

Educational Technology Day at Ithaca College

# EDTECHDAY2010

Thursday, March 25 • [www.ithaca.edu/edtechday](http://www.ithaca.edu/edtechday)

Our Twentieth Year

## Educational Technology Day 2010 Vendor Registration Packet

This packet contains everything you need to register as a vendor for Ed Tech Day 2010 on Thursday, March 25th at Ithaca College.

**Please be sure to note the registration deadline of Monday, February 15th.** We have sold out of vendor space for the past 7 years and had to turn people away, so please be sure to get your registration in early.

### Packet Contents:

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*Help us celebrate 20 years  
of Educational Technology  
Days at Ithaca College!*

### **Please Note:**

The booth selection process has changed. See the registration form for details.

Please give us a call at 607-274-1000 or send an email to [dweil@ithaca.edu](mailto:dweil@ithaca.edu) if you have any questions.

December 2009

As part of our continuing efforts to bring information about the latest educational technology to the Ithaca College campus and the upstate New York area, Information Technology Services at Ithaca College is pleased to sponsor our twentieth annual Educational Technology Day at Ithaca College.

This year the event will be held on Thursday, March 25th, from 9am to 4pm in our Campus Center. The show is designed to provide attendees from Ithaca College and the upstate New York area with an opportunity to learn about the latest computer hardware and software, and future directions of technologies in areas such as eMedia, the Internet, digital communications, networking and other related fields.

We would like to invite you to participate in this year's show. The event will provide you with an opportunity to interact with key computing support personnel and decision-makers from well over 150 institutions of higher education, K-12 schools, local businesses and other organizations in the upstate New York area, in addition to over 1,000 faculty, staff and students from Ithaca College. Last year we had over 1,600 attendees. While primarily aimed at higher education, this show also attracts people from area businesses and the local community. This is the largest multi-platform, multi-vendor technology show for higher education in the upstate New York area. Please see the enclosed list of organizations who have attended in past years for more details.

**To reserve your space, we ask that you fax or mail the enclosed Vendor Registration Form by February 15th.** For the last 7 years we have sold out of vendor space so it is important that you return your form as early as possible. As in prior years we need to charge a vendor participation fee based on the amount of floor space you require to help cover some of our expenses. Individual participants are not charged a fee to attend. See the enclosed Vendor Registration Form for details.

Also enclosed you will find an overview of the show and a sheet listing important logistical information. Additional information may also be found on our Web site: <http://www.ithaca.edu/edtechday/>.

I hope that you will be able to participate in this year's show. If you have any questions, please give me a call on my direct line at 607-274-3098. You may also contact my colleague Lavina Kilmer at 607-274-7396, or via email at [lkilmer@ithaca.edu](mailto:lkilmer@ithaca.edu). I am looking forward to hearing from you.

Sincerely,



David Weil,  
Director,  
Enterprise Application Services  
Information Technology Services  
Ithaca College  
[dweil@ithaca.edu](mailto:dweil@ithaca.edu)

**Due by Monday,  
February 15, 2010**

Educational Technology Day at Ithaca College

# EDTECHDAY2010

Thursday, March 25 • [www.ithaca.edu/edtechday](http://www.ithaca.edu/edtechday)

Our Twentieth Year

## Vendor Showcase Registration

The vendor showcase will run from 9 am to 3 pm. Your booth needs to be staffed and maintained that entire time.

Please be sure to complete and return both pages of the registration form by Monday, February 15th.

### Company Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip : \_\_\_\_\_

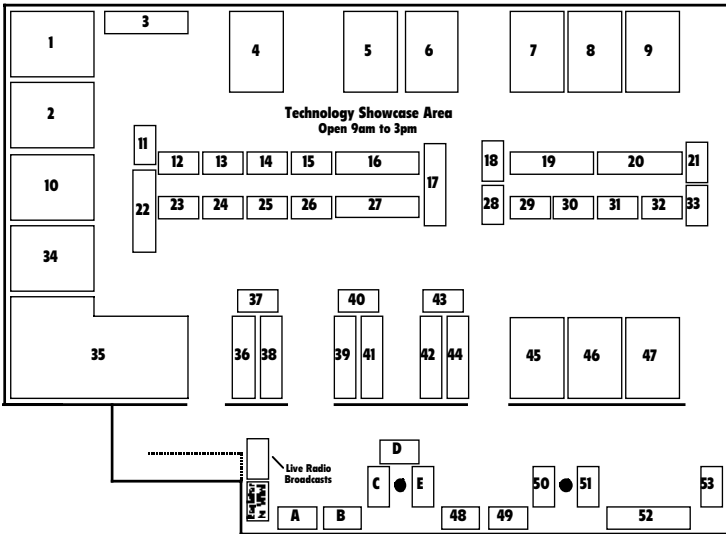
E-Mail Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Billing Contact and Address (if different): \_\_\_\_\_

Primary person who will be in the booth: \_\_\_\_\_ E-Mail & Phone: \_\_\_\_\_

URL for your Web site (to list on our Ed Tech Day vendor Web page): \_\_\_\_\_

### Booth Space



#### READ CAREFULLY - CHANGES FROM PAST YEARS

Space is allocated in "table" units, which consists of a 6' x 2.5' table with walking space in front. Each table includes a white tablecloth and access to two outlets on a shared power circuit (one power circuit is shared by approx. every three tables or equivalent space). **Placement within the showcase is at the discretion of Ithaca College - do NOT request a specific booth number.**

**Booths are limited.** If we are unable to place you in your booth size of choice we will try to accommodate your request as best as possible and adjust your fee accordingly. The earlier we receive your registration form the better our chances are of meeting your booth size requests.

**Only one booth can be purchased per vendor.** After March 1st, additional booths may be purchased if still available.

**Returning Vendors:**  Check here if you would like to have the same booth size and location as last year. Only returning vendor registrations received by February 1st with full payment will be guaranteed last year's booth size and location (see back page for last year's booth assignments).

- Small - \$300** One 6-foot long table or equiv. 6-foot long area with minimal space in front. **NO SPACE BEHIND THE TABLE.** Example booths: 11, 12, 43, 51. Please do NOT request a specific booth number.
- Duplex - \$550** Two end-to-end 6-foot tables or equiv. 12-foot long area with minimal space in front. **NO SPACE BEHIND THE TABLES.** Example booths: 22, 16, 3, 52. Please do NOT request a specific booth number.
- Medium - \$1,000** Approx. 9' wide x 12' deep area. Booth entry from 9' side of area (inc. 3 tables arranged in an "L"). Example booths: 1, 5, 45. Please do NOT request a specific booth number.
- Large - \$2,000** There is one large booth (#35). This booth is approx. 11' x 24', with an additional 5' x 12' section (see diagram).

**Check here if you plan on bringing a free standing booth.** A free-standing / "pop-up" or other type of booth requires at least a duplex booth or larger and must fit completely inside space purchased. You are responsible for ensuring the booth space purchased is adequate.

**Not-for-profit groups:**  
Contact us for special pricing  
(available as space permits)



# Seminar Application

Return with your Vendor Registration by February 15th

If you would like to present one or more seminars at Ed Tech Day please complete this application and return it with your Vendor Registration by February 15th. Seminar slots are limited. We will assign seminar slots as follows: 1) we will attempt to provide each vendor who has paid for a booth and wishes to present a seminar the opportunity to present at least one. 2) In selecting seminars we will take into account the mix of seminar topics for the show, date the completed seminar application is received and the size of your booth (the larger your booth, the more seminar slots we will attempt to allocate to you). You will be notified via email by March 10th of the seminar(s) that we have been able to include in the show. There is no charge to present seminar(s) provided you are participating in the vendor showcase. Seminars occur between 9am and 4pm.

Please list your seminar requests in priority order. We will try to accommodate as many of your requests as possible.

Vendor Name: \_\_\_\_\_

Seminar Contact Name and Email Address: \_\_\_\_\_

Seminar Title: \_\_\_\_\_

Description (Brief - 5 sentences max.): \_\_\_\_\_

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Seminar Title: \_\_\_\_\_

Description (Brief - 5 sentences max.): \_\_\_\_\_

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Seminar Title: \_\_\_\_\_

Description (Brief - 5 sentences max.): \_\_\_\_\_

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## SHOW OVERVIEW

Educational Technology Day is a regional technology event that attracts over 1,600 people annually from the upstate New York region. It features local and national vendors such as Apple, Blackboard, Dell, Hewlett Packard, Microsoft, SunGard SCT and many others.

While one of the primary audiences for the event is the higher education community, the event is open to all, and there is plenty of information that is of interest to the K-12 and business communities. At the event you'll be able to talk directly with major computer and technology vendors, explore educational applications, be dazzled by computer graphics and state of the art audio-visual systems, learn how technology is being used today in and outside of higher education and see what can be expected in the coming years.

The 2010 show will take place on Thursday, March 25, 2010, from 9:00 am to 4:00 pm in the Emerson Suites and adjoining areas of the Campus Center at Ithaca College. The show features a Vendor Technology Showcase, a College Showcase, and a series of seminars.

Educational Technology Day, now in its twentieth year, is free and open to the public. Last year we had over 53 local and national vendors and over 1,600 attendees. We estimate that the show attracted about 650 people from off campus last year, representing well over 150 institutions of higher education, K-12 schools, local businesses and other organizations in the upstate New York area, in addition to over 1000 faculty, staff and students from Ithaca College. This show attracts attendees from higher education, K-12, area businesses and the local community. Ed Tech Day is the largest multi-platform, multi-vendor technology show for higher education in the upstate New York area.

Running from 9 am to 3 pm, the Vendor Technology Showcase features national and local hardware and software vendors demonstrating their latest technology with an emphasis on how today's technology can be used by faculty, staff, and students. The event is not intended to be an opportunity for buying and selling on the show floor but rather as an informational and educational resource. No sales are permitted. However, vendors are encouraged to bring product literature and price lists offering general "educational pricing" or "show specific pricing" for subsequent purchasing. Vendors must supply their own computer equipment. We encourage vendors to bring "live" versions of their products so that as many of them can be demonstrated as possible. Last year the vendors in the showcase area included: Apple, Blackboard, Brother, Dell, Epson, Juniper Networks, Hewlett Packard, Microsoft and more than 45 others.

The College Showcase features faculty and staff demonstrating how they are making use of educational technology.

From 9 am to 4 pm vendors and others will be conducting seminars and demonstrations. Topics from past years include: Tablet PC's, Wireless Networking, Firewalls, Leasing, New Instructional Tools and overviews of other educational technology.

You can find more details about Educational Technology Day at our Web site:  
<http://www.ithaca.edu/edtechday/>

## Show Details

- Setup** The Emerson Suites will be available for setup from 4:00 pm - 9:00 pm on Wednesday, March 24th; the evening before the show. It is NOT possible to get into the area prior to 4 pm. Overnight room security will be provided. **Photo identification will be required for all personnel entering the show setup area.**
- Show Time and Place** The event will be held on Thursday, March 25, 2010 in the Ithaca College Campus Center Emerson Suites. The vendor showcase will run from 9:00 am - 3:00 pm; seminars will be scheduled between 9:00 am and 4:00 pm.
- We Will Provide** 2 electrical outlets for each table - details are provided on the registration form. General show publicity. Overnight room security. Show program.
- You (the Vendor) Will Provide** All necessary computer equipment, power cords and extension cords. Setup, breakdown and moving of your own equipment (although some students will be available to give you a hand). Minimum of one vendor representative at the booth throughout the entire show (9:00 am to 3:00 pm).
- Payment** See the Vendor Registration Form for complete information and show fees. Payment of all fees and charges are due in full by February 26, 2010.
- Shipments** If you wish, you may send flyers, booth parts, etc., to us in advance of your arrival and we will have them waiting for you at your booth on Wednesday evening. Send items to: Lavina Kilmer/Ed Tech Day, Information Technology Services, Ithaca College, 953 Danby Road, Ithaca, NY 14850-7000. **Important: the vendor name must appear prominently on all packages.** Please allow enough time so that your shipments arrive here no later than 10:00 am Wednesday, March 24th. Due to our central receiving procedures, shipments received later than that will NOT make it to the show floor until noon on the 25th.
- You are responsible for arranging for the breakdown and removal of all material from the show floor and Ithaca College. **Removal from campus must be completed no later than 6:00 pm on Thursday, March 25th, the day of the show.**
- Questions** Call Lavina Kilmer at 607-274-7396 or you can e-mail your questions to [EDTECHDAY@ITHACA.EDU](mailto:EDTECHDAY@ITHACA.EDU). We have also established an Ed Tech Day Web site at <http://www.ithaca.edu/edtechday/>.
- Deadlines**
- Vendor registration must be received by **February 15, 2010**
  - Seminar applications and descriptions due by **February 15, 2010**
  - Program ads due by **February 26, 2010**
  - Full payment due by **February 26, 2010**
  - Special requests for tables or other special needs are due by **February 26, 2010**

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## Some of the Schools, Businesses and Organizations that sent people to past Educational Technology Days at Ithaca College

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### Colleges & Universities

Alfred State College  
Alfred University  
Bard College  
Binghamton University  
Bronx Community College  
Broome Community College  
Buffalo State  
Canisius College  
Cayuga Community College  
Cazenovia College  
Colgate University  
College at Oneonta  
College of Saint Rose  
Cornell Cooperative Extension  
Cornell University  
Corning Community College  
Davis College  
Eastman School of Music  
Elmira College  
Empire State College  
Finger Lakes Community College  
Genesee Community College  
Hamilton College  
Hartwick College  
Hobart & William Smith Colleges  
Ithaca College  
Keuka College  
Le Moyne College  
Mansfield University  
Mohawk Valley Community College  
Monroe Community College  
Nazareth College of Rochester  
New Hampshire College  
New York Chiropractic College  
Onondaga Community College  
Rochester Institute of Technology  
Siena College  
St. Bonaventure College  
St. John Fischer College  
St. Lawrence University  
SUNY Alfred  
SUNY Binghamton  
SUNY Buffalo  
SUNY Canton  
SUNY Cobleskill  
SUNY Cortland  
SUNY Fredonia  
SUNY Genesee  
SUNY Morrisville  
SUNY Oneonta  
SUNY Onondaga  
SUNY Oswego  
SUNY Plattsburgh  
SUNY Potsdam  
Syracuse University  
Tompkins Cortland Community College  
Union College  
University of Binghamton  
University of Rochester  
Utica College  
Vassar College  
Wells College

### K-12 Schools

Addison Central School  
Andover Central School  
Arkport Central School  
Auburn Enlarged Schools  
Bath Central School  
BOCES 2 - Monroe-Orleans  
Broadway Middle School  
Candor Central School

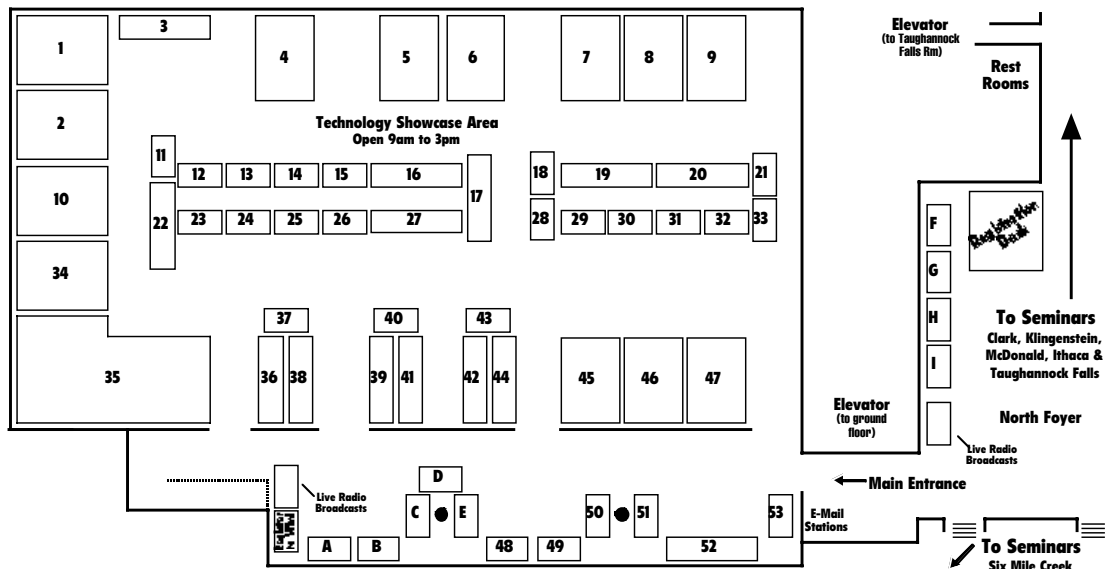
Chenango-Forks Schools  
Corning Painted Post Schools  
Curtiss School  
Dansville Sr. High School  
Dryden Central Schools  
East Irondequoit Central Schools  
EBH Elementary School  
Elmira City Schools  
Elmira Free Academy  
Fairport Central School District  
Fall Creek School  
Fayetteville-Manlius School District  
Franziska Racker Centers  
George Junior Republic UFSD  
Groton Central School District  
Hammondsport Central Schools  
Homer High School  
Homeschoolers  
Hyde Park Central Schools  
Ithaca City School District  
Lansing School District  
Liverpool Central School District  
Monroe BOCES  
Montessori School Of Ithaca  
Newark Valley Schools  
Newfield Central Schools  
OCM BOCES  
Penfield Central School District  
Prattsburgh Central School  
SCT BOCES  
Seneca Falls Central Schools  
Sidney High School  
Sodus Central School District  
South Seneca Central Schools  
Steuben-Allegany BOCES  
Susquehanna Valley Central School District  
Syracuse City School District  
Tri-Valley Central School  
Trumansburg Central Schools  
TST BOCES  
Watkins Glen School District  
Whitney Point Central School District  
Wayne Finger Lakes BOCES

### Businesses & Organizations

Able, Hale, and Black, Inc.  
Advion BioSciences  
Alternatives Federal Credit Union  
American Images  
Angelherat Designs  
Ariadne Publications  
Aristotle Software  
Audrey Edelman, Assoc.  
Ben Mer OMC  
Berkshire Free Library  
Bob Dean, Inc.  
Borg Warner  
Bruce C. Clary Agency  
Cadimensions, Inc.  
Cayuga Venture Fund  
CBORD Group, Inc.  
Challenge Industries  
Century C-21 Wag  
CIC Systems  
Claritas, Inc.  
Computer Essentials Software  
Constructive Change  
Coopers Educational Center  
Cornell Finger Lakes Credit Union  
Corning Area Public Library  
Cortland Community Reentry  
Creative Design Technologies  
Creative Printing

Dataflow, LLC  
Deanco, Inc.  
DeWitt Historical Society  
Digicomp Research Corporation  
Eastern Copy Products  
E-Cornell  
Eastman Kodak  
Educational Cons. Services.  
Egner and Assoc.  
FairPoint Communications  
Fingerlakes Appraisal Co., Inc.  
Fingerlakes Technology Group  
Fractal Designs  
Francis Audio-Visual Services  
Frontenac Designs  
Guthrie Healthcare System  
Hi-Speed  
Holt Architects  
InfoScreen, Inc.  
Inntel Hospitality Management  
Input Culture, Inc.  
Interactive Media Design  
Internet Corp.  
Ithaca Fire Department  
Ithaca Journal  
Ithaca Technology Services  
John P Callaghan Web Design  
Jon Reis Photography  
KeyBank  
Long Insurance Agency  
LOOK Systems, Inc.  
LYM Landscape Research  
Magic Journeys  
Marvin Assoc. Inc.  
Moscow Institute  
MUGWUMP  
New York State Department of Labor  
Nextel Partners, Inc.  
Now You're Cooking  
NYNEX  
NYSEG  
Photolink Imaging & Design  
Phyton, Inc.  
Pioneer-Standard Electronics  
Podunk x/c Ski  
Public Communications, Inc.  
R.A. DiPasquale & Associates  
Red Jacket Education Center  
RiSCO  
Rochester Public Library  
Schmitt Real Estate  
Sciencenter  
Seneca Laser Services  
SNAP Technologies, Inc.  
SPEC Consulting  
Starlane Farms  
Substance Abuse Rehab Center  
Sutton Associates  
TCAT  
TechBridge  
The Cortland Connection  
The Culinary Institute of America  
The Printed Word  
The Raymond Corporation  
The Thomas Group  
Thomas Associates  
The Trust Company  
Think Tank, Inc.  
Tompkins County Division of Purchasing  
and Central Services  
Tompkins County Public Works  
WIXT-TV  
Utica - Lucus Arrow Spaces  
...and many others!

## Here are the vendors who participated in Ed Tech Day 2009



Vendor	Booth	Vendor	Booth
AdviStor, Inc.	16	Maven Technologies, LLC.	26
Apogee	53	Microsoft	24
Apple, Inc.	38	Mirapoint Software, Inc.	17
AT&T	30	New Horizons Computer Learning Center of Syracuse and Rochester	23
BJR Office Resources	27	OfficeMax	32
Blackboard, Inc.	50	OneVision Solutions	19
Brocade	34	Oracle Corporation	22
Brother International Corp.	29	Pave Systems, Inc.	37
Camcor, Inc.	6	Presidium, Inc.	43
Cavalry Companies	11	Scantron Corporation	25
Communications Audio Visual	44	ServerWare Corporation	5
Dell, Inc.	9	Sherpa Technologies	18
Dyntek	2	Sirius Computer Solutions	14
Empowerment by Design	41	Staples Business Advantage	15
Epson America	46	SunGard Higher Education	40
F. M. Valenti, Inc.	1	Systems Management/Planning, Inc.	8
Filemaker, Inc.	21	Tape Services, Inc.	33
Finger Lakes Technologies Group, Inc.	4	Tech Depot	36
First American Equipment Finance	3	Tequipment, Inc.	10
Hewlett Packard	52	The Computing Center	51
IBM	13	The Presentation Source, Inc.	47
Integrated Systems	31	Troxell Communications	35
Iron Mountain Digital	42	Verizon Wireless	7
Ithaca College Bookstore	48	Visual Technologies	39
Ithaca Free Software Association	49	WetStone Technologies, Inc.	28
Juniper Networks	20		
Lenovo, Inc.	12		
Lynx Technologies, Inc.	45		
		<b>College Showcase</b>	<b>A-I</b>