SCHOOL & COLLEGE BUILDING EXPO

PRODUCED BY 1105 MEDIA INC

Find the Buyers Who PLAN, DESIGN CONSTRUCT, RETROFIT and MANAGE Public and Private Educational Facilities

NOW CO-LOCATED WITH FETC 2012

Host to AIA CAE's Winter Conference

Sponsorship and Marketing Opportunities

WWW.SCBEXPO.COM

JANUARY 24 - 26, 2012

Orange County Convention Center, Orlando, FL

AIA

DRIVE BUYERS TO YOUR BOOTH

Increase brand awareness, drive traffic to your booth and improve your ROI as School and College Building Expo (SCBE) exhibitor. SCBE offers a vast array of marketing and promotional opportunities including print, online and onsite promotions. Our portfolio offers effective sponsorship opportunities with the flexibility to fit any budget. All are 100% customizable to meet your particular marketing objectives. Our experienced sales representatives will work with you to create a successful marketing program that is uniquely yours. Take advantage of our sponsorship and event marketing opportunities to set yourself apart from your competition and attract the design, construction and building professionals that evaluate, recommend, specify and approve the materials and services for innovative educational building initiatives.

For further details or pricing on any of the exhibitor promotional opportunities, please contact:

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BECOME AN EXHIBITOR FOR AS LOW AS $3,100!

STANDARD BOOTH PACKAGE $3,100 per 10'x10' Booth ($31.00 per sq. ft.)

- 100 sq. ft. exhibit space (pipe and drape construction)
- Company ID sign
- 50-word product description and link on event website and in conference program
- One (1) conference pass
- Direct mail attendee list
  - 1x-use of the opt-in attendee list through third-party bonded mail house

Complete Your Booth Setup

For just a little over $2,000 more, you can polish up your standard booth package with all of the elements to make it inviting to attendees.

In addition to the Standard Booth Package offering, and for a just over $2,000, you could include such items as:

- One (1) 6' draped table
- Two (2) chairs
- 22"x28" sign
- 500w electric connection
- Carpet
- Wastebasket

Other elements and pricing available. Contact the various exhibitor services companies to determine your options. Exhibitor is responsible for ordering its own booth decor and components.

PREMIER SPONSORSHIPS

PLATINUM SPONSOR PACKAGE: $12,500 ($18,000+ Value)

Our most exclusive and comprehensive sponsorship opportunity. This high-profile sponsorship provides your brand maximum exposure to your desired audience of qualified buyers prior to, during and after SCBE.

Our Standard Platinum Sponsorship Package includes the following:

- **100 sq. ft. Standard Booth Package**
  - Pipe and drape construction
  - Company ID sign
  - 500-character product description and link on event website and in conference program
  - One (1) conference pass
  - 1x-use of attendee list through third-party bonded mail house
- **Platinum Sponsorship Acknowledgement**
  Your logo will appear in SCBE entrance unit, onsite signage, publications, on website, ads and brochures
- **Featured Conference Speaking Session**
  55-minute session, biography and photograph of presenter highlighted in event publications (deadlines apply) and on event website
- **Premium Full-Page Color Print Ad in Show Program**
  Deadlines apply. Exhibitor responsible for creating ad materials
- **Pre-Event Custom E-Mail to Attendees**
- **One (1) Attendee Bag Insert**
- **Free Standing Sign/Brochure Stand**
- **Corporate Banner in Prominent Conference Area**
- **Enhanced Listing Package with Featured Exhibitor E-Mail**
- **Five (5) Full Conference Passes**
- **"Top 25" Program Participation**
- **Exhibit Hall Passport Program**
  Logo and booth number on passport (attendees have their passports stamped to win valuable door prizes)
- **Additional 1x-Use of Attendee List**

Plus Sponsorship Opportunity of One (1) of the Following:*

- Conference Bag—Company logo imprinted on conference tote bags
- Badge Lanyard—Company logo on all attendee lanyards
- Networking Party
- Registration Sponsorship

*Cost of items additional

PREMIER SPONSORSHIPS (Continued)

GOLD SPONSOR PACKAGE: $10,000 ($14,000+ Value)

This high-profile sponsorship—including a conference speaking opportunity—offers your brand maximum exposure in front of your desired audience of qualified buyers prior to, during and after SCBE.

Our Standard Gold Sponsorship Package includes the following:

- **100 sq. ft. Standard Booth Package, which includes:**
  - Pipe and drape construction
  - Company ID sign
  - 500-character product description and link on event website and in conference program guide
  - One (1) conference pass
  - 1x-use of attendee list through third-party bonded mail house
- **Gold Sponsorship Acknowledgement**
  Your logo will appear in SCBE entrance unit, onsite signage, publications, on website, ads and brochures
- **Featured Conference Speaking Session**
  55-minute session, biography and photograph of presenter highlighted in event publications (deadlines apply) and on event website
- **Full-Page Color Print Ad in Show Program**
  Deadlines apply. Exhibitor responsible for creating ad materials
- **One (1) Attendee Bag Insert**
- **Corporate Banner in Prominent Conference Area**
- **Enhanced Listing Package with Featured Exhibitor E-Mail**
- **Five (5) Full Conference Passes for "Top 25" Program Participation**
- **Exhibit Hall Passport Program**
  Logo and booth number on passport (attendees have their passports stamped to win valuable door prizes)
- **Additional 1x-Use of Attendee List**

Plus Exclusive Sponsorship Opportunity of One (1) of the Following:

- PrintAd Upgrade to Premium Location
- Education Theater Track Sponsorship
- Keynote Seat Drop
- E-Mail Station

SILVER SPONSOR PACKAGE: $7,500 ($10,000+ Value)

This high-profile sponsorship gives your brand maximum exposure to your desired audience of qualified buyers prior to, during and after SCBE.

Our Standard Silver Sponsorship Package includes the following:

- **100 sq. ft. Stanard Booth Package, which includes:**
  - Pipe and drape construction
  - Company ID sign
  - 500-character product description and link on event website and in conference program guide
  - One (1) conference pass
  - 1x-use of attendee list through third-party bonded mail house
- **Silver Sponsorship Acknowledgement**
  Your logo will appear in SCBE entrance unit, onsite signage, publications, on website, ads and brochures
- **Enhanced Listing Package with Featured Exhibitor E-Mail**
- **Five (5) Full Conference Passes**
- **"Top 25" Program Participation**
- **Exhibit Hall Passport Program**
  Logo and booth number on passport (attendees have their passports stamped to win valuable door prizes)
- **Additional 1x-Use of Attendee List**
- **Free Standing Sign/Brochure Stand**

Plus Exclusive Sponsorship Opportunity of One (1) of the Following:

- Coffee Break
- Education Theater Track Sponsorship
- Facility Tour Sponsorships

SCBE 2012 PREMIER SPONSORSHIP PACKAGES COMPARISON CHART

	Platinum $12,500	Gold $10,000	Silver $7,500
100 sq. ft. Standard Booth Package	X	X	X
Event Sponsorship Acknowledgement in Event Materials	X	X	X
Print Ad in Event Program	Premium	Full-pg. Color	
Attendee Bag Insert	X	X	
Enhanced Listing Package with Featured Exhibitor E-Mail	X	X	X
Pre-Event Custom E-Mail to Attendees	X		
Free Standing Sign/Brochure Stand	X		
Corporate Banner	X	X	
Full Conference Passes	5	5	5
"Top 25" Program Participation	X	X	X
Exhibit Hall Passport Program	X	X	X
Additional 1x-Use of Attendee List	X	X	
Conference Bag Sponsorship	Option (select 1)		
Badge Lanyard Sponsorship	Option (select 1)		
Networking Party Sponsorship	Option (select 1)		
Registration Sponsorship	Option (select 1)		
Print Ad Upgrade to Premium Location		Option (select 1)	
Education Theater Track Sponsorship		Option (select 1)	Option (select 1)
Keynote Seat Drop		Option (select 1)	
E-Mail Station Sponsorship		Option (select 1)	
Facility Tour Sponsorship			Option (select 1)
Coffee Break Sponsorship			Option (select 1)

SPECIAL EXHIBITOR PACKAGES

Opportunities designed to drive buyer traffic pre-event, at the event and post-event! Sign up for our standard booth package listed above or for one of our special high-impact offerings. Packages can also be custom-designed to meet your marketing and promotional needs!

DESIGN GALLERY AREA: $2,200

LIMITED AVAILABILITY

- **Display Area**
- **Two (2) Full Conference Passes**
- **Free Standing Sign/Brochure Stand**

PRODUCT SPOTLIGHT PACKAGE: $4,200 ($5,000 Value)

- **100 sq. ft. Standard Booth Package, which includes:**
  - Pipe and drape construction
  - Company ID sign
  - 500-character product description and link on event website and in conference program guide
  - One (1) conference pass
  - 1x-use of attendee list through third-party bonded mail house
- **Enhanced Listing Package with Featured Exhibitor E-Mail**
- **Product Spotlight Floor Cling**
  - 3'x2' (estimated size) sign located at booth, in aisle designating booth

TRAFFIC DRIVER PACKAGE: $5,950 ($7,200 Value)

- **100 sq. ft. Standard Booth Package, which includes:**
  - Pipe and drape construction
  - Company ID sign
  - 500-character product description and link on event website and in conference program guide
  - One (1) conference pass
  - 1x-use of attendee list through third-party bonded mail house
- **Enhanced Listing Package with Featured Exhibitor E-Mail**
- **Full-Page Color Print Ad in Show Program**
  Deadlines apply. Exhibitor responsible for creating ad materials
- **Free Standing Sign/Brochure Stand**
- **Exhibit Hall Passport Program**
  Logo and booth number on passport (attendees have their passports stamped to win valuable door prizes)

EXCLUSIVE SPONSORSHIPS

Badge Holder Insert Sponsorship $1,500

Badge inserts are the perfect way to launch a new product, maximize brand exposure or promote a unique drawing or activity at your booth. Exhibitor is responsible for providing inserts, shipping and drayage.

Badge Lanyard Sponsorship $3,500

Capture the attention of thousands as attendees wear your company's name around their necks and are seen throughout the entire event. This invaluable marketing item will be offered to each and every attendee as they pick up their badge. Exhibitor is responsible for providing lanyard, shipping and drayage.

Conference Bag $3,500

This is your company's opportunity to gain exposure during the show, as well as afterward. Give your attendees a useful souvenir they will hold on to. Exhibitor is responsible for providing bags, shipping and drayage.

Conference Pads and Pen $1,500

Place your logo on notepads and pens that are handed out to all conference participants attending conference sessions. Exhibitor is responsible for providing pads, pens, shipping and drayage.

E-Mail Cafe Sponsorship $2,500

The E-Mail Cafe Sponsorship allows SCBE conference attendees to check their e-mail throughout the entire conference. As the Cafe Sponsor, your company's home page will appear on all of the computer stations' screens, with the internet default home page going to your site. In addition, we'll hang your banner in the E-Mail Cafe so that it is seen throughout the entire show! Sponsor provides banner.

Networking Party Sponsorship $3,500

This year's "Can't Miss Event" is our School and College Building Expo Party. Network with your peers while enjoying food and drinks.

Registration Sponsorship $3,500

The onsite registration sponsorship provides your company the highest level of visibility to all attendees registering for SCBE. Claim this exclusive sponsorship and reach potential customers while they register online and onsite in the registration area—before they enter the exposition hall and conference sessions. Sponsorship includes logo on web registration page, web banner on registration page, signage and logo at self-registration area and registration desks—plus company name and link on e-mail confirmation to all pre-registered attendees. Exhibitor is responsible for supplying other promotional items such as T-shirts, mouse pads and other items that can be used by registration staff!

ENHANCED MARKETING AND PROMOTIONAL ADD-ON OPPORTUNITIES

Attendee Bag Insert $1,500

Our most popular sponsorship. Insert a piece of product literature (either a slim brochure or slick), product CD or giveaway item into conference attendee bags. Bags are given to all paid attendees. Great for announcing a promotion, giveaway or contest at your booth.

Attendee Focus Group $5,000

LIMITED AVAILABILITY

Gain insight to help with product or sales development. Produce a focus group consisting of education technology decision-makers attending SCBE. SCBE to provide moderator. Cost of food, beverage and audio/visual is additional.

Banner Placement $1,500

Corporate banners always draw attention and maximize your exposure. Your banner will hang prominently in selected areas throughout the conference and will be seen by everyone attending the event. Includes installation and removal. Banners are provided by sponsor and must be professionally produced, finished on both sides and ready to hang. Please call for placement availability and size specifications.

Coffee Break Sponsorship $1,500

Host your own coffee break right in the conference area for an audience of highly qualified attendees. Exhibitor will have the opportunity to display brochures and will receive signage by the coffee station in the conference area. Exhibitor is responsible for cost of beverage and for providing all sponsorship materials for break. Coffee break and sponsor signs are provided by show management.

Conference Program Print Ad

LIMITED AVAILABILITY

The conference program will be distributed to all attendees during check-in at SCBE. It includes complete details of the conference, exhibit hall and other event activities—extending brand awareness and enhancing the effectiveness of your program listing. What's more, it is kept and referred to throughout the year by attendees and shared with their colleagues. Advertising in the event program is a great way to stand out and drive buyers to your booth. Deadlines apply.

- Full-Page $1,500
- Special Position $3,000

Custom E-Mail Promotion..... $2,500

LIMITED AVAILABILITY

Your company's HTML e-mail sent to up to 10,000 SCBE prospects and registrants pre- or post-event.

Learning Lounge Speaking Opportunity..... $2,500

Hold a 30-minute product education session in the exhibit floor's Learning Lounge. The session will be branded and marketed in all event literature as well as on the event website.

Enhanced Web and Event Program Listing Package..... $1,500

- Corporate logo on website and in event directory
- Company description on website (750-characters)
- Four (4) product descriptions on website, including product name, 750-character description, plus one 125x125 pixel image of product on website
- Four (4) downloadable whitepapers, product brochures or case studies on website
- Company description in event program (500-characters)
- Plus, company and link to online event listing included in Featured Exhibitor e-mail newsletter sent to all registered attendees pre-event

E-Mail Newsletter Sponsorship $1,500

LIMITED AVAILABILITY

Your company's logo and 25-word description sent to SCBE event prospects and registered attendees. Three companies per e-mail newsletter, three newsletters available!

Facility Tour Sponsorship $1,500

One of the highlights of an attendee's experience at the School and College Building Expo is the Facility Tours. Some of the most innovative schools and universities in Florida will welcome attendees and discuss design, planning and construction choices. The Facility Tour Sponsorship includes:

- Company logo recognition on tour signage
- Company logo on Facility Tour page of the event guide
- Opportunity to give promotional materials to attendees while en route to tour
- Opportunity to address attendees while en route to tour
- Lunch provided to tour attendees compliments of tour sponsors

ENHANCED MARKETING AND PROMOTIONAL ADD-ON OPPORTUNITIES (Continued)

Free Standing Sign/Brochure Stand ..... $750 per sign

Imagine your ad on a one-meter sign placed in the conference area to deliver your message and send people to your booth. Sign comes complete with a brochure holder.

General Session Chair Drops $1,500

LIMITED AVAILABILITY

Receive maximum exposure through multiple seat drops in multiple sessions. Exhibitor is responsible for providing final printed material, shipping and drayage.

Hospitality Suite in Conference Center..... call for pricing

Plan a function to get to know your customers in a more intimate setting. This is the ideal time to promote your products and services and devote more attention to detailed questions from your prospects or customers. Fee covers one-day cost of the room, marketing of the suite, including a reference in the conference program (if paid prior to publishing date), schedule of events and signage. Does not include food and beverage costs, internet connection or A/V.

Hotel Room Drop..... $500

Put your sales material, publication or promotional item in attendees' hands when they enter or exit their hotel room. This opportunity works especially well when combined with a branded hotel room key designed to drive attendees to your booth. Exhibitor is responsible for distribution labor cost and all fees from event hotels.

Learning Lounge Speaking Opportunity..... $2,500

Hold a 30-minute product education session in the Learning Lounge on the show floor. The session will be branded and marketed in all event literature as well as on the event website.

Literature Bin Distribution ..... $800 per bin slot

This is a no-fuss way to reach a lot of attendees cost effectively! Make your product literature available to everyone attending the conference and exhibition, even when the show floor is closed. Non-exclusive literature distribution bins will be placed in a prominent conference area and stocked during the entire conference by show management.

Opening Keynote Chair Drop..... $2,500

Receive maximum exposure through a seat drop before the opening keynote. Exhibitor is responsible for providing final printed material, shipping and drayage.

Reception Sponsorship (Opening or Closing) $3,500

We're bringing out the drinks and appetizers to celebrate and preview the expo floor. Lift a glass with friends, meet new ones and interact with your peers while visiting the exhibitors and learning about their newest projects and services. Open to conference attendees.

Technology Sponsorships..... call for pricing

This is a great opportunity to show attendees just how your product works in a real-world situation. Provide the equipment and technology to be used in workshops, conference rooms, and general areas of the event and you'll receive billing in the show program, e-mails, website and onsite signage. We're looking for technology sponsors for the following categories:

- Projectors
- Interactive White Boards
- Audio
- Laptops
- Audience Response Systems

DON'T SEE WHAT YOU'RE LOOKING FOR?

Give our Event Managers a call.

We'll create a custom campaign that works with your objectives and budget in mind.

For further details or pricing on any of the exhibitor promotional opportunities, please contact:

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