

EDTECH 2012



Greenville, S.C.
October 24-26, 2012

The South Carolina Association for Educational Technology (SCAET) would like to invite you to exhibit at the **2012 South Carolina EdTech Conference**. The conference and tradeshow will be held at the TD Convention Center in Greenville, SC on October 24-26, 2012. EdTech 2011 attracted nearly 200 exhibit booths representing the following:

- technology products
- educational hardware & software
- website development
- curriculum materials
- classroom and computer furniture
- distance learning products
- telecommunications providers
- professional development organizations
- textbook publishers
- audio visual products
- training & service
- education-related novelties
- other products and services that benefit the education community

If your organization wants to reach educators in South Carolina, don't miss **EdTech 2012!**

About the Conference

South Carolina's premier educational technology conference promotes the use of educational technology in South Carolina schools. The mission of EdTech is to bring educators, administrators, technology professionals, college faculty and staff, public and academic librarians, business and industry trainers, industry representatives and policy makers together to think, discuss, listen and learn the best strategies to plan for, implement, and use educational technology in our schools.

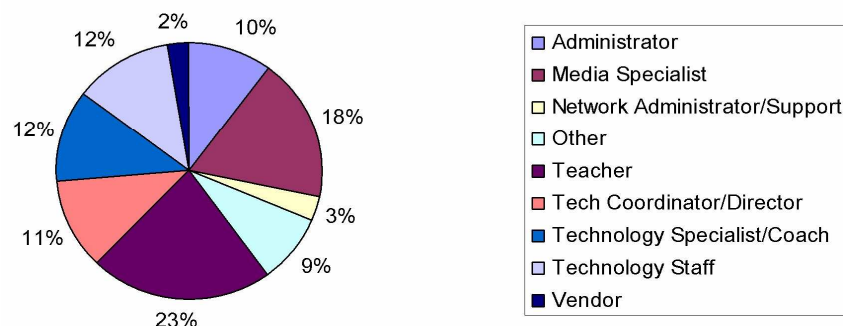
SCAET Partners

South Carolina's EdTech conference is sponsored and managed by The South Carolina Association for Educational Technology (SCAET) in partnership with its member organizations. Partner members of SCAET this year include: The South Carolina State Department of Education, South Carolina Educational Television, South Carolina Association of School Librarians, AT&T, Avaya/Relational Technology Solutions, South Carolina Budget and Control Board - Chief Information Office, the University of South Carolina School of Library and Information Science, and College of Charleston School of Education, and K-12 Schools & Districts.

Attendee Profile

Close to 800 K-12 and higher education, teachers, administrators, technology and media specialists, business leaders, legislators, and state and federal government agencies attended SC EdTech in 2011. The exhibit hall is a highly-valued part of the conference. Ample time has been built into the 2012 conference schedule to allow attendees to visit the exhibit hall.

Attendees by Position



How to Reserve a Booth

Booth space will be assigned on a first-come, first-served basis. A floor plan and Application to Exhibit are enclosed. Please complete this application and make several booth selections from the floor plan, in case your first choice is unavailable. Be sure to indicate if there are any companies that you would prefer to be located apart from or located near. Every effort will be made to accommodate your booth preference. Return your application and payment to SC EdTech, c/o Total Meeting Concepts, LLC, Exhibit Manager - P.O. Box 13986, Tallahassee, FL 32317. You will receive an emailed confirmation of your booth location and payment receipt, along with other conference related information. Please be sure to include a valid email address on your application.

Vendor Showcase Sessions - VSS

Exclusively for our EdTech Sponsors, Vendor Showcase Sessions will feature special presentations by vendors showcasing their products and services related to educational technology and instructional support. The number of VSS time slots are limited and made available to qualifying sponsors on a first come basis. Please see the enclosed Sponsorship Application for more details on Vendor Showcase Sessions. Time slots will be determined by EdTech according to availability and sponsorship levels.

See website for more details www.tmcshows.com/SCEDTECH

Booth Fees and Package

Inline 10X10 Booth = \$675; Corner 10X10 Booth = \$775

Each 10' x 10' booth package includes: one 6' draped table; two chairs; one wastebasket; one-line exhibitor identification sign; 8' back-wall drapes and 3' side-rails; aisle carpeting;

EdTech is also pleased to again be providing, free of charge, **Basic Wireless Internet Service and Booth & Aisle Carpeting (in conference colors) with your booth package!**

This is our way of saying "thank you" to all of those exhibitors who have helped to make EdTech such a huge success. We appreciate you! The booth rental fee does **not** include electrical, telephone service, or higher speed dedicated Internet access. A limited number of non-profit booths are available at a 50% discounted rate. Please contact the exhibit manager for approval.

Sponsorship Opportunities and Packages

Platinum Plus Package - \$6,000

2- 10 X10 Booths; Full page color recognition in conference guidebook; 6 complimentary conference passes; 30 Conference T-shirts

Platinum Package - \$3,500

10 X10 Booth; Half page color recognition in conference guidebook; 4 complimentary conference passes; 20 Conference T-shirts

Gold Package - \$1,500

Quarter page black and white recognition in conference guidebook; 10 Conference T-shirts

Silver Package - \$1,000

Special listing in conference guidebook; 5 Conference T-shirts

Bronze Package - \$500

Special listing in conference guidebook; 1 Conference T-shirt

Registration Scholarship Donor - \$500

Help attendees make it to EdTech this year by becoming a Scholarship Donor! Includes a special listing in the conference program and 1 conference T-shirt. This additional donor opportunity can be in addition to any other level of above sponsorships and considered separate.

Additional Opportunities

Vendors contributing value services to the conference (equipment and/or personnel services - minimum value \$6,000) might also qualify for benefits as listed at the Platinum level above. Contact Total Meeting Concepts, LLC for pricing and availability.

Conference Hotel

Several hotels will be providing shuttle transportation to the TD Center for EdTech 2012. A list of these hotels and room rates will be available online soon at <http://edtech.scaet.org/>. Be sure to ask for special EdTech reduced room rates when making reservations.

Exhibitor Services / Exhibit Management

An Exhibitor's Services Manual will be posted online at www.tmcshows.com/SCEDTECH. Please take time to look over the online manual carefully. It contains valuable information that you will need to know before the show, and it will save you time and money. If you have questions about exhibits, contact Kay Van Treese, Exhibit Manager at 850-385-3595 or kay@tmcshows.com. The official service contractor for EdTech 2011 is National Expo. 217-636-8178.

Back by Popular Demand! EdTech Traffic Building Game

This fun traffic-building game is a great way to attract more attendees to your booth and keep them in the Exhibit Hall. Sign up to donate a door-prize valued at \$100 or greater (or cash prize) to participate. Attendees will receive an "Prize Card" and they must stop by each participating booth to receive a stamp (provided by EdTech) on their card. The attendee must complete the entire card in order to be eligible for the door-prize drawings that will be held in the Exhibit Hall from 11:00 am to noon on Friday. Attendees must be present at the drawing to win. **Participation is limited to 20 companies.** The application form to donate a door prize can be found online at www.tmcshows.com/SCEDTECH/exhibits.

Tentative Schedule

Wednesday, October 24th

7:00 am - 3:30 pm

Exhibitor Move-In

3:30 pm - 6:00 pm

Exhibits Open

4:00 pm - 6:00 pm

Opening Reception in Hall

Thursday, October 25th

8:00 am - 4:00 pm

Exhibits Open

12:00 noon - 1:30 pm

Cash Lunch Break in Hall

12:00 noon - 1:30 pm

Awards Luncheon (ticketed)

Friday, October 26th

8:00 am - 12:00 noon

Exhibits Open

11:00 am - 12:00 noon

Doorprize Prizes Give-Aways

12:00 noon

Exhibitor Move-Out

Please do not begin dismantling your booth or moving before noon on Friday. This will allow for attendees to safely exit the exhibit hall before move-out begins. Early move-out takes away from the overall look of the show & distracts other vendors who may be talking to attendees near your booth. Thank you for being considerate.

Hospitality Gift Bags

Much of the success of EdTech is due to the hard work and commitment from volunteers. As a thank-you we prepare gift bags for them. If your company has any small promotional give-aways that you would like to include (pens, pencils, notepads, gadgets, etc.), please let us know. Approximately 75-80 Gift Bags will be distributed.

Best In Show!

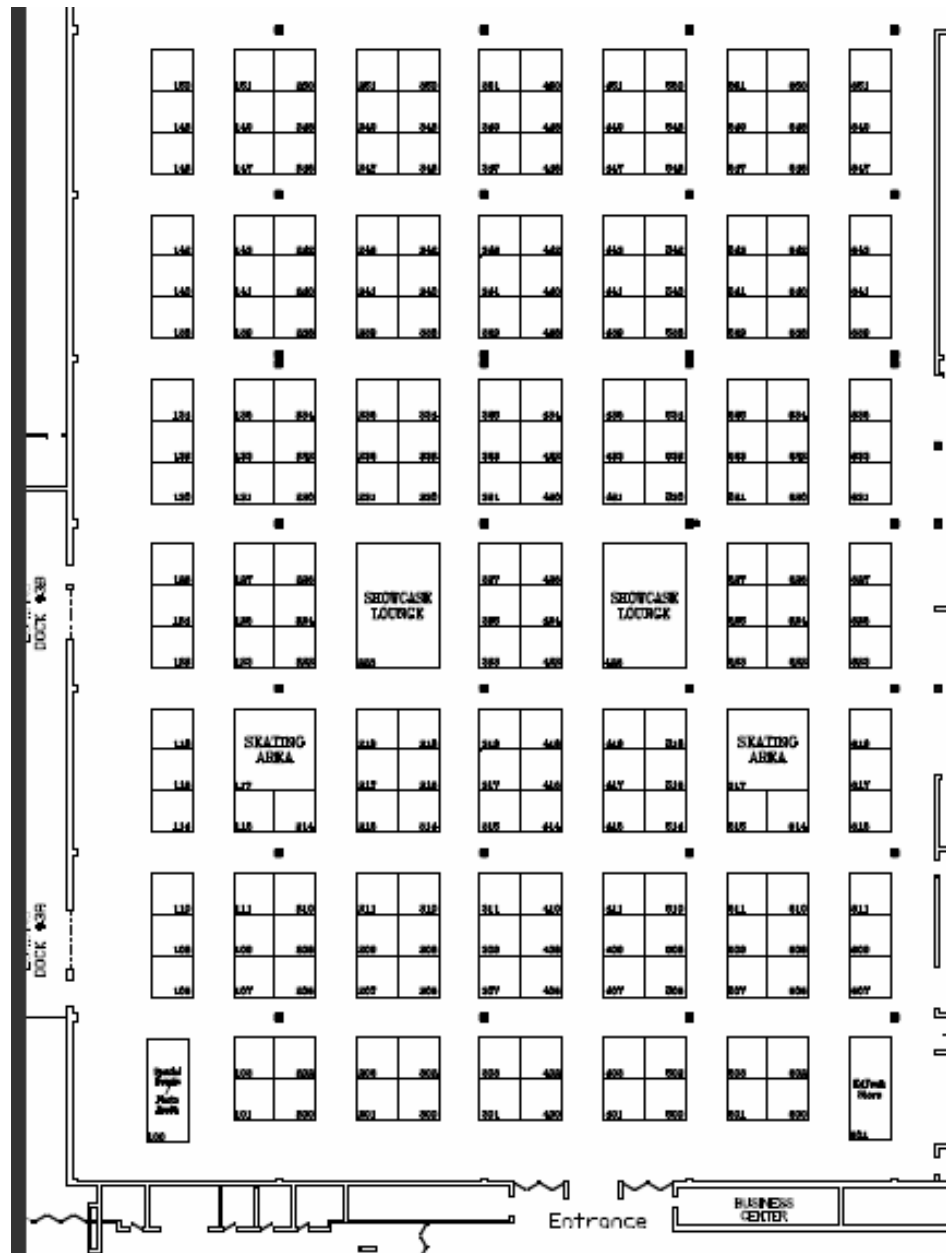
Get into the EdTech spirit with our Best of Show competition! Exhibitors are encouraged to design and decorate their booths to emphasize our conference theme. Theme details will be posted on our website soon at www.tmcshows.com/SCEDTECH/Exhibits

Get creative and compete to win the highly coveted Best in Show Award! The winner will be announced on Thursday afternoon, and a Best in Show Award ribbon will be placed in the booth proclaiming the honor. In addition, the winning exhibitor will receive one complimentary booth at EdTech 2013! Best in Show is a fun competition for exhibitors and attendees alike.

Criteria for the award includes (1) overall attractiveness; (2) creativity; (3) product display; (4) company identification; and (5) booth personnel.

Exhibit Hall Floor Plan

You can view an updated floor plan online at www.tmcshows.com/SCEDTECH/Exhibits



Return your completed application to:
 SC EdTech c/o Total Meeting Concepts, Exhibit Manager P.O. Box 13986
 Tallahassee, FL 32317 Phone: 850-385-3595
 Fax: 904-339-9450 www.tmcshows.com