



# HigherEdTECH



THE GLOBAL STAGE FOR INNOVATION

PRODUCED BY  CEA

## SUMMIT AND EXHIBIT



### THE FACTS:

#### FOUR DAY EXHIBITION January 8-11, 2013

- 40,000 sq. ft. of exhibition space under the Living in Digital Times umbrella
- Located at the Venetian
- For more information: [higheredtechsummit.com](http://higheredtechsummit.com)

#### ONE DAY SUMMIT Wednesday January 9, 2013

- Seating for 300
- Headliner speakers
- Panels, demos, debates & keynotes

**CHANGING.** That sums up the state of higher education. Today's students are avid users of digital devices, social media and microblogging, whether applying to college, taking classes, downloading entertainment or communicating with friends. They expect to engage with others anytime, access anything, anywhere, and witness a continuing stream of new technology. Colleges and universities, long bastions of tradition, are adopting the tools of the digital age to recruit students, improve services, save money, raise quality and expand access. From e-classes and e-texts to virtual labs and 24/7 advisors to open courseware and global universities, technology is changing what it means to go to college.

What used to be cutting-edge is now commonplace in higher education. College students and faculty, not only consumers, are becoming drivers of new technology. Institutions are incubating game-changing digital innovations. The pace of change makes it difficult to keep up with the issues, opportunities and challenges of re-inventing higher education for the 21st century.

Where better to explore the impact of technology on higher education than at HigherEdTECH 2013—right in the midst of the Consumer Electronics Show, the world's largest technology arena. HigherEdTECH brings together the educators, journalists, high tech experts, and policymakers changing higher education and showcases the latest technologies and digital services. Join this unique strategic dialog, preview the hottest digital innovations, and network with thought leaders and potential partners at HigherEdTECH 2013.

**For more information, contact: [LindaN@dcdmc.com](mailto:LindaN@dcdmc.com) or call 800-553-2399**

*The Higher Ed Tech Summit and Exhibition is presented by Living in Digital Times, producers of the Kids@Play Summit, the Mommy Tech Summit, the Silvers Summit, Fitness Tech Summit, and the Digital Health Summit at the 2013 Consumer Electronics Show.*

SPONSORSHIP PACKAGES	EXHIBIT SPACE INCLUDED				
	\$7,500 (POD)	\$10,000 (10X10)	\$15,000 (10X20)	\$24,000 (20X20)	\$36,000 (20X30)
Complimentary Passes to LIDT Networking Party	2	4	6	8	10
Official Listing in the CES Print, Virtual and Online Directories	✓	✓	✓	✓	✓
Listing in LIDT Summit Exhibitor and Conference Materials	✓	✓	✓	✓	✓
Company Logo/Link on the LIDT Summit Website	✓	✓	✓	✓	✓
Banner in Conference Room	SHARED	SHARED	4X5	8X10	8X10
Collateral on Show Floor					
SWAG Bag Participation	✓	✓	✓	✓	✓
LIDT Summit Press Conference Participation		✓	✓	✓	✓
Access to Meeting Room		✓	✓	✓	✓
Demo Spots on LIDT Stage on Showfloor		✓	✓	✓	✓
Panel Participation			✓	✓	✓
Content on LIDT Summit Website			✓	✓	✓
Half-Page Ad in Summit Program Book			✓		
Full-Page Ad in Summit Program Book				✓	✓

#### ADDITIONAL SPONSORSHIP OPPORTUNITIES:

ADD TO ANY PACKAGE	
	COST
Innovation Opening Night Reception	\$25,000
Power Breakfast (two available)	\$10,000
Custom Lunch Box Sponsor	\$30,000
Workshop Sponsor (two available)	\$10,000
Coffee Break (two available)	\$5,000
Conference Bags	\$10,000
Back Cover of HigherEdTECH Program Book	\$10,000
Title Sponsor HigherEdTECH Reception	\$40,000



**The HigherEdTECH Summit staff is eager to assist you in your selection and work on custom solutions for presenting your company to an audience of more than 150,000 attendees.**

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