<input type="checkbox"/> \$ 9,000	
1st Time Attendees Orient.	<input type="checkbox"/> \$ 1,400	
Portfolios	<input type="checkbox"/> \$ 8,500	
Handout Website	<input type="checkbox"/> \$ 2,000	
Note Pads (3 events)	<input type="checkbox"/> \$ 3,000	
Souvenir Pins (3 events)	<input type="checkbox"/> \$ 3,600	
Badge Holders (3 events)	<input type="checkbox"/> \$ 4,000	
Meeting Pens (3 events)	<input type="checkbox"/> \$ 2,800	
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	

_____ @ \$1,500
 _____ @ \$1,900
 _____ @ \$750

_____ @ \$1,500
 _____ @ \$1,900
 _____ @ \$750

<input type="checkbox"/> \$ 1,250	<input type="checkbox"/> \$ 1,250
<input type="checkbox"/> \$ 2,500	<input type="checkbox"/> \$ 2,500
<input type="checkbox"/> \$ 650	<input type="checkbox"/> \$ 650
<input type="checkbox"/> \$ 1,800	<input type="checkbox"/> \$ 1,800
<input type="checkbox"/> \$ 1,000	<input type="checkbox"/> \$ 1,000
(Included)	(Included)
(Included)	(Included)
(Included)	(Included)
(Included)	(Included)

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)

1 Mark your choices above.

2 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."

Signature _____

Date _____

Print/Type Name _____

Title _____

Company Name _____

3 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

You will receive an exhibitor/sponsor information kit.

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: Amex Visa MC Discover Exp. date _____

Number _____

Total Amount Charged \$ _____ Verif. # _____

Name on card _____

Signature _____