



2011 Sponsor Prospectus

AEP's Content in Context Conference
www.contentincontext.org
June 6-9, 2011
Omni Shoreham Hotel
Washington, DC

CONTENTⁱⁿ
CONTEXT 

PUBLISHING 3.0

where **top minds**
in education research
and pedagogy meet
cutting-edge
platform developers.

CONTENT_{in}
CONTEXT 

PUBLISHING 3.0

Content in Context 2011: Publishing 3.0

So far, the 21st Century has proven to be a scary place for companies in the business of content. The rapid advance of technology, the open source movement, and new consumer mindsets that demand “anytime, anywhere” content – these are all challenges that have toppled major record labels, newspapers, and magazines. While the education market is not immune to these factors, we are in a unique position to embrace the change and learn from those who have succeeded before us.

Through the **Content in Context Conference (CIC)**, AEP is helping to bring innovation to the way education companies develop and distribute content. CIC attendees – professionals from every walk of the education industry – are those who choose to be at the forefront of this change.

What is Content in Context?

The Content in Context Conference is a gathering place for any organization or individual involved in bringing effective and innovative learning solutions to today’s classrooms. This annual conference, presented by the Association of Educational Publishers (AEP), is **where top minds in education research and pedagogy meet cutting-edge platform developers**. It’s where those using educational resources every day converse with those developing the tools. And it’s where education business leaders make connections that help shape the future of the education industry.

Why sponsor or exhibit at CIC?

The Content in Context conference is one of the top networking and learning events of the year for anyone who makes education their business.

Join CIC as a sponsor or exhibitor and:

- *Showcase your products and services to a targeted audience of education industry professionals*
- *Meet with executives from some of the top education companies in the world*
- *Align your business with the progressive movement to bring innovation to the educational resource community*
- *Join the conversation about the future of teaching and learning and the products that are leading the way*

**Join CIC today. Contact Jo-Ann McDevitt
at 302-295-8342 or jmcdevitt@AEPweb.org to get started.**

Who attends CIC?

| | |
|---------------------|------------------------------|
| Publishers | Mergers & Acquisitions Firms |
| Content Providers | Distributors |
| Platform Developers | Writers |
| Designers | Freelancers |
| Product Developers | Education Associations |
| Printers | Conversion Services |
| Software Developers | Translation Services |
| Game Developers | Editorial Services |
| Marketers | Recruiters |

Who sponsors CIC?

| | |
|---------------------------------------|------------------------------------|
| Academic Benchmarks | Publishing Solutions Group |
| Bottom Line Publishing Services | Q2A Media |
| Dorling Kindersley Limited | Quarasan! |
| EdGate Correlation Services | Recording for the Blind & Dyslexic |
| Emantras | Saddleback Educational Publishing |
| enTourage Systems, Inc. | Scholastic Inc. |
| Evan-Moor Educational Publishers | SD-X Interactive |
| Follett | Simba Information |
| Getty Images | SMART Technologies |
| Impelsys Inc. | Teacher Created Materials |
| Intel | Texas Instruments |
| Learning Multi-Systems | Tizra |
| MarketingWorks, Inc. | Transcontinental |
| McNaughton & Gunn, Inc. | Victory Productions |
| MDR | Weekly Reader |
| Mining Gems | Winter Group |
| MMS Education | Words & Numbers |
| Network for Teaching Entrepreneurship | World Book |
| nSight | Young Digital Planet |
| Pearson | Zaner-Bloser |
| The Pearson Foundation | |



“ [Content in Context] has proven year after year to be a **productive** and educational event...It not only allows us to connect with our customers, it enables us to hear firsthand what is of the greatest concern to **education professionals**. Attendees at this event continually show an active interest in the services the exhibitors have to offer. ”

*Cheryl J. Corey
Regional Sales Manager
McNaughton & Gunn, Inc.*



platinum sponsorship

- Introduction at conference kick-off
- Exclusive sponsorship of one of four general session topics, including opportunity to introduce speakers, brand the room with your logo, and distribute branded promotional products. Available on a first-come, first-served basis by contract date
- **NEW!** Sponsorship of a pre-conference webinar on a related topic. Topic and month selected on a first-come basis by date of signed contract
- Twenty-minute Industry Spotlight Session to demonstrate new and innovative technology product or platform. AEP will promote sessions before and during the conference.
- Logo on all conference promotional materials
- Listing as a sponsor in all press releases for the event
- Pre/post-event attendee registration lists
- Logo on conference website for one year with click-thru to your website and 200-word description
- Logo exclusively on conference tote bag, USB drive, or another item, chosen on a first-come, first-served basis by signed contract date
- Co-sponsorship of Exhibit Hall Reception with other Platinum Partners
- Logo and 200-word description in conference guide
- Guest post by Senior Executive on AEP's blog on a topic that closely aligns with the event (pre-approval of post required)
- Two full-page ads in conference guide
- Opportunity to supply an item for conference bag (pre-approval of item required)
- Four full-conference passes for use by team members or customers
- Logo included on conference signage template
- Premier seating for 10 guests at the AEP Awards Gala
- Two full-page ads in the Awards Gala Program
- Two exhibit tables with prime placement in the exhibit hall
- Use of private boardroom for meetings

- Exclusive sponsorship of one of the following:
Opening Reception, Breakfast, or Luncheon
- Logo on all conference promotional materials
- Listing as a sponsor in all press releases for the event
- Pre/post-event attendee registration lists
- Logo on conference website for one year with click-thru to your website and 100-word description
- Twenty-minute Industry Spotlight Session to demonstrate new and innovative technology product or platform. AEP will promote sessions before and during the conference.
- Full-page ad in conference guide
- Logo and 100-word description in conference guide
- Opportunity to supply an item for conference bag
(pre-approval of item required)
- Two full-conference passes for use by team members or customers
- Premier seating for five guests at the AEP Awards Gala
- Full-page ad in the AEP Awards Gala Program
- One exhibit table with prime placement in the exhibit hall
- Use of private boardroom for meetings



gold
sponsorship



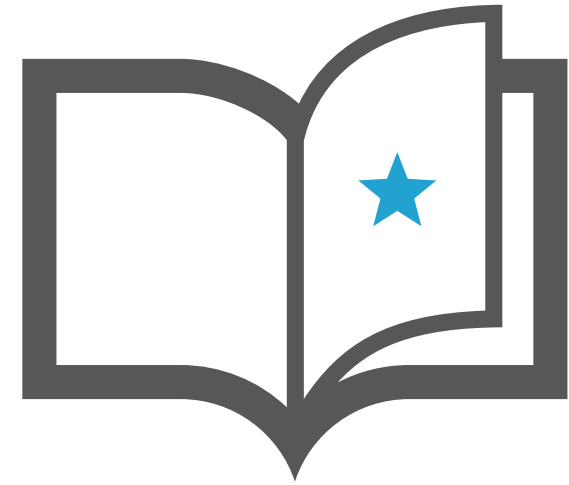
silver sponsorship

- Twenty-minute Industry Spotlight Session to demonstrate new and innovative technology product or platform. AEP will promote sessions before and during the conference. Company name listed in all conference promotional materials
- Listing as a sponsor in all press releases for the event
- Pre/post-event attendee registration lists
- Logo on conference website with click-thru to your website and 75-word description
- Logo and 75-word description in conference guide
- Opportunity to supply an item for conference bag (pre-approval of item required)
- Half-page ad in conference guide
- Two full-conference passes for use by team members or customers
- Premier seating for two guests at the AEP Awards Gala
- Half-page ad in the AEP Awards Gala Program
- One exhibit table with prime placement in the exhibit hall
- Use of private boardroom for meetings



bronze sponsorship

- Pre/post-event attendee registration list
- Opportunity to supply an item for conference bag (pre- approval of item required)
- Logo on conference website with click-thru to your website and 50-word description
- Two full-conference passes for use by team members or customers
- Half-page ad in conference guide
- Logo and 50-word description in conference guide
- Premier seating for two guests at the AEP Awards Gala
- One exhibit table

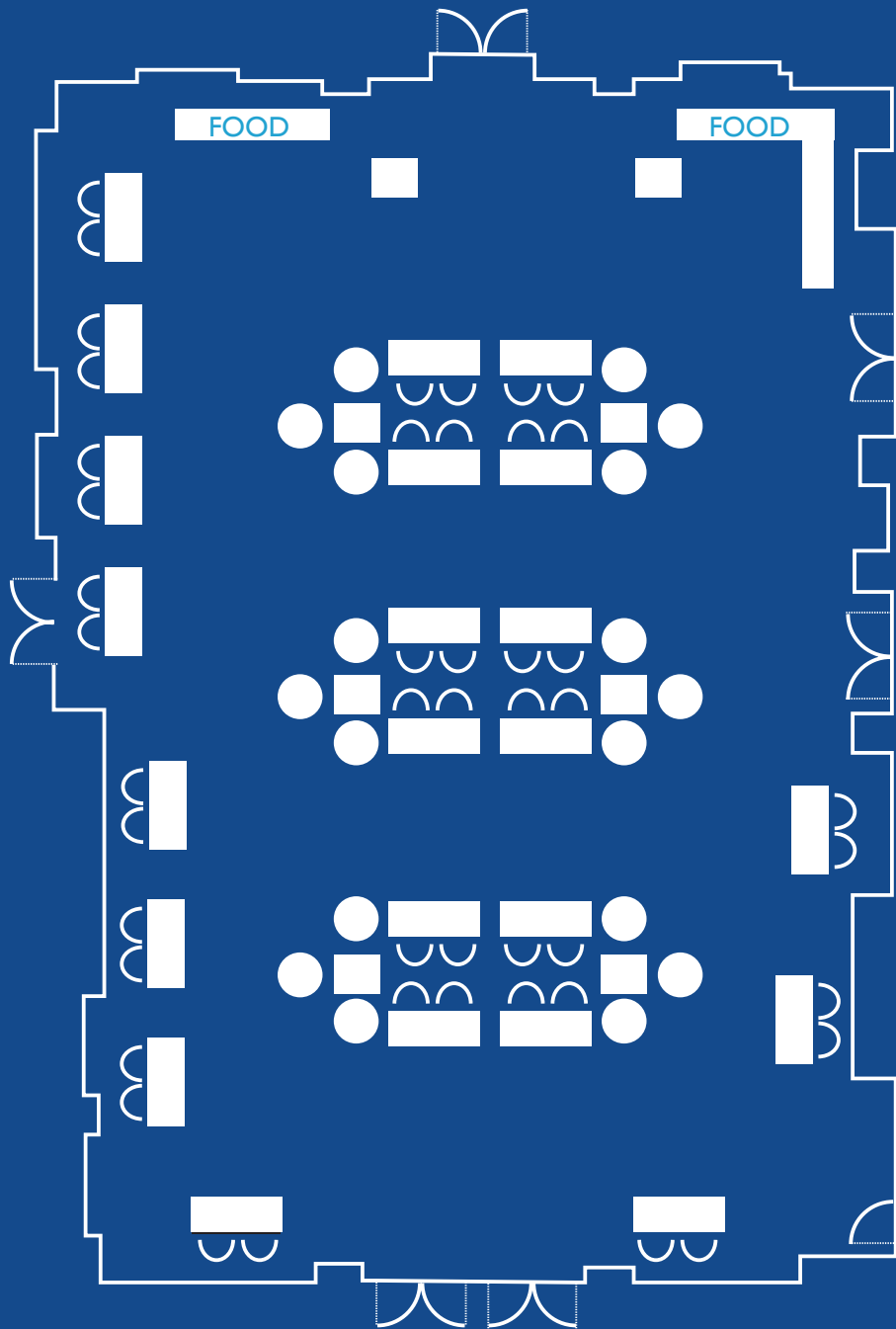


contributing sponsorship

- Company name listed on conference website with click-thru to your website and 50-word description
- One full-conference pass
- Half-page ad in conference guide
- Additional benefits vary depending on sponsorship.

Opportunities

- Attendee Tote Bag
- Hotel Key Card
- Internet Cafe/Recharge Lounge
- Conference Notebook
- USB Stick
- AEP Awards Reception
- Post-Award Banquet Winners' Reception
- Lanyard
- Morning Breaks (2)
- Afternoon Breaks (2)



2011 CIC exhibit hall

EXHIBIT OPPORTUNITIES

Content in Context exhibitors get a dedicated space within the exhibit hall to showcase products and services and a pre-conference attendee list for setting appointments as well as the following benefits:

- Exhibit table with sign in exhibitors' hall
- One full-conference pass
- Pre/post-event attendee list
- Logo on conference website with click-thru to your website and 50-word description
- Logo and 50-word company description in conference guide
- Half-page ad in conference guide

Space in the exhibit hall is limited, and tables are sold on a first-come, first-served basis.

Contact Jo-Ann McDevitt at jmcdevitt@AEPweb.org to reserve your space today.

INDUSTRY SPOTLIGHT SESSIONS

An ideal venue for launching a new product or showcasing an existing one, Industry Spotlight sessions include:

- All the benefits of exhibiting, plus
- Twenty minutes to demonstrate product
- Session description in conference guide
- Email invitations sent to pre-conference attendee list
- Signage at registration desk and in exhibit hall

About AEP

The Association of Educational Publishers is the only non-profit organization that serves the needs of the entire K-12 educational resource community, encouraging and advocating for professional, quality content for education. By connecting teachers, schools, and businesses, we aim to inspire effective and innovative learning solutions for the 21st Century classroom.

Find out more at www.AEPweb.org



connect • learn • publish • prosper