



expand your horizons

at the world's premier ed tech exposition

**CALL FOR
EXHIBITORS**

RESERVE YOUR SPACE TODAY!

isteconference.org/2012

Let San Diego be your destination and contribute to the discovery process of more than 13,000 educators from all over the globe.

Leverage renewed spending momentum and new directions in ed tech integration.

ISTE's reach and influence brings the power of partnership and global collaboration to thousands of members and organizations around the world. In beautiful San Diego, we're applying that spirit of community to our network of speakers, members, volunteers, and you—our valued exhibitor partners.

Your year-round connection to ISTE members and decision-makers begins with booking an exhibit space in our annual exhibition. It continues through advertising, ISTE corporate membership, our social networks, and other special ISTE professional development initiatives like webinars and virtual events.

The possibilities are endless...the potential is all yours!

**MAXIMIZE
ACCESS TO
YOUR MARKET
NEXT JUNE
WITH ISTE**



EXHIBIT WITH US

- **More than 500 exhibiting companies**
- **Attendees include leading education purchasers and decision-makers.**
- **More than 18,000 teachers, technology coordinators, library media specialists, teacher educators, administrators, policy makers, industry representatives, and students**
- **Attendees from more than 65 countries**
- **Simply sign and fax your completed space application to 1.541.346.3509 or give us a call—there are lots of ways to get on board.**

ways to participate

Sponsor

Event sponsorship packaging includes year-round opportunities to maximize your exhibit experience. Tier One, Tier Two, and Tier Three sponsorships provide exclusive value to conference sponsors and help ISTE continue to bring participants the most memorable event experience possible. Contact us at 1.202.861.7777 or istecorrelations@iste.org for more information.

ISTE Corporate Membership

Sponsors and exhibitors can also become members of ISTE's year-round corporate membership community. Members represent forward-thinking corporations who share ISTE's commitment to education and who are committed to working with educators in pursuit of that goal. Contact ISTE's corporate relations office at 1.202.861.7777 or istecorrelations@iste.org.

Advertise

Exhibitors reach more than 13,000 ed tech leaders. Get their attention through three effective messaging vehicles—The *Final Program & Exhibit Guide*, The *ISTE Daily Leader* (ISTE's official conference daily), and the Online Interactive Exhibit Hall. Reserve your ad space early for a 10% discount! Advertisers who submit their order forms by November 1, 2011 will receive a special rate. An order form will be available online by early June, 2011, or you may call Exhibit Management at 1.541.346.3537 to reserve your space. Contact us today to build an advertising package that will maximize your visibility and leave a lasting impression on those with the power to purchase!

Present

We're especially interested in non-commercial session proposals that address technology's role in expanding educational horizons. Attractive perspectives include:

- leadership skills
- student skills and knowledge
- collaboration
- personal learning networks and professional development
- emerging technologies and learning environments

Exhibitor submissions are juried along with the other submissions, and the selection process is highly competitive. Call us at 1.541.434.9590 to discuss best practices for submitting a successful proposal. With the exception of CEO Spotlight Sessions (available only through Tier One and Two event sponsorship), this is your only opportunity to host juried program sessions at ISTE 2012.

The online submission form will be available on the ISTE 2012 website at isteconference.org/2012 beginning September 7, 2011. The firm deadline for proposal submissions is October 5, 2011.

general information

exhibit hours

The ISTE 2012 exhibit hall opens June 25–27, 2012, at San Diego's Convention Center. Exhibit hours have been scheduled to provide maximum interaction between conference attendees and exhibitor personnel:

Monday, June 259:30 am–5:30 pm
Continental Breakfast in the Exhibit Hall9:45–10:15 am
Tuesday, June 26.....9:30 am–5 pm
Continental Breakfast in the Exhibit Hall9:45–10:15 am
Wednesday, June 27 9:30 am–2:30 pm

Should we find it necessary to alter exhibit hours in the best interest of the event, exhibitors will receive as much advance notice as possible.

set-up & dismantle

Display space will be available for set-up in the San Diego Convention Center the following days and times:

Saturday, June 23, 7:30 am–6:30 pm
Sunday, June 24, 7:30 am–6:30 pm
Monday, June 25, 7:30–8:30 am (exhibits open at 9:30 am)

All exhibits shall remain in place until 2:30 pm on Wednesday, June 27, 2012. Return of crates and packing cases and dismantling of exhibits will begin on Wednesday, June 27, at 2:30 pm.

rental charges

Space is based on a cost of \$3,450 per 10' x 10' booth. Act now and save \$590 per 10' x 10' booth. Applications and deposits received prior to August 31, 2011, will be charged a special early rate of \$2,860 per 10' x 10' booth.

exhibitor privileges

Booth rentals include the following:

- Corporate listing in the enhanced web version of the ISTE 2012 Advance Program
- Descriptive listing in the ISTE 2012 Final Program & Exhibit Guide and Online Interactive Exhibit Hall
- One complimentary, full-conference registration for each contracted company
- Pipe railing, 8' high curtain backwall, and 3' high curtain side dividers
- 7" x 44" identification sign listing company name and booth number
- General security guard service
- Daily aisle maintenance

Booth rental does not include storage, placement, shipment, or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, carpet, individual booth cleaning, or any other special service ordered by the exhibitor.

exhibitor services online

Enhance your conference experience and enjoy the secure, and convenient website available to all ISTE 2012 Exhibitors!

FEATURES OF THE SITE INCLUDE:

WHAT'S NEW! As conference updates, important opportunities, and other planning information become available, exhibitors can instantly find out "what's what" under our What's New section of Exhibitor Services. Check back frequently for new developments!

FULL COMPANY PROFILE: Review your complete profile and account status. Confirm booth numbers and payment status, mailing address, published company information, receipt of company description, and much more.

DOWNLOAD AN INVOICE

Communication Schedule & Attachments: Review sent communications and attachments, and see the schedule of upcoming communications.

ONLINE COMPANY DESCRIPTION & PRODUCT SUBMISSION:

Submit, review, and edit your company descriptions and product classifications for the Final Program & Exhibit Guide and the Online Interactive Exhibit Hall.

EXHIBITOR MANUAL: Available in the spring, the online Exhibitor Manual allows exhibitors to review important information, download all order forms, and/or place service orders.

EXHIBITOR PERSONNEL REGISTRATION: Register and verify booth personnel for booth staff badges.

A link, username, and password for the Exhibitor Services website will be emailed to all confirmed exhibitors.

HOW TO EXHIBIT

To reserve space, complete and submit the enclosed Application/Contract as directed under Instructions, along with a 50% deposit of total space rental. You can also telephone immediately for tentative booth selection.

ISTE 2012 Exhibits
180 W. 8th Ave., Suite 300
Eugene, OR 97401
1.541.346.3537

A deposit of 50% of the total charge for space reserved and a completed application form are required to hold space after August 31, 2011.

real-time floor plan

Visit our interactive exhibit hall environment to...

...find available booths (rollover to see booth status)

...view exhibitor listings and company details

...search by company name, booth number, product, or the market a company serves

The screenshot displays the 'Floor Plan' page for ISTE 2012 at the San Diego Convention Center. The page includes a navigation menu with 'Getting Started', 'Latest Headlines', 'Facebook', and 'My Photo...'. The main content area features the ISTE 2012 logo, event dates (June 24-27), and a grid of booth spaces. A search bar is located on the left side, with options to search by exhibitor name, booth number, or keyword. Below the search bar are dropdown menus for 'List Exhibitors by Product Category' and 'List Exhibitors by Demographic Category'. A tooltip for 'ABC Company' is overlaid on a booth space, showing a video player and a list of exhibitor details. The URL in the browser's address bar is 'http://isteconference.org/2012/exhibitors/floorplan.php'.

...and stay in touch with our evolving exhibitor roster and floor plan!

CALL US TODAY

to reserve your booth space at ISTE 2012!

1.541.346.3537

isteconference.org/2012

exhibit space application & contract

ISTE 2012 • San Diego • San Diego Convention Center • June 24–27

Instructions

1. Please read both sides of this contract carefully and print or type all information requested.
2. Complete and sign original copy and remit with 50% deposit of total exhibit space rental to:
ISTE 2012 Exhibits
180 W. 8th Ave., Suite 300
Eugene, OR 97401-2916

Make checks payable to ISTE. Please note that credit cards are not accepted.

3. Confirmation of your booth assignment will be sent to you via email in Reference Letter #1.
4. For questions, please call Exhibit Management at 1.541.346.3537 or toll free 1.800.280.6218, fax 1.541.346.3509, or email conf-exhibits@iste.org.

Booth Space Selection & Fee Calculation

To access available space, please complete the information below and submit your application/contract to Exhibit Management via fax, email, or mail. A representative will contact you regarding booth assignment.

QUANTITY OF BOOTHS	BY AUGUST 31 \$2,860 PER 10' X 10'	AFTER AUGUST 31 \$3,450 PER 10' X 10'	TOTAL BOOTH FEE
_____ x <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	= _____

Configuration preference (e.g., 20' x 20' island, corner location, in-line booths, etc.):

Company Information

This information will be published on our conference website. In addition, if submitted by March 30, 2012, it will be published in the *Final Program & Exhibit Guide*, to be distributed to all attendees in their registration materials onsite.

Company

Mailing Address

City _____ State _____ Zip _____ Country _____

Telephone _____ Fax _____

Email _____ Web URL _____

Booth Manager Information

Name of person in charge of exhibit and person to whom instructions should be sent (Please include email and postal address as well as direct telephone number if different from above):

Onsite Contact Information

Name of person who will be staffing booth onsite (Please include email and onsite cell phone number):

Advertising Contact Information

Name of person to whom information regarding additional exhibit-related marketing and promotional opportunities should be sent (Please include email and postal address as well as direct telephone number):

Media Contact Information

Name and contact information of the individual in your organization responsible for media and press relations (please include email address):

Contract Agreement & Signature

Enclosed herein is a 50% deposit of the total exhibit space rental. In accordance, the undersigned agrees to the following provisions: Space will be provided by ISTE 2012 on the basis of the order in which the Application/Contracts are received. If Exhibitor fails to pay the balance of space rental on or before March 30, 2012, Exhibitor's right to exhibit may be cancelled without further notice or refund of any payment. If Exhibitor cancels its participation in the Exhibit, such cancellation shall be considered a default on its part, and any monies paid hereunder shall be retained by ISTE 2012 as liquidated damages. See reverse side for additional Terms, Conditions, and Rules. EXHIBITOR AND ISTE SHALL BE BOUND BY THESE TERMS, CONDITIONS, AND RULES for exhibiting in the ISTE 2012 Exhibit, which have been received and considered part of this agreement.

By (please sign) _____

Date _____

Name (please print) _____

Title (please print) _____

Cancellations

Cancellation of any portion of this contract by the exhibitor will be accepted only at the discretion of the ISTE 2012 Exhibit Management and, in all cases, is subject to the following refund policies:

On or before August 31, 2011:

80% refund of deposit on cancelled booth space

After August 31, 2011, but before or on March 30, 2012:

20% refund of deposit on cancelled booth space

After March 30, 2012:

No refund

Notification of cancellation by Exhibitor will only be considered official when submitted in writing to Exhibit Management and acknowledged by confirmation from Exhibit Management, and will be subject to the above policy based on date of receipt.

STAFF USE

Postmark Date

Check received

Check Number/Amount/Date

NOTES

terms, conditions, rules

1. PURPOSE OF EXHIBIT

ISTE 2012 is an educational event, and the Exhibition staged in conjunction with the professional conference is a vital element of this educational process. No selling, price posting, or order taking will be permitted on the Exhibit Floor or other areas controlled by Exhibit Management and ISTE during the Exhibit.

2. ASSIGNMENT OF EXHIBIT SPACE

Exhibit space will be assigned in the order reservations are received. Exhibit Management shall use its best efforts to locate the booth in one of the locations designated by Exhibitor elsewhere in this agreement. Notwithstanding the above, Exhibit Management reserves the right to change location assignments when such action is deemed to be in the best interest of the Exhibition. Instances involving relocation of a booth due to unforeseen circumstances, force majeure, or acts of God or war shall be governed by the provision "Cancellation, Postponement, or Relocation of Exhibition" below. Exhibitor agrees that its exhibit shall be admitted into the Exhibition and shall remain from day to day solely on strict compliance with all the rules herein described.

Exhibit Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause if exhibit is unsuitable to or not consistent with the character of the Exhibition. Exhibit Management's liability for rejection with cause shall be limited to a refund to the Exhibitor of the amount of rental unearned at the time of ejection. However, if an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason, no return of rental shall be made.

3. RENTAL OF SPACE AND ITS USE

Rental includes the following exhibit equipment: 8'-high backwall, 3'-high side rails, plus a 7" x 44" sign featuring the Exhibitor's company name. Hanging Signs: All hanging signs require written approval from Exhibit Management. Twenty-four hour general security and general aisle cleaning are provided. Standard Exhibits: Regular and specially built back walls including signs may not exceed an overall height of 8'. Low side dividers between exhibits should not exceed 3' in height. If a high divider is desired, it cannot exceed 8' in height nor extend from the back wall more than one-half of the depth of the space.

Crossover or Area Displays: These must be constructed as two standard 8'-high exhibits facing each other across an aisle, but connected by one or two exhibitor's name signs (18"-high with lettering 12"-high maximum) which bridge the two exhibits at a level 8'-high at sign base. Signs must be at least 3' from ends of exhibit. A floor covering cannot be placed in the aisle between the two exhibits. No displays or obstructions may be placed in normal aisle area.

Cubistic or Free-Form Displays: These may be constructed in any manner desired, within the areas designated, except the upper 40% of each display must be at least 50% open. Island Exhibits: These have four open sides. This type of exhibit must limit any walls or other display items to 16' in height, where sufficient clearance exists, with length of walls or items not to exceed one-half the depth and width of the space. Special designs may be submitted to Exhibit Management for approval. Peninsula Exhibits: These face three aisles. This type of exhibit must limit the length of the back wall to one-half the width of the space, centered, and back wall and any other display item must not be more than 8' in height.

4. SUBLETTING OF SPACE

The Exhibitor shall not assign, sublet, or apportion the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than its own in the Exhibit Space without written consent of Exhibit Management. Only one company shall be considered as the Exhibitor; any other company or unity in the Exhibit Space shall be considered a subsidiary or affiliate.

5. INSTALLATION AND DISMANTLING

The Exhibitor explicitly agrees that in the event it fails to install its products in assigned Exhibit Space or fails to remit payment for required space rental or payment for advertising at time specified, Exhibit Management shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper. In addition, the Exhibitor shall not dismantle or otherwise interfere with the orderly conduct and display of the Exhibits until the Exhibit Floor is finally closed to the Conference attendees.

6. FIRE AND SAFETY REGULATIONS

Exhibitor shall not pack merchandise in paper, straw, excelsior, or any other readily inflammable material. All cartons stored in the Exhibit Building shall be emptied of contents. Exhibitor shall use no inflammable decoration or covering for display fixtures, and all fabrics or other material used for decoration or covering shall be flameproof. If required by local law or ordinances, Exhibitor shall have on hand in its Exhibit Space a notarized affidavit establishing that its display materials have been treated during the last year by an approved chemical. All wiring devices and sockets shall be in good condition and meet the requirements of local law.

7. UNION LABOR

If required by local ordinances, Exhibitor must comply with all union regulations applicable to installation, dismantling, and display of the Exhibits.

8. EXHIBITOR CONDUCT

Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of Exhibit Management is required for the employment or use of any live model, demonstrator, solicitor, or device for the mechanical reproduction of sound. Such employment or use shall be confined to the Exhibit Space. Exhibit Management, in its sole and absolute discretion, may withdraw its consent at any time, in which event Exhibitor shall terminate such activity immediately. All promotional plans must be submitted to Exhibit Management for approval. Distribution of pamphlets, brochures, or any advertising matter must be confined to the Exhibit Space. Exhibitors are prohibited from bringing alcoholic beverages into San Diego Convention Center. Exhibitor shall refrain from any action that will distract attendees from attendance at the Exhibit during open hours. Exhibitor shall not lead attendees from one Exhibit Space to another or to elevators or escalators. Exhibitors or any of their representatives shall not conduct themselves in a manner offensive to standards of decency or good taste.

9. FILM, SOUND DEVICES, AND LIGHTING

If images, loudspeakers, or sound devices are used, the Exhibitor agrees to comply with union requirements for the operation of the equipment. Equipment will only be permitted if tuned to conversational level and is not objectionable to neighboring Exhibitors. Operating equipment that emits excessive noise must be run intermittently for specific demonstrations only. Exhibit Management reserves the right to restrict the use of glaring lights or objectionable lighting effects.

10. CONTRACTOR SERVICES AND INFORMATION

Where an Official Contractor has been designated to perform services for an Exhibitor such as the rental of furniture, setup of exhibits, electrical work, plumbing, labor, or any other service-no Exhibitor or representative shall contract for such services with other than the said Official Contractor unless permission has been secured in writing in advance from the Exhibit Management. Exhibit Management assumes no responsibility or liability for any of the services performed or materials delivered by the contractors.

11. STORAGE

Exhibitor will not be permitted to store packing crates and boxes in the booth or San Diego Convention Center during the Exhibition, but these, when properly marked, will be stored and returned to the booth by Service Contractors. It is the Exhibitor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases, or packing material shall be brought into or out of the Exhibit Space during Exhibit Hours.

12. PHOTOGRAPHS

No photographs shall be taken without the prior consent of Exhibit Management and/or the Exhibitors involved.

13. LIABILITY AND INSURANCE

All property of the Exhibitor remains under its care, custody, and control in transit to and from San Diego Convention Center, during installation and removal, and while it is within the confines of San Diego Convention Center. Neither Exhibit Management, ISTE, the owners or management of San Diego Convention Center, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of Exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage to or loss of any property of the Exhibitor, except where the damage or loss is due to the gross negligence or willful misconduct of Exhibit Management, ISTE, the owners or management of the Exhibit Hall, or their agents or employees, arising out of Exhibit Management's, the owners or managers of San Diego Convention Center, or ISTE's duties and responsibilities under this agreement. Exhibitor understands that neither Exhibit Management, San Diego Convention Center, nor ISTE carry business interruption and/or property damage insurance coverage for loss or damage of Exhibitor's property. The Exhibitor agrees to obtain the following insurance during the dates of the Exhibition, including move-in and move-out days, and shall be prepared to furnish a certificate of insurance to Exhibit Management if requested: (a) Commercial general liability insurance coverage including protective and contractual liability for bodily injury and property damage; (b) Employer's liability insurance; (c) Worker's Compensation/ Occupational Disease coverage in full compliance with federal and state laws; (d) Comprehensive General Liability Automobile insurance.

14. HOLD HARMLESS AND INDEMNIFICATION

This agreement shall not constitute nor be considered a partnership, joint venture, or agency relationship between ISTE, Exhibit Management, and San Diego Convention Center. Exhibitor hereby agrees to indemnify, hold harmless, and defend ISTE, Exhibit Management and San Diego Convention Center, and their respective officers, directors, and employees (Indemnities) from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever as they arise (including but not limited to court costs, interest, and attorney's fees) which the Indemnities may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by Exhibitor or any of its employees or agents. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes that arise because of the acts or omission of its agents, employees, or independent contractors whether acting within or without the scope of their authority. ISTE and Exhibit Management hereby each agree to indemnify, hold harmless and defend the Exhibitor and its respective officers, directors, and employees (Indemnities) from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever as they arise (including but not limited to court costs interest and attorney's fees) which the Indemnities may incur, suffer, be part to, or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission or breach of these terms, conditions, and rules, or violation of any ordinance or statute by ISTE and/ or Exhibit Management or any of their employees, or agents. ISTE and Exhibit Management assumes full responsibility and liability for the actions of their agents, employees, and independent contractors, whether acting within or without the scope of their authority, and agrees to indemnify, hold harmless, and defend the Indemnities as expenses arise, from responsibility or liability resulting directly or indirectly, or jointly, from other causes that arise because of the acts or omission of their agents, employees, or independent contractors whether acting within or without the scope of their authority.

15. CANCELLATION, POSTPONEMENT, OR RELOCATION OF EXHIBITION

In the event that any unforeseen occurrence, force majeure, or acts of God or war, shall render the fulfillment of this agreement impossible by Exhibit Management or ISTE, the parties shall mutually amend or terminate the agreement at Exhibit Management's option. In such circumstances, Exhibit Management's sole responsibility to Exhibitor shall be a full refund of all rental fees paid by Exhibitor. No monies will be returned should the dates or location of the Exhibition be changed by Exhibit Management, but Exhibitor will be assigned space that the Exhibitor agrees to use under these same rules and regulations. Exhibit Management shall not be financially liable in the event the Exhibition is interrupted, canceled, moved, or dates changed except as provided herein.

16. EXHIBITOR CANCELLATION

Cancellation of any portion of this Application/Contract by the Exhibitor will be accepted only at the discretion of Exhibit Management and then only based upon the following refunds: Prior to or on August 31, 2011: 80% refund of deposit on cancelled space; after August 31, 2011, but before or on March 30, 2012: 20% refund of deposit on cancelled space; after March 30, 2012: no refund. Except as the Exhibitor's rental obligation may be reduced as set forth in the preceding sentence, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor including the failure of an Exhibit to arrive for any reason.

17. AGREEMENT OF TERMS, CONDITIONS, AND RULES

Exhibitor agrees to observe and abide by the foregoing Terms, Conditions and Rules and by such additional Terms, Conditions, and Rules made by Exhibit Management from time to time for the efficient or safe operation of the Exhibit, including, but not limited to, those contained in this Contract. In addition to Exhibit Management's right to close an Exhibit and withdraw its acceptance of this Application/ Contract, Exhibit Management in its sole judgment may refuse to consider for participation in future Exhibits an Exhibitor who violates or fails to abide by all such Terms, Conditions, and Rules. There is no other agreement or warranty between the Exhibitor and Exhibit Management except as set forth in this document. The rights of Exhibit Management and the Exhibitor under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of the respective parties.

our audience

Of the more than 13,000 participants who will attend ISTE 2012, more than 40% are administrators, technology coordinators, curriculum specialists, and library media professionals—the leaders in instructional technology. ISTE attendees gather each year to experience the latest hardware, software, and services, and to learn about industry trends. Annual surveys show that ISTE participants spend an average of six hours exploring the exhibit hall. With the expectation of overwhelming customer and business-to-business activity, companies flood the exhibit hall with more than 4,700 representatives, creating an unequalled global Ed Tech marketplace.

ISTE 2012 ENSURES A HIGH-QUALITY AUDIENCE BY...

- ...creating targeted marketing campaigns for Information Services Directors and Technology Coordinators, Superintendents, Principals, and other Ed Tech leaders;
- ...developing national media relationships to get the word out coast-to-coast in the leading Ed Tech publications around the country;
- ...coordinating partnerships with global, national, regional, and local Ed Tech support associations, as well as other special interest groups and members affiliated with ISTE worldwide;
- ...and much more!

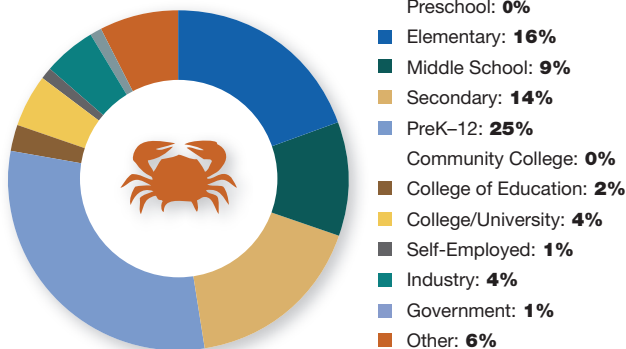
12,792* ATTENDEES
4,700* COMPANY REPS
450+* EXHIBITING COMPANIES

*Data is from ISTE 2010, in Denver, CO.

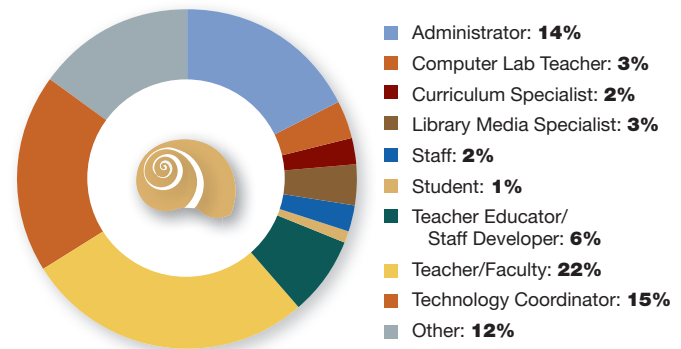
WE KNOW THE DECISION TO EXHIBIT IS A BIG ONE— that is why we continually look for opportunities to provide the best audience possible.



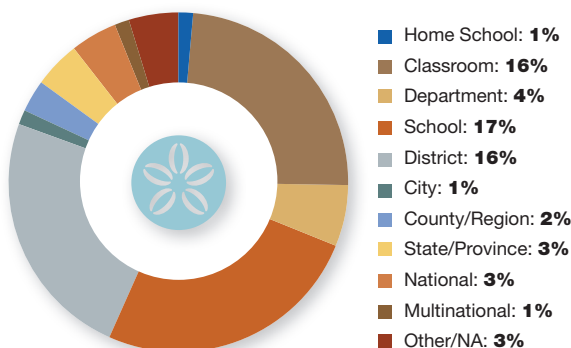
ATTENDEE PROFILE BY LEVEL



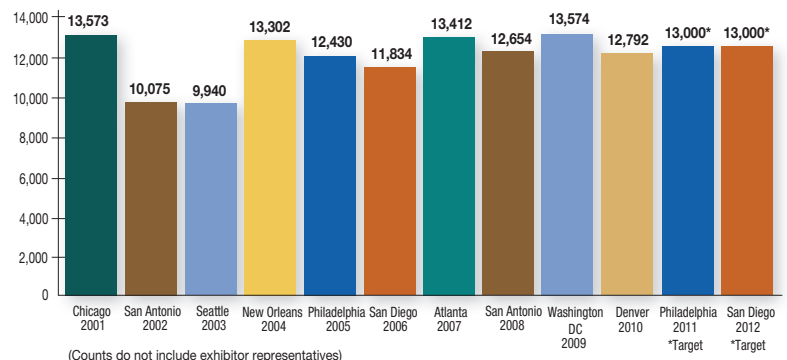
ATTENDEE PROFILE BY POSITION



ATTENDEE PROFILE BY SCOPE



ATTENDANCE TOTALS 2000-2011





**International Society for
Technology in Education**

180 West 8th Ave., Suite 300
Eugene, OR 97401-2916 USA

12,792* ATTENDEES
4,700* COMPANY REPS
450+* EXHIBITING COMPANIES

*Data is from ISTE 2010 in Denver, CO.

**REACH
YOUR
MARKET**



EXHIBIT OR ADVERTISE

ISTE 2012 Exhibits

180 W. 8th Ave., Suite 300
Eugene, OR 97401-2916

Phone: 1.541.346.3537

Fax: 1.541.346.3509

Email: conf-exhibits@iste.org

Paul Katz, *Exhibit/
Registration Manager*



SPONSOR

ISTE Sponsorship

Phone: 1.202.861.7777

Email: conf-sponsorship@iste.org



PRESENT

Proposals for exhibitor presentations
must be completed online at
isteconference.org/2012.

Submission Deadline: October 5, 2011

Phone: 1.541.434.9590

Email: conf-program@iste.org

Web: isteconference.org/2012

About ISTE

The International Society for Technology in Education (ISTE) is the premier membership association for educators and education leaders engaged in advancing excellence in learning and teaching through innovative and effective uses of technology. ISTE is the trusted source in education technology for professional development, knowledge generation, advocacy and leadership for innovation.

ISTE's annual conference and exposition, formerly NECC, is one of the world's premier education technology events. ISTE is also home to the NETS, education technology standards that deliver a roadmap for global digital-age learning skills for students, teachers, and administrators.

ISTE members include individuals, regional and international affiliate organizations, and corporations. With its affiliate network, ISTE represents more than 100,000 education leaders and emerging leaders throughout the world. For more information, go to iste.org.

ISTE is the registered trademark of International Society for Technology in Education.

isteconference.org/2012