

UBTech²⁰¹⁶

Shaping the Future of Higher Education

June 6-8, 2016 • The Mirage, Las Vegas

AV & IT

INSTITUTIONAL & STUDENT SUCCESS

- Automation & Control
- Campus IT
- Learning Spaces
- Technology Environments
- Digital Signage
- Leadership Collaboration
- Technology Policy & Practice

Sponsor and Exhibitor Prospectus

UBTech 2016

Engage with your key prospects and customers from hundreds of campuses nationwide.



I exhibit at UBTech year after year because at this show we meet the higher ed leaders who make decisions, and that leads to new business. UBTech is a can't-miss event in the higher ed market.

— Mark Villinski, Director Field Marketing, Kaspersky Lab

UBTech is a unique event that connects us with the right people. We're consistently impressed with the level of contact and quality of interactions.

Gil Rogers, Director of Enrollment Insights, Chegg Enrollment Services

Want hundreds of face-to-face meetings with key campus buyers?

Get them at UBTech 2016.

- Presidents and Vice Presidents
- CIOs
- CTOs
- CFOs
- IT and AV Directors and Managers
- Provosts and Chief Academic Officers
- Chief Business Officers
- Academic/Administrative Computing Leaders
- Network Directors and Managers
- Media/Library Directors and Managers
- Technologists from Every Department
- Chancellors
- Marketing, Recruitment, Enrollment & Retention Directors and Managers
- Registrars
- Student Services & Student Success Directors

We participate in all of the major education technology conferences, but this is our favorite. This is the one from which we get the most.

— Sean Brown, Senior Vice President, Sonic Foundry

Get your best booth location and marketing package now.

ubtechconference.com

Why UBTech?

Because at UBTech attendees generate new business and build new partnerships. UBTech attendees are leaders and innovators, and they're looking for new solutions.

Our experience sponsoring, exhibiting and participating at UBTech has been overwhelmingly positive. It's an environment that allows for meaningful engagement and conversations between sponsors and attendees. UBTech will continue to be on our list of 'must-participate' events.

— Jeff Chapman, Vice President, Collegis Education

UBTech is a Powerful and Profitable Investment

Reach the higher ed buyers you're looking for:

8 OUT OF 10

attendees said that the UBTech exhibit hall provided valuable exposure to higher ed solutions and services.

3 OUT OF 4

UBTech attendees say they are now more likely to purchase a higher ed solution because they saw it in the UBTech exhibit hall.

UBTech attendees find success and effectiveness:

Nearly
90%

of UBTech attendees said they gained actionable information to bring back to their campus.

More than
9 OUT OF 10

attendees say that their decision to attend UBTech was a good one.

Speaking Opportunities

- Make an indelible impression and capture additional qualified leads with a special speaking presentation at UBTech 2016. Limited availability. Competitive cost.
- Solution Sessions: 40-minute breakouts in main program.
- Executive Breakfast Briefings: 60-minute morning meetings with targeted attendees; food & beverage included; vendor choice of presentation format.



The group of vendors at UBTech was great. Usually I would only visit an exhibit hall once, but I returned to the hall at UBTech multiple times to get more information.

— Wayne Jones, Director of Instructional Design and Assurance of Learning, Sam M. Walton College of Business, University of Arkansas

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Increase your Impact

- Sponsor UBTech: Silver, Gold, and Platinum levels
- Custom Sponsorships: Key Card, Keynote, Reception, Espresso Bar
- Category Sponsorships: Digital Signage, Projector, Wireless, Room Drop, Charging Stations
- Conference bags (sold)
- Badges (sold)
- Lanyards (sold)

UBTech provides great networking opportunities with vendors, and ample time to discuss solutions. I found products at UBTech that were of extreme interest to me and my university, and was able to gain information that has influenced my buying decision.

— James Buyea, CIO,
SUNY Jefferson

Call or email contact below for info and pricing.



I much prefer the exhibit hall experience at UBTech to other conferences because the specific higher ed technology focus makes for better opportunities to meet with company representatives one-on-one.

— Teri Ault, IT Support Specialist, Penn State University

Exhibit Hall Schedule

MONDAY JUNE 6

(Exhibit Hall Open 5:15-7:15 PM)

5:15 PM-7:15 PM

Exhibit Hall Grand Opening Reception

TUESDAY JUNE 7

(Exhibit Hall Open 9:45 AM-7:00 PM)

7:30-8:30 AM Executive Breakfast Briefings

9:45-10:45 AM

Exhibit Hall Networking Break

11:30 AM-1:30 PM

Exhibit Hall Luncheon &
Networking Discussions

3:00-3:30 PM Exhibit Hall Networking Break

5:00-7:00 PM Annual Networking
Reception in Exhibit Hall

10 x 10 exhibit space starts at \$4,150, and includes:

- Free Exhibit Hall Wi-Fi
- 5 Conference Passes
- 5 Staff Exhibit Hall Passes
- Pipe and Drape Booth Construction
- Company ID Sign
- Booth Table and Chairs
- All Exhibit Hall Food & Beverage Included for Exhibitors/Sponsors
- Up to 100-Word Company/Product Description at online Exhibit Hall Map.
- Company Listing on UBTech Attendee App
- Attendee List Provided Pre-event and Post-event

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SHOWCASE YOUR SOLUTIONS...

LEARNING ENVIRONMENTS

- Furniture & Integration
- Seating Solutions
- Collaborative Spaces
- Computer, Student & Instructor Tables
- Space Division & Design
- Work Tools (Cabling, Podiums, Lighting, Organization Solutions)

STUDENT EXPERIENCE

- Recruitment
- Retention
- Academic outcomes
- Athletics
- Financial and career counseling
- Apparel/memorabilia
- Food services
- Health/wellness services
- Housing
- Transportation
- Student response/information systems

DIGITAL SIGNAGE

• Displays

• Software

• Systems

CAMPUS IT

- Networks
- Security
- Enterprise
- Virtualization
- Storage
- Data management
- Cloud computing

TECHNOLOGY POLICY & PRACTICE

- Intellectual property
- Technology usage
- Social media
- Campus communication
- Crisis management
- Change management
- Professional development

BUSINESS ENTERPRISE

- Financial affairs
- Tuition strategies
- Administrative software
- Marketing and branding
- Procurement/E-procurement
- Operational streamlining
- Human Resources

AV SOLUTIONS

- Automation
- Integration
- Collaboration
- Active Learning Spaces
- Equipment
- Training
- Systems and software
- Maintenance and support

INSTRUCTIONAL TECHNOLOGY

- Content
- Course delivery
- Apps
- Online/remote instruction
- Assessment/Evaluation
- MOOCs
- Flipped classrooms

EXECUTIVE LEADERSHIP

- Growth strategies
- New ventures
- Organizational structure
- Partnerships
- Advancement

FACILITIES & INFRASTRUCTURE

- Space planning and design
- Cloud based infrastructure
- Maintenance
- Sustainability
- Energy management
- Accessibility
- Physical security/safety

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Sponsor and Exhibitor Highlights

BENEFITS	PLATINUM	GOLD	SILVER	EXHIBITOR
PRE-CONFERENCE BENEFITS				
Company logo in <i>University Business</i> magazine promotions, digital signage, at UBTechconference.com, and in promo email broadcasts	✓	✓	✓	
Dedicated conference webpage for your company information	✓	✓	✓	✓
1x pre-event partner email broadcast to attendee list	✓			
ONSITE BENEFITS				
Company profile in UBTech App, at Level	✓	✓	✓	Listed in App
Booth Size	premium location 20 x 20	10 x 20	10 x 10	10 x 10
Logo on conference signage	✓	✓	✓	
Enhanced premium signage locations	✓	✓		
Your promos materials available to attendees in registration area	✓	✓	✓	
All-access UBTech registration passes for exhibitor personnel	7	5	5	5
Complimentary conference passes for VIP distribution	20	10	7	0
50% discount on additional conference passes	no limit	no limit	no limit	10
Solution Session speaking slot in conference program	✓			
Logo inclusion in pre-session video presentations	✓	✓	✓	
UBTech attendee list provided before and after the event	✓	✓	✓	✓
Refreshment break sponsorship included	✓			
Free Exhibit Hall Wi-Fi	✓	✓	✓	✓
Bonus speaking opportunity: 60-minute Executive Breakfast Briefing	✓			
Complimentary conference hotel room upgrade	✓			
POST-EVENT BENEFITS				
Post-event partner email broadcast to attendee list	2x	1x		

For Pricing and Package Discounts Click [HERE](#)