

DON'T MISS THIS OPPORTUNITY TO MEET FACE-TO-FACE WITH TOP-LEVEL TECHNOLOGY DECISION-MAKERS AND OBTAIN A HIGHER LEVEL OF VISIBILITY!

SPACE IS LIMITED, RESERVE YOUR SPACE TODAY!

## SPONSOR & EXHIBITOR OPPORTUNITIES

CoSN's 11th Annual K-12 School Networking Conference

measuring  
the  
**Value**



of **education  
technology**

March 6 & 7, 2006

Hyatt Regency Crystal City, Arlington, VA

**ET/IN**  
CoSN/ISTE

**Washington Advocacy Event**

**March 7 & 8, 2006**

**Fifth Annual  
International  
Symposium**

March 8 & 9, 2006  
Washington, DC



For more information, please visit

[www.k12schoolnetworking.org](http://www.k12schoolnetworking.org)

# CoSN's K-12 School Networking Conference provides companies with direct access to over 800 key education technology decision-makers from school districts, state and local education agencies, non-profits, the Department of Education and other federal agencies.

## WHO ATTENDS THE K-12 SCHOOL NETWORKING CONFERENCE?

- District-level CTOs, CIOs and Technology Directors
- District-level Directors for Curriculum, Budget, Professional Development & Evaluation
- Superintendents and Principals
- County/Intermediate Unit Technology Coordinators
- State & National Education Associations & Nonprofit Organizations
- Other Key Education Technology Leaders

## WHY ATTEND THE K-12 SCHOOL NETWORKING CONFERENCE?

- Connect with key leaders using technology and the Internet to improve learning;
- Understand emerging concerns from an educator's perspective, as well as implications for policy-makers;
- Learn practical information to use in designing products and services to meet the needs of today's K-12 technology users;
- Meet core decision makers who influence the buying power of their school district;
- Discuss challenges and creative solutions with leaders in the field; and
- Make valuable contacts through unparalleled opportunities.

## WHY PARTICIPATE AS AN EXHIBITOR OR SPONSOR?

As competition increases, positioning your company's products and services becomes more and more essential. If your organization seeks one venue to meet prospective clients, gain access to top-level decision-makers and obtain more visibility, let us recommend exhibiting or sponsoring at the K-12 School Networking Conference.

## WHAT DO SPONSORS & EXHIBITORS CONSIDER TO BE THE BIGGEST BENEFIT OF PARTICIPATING?

- Understanding Customers' Critical Concerns
- Customer Visibility and Recognition
- Networking and Partnering Opportunities

## ABOUT THE CONFERENCE

Each year, CoSN holds the premier national technology leadership conference dedicated to policy and effective implementation from the school district, state and national perspectives. The conference attracts more than 800 district, state and national education technology leaders seeking to learn from other leaders as we define the future of the Internet and information technologies in our nation's schools.

At CoSN's 11<sup>th</sup> Annual School Networking Conference, school technology leaders and decision-makers will examine the educational value of technology. In addition, the conference will explore how visionary leaders use this information to drive decision-making and communicate to the community and other stakeholders. The conference provides a dynamic and thoughtful forum to explore the future of technologies that can personalize instruction and maximize learning. Learn from the latest research on effectiveness of technology and hear from leaders who are transforming technology investments into value for our students. The program will focus on:

- Leadership skills: What's essential for technology decision-makers to help lead from investment to value?
- Measuring value: How do we assess technology's impact on learning?
- Understanding the value: How do we communicate the benefits to stakeholders?
- The total cost of technology: How is it measured and does it equal value?
- The use of data: Does data-driven decision making lead to learning transformation?
- The role of students: What do they add to the value equation?
- Accessible technology: How does it help all students learn better?
- The impact of technology use: What does the research tell us?
- Best practices from around the world: What can we learn from our international colleagues?

Watch the conference website [www.k12schoolnetworking.org](http://www.k12schoolnetworking.org) for the most up-to-date conference information, including the latest news on speakers, sessions, sponsors and exhibitors.

# ATTENDEE DEMOGRAPHICS

## PURCHASING DECISIONS OF THE 2005 CONFERENCE ATTENDEES

Of the school district representatives that responded...

- 50% direct technology budgets over \$500,000;
- 36% direct technology budgets over \$1 million; and
- 75% approve or recommend technology purchases for their district.

## ORGANIZATION TYPE

■ School District/Public School	33%
■ Education Association/Foundation/School Board/Commission/Service Unit	19%
■ Corporate	27%
■ State Government	6%
■ Press	5%
■ Higher Education	4%
■ International Educators	3%
■ U.S. Government	2%
■ Student	1%

## BY JOB FUNCTION

■ CTO/CIO/Other District Technology Leader	22%
■ Director - Executive/Deputy/Assistant	23%
■ Education Specialist/Researcher/Analyst	13%
■ Account Executive/Vice President/Manager	10%
■ Other School District Educator/Coordinator	8%
■ CEO/President/Chairman	8%
■ District/School Administrator Non IT	5%
■ Press	3%
■ Network/Systems Manager/Other IT	4%
■ Other	4%

## PRIMARY RESPONSIBILITY

■ Technology	31%
■ Administration	23%
■ Marketing/Sales	11%
■ Professional Development	7%
■ Strategic Partnerships	5%
■ Curriculum	4%
■ Government Affairs	3%
■ Other	6%

## GEOGRAPHIC DISTRIBUTION

Mid Atlantic (DC, DE, MD, NJ, PA, VA)	34%
Northeast (CT, MA, MD, ME, NH, NY, VT)	13%
West Coast (CA, NV, OR, WA)	13%
Midwest (IA, IL, IN, MI, MN, MO, OH, WI, WV)	12%
Southeast (AL, FL, GA, KY, MS, NC, SC, TN)	10%
Mountain (AZ, CO, ID, MT, NM, UT, WY)	6%
South Central (AR, LA, OK, TX)	6%
Plains (KS, NE, ND, SD)	3%
International	4%

# BOOTH STAFFING AND CONFERENCE ATTENDANCE

When selecting members of your staff to attend the conference and staff your exhibit booth keep in mind that conference attendees are more senior-level technology decision-makers and they look forward to meeting upper-level K-12 management from exhibiting organizations. The exhibit hall is closed during sessions so that exhibiting staff members can attend the sessions and gain valuable information to assist them with their product development and services. In addition, due to the high quality of presentations attendees want to attend as many sessions as possible. Therefore, in order to help attendees maximize their time in the exhibit hall, exhibitors may want to provide the opportunity for attendees to schedule brief appointments during the exhibit hall hours. This may also appeal to the typically more senior-level technology decision-makers that this conference attracts.

# EXHIBIT HALL HOURS

The Exhibit Hall will be CLOSED during the educational programs to allow company representatives/exhibit staff to attend the conference sessions.

## SUNDAY, MARCH 5, 2006

4:00 pm-8:00 pm Exhibitor Set-Up & Registration

## MONDAY, MARCH 6, 2006

7:00 am-9:00 am Exhibitor Set-Up & Registration  
 11:00 am-11:30 am Dedicated Time with Exhibitors  
 12:30 pm-2:00 pm Vendor "Hosted" Roundtables\* and Lunch in the Exhibit Hall  
 (Note: Luncheon Spotlight Sessions will be held from 1:00 pm-1:45 pm)  
 3:00 pm-3:45 pm Dedicated Time with Exhibitors  
 4:45 pm-6:45 pm Reception with Exhibitors

## TUESDAY, MARCH 7, 2006

9:45 am-10:15 am Dedicated Time with Exhibitors  
 12:30 pm-1:45 pm Lunch in the Exhibit Hall  
 (Note: Birds-of-a-Feather Roundtables will be conducted from 12:30 pm-1:45 pm)  
 1:45 pm-4:00 pm Exhibit Tear Down

\*Additional information regarding roundtable criteria and an application will be sent to all sponsors and exhibitors in late November. Space is limited.

## QUESTIONS?

PLEASE CONTACT MICHELLE SHIRLEY AT 202.861.2676 X 131 OR MICHELLE@COSN.ORG

# EXHIBITING OPPORTUNITIES

## EXHIBIT BOOTH

**CoSN Members: \$1,200 Non-Members: \$1,500**

As an exhibitor, your organization will receive:

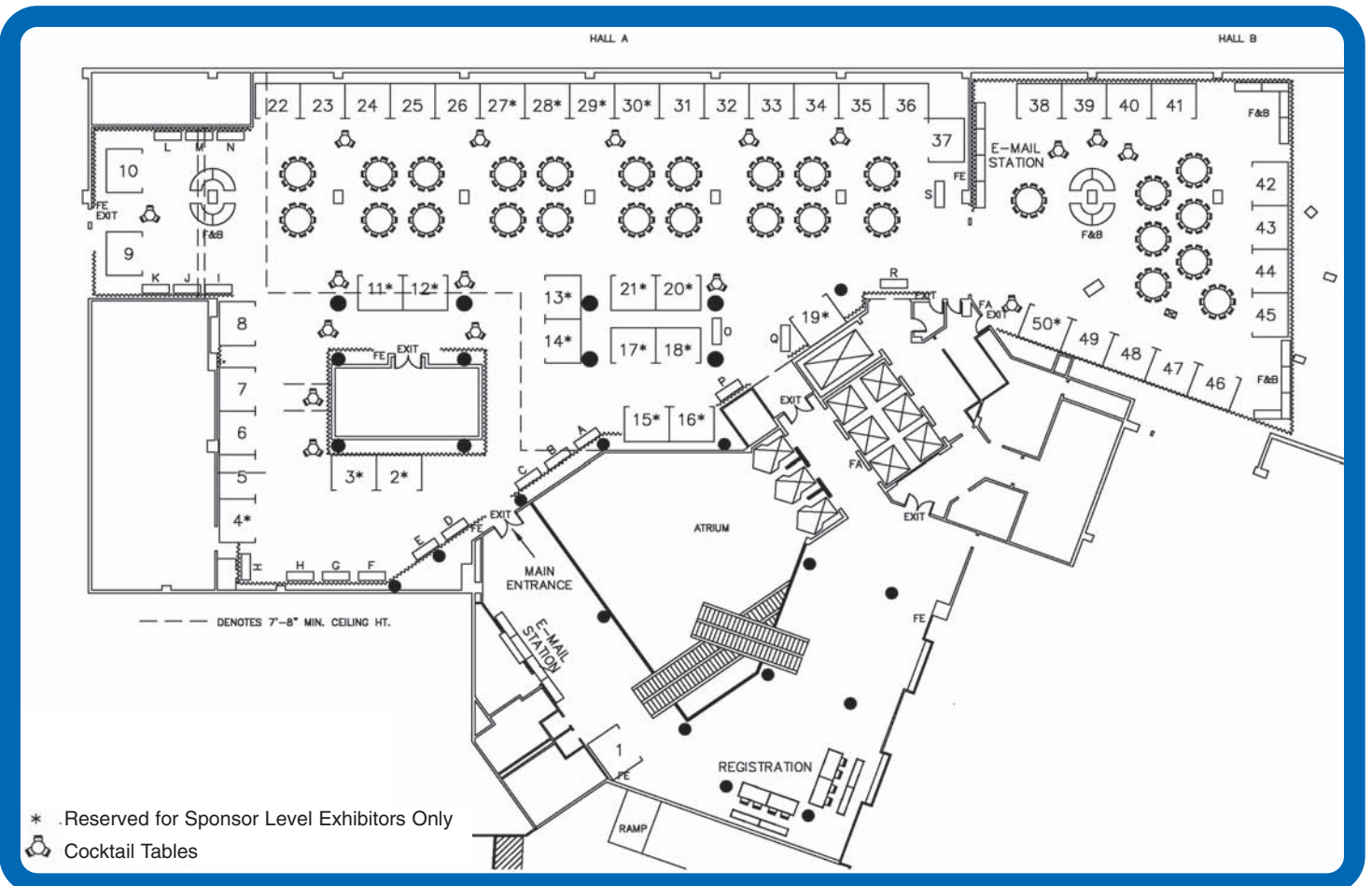
- An 8' deep x 10' wide exhibit booth area with 3' sidewalls, one 6' skirted table, two chairs, one wastebasket and a booth identification sign. Electricity, connectivity and audio/visual equipment are an additional expense and will need to be coordinated directly with the hotel;
- (2) Complimentary conference registrations;
- Organization listed on conference website with marketing contact information for arranging appointments and a link to company's home page;
- Organization listed on all conference marketing materials;
- 50-word organizational profile and logo included in conference book;
- Listing of sponsors and exhibitors in conference program book by primary focus area;
- Special promotion sent to all registrants three weeks prior to conference listing sponsors and exhibitors with a short company blurb, marketing staff that will be attending conference and contact information to set up appointments; and
- An electronic copy of the final attendee list for one time use only.  
Note: Phone and e-mail address will only be provided if authorized by registrant/attendee.

## BOOTH SELECTION

Full payment is required at the time your exhibit or sponsorship reservation is made. CoSN will endeavor to assign space according to the order in which applications are received and will make every effort to accommodate your choice of booth locations. A small number of booths have been designated for only top-level sponsors to offer prime visibility. **Send in your completed application with payment early for the best booth placement.**

## EXHIBITS FLOOR PLAN

Dimensions and locations shown on the official floor plan may not be accurate. Exhibit Management reserves the right to make necessary modifications to meet the needs of the exhibitors, fire marshal and the conference program.



## TABLE TOP EXHIBIT

**CoSN Member: \$800 Non-Member: \$1,000**

Space for table top displays is very limited. As a table top exhibitor, your organization will receive:

- One 6' x 30" skirted and draped table, one chair and a booth identification sign. Electricity, phone lines and computer monitors are an additional expense and will need to be coordinated directly with the hotel;
- (1) Complimentary conference registration;
- 25-word organizational profile and logo included in conference book;
- Organization listed on conference website with marketing contact information for arranging appointments and a link to company's home page;
- Organization listed on all conference marketing materials;
- Listing of sponsors and exhibitors in conference program book by primary focus area;
- Special promotion sent to all registrants three weeks prior to conference listing sponsors and exhibitors with a short company blurb, marketing staff that will be attending conference and contact information to set up appointments; and
- An electronic copy of the final attendee list for one time use only. Note: Phone and e-mail address will only be provided if authorized by registrant/attendee.

# SPONSORSHIP OPPORTUNITIES

CoSN corporate members can expand benefits of their membership through a range of sponsorships that offer greater visibility, special recognition and the opportunity to position their products and services with K-12 technology decision-makers. This approach allows companies to decide the level of exposure based on their marketing strategy, goals and budget.

Sponsorships are available for an individual initiative (*Accessible Technologies for All Students; Cyber Security for the Digital District; Data-driven Decision Making: Vision to Know and Do; and, Taking Total Cost of Ownership (TCO) to the Classroom*), project or event, or as part of a "Corporate Partner Package." Corporate Partner Packages include both

initiative/project and conference benefits. These packages are tiered with levels of sponsorship corresponding to the varied levels of benefit and provide the opportunity to sponsor activities that provide tools to education technology leaders; develop district leadership and recognize excellence; connect with education technology decision makers; promote the sharing of information; support advocacy efforts and build global connections. CoSN is pleased to present NEW sponsorships this year with opportunities for *One-to-One Computing* and *Open Technologies Leadership Initiatives*, as well as State Chapters. For information regarding CoSN Corporate Partner Packages, please contact Irene Spero at 866.267.8747 x112.

## ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

### CONTRIBUTING CONFERENCE SPONSOR \$3,500

Benefits include:

- Acknowledgement of sponsorship on all appropriate electronic and print marketing materials, conference website, conference signage and program book;
- Organization listed on conference website with marketing contact information for arranging appointments and link to company's home page;
- 100-word organizational profile and logo in conference program book;
- Listing of sponsors and exhibitors in conference program book by primary focus area;
- (2) Complimentary conference registrations;
- Opportunity to provide an insert for the attendees' conference bags.
- Opportunity to donate approved product giveaways to be placed into the attendee conference bags (i.e., pens and memo pads);
- An 8' deep x 10' wide exhibit booth area with 3' sidewalls, one 6' skirted table, two chairs and a booth identification sign;
- Special promotion sent to all registrants three weeks prior to conference listing sponsors and exhibitors with a short company blurb, marketing staff that will be attending conference and contact information to set up appointments;
- Ribbon designating sponsorship level for registered attendees of sponsoring organizations; and
- An electronic copy of the final attendee list for one time use only. Note: Phone and e-mail address will only be provided if authorized by registrant/attendee.

### BRONZE CONFERENCE SPONSOR \$7,500

Benefits include

- Acknowledgement of sponsorship on all appropriate electronic and print marketing materials, conference website, conference signage/plenary session screens and program book;
- Organization listed on conference website with marketing contact information for arranging appointments and link to company's home page;
- 100-word organizational profile and logo in conference program book;
- Listing of sponsors and exhibitors in conference program book by primary focus/service area;
- (2) Complimentary conference registrations for staff and discounted conference registration rate of \$199 for additional staff;
- Opportunity to provide an insert for the attendees' conference bags;
- Opportunity to donate approved product giveaways to be placed into the attendee conference bags (i.e., pens and memo pads);
- Co-sponsorship of conference reception in exhibit hall;
- Opportunity to hang company banner and/or distribute literature or giveaways at sponsored function(s);

- An 8' deep x 10' wide exhibit booth area with 3' sidewalls, one 6' skirted table, two chairs and a booth identification sign;
- Special promotion sent to all registrants three weeks prior to conference listing sponsors and exhibitors with a short company blurb, marketing staff that will be attending conference and contact information to set up appointments;
- Ribbon designating sponsorship level for registered attendees of sponsoring organizations; and
- An electronic copy of the final attendee list for one time use only. Note: Phone and e-mail address will only be provided if authorized by registrant/attendee.

### SILVER CONFERENCE SPONSOR \$10,000

Benefits include:

- Acknowledgement of sponsorship on all appropriate electronic and print marketing materials, conference website, conference signage/plenary session screens and program book;
- Organization listed on conference website with marketing contact information for arranging appointments and link to company's home page;
- (3) Complimentary conference registrations for staff and discounted conference registration rate of \$199 for additional staff;
- 125-word organizational profile and logo in conference program book;
- Listing of sponsors and exhibitors in conference program book by primary focus area;
- Opportunity to provide an insert for the attendees' conference bags;
- Opportunity to donate approved product giveaways to be placed into the attendee conference bags (i.e., pens and memo pads);
- Co-sponsorship of Town Hall Forum/Dinner;
- Opportunity to hang company banner and/or distribute literature or giveaways at sponsored function(s);
- An 8' deep x 10' wide exhibit booth area with 3' sidewalls, one 6' skirted table, two chairs and a booth identification sign;
- Special promotion sent to all registrants three weeks prior to conference listing sponsors and exhibitors with a short company blurb, marketing staff that will be attending conference and contact information to set up appointments;
- Ribbon designating sponsorship level for registered attendees of sponsoring organizations; and
- An electronic copy of the final attendee list for one time use only. Note: Phone and e-mail address will only be provided if authorized by registrant/attendee.

## QUESTIONS?

PLEASE CONTACT MICHELLE SHIRLEY AT 202.861.2676 X 131 OR MICHELLE@COSN.ORG

# SPONSORSHIP OPPORTUNITIES (continued)

## **GOLD CONFERENCE SPONSOR \$20,000**

Benefits include:

- Acknowledgement of sponsorship on all appropriate electronic and print marketing materials, conference website, conference signage/plenary session screens and program book;
- Organization listed on conference website with marketing contact information for arranging appointments and link to company's home page;
- (4) Complimentary conference registrations for staff and discounted conference registration rate of \$199 for additional staff;
- 150-word organizational profile and logo in conference program book;
- Listing of sponsors and exhibitors in conference program book by primary focus area;
- One full-page black and white or half-page color advertisement in conference program book;
- Opportunity to present an **educator-focused/non-product specific** 45-minute luncheon spotlight session or a 30-minute presentation during a concurrent breakout spotlight session. Presentations should include representatives from school districts. Spotlight sessions are based on sponsorship level and availability;
- Opportunity to provide an insert for the attendees' conference bags;
- Opportunity to donate approved product giveaways to be placed into the attendee conference bags (i.e., pens and memo pads);
- Co-sponsorship of continental breakfasts and refreshment breaks;
- Opportunity to hang company banner and/or distribute literature or giveaways at sponsored function(s);
- An 8' deep x 10' wide exhibit booth with 3' sidewalls, one 6' skirted table, two chairs and a booth identification sign;
- Special promotion sent to all registrants three weeks prior to conference listing sponsors and exhibitors with a short company blurb, marketing staff that will be attending conference and contact information to set up appointments;
- Ribbon designating sponsorship level for registered attendees of sponsoring organizations; and
- Advance electronic copy of the conference registration list three weeks prior to the conference and electronic copy of the final attendee list. Each list is for one time use only. Note: Phone and e-mail address will only be provided if authorized by registrant/attendee.

## **PLATINUM CONFERENCE SPONSOR \$30,000**

Benefits include:

- Acknowledgement of sponsorship on all appropriate electronic and print marketing materials, conference website, conference signage and program book;
- Organization listed on conference website with marketing contact information for arranging appointments and link to company's home page;
- (5) Complimentary conference registrations for staff and discounted conference registration rate of \$199 for additional staff;
- 175-word organizational profile and logo in conference program book;
- Listing of sponsors and exhibitors in conference program book by primary focus area;
- Recognition of sponsorship at opening plenary session remarks/screens;
- Company logo prominently displayed on one side of the conference bags;
- Opportunity to provide two inserts into the attendee conference bags;
- Full-page color advertisement in conference program book;
- Opportunity to present a 60-minute **educator-focused/non-product specific** spotlight session. Presentations should include representatives from School Districts. Spotlight sessions are based on sponsorship level and availability;
- Co-sponsorship of conference lunches in the exhibit hall;
- Opportunity to hang company banner and/or distribute literature or giveaways at sponsored function(s);
- An 8' deep x 10' wide exhibit booth area placed in prime location in the exhibit hall. Exhibit booths include 3' sidewalls, one 6' skirted table, two chairs and a booth identification sign;
- Opportunity to offer corporate gift to keynote presenters;
- Opportunity to donate approved product giveaways to be placed into the attendee conference bags (i.e., pens and memo pads);
- Special promotion sent to all registrants three weeks prior to conference listing sponsors and exhibitors with a short company blurb, marketing staff that will be attending conference and contact information to set up appointments;
- Ribbon designating sponsorship level for registered attendees of sponsoring organizations; and
- Advance electronic copy of the conference registration list three weeks prior to the conference and electronic copy of the final attendee list. Each list is for one time use only. Note: Phone and e-mail address will only be provided if authorized by attendee.

**DEADLINE FOR SPONSOR AND EXHIBIT SPACE APPLICATIONS, ORGANIZATION DESCRIPTION AND ELECTRONIC LOGO FOR INCLUSION IN THE CONFERENCE PROGRAM BOOK IS JANUARY 9, 2006.**

**QUESTIONS?**

**PLEASE CONTACT MICHELLE SHIRLEY AT 202.861.2676 X 131 OR MICHELLE@COSN.ORG**

# SPONSORSHIP OPPORTUNITIES (continued)

## INTERNATIONAL SYMPOSIUM SPONSOR

**\$15,000 (Tier 1) and \$7,500 (Tier 2)**

Immediately following the Annual K-12 School Networking Conference, CoSN organizes a symposium bringing together researchers, key education technology leaders and policy makers from around the world to investigate practical implications of education technology on teaching and learning. Anticipated attendance is 150 domestic and international educators.

Benefits of sponsorship include:

- Acknowledgement of sponsorship on all appropriate electronic and print marketing materials, conference/symposium website, symposium signage and program book;
- Acknowledgment of sponsorship on invitations and correspondence with international delegates;
- Organization listed on conference/symposium website with marketing contact information for arranging appointments and link to company's home page;
- (2) Complimentary conference and symposium registrations for staff;
- 100-word organizational profile and logo included in program book;
- Listing of sponsors and exhibitors in conference program book by primary focus area;
- Half-page black and white advertisement in conference program book;
- Opportunity to provide an insert into the conference attendee conference bags and distribute literature or giveaways (approved by CoSN) at symposium;
- Distinctive mention at opening sessions at symposium;
- An 8' deep x 10' wide exhibit booth area with 3' sidewalls, one 6' skirted table, two chairs and a booth identification sign at annual conference;
- Special promotion sent to all registrants three weeks prior to conference/symposium listing sponsors and exhibitors with a short company blurb, marketing staff that will be attending conference and contact information to set up appointments;
- Ribbon designating sponsorship level for registered attendees of sponsoring organizations; and
- An electronic copy of the final symposium attendee list for one time use only. Note: Phone and e-mail address will only be provided if authorized by attendee.

### Tier 1 sponsors receive all of the benefits above, plus:

- Upgraded to a full-page color advertisement in conference program book;
- Opportunity to offer corporate gift to international delegation;
- (2) Additional complimentary conference and symposium registrations for client or staff; and
- Advance electronic copy of the symposium registration list three weeks prior to the symposium for one time use only. Note: Phone and e-mail address will only be provided if authorized by attendee..

## CHIEF TECHNOLOGY OFFICER (CTO) COUNCIL LEADERSHIP FORUM SPONSOR \$7,500

CoSN's CTO Council provides a forum for district-level technology directors to discuss significant issues, share information with their peers and keep up-to-date on best practices and solutions to the challenges they are facing in the education technology arena. Their meetings take place three times a year, at the National Educational Computing Conference, the National School Boards Association T+L<sup>2</sup> Conference and the CoSN's Annual K-12 Networking Conference.

During the 2006 Annual Conference the CTO Forum will be held in the morning of March 7, 2006. Benefits include:

- Acknowledgement of sponsorship on all appropriate marketing materials, announcements and invitations;
- Branding on conference website and program book;
- 100-word organizational profile and logo in conference program book;
- Signage with your company's logo featured at the sponsored event;
- Visibility on the CoSN event website;
- Opportunity for a company representative to give a brief welcome during the event;
- Opportunity to distribute literature or giveaways at event;
- (2) Complimentary conference registrations for staff;
- Half-page black & white advertisement in conference program book; and
- An electronic copy of conference attendee list for one time use only. Note: Phone and e-mail address will only be provided if authorized by attendee.

## COSN/SIIA FEEDBACK FOCUS GROUP SPONSOR \$2,000

In partnership with Software & Information Industry Association (SIIA) and the Winter Group, the Feedback Focus Groups are designed to enable school leaders to frame challenges they are facing and discuss key education technology issues in a focus group setting. Each focus group has a specific focus of interest and concern to the K-12 education community, as well as to SIIA-member education technology companies. The Feedback Focus Groups are held three times a year at ISTE's National Educational Computing Conference, the National School Boards Association's T+L<sup>2</sup> Conference and CoSN's annual K-12 School Networking Conference.

Benefits include:

- Acknowledgement of sponsorship on all appropriate marketing materials, announcements and invitations;
- Branding on conference website and program book;
- 75-word organizational profile and logo in conference program book;
- Signage with your company's logo featured at the sponsored event;
- Visibility on the CoSN event website;
- Opportunity for a company representative to give a brief welcome during the event;
- Opportunity to distribute literature or giveaways at sponsored event; and
- An electronic copy of Focus Group attendee list for one time use only. Note: Phone and e-mail address will only be provided if authorized by attendee.

## QUESTIONS?

**PLEASE CONTACT MICHELLE SHIRLEY AT 202.861.2676 X 131 OR MICHELLE@COSN.ORG**

# SPONSORSHIP OPPORTUNITIES (continued)

## SPONSOR OF CoSN ADVOCACY EFFORTS

Sponsorship levels are:

- Presidential \$12,500
- Senate \$5,000
- House \$3,500
- Advocate \$1,000

CoSN maintains a strong and effective voice in policy formation and implementation at the federal level to ensure that legislation and policy serve the interests of all students in our schools. Help ensure that policymakers hear about the value of their investment in technology by supporting CoSN's advocacy efforts.

### **Ed Tech Action Network (ETAN)**

In the spring of 2004 CoSN and ISTE launched the Ed Tech Action Network (ETAN) to strengthen and expand our advocacy efforts year round. ETAN offers a mechanism to inform policy makers in Washington and state capitols of the importance of education technology in fulfilling the mandates of the *No Child Left Behind Act* and the necessity of providing funds for ed tech programs. For further information about ETAN, go to [www.edtechactionnetwork.org](http://www.edtechactionnetwork.org).

### **Public Policy Leadership Training**

Never has advocacy around key education technology issues, such as fighting against budget cuts and protecting the E-rate, been more important. CoSN, in partnership with International Society for Technology in Education (ISTE), organizes a highly valued Advocacy Day held in conjunction with the annual CoSN K-12 School Networking Conference. Advocacy Day brings nearly 150 educators to meet with their Members of Congress. Training includes a Public Policy "Boot Camp" on how to effectively advocate for education technology with legislators and an update and issue briefing on the current education technology legislative agenda, as well as how the current political environment may have an impact. Following the training, participants will go to Capitol Hill to meet with members of Congress.

### **A Night of Empowering Ed Tech Advocates: 2<sup>nd</sup> Annual Reception and Silent Auction**

To support CoSN's advocacy efforts and raise awareness of the necessity of funding for technology in our nation's schools, CoSN will hold A Night of Empowering Ed Tech Advocates: 2<sup>nd</sup> Annual Reception and Silent Auction for Advocacy the evening of Tuesday, March 7, 2006. Proceeds will benefit CoSN's Advocacy efforts and will include special guests and exciting silent and live auction items.

Benefits of Advocacy Sponsorship include:

- Acknowledgment on all appropriate marketing materials, announcements and invitations concerning Advocacy events held in conjunction with the annual conference;
- Acknowledgement of sponsorship on conference website, event signage and the conference program book;
- Distinctive mention during Advocacy Training and Silent Auction/Reception (Senate & Presidential levels only);
- Complementary tickets to the Silent Auction/Reception. (Number of complementary tickets determined by level of support);
- 100 word organizational profile in conference program; and
- Opportunity to distribute literature or giveaways at Washington Advocacy Training.

## **TECHNOLOGY LEADERSHIP SCHOLARSHIP FUND \$5,000 (SPONSORS FOUR SCHOLARSHIPS)**

*(Additional scholarships may be purchased in \$5,000 increments. Sponsors may either authorize CoSN to select the recipients or select them to reward valued customers/prospective customers.)*

CoSN is committed to building effective leadership capacity of technology decision-makers at the national, state and district levels to ensure technology has a positive effect on learning. Scholarship support enables school district chief technology officers (CTOs) and state education technology leaders to participate in the CoSN Annual Conference, CoSN/ISTE Washington Advocacy Training and the International Symposium. Scholarships cover the registration fees plus a travel stipend (\$750 per person). These events provide quality professional development and up-to-date research knowledge to district technology leaders who might not be able to participate because of budget constraints.

Benefits include:

- Acknowledgement on all invitation and correspondence sent to state and district educators;
- Acknowledgement of sponsorship on all appropriate electronic and print marketing materials, conference website, conference signage and program book;
- 100-word organizational profile and logo in conference program book; and
- Opportunity to distribute literature or giveaways at the CoSN/ISTE Washington Advocacy Training.

## **CoSN'S LATE NIGHT CAFÉ \$2,000**

Following the Town Hall Forum, participants are invited to join their colleagues for dessert and coffee while they unwind after a long day of sessions. Note: Sponsoring organizations may want to arrange for some type of entertainment/musical ensemble.

Benefits include:

- Acknowledgement of sponsorship on conference website and program book;
- 100-word organizational profile and logo in conference program book;
- Opportunity to hang company banner and/or distribute literature or giveaways at sponsored function;
- Sponsor Ribbon for registered attendees of sponsoring organizations; and
- An electronic copy of the final attendee list for one time use only. Phone and e-mail address will only be provided if authorized by attendee.

## **QUESTIONS?**

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# ADVERTISE IN THE CONFERENCE PROGRAM BOOK

Place an advertisement in the official conference program book, which is distributed to all conference participants to be front and center in the minds of attendees. Attendees save the conference program for future referencing, so your ad keeps selling year-round. Advertisement specifications will be included with the confirmation letter.

■ Full-page Color (8.5" x 11" (image area + 1/8" bleed)	\$800
■ Half-page Color (7.5" x 5", no bleeds)	\$450
■ Full-page Black & White (7.5" x 10")	\$600
■ Half-page Black & White (7.5" x 5")	\$300

## CONFERENCE LOCATION

Hyatt Regency Crystal City Hotel  
2799 Jefferson Davis Highway  
Arlington, VA 22202  
703.418.1234 or 800.233.1234  
[www.hyatt.com](http://www.hyatt.com)

### HOTEL ACCOMMODATIONS

The Hyatt Regency Crystal City Hotel is adjacent to Washington's Reagan National Airport and minutes away from Old Town Alexandria, downtown Washington, DC and Georgetown. The hotel is conveniently located to the Metro rapid transit system and is directly accessible from I-395 and major thoroughfares. Surrounding the hotel are nearby shopping, offices, restaurants and health clubs. Other nearby points of interest include the US Capitol, the National Mall and Monuments, Arlington National Cemetery and George Washington University.

A block of rooms will be held until **Friday, February 10, 2006** at Hyatt Regency Crystal City Hotel in Arlington, VA for conference and symposium

attendees. All attendees are responsible for making, changing or canceling their hotel accommodations and travel arrangements. The group room rate is \$179 single or double + applicable taxes (currently 10.25%). To make reservations, call 703.418.1234 for the Hyatt Regency Crystal City directly, or 800.233.1234 for Hyatt Regency Central Reservations, or reserve online at [crystalcity.hyatt.com/groupbooking/cons](http://crystalcity.hyatt.com/groupbooking/cons). To obtain the conference rate, please indicate you are attending the CoSN K-12 School Networking Conference. It is necessary to secure your first night with a major credit card. The hotel's check-in time is 3:00 pm and check-out time is 12:00 noon. If you change your plans and fail to notify the hotel 24 hours prior to the day of arrival, the hotel will charge the first night's lodging plus applicable taxes to your credit card.

### PARKING & TRANSPORTATION

Parking is available at the hotel for \$18.00 for 6-12 hours or \$20 per day with in/out privileges for overnight guests. For information on local transportation, please visit [www.k12schoolnetworking.org/hotel/travel.cfm](http://www.k12schoolnetworking.org/hotel/travel.cfm).

## ABOUT CoSN

The Consortium for School Networking (CoSN), a national non-profit organization, is the premier voice in education technology leadership. Our mission is to advance the K-12 education community's capacity to effectively use technology to improve learning through advocacy, policy, coalition building and leadership development. Our members represent school districts, state and local education agencies, nonprofits, companies and individuals who share our vision. For more information, please visit [www.cosn.org](http://www.cosn.org).

### QUESTIONS?

PLEASE CONTACT MICHELLE SHIRLEY AT 202.861.2676 X 131 OR [MICHELLE@COSN.ORG](mailto:MICHELLE@COSN.ORG)

# 2005 SPONSORS AND EXHIBITORS

360Training  
Absolute Software Corporation  
Administrative Assistants, Ltd. (aal)  
Adobe Systems, Inc.  
AirWave Wireless, Inc.  
AlphaSmart, Inc.\*  
ANGEL Learning, Inc.  
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Atomic Learning, Inc.  
Audio Enhancement  
Blackboard Inc.  
Brother International Corporation  
C. Blohm & Associates, Inc.\*\*  
CDW\*\*  
Center for Digital Education\*\*  
Cisco Systems, Inc.\*  
ClassLink Technologies, LLC  
Cox Communications\*  
CPSI  
Desire2Learn, Inc.  
Discovery Education\*  
Distance-Educator.com\*\*  
District Administration Magazine\*\*  
eClassroom\*  
Education Week\*\*  
eInstruction Corporation\*  
eSchool News\*\*  
ETS\*  
Event Management Systems  
Excelsior Software, Inc.  
Faronics Technologies USA Inc.  
Filnet Inc. and Price Williams Network  
Funds For Learning, LLC  
Gaggle.Net, Inc.  
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Horizon Wimba, Inc.\*  
HP\*  
IBM Corporation\*  
Inspiration Software, Inc.\*  
IntelliTools, Inc.\*  
International Society for Technology in  
Education (ISTE)  
Kurzweil Educational Systems\*  
LeapFrog SchoolHouse  
LearningStation\*  
LearningWare, Inc.  
Library Video Company  
Linworth Publishing, Inc.\*\*  
Market Data Retrieval\*\*  
Microsoft\*  
MultiMedia & Internet@Schools magazine\*\*  
Multimedia Instructional Network Delivery  
Systems (MINDS)\*  
National Association of Media and Technology  
Centers (NAMTC)\*\*  
National School Boards Association Technology  
Leadership Network  
National Science Digital Library  
Nextel Communications, Inc.  
North American Council for Online Learning\*  
Oracle Corporation\*  
Peter Li Education Group\*\*  
PLATO Learning, Inc.\*  
Proxim Corporation  
Quality Education Data\*\*  
Questia Media, Inc.\*  
Qwizdom, Inc.  
Roving Planet, Inc.\*  
RSA Security Inc.  
SAFARI Video Networks\*  
Sagebrush Corporation  
SANS, Inc.  
SAS\*  
Scholastic Administr@tor\*\*  
School Library Journal\*\*  
SchoolNet, Inc.\*  
SoftChalk  
Sprint \*  
Sun Microsystems, Inc.\*  
SunGard Pentamation Inc.  
SurfControl, Inc.\*  
Symantec Corporation\*  
T.H.E. Journal\*\*  
TANDBERG  
Technology & Learning Magazine\*\*  
Teledata Systems & Services\*  
Texas Instruments, Inc.\*  
The Big Deal Book of Technology\*\*  
The Winter Group\*\*  
The World Bank Institute\*  
Transition Networks  
Trillion  
Verizon\*  
Virtual Sage  
VisionTree Software  
vivED\*\*

# Sponsor Exhibitor and Promotional Application

## CoSN's 11th ANNUAL K-12 SCHOOL NETWORKING CONFERENCE & INTERNATIONAL SYMPOSIUM

March 6 - 9, 2006

*This completed form will be a binding agreement between the Sponsor/Exhibitor and the Consortium for School Networking and indicates acceptance of conditions described on the back of this application and the accompanying information.*

Organization Name (exactly as you want your company to appear on the conference program)

Name of Primary Contact Person

Title

Address

City

State

Zip+4

Phone

Fax

E-mail

*Program: This information will be printed in the final program and will be the means by which participants will contact your organization.*

Name of Marketing Representative

Title

Address

City

State

Zip+4

Phone

E-mail

URL Address

### Sponsorship Opportunities:

- Contributing Sponsor \$3,500
- Bronze Sponsor \$7,500
- Silver Sponsor \$10,000
- Gold Sponsor \$20,000
- Platinum Sponsor \$30,000

- Advocacy Presidential Sponsor \$12,500
- Advocacy Senate Sponsor \$5,000
- Advocacy House Sponsor \$3,500
- Advocacy Advocate Sponsor \$1,000
- Scholarship Fund \$\_\_\_\_\_

- International Symposium T1 \$15,000
- International Symposium T2 \$7,500
- CTO Leadership Forum \$7,500
- CoSN/SIIA Feedback Focus Group \$2,000
- Late Night Café \$2,000

### Exhibit Booth:

- Member \$1,200
- Non-Member \$1,500

### Table Top Exhibit:

- Member \$800
- Non-Member \$1,000

### Exhibit Space Details:

All efforts will be made to accommodate selections made for booth location. Assignments are based on date of receipt with payment and level of sponsorship. CoSN will assign what is considered "best available" space, if your selections are not available.

Choice of booth locations: 1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

List organizations you prefer not to be adjacent to? \_\_\_\_\_

### Advertisement:

- Full-page color \$800
- Full-page black & white \$600
- Half-page color \$450
- Half-page black & white \$300

### Total Payment: \$ \_\_\_\_\_

Full payment is required at the time your exhibit reservation is made. All sponsorships must be paid in full 60 days prior to the annual conference.

### Method of Payment:

- Check Payable to: CoSN (Federal ID# 52-1774773)
- Credit Card:  Visa  MasterCard  Amex

Card number

Expiration Date

Name as it appears on card

Authorizing Signature

### Authorizing Signature:

Application must be signed below by an authorized representative of the organization in order to be considered. Applicant agrees to and will **fully comply with the policies, terms, rules and regulations** listed in the prospectus. Authorized representative must have full power and authority to sign and deliver this contract.

Name

Title

Signature

Date

**Submit completed form and payment to: CoSN Show Management**

**P.O. Box 75110, Baltimore, MD 21275-5110**

**Or fax to 202.861.0888**

# Rules & Regulations

These rules and regulations constitute a bona fide part of the contract for space. Show Management reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well being of the exposition. Show Management's decisions and interpretations shall be accepted as final in all cases.

## 1. PURPOSE OF EXHIBIT:

K-12 School Networking Conference is educational and the Exhibition Hall in conjunction with the conference sessions is a vital element of this educational process. The demonstration of products is an important aspect of this event.

## 2. CONTRACT FOR SPACE:

Applicants for exhibit space are required to execute and forward a Contract to the Consortium for School Networking. To be valid, each applicant must convey full payment. Any exhibitor failing to occupy space is not relieved of the obligation paying the full rental fee.

## 3. SPACE ASSIGNMENT:

Assignment of space will be made as space reservations are received on a first-come, first-served basis and sponsorship levels. In all cases, efforts will be made to assign space in as close compliance as possible with applicant's preferences. CoSN will provide display space as indicated on the floor plan but reserves the right to make adjustments if needed.

## 4. PAYMENT FOR SPACE:

Any contract for sponsorship, exhibit space and/or advertisement **must be accompanied by full payment.** Public agencies must provide properly executed purchase orders to have space confirmed. Public agencies must remit full payment for space no later than February 6, 2006.

## 5. CANCELLATION:

All cancellations must be in writing. A full refund will be granted if cancellation is received at least 60 days out from the meeting date, minus a \$25 processing fee. No refunds will be granted for space canceled 60 days out or for a no show. This cancellation policy applies to all organizations, including public agencies requiring deferred payments.

## 6. SERVICE CONTRACTOR:

The official show decorator will furnish all exhibitors with a service manual that will contain instructions, shipping information, order forms for booth accessories and service requirements. All exhibit and contractors must abide by union jurisdiction in force at the time of the exposition. Exhibitors requiring the service of independent contractors must have prior approval of Show Management.

## 7. SUBLETTING OF SPACE:

The Exhibitor shall not assign, sublet, or appropriate the whole or any part of the space assigned or have representatives, equipment, or materials from firms other than his or her own in the exhibitor and entitled to benefits of exhibiting; any other company or unity in the exhibit space shall be considered a subsidiary of affiliate.

## 8. DISPLAY CONSTRUCTION AND LIMITATIONS:

CoSN will provide side drapes 36" high and back wall drapes 8' high for all 8' x 10' exhibit booths. Standard, uniformly styled booth identification signs, featuring exhibiting company's name and booth number, will be provided. No ceiling hung signs are allowed. Please avoid aisle-line demonstrations that result in aisle traffic congestion. While equipment is excluded from height restrictions, it should be placed in the exhibit so not to obstruct the view of neighboring exhibits, in the interest of all participating exhibitors and to preserve uniformity, displays must conform to the following limitations:  
**Booth:** Regular and specially built back walls including signs may not exceed a maximum height of 8'. Low side dividers between exhibits should not exceed 3' in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space.

**Table Top:** Displays will consist of 6' x 30" draped and skirted table, one chair and an identification sign.

## 9. FREIGHT:

Exhibit material/packages/shipments **WILL NOT be received at the Hyatt Regency Crystal City Hotel.** All deliveries will be returned to the shipper at the exhibiting company's expense. Official freight and storage designee for the convention is Hargrove, Inc. CoSN assumes no obligation for these arrangements and the exhibitor must assume all costs.

## 10. EXHIBIT INSTALLATION AND DISMANTLING:

All installation and dismantling of exhibits must be carried out during the time indicated in the accompanying exhibit information. **No exhibit may be erected after the exhibit hall opens or be dismantled before the official closing time.** It is the responsibility of the exhibitor to see that all his/her materials are delivered to the Exhibit Hall and removed from the Exhibit Hall by the specified deadline. Any space not claimed and occupied or for which no special arrangements have been made may be resold or reassigned by CoSN without any obligation on the part of CoSN for any refund. Show Management will order any unattended freight to be removed and stored at the exhibitor's sole risk and expense at the close of the show. **Prior arrangements must be made to dismantle booth if exhibit staff cannot remain during the duration of the conference's set exhibit hours.** **All property is to be shipped to and from the official drayage company.**

## 11. DISPLAY OPERATIONS (SELLING, PRIZE-DRAWINGS AND PROMOTIONS):

Exhibitors may show, discuss, explain and demonstrate items of services but may not make sales, which result in the exchange or merchandise and/or money in the exhibit hall. Prize Drawings will be allowed within guidelines furnished by CoSN. Raffles or lotteries are prohibited.

Interviews, demonstrations and distribution of literature are permitted only within the exhibitor's booth space. Samples or souvenirs may not be sold, and if distributed, must directly relate to products or services displayed in the exhibitor's booth. Booth activities that cause people to congregate in the aisles are prohibited. CoSN will not permit non-exhibitors to canvass, solicit, hold conferences, or distribute literature or other promotional devices during the exposition.

No photographing of another exhibitor's display will be allowed without permission of the exhibitor.

## 12. NOISE AND SOUND:

Musical instruments, radios, sound motion picture equipment, record players or noise creation devices or amplifying systems shall be operated only at level which will not interfere with other exhibitors or add unduly to general acoustic inconvenience and their operation must conform to Show Management requirements. Prevailing union regulations regarding use in operators for equipment must be observed by all exhibitors.

## 13. LIABILITY:

It is expressed, understood and agreed by each and every contracting exhibitor, his agents and his guests to indemnify, defend and agrees to hold harmless CoSN and the Hyatt Regency Crystal City Hotel and their officers, owners, directors, employees, contractors and agents, from and against any actions, liability for losses, damages, suit, claims and expenses (including attorney's fees) arising from any damages to property or bodily injury by whom so ever sustained, including exhibitor, his agents, representatives, employees by reason of the exhibitor's occupancy or use of the exhibition facilities, including such damage or injury resulting in part from the negligence of one or more of the aforementioned indemnities. At all times such goods and properties remain in the sole possession and custody of each exhibitor.

## 14. INSURANCE:

At all times during this function, exhibitors shall maintain a comprehensive commercial general liability insurance policy with contractual indemnity coverage and combined single limits in the minimum amount of one million dollars (\$1,000,000) per occurrence for personal injury and property damage and a commercial automobile liability insurance policy with coverage for owned, non-owned, rented and borrowed automobiles with a combined single limit of not less than million dollars (\$1,000,000). Such insurance shall provide coverage insuring against loss, damage or liability for injury death to persons and loss or damage of property and shall contain no exclusion with respect to property of CoSN and the Hyatt Regency Crystal City Hotel. This policy should name CoSN, the Hyatt Regency Crystal City Hotel and affiliates as additional insured.

## 15. INABILITY TO PERFORM:

In the event that because of war, fire, strike, government regulation, public catastrophe, act of God or other cause, the conference or any part thereof is prevented from being held, or is canceled by CoSN, the exhibit management shall determine and refund all amounts paid, less a \$25 processing fee.

CoSN shall have no further obligation or liability to the exhibitor.

## 16. POWER:

The Hyatt Regency Crystal City Hotel is responsible for the installation and service of power in the exhibit hall. It is mutually understood that CoSN and Show Management shall not be held responsible for late installation or interruption of any services that may occur.

## 17. RULES AND REGULATION CHANGES:

The Consortium for School Networking reserves the right to make changes to the conditions, rules and regulations deemed necessary to enhance the success of the exposition and to decline or prohibit any exhibit, which in its judgment is out of keeping with the character of conference, this reservation being all-inclusive as to person, thing, printed matter, product and conduct.