

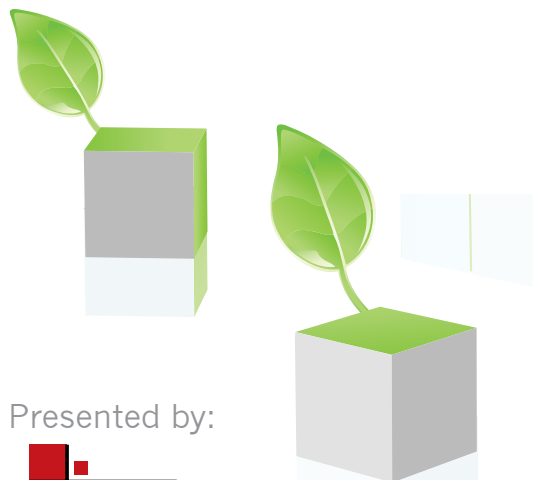
GREEN | School & University

A Virtual Conference & Expo

June 24

10:30am-6pm EST

Reach hundreds of education facilities & business professionals, architects and decision-makers at this groundbreaking event. As travel budgets make it more difficult to attend traditional conferences and trade shows, *American School & University* has a solution — the Green School & University Virtual Conference & Expo brings together industry thought leaders, education facilities & business professionals and knowledgeable vendors into a one-day, interactive event where they can share best practices, ask tough questions and get solid answers.



Presented by:



WHAT IS THE GREEN SCHOOL & UNIVERSITY VIRTUAL CONFERENCE & EXPO?

We call it an online virtual conference and trade show; you'll call it the best interactive marketing and lead generation tool yet.



It's an online virtual conference and trade show dedicated to how the nation's education institutions are embracing green/sustainable practices in the design, construction, operation and maintenance of facilities.



The Green School & University Virtual Conference & Expo offers registered visitors access to 3-5 live Webcasts throughout the day, an interactive trade show floor and a Resource Center that may feature your company literature, multimedia, presentation and promotional materials.



The event will be live for one-day and will be available on-demand at www.ASumag.com for 90 days immediately following the live event.



All attendees register once for the show and are tracked as they attend Webcasts, trade show booths and the resource center.



Why sponsor a webcast?

- Collect quality leads of industry decision-makers that register and attend your sponsored webcast.
- Build your brand as an industry leader. Sponsoring a webcast will provide an opportunity to spotlight your company as a leader at the forefront of the latest technology.
- Engage prospects and customers in a dialogue during the webcast and forge meaningful business relationships.
- Keep your sales pipeline full for 3 months as you continue to receive leads with ASUmag.com's On-Demand archives.
- Enjoy additional benefits at your booth!



Why should I rent a booth?

- Interact live with new customers, prospects and current clients as they visit your booth.
- Collect quality leads of every registrant that enters your booth.
- Post videos and product demonstrations.
- Provide downloadable product information & marketing collateral.
- Position your company as a vital source of information and product knowledge.
- Keep your sales pipeline full for 3 months as you continue to receive leads with ASUmag.com's On-Demand archives.

SPONSORSHIP PACKAGES

Exclusive Show Sponsorship

(includes booth & main hall welcome video): **\$10,000 net**

- Show sponsorship includes one Webcast, one trade show booth, welcome video, main sponsor promotion and all registrant information.
- Logo and company name displayed on all *American School & University* promotional efforts: every print ad, registration page, HTML emails, invitations, banners and all other web advertisements.
- Will receive all event registrant lead information. A complete list of every attendee!
- Receive a 30-45 second welcome video that will appear on the main hall entrance as soon as each registrant logs in.
- Only one show sponsorship position available.



Webcast Sponsor

(includes booth): **\$7,500 net**

- Up to five Webcasts are planned beginning at 11 am ET. Each Webcast lasts 45 minutes — and can be presented live or pre-recorded.
 - Webcasts are available on-demand at www.ASUmag.com for 3 months.
 - Sponsors receive webcast registrants' information.

How have previous Virtual Conference & Expos performed?

AS&U's sister publications have hosted similar online events for public service professionals. The most recent Fall 2008 event attracted:

- 625 registrants
- 300 live event attendees
- 100 additional on-demand visitors
- 527 booth visits
- 126 average webcast attendance

Resource Sponsor

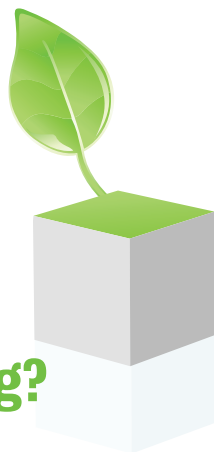
(includes booth): **\$5,000 net**

- Only one exclusive sponsor position available.
- Resource Center is a central location for attendees to download whitepapers, view articles, company literature, flash product demos, podcasts and link to other web pages.
- Sponsor's company name and logo will be displayed prominently on all pages of the Resource Center.
- Receive leads of all attendees who visit the Resource Center.

Trade Show Booth Sponsor

\$2,000 net

- Live exhibitor participation during the one-day live event, allowing advertiser to interact with attendees via live chat.
- Exhibitors receive leads of all attendees who stop by their booths.
- Booth includes document downloads, live chat, 10 product demo pages and customizable booth design.
- Booths are available on-demand for three months, with continuing promotion by *American School & University* and regular lead reports.



What's missing?

Airline flights,
shipping costs, hotel
stays, taxicab rides and
overpriced lunches!

DID YOU KNOW?

While other U.S. facility markets are suffering, capital spending at education institutions continues to be strong. In November alone, **more than \$28 BILLION in new capital bond issues were passed.** Given the construction funding already in the pipeline, as well as industry growth projections and the political landscape, the education construction market will be a source of steady opportunity over the next several years.

How will we promote the event?

We will execute a robust promotional campaign leading up to the event and during the 90-day on-demand period. Promotional vehicles include:

- Full Page Advertisements in *American School & University* reaching 70,059¹ subscribers.
- Advertising on ASUmag.com, which receives on average more than 60,000² page views/month.
- Banner and Text Ad in SchoolhouseBeat, a weekly e-newsletter of *American School & University*, with circulation of more than 17,645² viewers.
- Banner and Text Ad in Green School & University, a monthly e-newsletter with circulation of more than 20,128² viewers.
- E-Blasts to *American School & University's* 31,168² opt-in email list of education professionals.
- Advertising in *American School & University's* Digital Edition and digital delivery emails.
- Advertising in First Monday, a monthly e-newsletter with circulation of 26,994² viewers.
- E-blasts to applicable *American School & University* sister publications.

The Green School & University Virtual Conference & Expo is an unprecedented online event in the education facilities and business marketplace. Don't miss the opportunity to forge critical new relationships, elevate your brand and receive quality leads without ever leaving your office.



Sponsorships are limited and go quickly. Call your sales consultant today to reserve your space in the 2009 Green School & University Virtual Conference & Expo.

SALES CONTACTS

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