

**9<sup>th</sup> Annual**  
**SIIA Ed Tech Business Forum: Growing Globally**  
November 30 & December 1, 2009  
New York City

The SIIA Ed Tech Business Forum is the premier business and finance conference for the K-12 and postsecondary education technology industry, providing insight on the financial criteria that drives company valuation and attracts investment. We anticipate an audience of more than 200 attendees.

## **SPONSORSHIP PACKAGES**

### **Host Sponsors – Limited to 2 non-Competing Organizations**

Your company will receive top-tier sponsor billing of the Forum. This is the perfect vehicle to demonstrate your commitment to innovation and growth and to promote your thought-leadership.

**Sponsorship Investment \$5,000** (SIIA non-members pay 50% premium)

- Category exclusivity
- Logo and/or name receives top-tier sponsor acknowledgement on all online and offline marketing/PR promotions, conference website and press releases
- Logo receives top-tier sponsor acknowledgement onsite on conference signage
- Priority placement, full-page ad in the conference program (back cover or inside front cover available on first-come, first-served basis)
- Priority placement of profile and contact information in conference program
- Verbal acknowledgement of your sponsorship by SIIA senior staff
- Senior executive invited to provide brief remarks during conference agenda, not to exceed 5 minutes (SIIA reserves right to assign the time slot)
- Priority placement sponsor table exhibit space, which includes 6' table, linen, electricity and wireless Internet connectivity.
- Sponsorship acknowledgement of one pre-conference update email to registrants
- 4 registrations to attend conference (includes exhibit table staff)
- Post-conference attendee list for one-time mailing (mailing addresses only)

### **Video Sponsors – Limited to 2 sponsors**

Greatly extend your sponsorship branding by sponsoring the videotaping of the Forum's three morning sessions, to be made available from the Forum website following the conference.

**Sponsorship Investment: \$2,500** (SIIA non-members pay 50% premium)

- Logo onsite on conference signage
- Logo on video session title-card
- Full-page, black & white ad in conference program
- Profile and contact information in the conference program
- Verbal acknowledgement of your sponsorship by SIIA senior staff
- 3 registrations to attend conference
- Post-conference attendee list for one-time mailing (mailing addresses only)

**Innovation Incubator Sponsors – 3 Still Available; 2 Sold to Spectrum K12 School Solutions and Texthelp Systems**

Showcase your commitment to innovation by sponsoring a start-up or R&D incubator entity

to participate in the Forum. You will receive additional visibility as the sponsor of the Innovation Incubator Showcase / Welcome Reception on Monday night, November 30. Please note that some of the sponsorship dollars will help reimburse the travel expenses of those selected to participate in the program.

**Sponsorship Investment: \$2,000** (SIIA non-members pay 50% premium)

- Logo and/or name receives sponsor acknowledgement on all online and offline marketing/PR promotions, conference website and press releases
- Logo onsite on conference signage
- Senior executive invited to participate in webcast prior to Forum to help prep all innovation showcase participants prepare for conference
- Full-page, black & white ad in conference program
- Exhibit display during Monday night reception (6' table, linen; table-top display only)
- Profile and contact information in the conference program
- Verbal acknowledgement of your sponsorship by SIIA senior staff
- Sponsorship acknowledgement of Incubator Innovator Showcase / Welcome Reception on Monday night, December 1
- 2 registrations to attend conference
- Post-conference attendee list for one-time mailing (mailing addresses only)

**One-to-One Meetings Program Sponsor:** Sold out to Educational Systemics

**Breakfast & Lunch Sponsors – 1 Still Available; 1 Sold to The Jordan, Edmiston Group, Inc.**

**Sponsorship Investment: \$1,750** (SIIA non-members pay 50% premium)

- Co-sponsorship of the Forum's breakfast and lunch
- Logo and/or name on online and offline marketing/PR promotions, conference website and press releases
- Logo onsite on conference signage and on table-tent cards set-up on buffet tables for breakfast
- Verbal acknowledgement of sponsorship just prior to lunch
- Profile and contact information in conference program
- 2 registrations to attend conference
- Post-conference attendee list for one-time mailing (mailing addresses only)

**Program / Featured Panel Sponsors – 2 Available**

**Sponsorship Investment: \$1,750** (SIIA non-members pay 50% premium)

- Exclusive sponsorship of a keynote speaker or the featured, opening panel (available on a first-come, first-served basis)
- Logo and/or name on online and offline marketing/PR promotions, conference website and press releases
- Your senior executive invited to introduce keynote presenter OR moderator of featured panel (there will be one keynote and one featured panel session and sponsorship is available on a first-come, first-served basis)
- Logo onsite on conference signage
- Profile and contact information in conference program
- 2 registrations to attend conference
- Post-conference attendee list for one-time mailing (mailing addresses only)

**Closing Reception Sponsors – 2 Available**

**Sponsorship Investment: \$1,750** (SIIA non-members pay 50% premium)

- Sponsorship of the closing reception taking place at the end of the day on Tuesday, December 1
- Logo and/or name on online and offline marketing/PR promotions, conference website and press releases
- Logo onsite on conference signage, including special sign displayed during Closing Reception
- Profile and contact information in the conference program
- Verbal acknowledgement of your sponsorship by SIIA senior staff prior to closing reception
- 2 registrations to attend conference
- Post-conference attendee list for one-time mailing (mailing addresses only)

**To confirm your sponsorship participation, or if you have a sponsorship idea or item that is not presented above, please contact [Brian Rosenberg](#), VP Sales & Marketing, +1.917.267.8858.**