

Thursday, March 22 • www.ithaca.edu/edtechday

EDTECHDAY2012

Educational Technology Day at Ithaca College

Educational Technology Day 2012 Vendor Registration Packet

This packet contains everything you need to register as a vendor for Ed Tech Day 2012 on Thursday, March 22nd at Ithaca College.

Please be sure to note the registration deadline of Monday, February 13th. We have sold out of vendor space for the past 9 years and had to turn people away, so please be sure to get your registration in early.

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10% Booth Fee Discount
if registration received by 1/20/12 -
see registration form for details.

Please give us a call at 607-274-7396 or send an email to edtechday@ithaca.edu if you have any questions.

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December 2011

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

This year the event will be held on Thursday, March 22nd, from 9am to 4pm in our Campus Center. The show is designed to provide attendees with an opportunity to learn about the latest computer-related technologies in areas such as hardware, software, digital communications, classroom media, the Internet, security, 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 over 800 key computing support personnel and decision-makers from more than 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 1,800 attendees. While primarily aimed at higher and K-12 education, this show also attracts attendees from area businesses, not-for-profit organizations and the local community. This is the largest multi-platform, multi-vendor technology show for 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 13th.

For the last 9 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 our expenses. Individual attendees are not charged a fee to attend. See the enclosed Vendor Registration Form for details.

Enclosed you will also find an overview of the show and a page 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. I am looking forward to hearing from you.

Sincerely,



David Weil,
Director,
Enterprise Application Services
Information Technology Services
Ithaca College
dweil@ithaca.edu

**Due by Monday,
February 13, 2012**

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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 13th.

Company Information

Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City, State, Zip : _____

E-Mail Address: _____ Phone Number: _____ Fax Number: _____

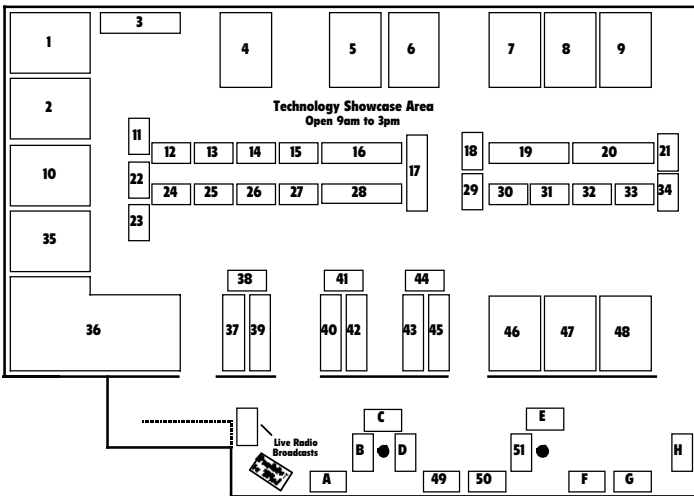
Billing Contact and Address (if different): _____

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 - HOW SPACE IS ALLOCATED



Space is allocated in "table" units, which consist 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 - unless you are a returning vendor requesting the same booth as last year, do NOT request a specific booth number (see below**).**

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 - \$375** 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, 44, 50. Please do NOT request a specific booth number.
- Duplex - \$725** 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: 16, 17, 3. Please do NOT request a specific booth number.
- Medium - \$1,350** Approx. 9-foot wide x 12-foot deep area. Booth entry from 9-foot side of area (inc. 3 tables arranged in an "L"). Example booths: 1, 5, 46. Please do NOT request a specific booth number.
- Large - \$2,750** There is one large booth (#36). This booth is approx. 11-feet x 24-feet, with an additional 5-foot x 12-foot 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 13th

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 13th. 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 topic and 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 12th 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: _____

I am interested in possibly having this session recorded and made publicly available as a podcast on the Internet after the event.*

Description (Brief - 5 sentences max.): _____

Seminar Title: _____

I am interested in possibly having this session recorded and made publicly available as a podcast on the Internet after the event.*

Description (Brief - 5 sentences max.): _____

Seminar Title: _____

I am interested in possibly having this session recorded and made publicly available as a podcast on the Internet after the event.*

Description (Brief - 5 sentences max.): _____

*If you check this box additional information about the podcast option will be provided to you prior to the event. You will be required to complete a release prior to your session.

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SHOW OVERVIEW

Educational Technology Day is a regional technology event that attracts over 1,800 people annually from the upstate New York region. It features local and national vendors such as Adobe Systems, Apple, Brocade Communications, Dell, Epson, Hewlett Packard, Microsoft, Verizon Wireless 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 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 2012 show will take place on Thursday, March 22, 2012, 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 twenty-second year, is free and open to the public. Last year we had over 51 local and national vendors and over 1,800 attendees. We estimate that the show attracted about 800 people from the region 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 student attendees 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 in educational settings 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. We encourage vendors to bring "live" versions of their products so that as many of them can be demonstrated as possible.

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

From 9 am to 4 pm over 45 different seminars and demonstrations will take place. Topics from past years include: Security, Cloud Computing, Social Networks, Open Source, 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/>

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Show Details

- Setup** The Emerson Suites will be available for setup from 4:00 PM - 8:00 PM on Wednesday, March 21st; 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 22, 2012 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 24, 2012.
- 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 21st. Due to our central receiving procedures, shipments received later than that will NOT make it to the show floor until noon on the 22nd.
- 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 5:00 PM on Thursday, March 22nd, the day of the show.**
- Questions** Call Lavina Kilmer at 607-274-7396 or you can e-mail your questions to 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 13, 2012**
 - Seminar applications and descriptions due by **February 13, 2012**
 - Program ads due by **February 17, 2012**
 - Full payment due by **February 24, 2012**
 - Special requests for tables or other special needs are due by **February 24, 2012**

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

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

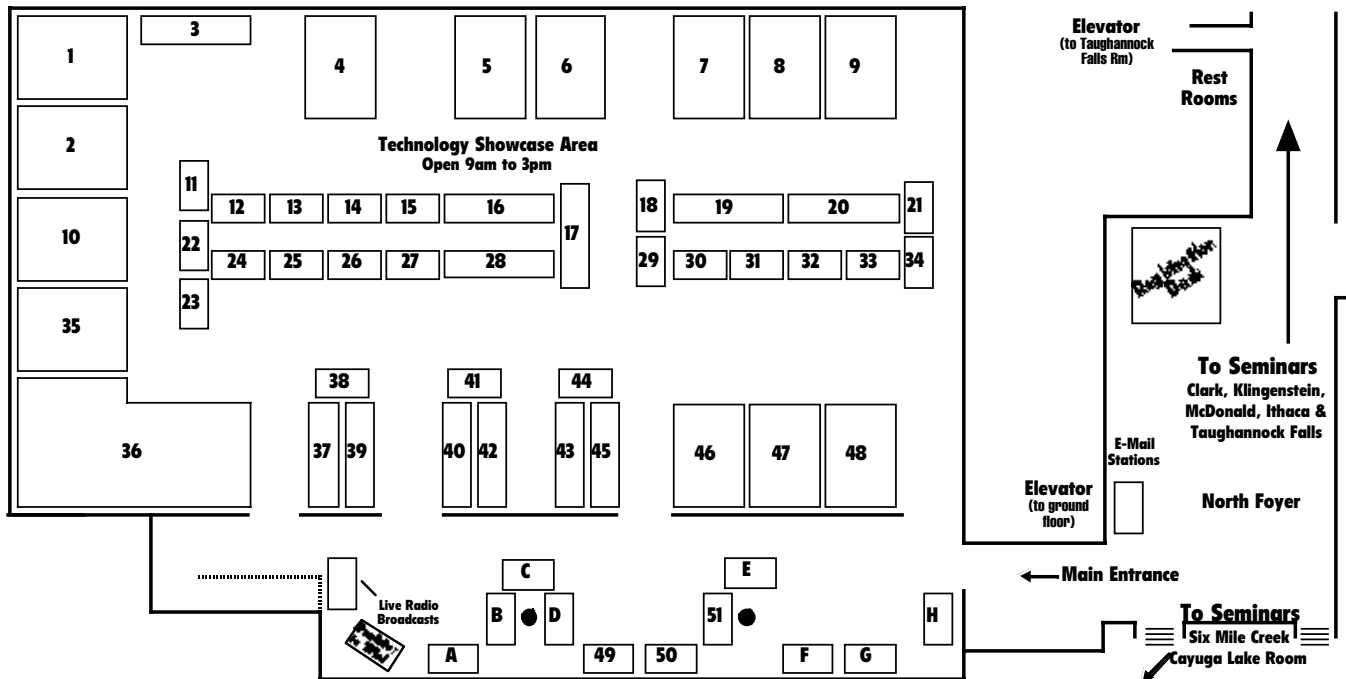
Chenango-Forks Schools
Corning Painted Post Schools
Curtiss School
Dansville Sr. High School
Dryden Central Schools
East Irondequoit Central Schools
EBH Elementary School
Elmira City Schools
Elmira Free Academy
Fairport Central School District
Fall Creek School
Fayetteville-Manlius School District
Franziska 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!

Vendors who participated in Ed Tech Day last year (2011)



Vendor	Booth	Vendor	Booth
Adobe	29	Ithaca College Bookstore	50
Advistor	15	Ithaca Free Software Association	13
All-Mode Communication	38	Kriterium, LLC	27
Apogee	51	Lenovo	17
Apple, Inc.	39	Lynx Technologies Inc.	40
Aruba Networks	14	McAfee / Dyntek Services	7
AT&T	28	Maven Technologies LLC	30
Blue Coat	25	New York State Ubuntu Local Community	13
Brocade	2	Norveld Business Systems, Inc.	37
Camcor, Inc.	6	OfficeMax	33
Caris Network Solutions, Inc.	43	OneVision Solutions	19
Centris Group; Guidance Direct	26	Oracle	32
Communications Audio Visual	46	PC University Distributors Inc	12
Dell	9	Seneca Data Distributors	44
Dymo/Mimo Interactive Teaching Technologies	8	ServerWare Corporation	5
Eastern - A Xerox Company	11	Sherpa Technologies	18
eInstruction	21	SMP	10
Empowerment by Design	20	SonicWall	31
Epson America	47	Southern Tier NY Chapter of ISSA	49
Filemaker Inc.	24	Staples Advantage	22
Finger Lakes Technology Group, Inc.	4	Tape Services	34
First American Equipment Finance	3	Tequipment	45
Google	41	The Computing Center	48
Hickey's Music Center	23	Troxell Communications	36
HP	48	Verizon Wireless	16
IDEA.COM (Formerly Ajilon Consulting)	42	Visual Technologies Corp.	1
integraONE	35		
		College Showcase	A-H