

CENTER FOR
DIGITAL
EDUCATION

RESEARCH | RELATIONSHIPS | MARKET EXPERTISE

2010

The collage features three main items:

- Magazine:** "converge" magazine, Spring 2010 issue. The cover features Gov. Jon M. Huntsman Jr. and the headline "Utah Goes". Other text on the cover includes "inside: Smart Schools, Big Learning Digital Content, Tough Job Hunting, Millions Say, Learn, Grow, Live Green".
- Computer Monitor:** Displays the "Digital Education Navigator" website. The site includes a search bar, a "State Education Overview" map of Utah, and sections for "RFP Watch" and "DEALWATCH".
- Newspaper Article:** A snippet from a newspaper with the headline "Utah Goes" and a sub-headline "Really check". The article mentions "Dr. ... Tyson gives candid view on the economic K-12 education and..."

The Center for Digital Education (CDE) understands the need to **reach key decision makers** for leading education market vendors.

We are the nexus between you and your target. We are a network of real relationships. We are an intelligent way to increase your market awareness. Through us, sales are made.

Take a few minutes to learn more about us.

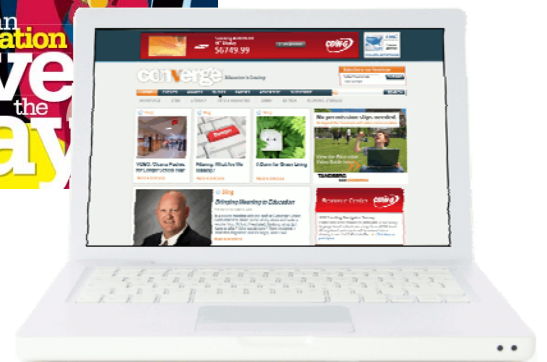


The **Center for Digital Education** is a Business Intelligence organization focused on the entire education market.

Converge is the publishing arm focused on Education.



Digital Education Navigator



www.convergemag.com

Mission Statement

The New Education Landscape: Expanding the Conversation

For over ten years CDE and *Converge* magazine have documented education technology achievements through award-winning editorial, comprehensive surveys, research and thought-provoking conferences.

From this experience and extensive work with government and education officials, we have gained a deeper appreciation for the vital role that a truly effective education plays in shaping the future fortunes of individuals, regions, nations and the world.

It is clear that education is destiny.

To that end, CDE and *Converge* are broadening their mission to engage the factors central to what we call ***sustainable education***.

Largely associated with environmental issues, sustainability is in fact a much more embracing concept which reaches across all of humankind's endeavors. Sustainability means meeting today's needs while provisioning for the future. It is a powerful framework for thinking and acting on a range of vital human challenges.

What this means for CDE and *Converge* is moving the conversation beyond ed tech to include the wider range of factors central to both 21st century learning and a 21st century civilization.

These include:

- A science, technology, engineering and mathematics agenda
- A commitment to universal literacy
- An arts and humanities renaissance
- Investment in digital infrastructure and education technology
- An explosion of green and vibrant schools
- Integrated workforce and economic development initiatives

CONTENT AND CONTEXT FOR THE EDUCATION AND TECHNOLOGY SECTOR

CDE offers end-to-end marketing and business development support. We are the only entity of its kind in the education technology sector offering *content and context* for doing more business in both K12 and higher education.

We have the right combination of expertise, products, services and relationships to design results driven business programs for companies.

The Center's brand and voice have a high level impact in the national market, bringing vendors who work with us a means of influencing public policy and the direction of K-12 and higher education spending.

Center Market Intelligence

Being the Nexus

As a research institute with major surveys gaining press coverage with hundreds of local media outlets across the nation, the Center is uniquely credentialed. The Center also has top analysts, executives and former education practitioners as our “Senior Fellows”, all working to give companies best-in-class research, advisory, and training.

Market Research & Advisory



Ask us anything! CDE’s research team is comprised of experts in the P-14 market and can answer any of your education questions. Examples include:

- ✓ What are the top priorities in education?
- ✓ What are the opportunities for your product/service?
- ✓ What is the estimated IT spending?
- ✓ What is the refresh rate for your specific product?
- ✓ What impact have the budget cuts had on the IT environment?
- ✓ Who are the key decision maker(s) for your product?

Contract Inventory & Analysis

The Center collects a comprehensive list of statewide term contract agreements used by districts, colleges and universities to purchase the types of products and services your company provides. These lists include: contract number, contract expiration date, number of optional renewals remaining, contract mandates (mandatory use or convenience use), suppliers currently on contract, buyer/contract administrator name and contact information, and URL/link to contract where available. Additional services include a collected list of resellers, their contact data, and detailed contract analysis providing a “how to” for becoming a contract holder.



Using a 50-state contracts inventory, the Center will provide a “how to” guide for becoming a contract vehicle holder. A contract analysis includes:

- The contracting vehicle and how it is used (competitive, non-competitive, open/continuous enrollment, etc.)
- The estimated volume of sales going through the contract where available
- A history of the contract's development where relevant
- A list of action items to complete in order to apply for contract/pre-approval

Market Awareness Sales Training

The Center for Digital Education offers a unique training series, customized to individual companies, to train their sales and marketing staff on aspects of education markets. CDE's training is delivered via pre-recorded iSeminars that are then used by your company to place on an intranet for your sales and marketing staff to access.

The training features CDE's expertise and research in the markets on trends, structure, and the roles and functions within districts or universities. In addition, the Centers feature commentary within each recorded training from our expert speakers. To aid with greater understanding of what these trainings can do to help your sales staff, we offer a pre-screening via live iseminar with your key staff of our existing (non-customized) training PowerPoint decks.

The Navigating Well Series: Market Structure, Trends & Drivers

1. K-12
2. Higher Ed
 - Major Trends in Education
 - Drivers & barriers (funding, laws, mandates, grants)
 - Vertical overviews and typical technologies
 - Economic Stimulus/ARRA overview
 - Examples of types of deals in the Market (heat map)
 - Roles, responsibilities, and functions of decision makers
 - Budget cycles and funding of IT projects
 - Unique characteristics of the market; what works and what doesn't
 - How to research individual accounts



The Selling Well Series: Unique Budget aspects, the Sales Cycle, Procurement Cycle, Talking Points, Mapping Accounts, Following Through

3. K-12
4. Higher Ed
 - Giving to get, how knowledge transactions precede any sale
 - Being of value personally
 - Prospecting by type of product (commodity or solution), service
 - Qualifying an account whether it is for a product, a pilot or a major system or service
 - Developing an account and moving it into the right decision chain, project management and applicable bid/procurement
 - Finding important opening talking points before you make the first call
 - What not to offer public servants
 - Asking for help and information that will move the account and interest forward
 - Appropriate use of elected or appointed level leverage
 - Plan and questions for an opening conversation, phone meeting or briefing
 - An exercise in making an account decision-making and influence map, plus following through

Contracting & Selling with Grants

5. Education
 - Introduction to working sales within the procurement systems, using Grants, plus data as follows:
 - The national contracting environment
 - Introduction to cooperatives in purchasing
 - 2010 procurement professional key priorities and the history of past priorities
 - Differences between and RFI, RFS, RFQ and RFP or Bids
 - Type of contracting vehicle and how to use them
 - Approved Vendor Lists
 - How a procurement agency or department usually works

Digital Education Navigator

The Digital Education Navigator delivers in-depth coverage for news, bids, contacts, and the details of major deals all in one place online. Gain access to executive teleconferences, E-rate opportunities, current contact data, and more.

All 50 states, top 100 cities, and top 100 counties covered in detail – plus top school districts, universities, community colleges and the Departments of Education.

Digital Education Navigator delivers:

- ✓ Custom delivered pre-RFPs, bids and awards to each user
- ✓ Current contact data for decision makers
- ✓ Budget data
- ✓ A huge grant database
- ✓ DealWatch to keep a close eye on your most important opportunities
- ✓ E-rates
- ✓ Economic Stimulus Ed Central blog
- ✓ CIO Interviews



IT Overview by State

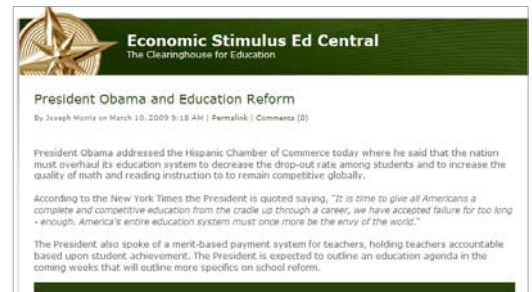
Navigator makes it easy to find information specifically for each state. With a simple click you will find a state and Department of Education overview, contact information, K-12 and higher education breakdowns (including community colleges) of the largest schools in the state, procurement process, RFPs and news.

DEALWATCH

DealWatch is research-based analysis and tracking of major deals in the education market. Customize DealWatch to keep you current on the biggest deals with updates delivered right into your inbox.

Economic Stimulus Ed Central blog

Our in-house research team has done their homework on the Economic Stimulus package so you don't have to. Find the most updated information surrounding this legislation and its effects on the ed tech market.



Contact Information

More than just a directory listing, Navigator provides current, specific contact data for IT decision makers. You won't need to fumble through numerous directories of outdated information. Our in-house highly credited research team makes sure our contact information is the most recent.

Publishing

Converge

Converge magazine provides strategy and leadership for technology use in the P-14 market. Senior policy makers in education utilize *Converge* for articles on proven, effective educational methods and models for the 21st Century.

Converge expands their editorial with a focus on specific market research and trend analysis conducted by CDE. Each issue contains legislative and policy information, best practices and case studies, and toolkits.

The Readership

Converge's circulation is made up of a 25,000 hand-picked group of P-14 education decision makers. Our database is designed around what CDE has identified as the most influential policy makers and leaders including:

- ✓ CIO/CTO
- ✓ Governor
- ✓ Lt. Governor
- ✓ Technology Advisor
- ✓ Superintendent
- ✓ Legislative Education Committee Member
- ✓ President
- ✓ Provost
- ✓ Vice Provost
- ✓ School Board Member
- ✓ District Curriculum Director
- ✓ School Instructional Technology Director



Editorial Calendar

Issue	Ad Space	Ad Material	Theme
Winter	12/11/09	12/16/09	21 st Century Campus System/ERP, SIS
Spring	3/15/10	3/18/10	Classroom Technologies
Summer	5/13/10	5/17/10	Infrastructure
Fall	9/13/10	9/17/10	Digital Content and Learning Platforms

Converge Print Rate Card

	1x	2x	3x	4x
4 color				
Full Page	6,900	6,750	6,625	6,500
Covers				
Back	9,055	8,950	8,910	8,750
Inside Front	8,750	8,665	8,610	8,515
Inside Back	8,525	8,375	8,325	8,200

Intelligent Media Program

1. Special Trend Reports (featured in *Converge*)

CDE and Converge are conducting four major trend surveys during 2010. Each issue of *Converge* will feature an executive summary of the survey findings. This will be a special section of the magazine. Sponsors of the survey will be recognized within the publication (special sponsor recognition).

Lead Generation: Each of the four Trend Reports will be housed online at www.convergemag.com. Visitors can download the Trend Reports by filling out a registration form.

2. Funding Reports

CDE’s research team will assemble current funding solutions. This four-page report will offer the market (public and private sector) insight toward applicable funding streams and models around the covered trend topic. Sponsor logos will be placed on the back cover of the report.

Lead Generation: Each of the four Funding Reports will be housed online at www.convergemag.com. Visitors can download the Funding Reports by filling out a registration form.

3. Custom Researched School Profiles

Sponsors of this program will each receive a custom 10 questions/10 jurisdictions set of Profiles. Analysts conduct targeted interviews and prepare a report.

Lead Generation: These custom Profiles will be taken from interviews CDE has conducted and will provide planned spend data the sponsor can use to build accounts.

4. Custom Collateral

1-page collateral piece. The Converge editorial team, in conjunction with

the CDE research team, will custom write and design one page (400 words) on your company’s products and services as they align to themes in the trend report. This will run as a single page in *Converge* and the sponsor will be provided with a PDF for unlimited use.

Traffic and Click-through: Each sponsor single-page piece will be placed online for download.

5. Online Presence

The homepage will feature each trend report as they are released and link to the trend reports page. As mentioned in (1), the trends report page will feature a downloadable version of the report and other related editorial. The trends report page will feature sponsor logos (linked to sponsor websites.)

Lead Generation & Traffic and Clickthrough: Both Reports (1) and (2) will generate a lead summary for the sponsors and the page will drive click-through to sponsor’s own sites from sponsor logos.

6. Topic Promotion eNewsletters

Converge will distribute one custom topic email each quarter specifically to promote the trend report, funding report, and forthcoming internet seminar.

Traffic and Click-through: Sponsors will reach thousands more executives with their presence in the eNewsletters and will receive a report back on click-through from each launch.

7. Converge’s eNewsletter Promotions

Using Converge’s regular eNewsletters going out every other week, each sponsor will get two eNewsletter announcements per quarter. The announcements will link to the www.convergemag.com trends report page (where the sponsor logos and collateral are presented.)

Traffic and Click-through: Sponsors will reach thousands more executives with their presence in the eNewsletters and will receive a report back on click-through from each launch.

8. Internet Seminar

CDE and Converge will host a “trends findings” internet seminar. Key jurisdictions will be invited to participate as guest speakers. CDE analysts will share the key findings of both the major survey and the key funding report information in a unique showcase that will be a must-attend for executives in the market.

Lead Generation: Registered attendees will be shared with sponsoring companies as leads.

CDE Trend Reports	Survey Launch	Online Release Date*	Magazine Release*	Topic eNewsletter	Internet Seminar*
21 st Century Campus Systems: SIS/ERP/CRM	Nov 15, 2009	Jan. 10, 2010	Jan. 16	Jan. 29	Feb. 24
CLASSROOM TECHNOLOGY	Feb 15	April 10	April 16	April 30	May 20
INFRASTRUCTURE	April 15	June 10	June 16	June 25	July 13
DIGITAL CONTENT & LEARNING PLATFORMS	Aug 15	Oct. 10	Oct. 16	Oct. 29	Nov 9

*dates subject to change

Intelligent Media Program Value Table

	Quarterly Package	Promoted Value	Cost to Sponsor	Leads
1	Special Trend Reports (featured in Converge)	\$12,000	\$4,500	75 leads - online downloads
2	Trends Report related Funding Report	\$10,000	\$4,000	75 leads - online downloads
3	Custom Research School Profiles	\$10,000	\$5,000	10 custom leads
4	Custom Collateral	\$13,000	\$4,000	traffic and click-thru
5	Online Presence	\$3,375	\$2,000	traffic and click-thru
6	Topic Promotion eNewsletter	\$8,500	\$1,000	traffic and click-thru
7	Converge's eNewsletter Promotions	\$6,750	\$3,000	traffic and click-thru
8	Internet Seminar	\$20,000	\$7,000	100 leads
		Value quoted \$83,625	Price Each \$30,500	Total Guaranteed Leads 250

The 2010 Center for Digital Education Trend Report Series

21st Century Campus Management: SIS/ERP

Definition: Administrative suites of software or individual modules that enable financial, HR, student information systems, planning, relationship, facilities, scheduling, fundraising, grants or business management, assessment, grading, registration, professional development, or any of their sub-function, either specialized in K12 or Higher Ed or both, and either as a cloud service or install, open source or proprietary.

The Center for Digital Education will release an eight page report offering trends information, best practices, definition of terms, installation data and other facts about student information systems and enterprise resource planning (ERP). How do K12 school districts and community colleges build out their ERP/SIS systems? What components have been the most successful and yielded the best return? How is the current political and financial environment impacting the deployment and utilization of this technology?



Classroom Technology

Definition: Technologies which provide instructional support in the classroom including laptops, projectors, display technologies, whiteboards, calculators, science equipment, etc.

Technology rich classrooms have been all the rage for conversation the last five years. The sheer market penetration of interactive white boards is noteworthy. What are the leading hardware deployments for modern classrooms? The software? What do faculty want? Students? And how does this align to workforce needs? This trend report will provide an overview of classroom technology achievements (results) and advancements along with predictions from the end user about where things might be headed.

Infrastructure

Definition: Network and telecom products and services, data centers, virtualization, infrastructure management, security, video surveillance, systems.

How is the education community innovating through infrastructure? How are IT executives getting ready for the explosion of online learning, online educational resources and online campus services? The Infrastructure Trend Report will examine strategic planning versus reality with an eye toward how K12 and community college campuses are conducting the real work of reinventing “school” through hardware, networks, bandwidth, software management, security and policy.

Digital Content

Definition: Learning management platforms, any electronic curriculum materials, electronic textbooks, portals and collaboration, professional development, online libraries, online teaching services, etc.

It has been predicted that digital content will have the most dramatic impacts on education. This trend report will discuss the current state of the market regarding digital rights management and digital content delivery methods. What does a successful digital content program look like and where are those best practices? How is the rising cost of textbooks affecting the adoption curve for digital content? Through secondary and custom research this Center for Digital Education will tackle one of the hottest topics in the education sector.

Accompanying each Trend Report will be a Special Release Center for Digital Education Funding Report:

Each quarter CDE will provide an executive summary on the status of the ARRA monies and other relevant education grant funding such as Title I and EETT that benefit education. CDE will also give an update on the general funding lines such as State general funds and if cuts or increases in funding for education are being proposed. An overall snapshot on budgets and funding will be provided as well as several states that will be covered individually in each report.

The screenshot shows the 'converge' website interface. At the top, there's a banner for 'CDWG' and 'Make The Grade'. Below that is a navigation menu with links like HOME, EVENTS, AWARDS, BLOGS, PAPERS, RESEARCH, ADVERTISING, and SUBSCRIBE. The main content area features a survey titled 'Online Learning Policy and Practice Survey: A Survey of the States' with a 'Download Paper' button. To the right, there are several 'Sponsored Papers' with 'Download' buttons. At the bottom right, there are logos for SAS, Echo 360, SMART, IBM, and Intel. A registration form is visible on the left side of the page, with fields for name, title, company, phone, email, and address.

Your logo will appear on the webpage inviting participants to take the quarterly surveys.

Email Newsletters

Email newsletters are the ideal way to communicate with the IT decision makers you are trying to reach. Coupled with our rich and relevant content, your message will be top of mind to our exclusive audience of K-12 and higher education executives. We offer the following semi-monthly email newsletters:

- **Converge Email Newsletter:** *41,300+ distribution – K12 and higher ed executive titles
- **K-12 Email Newsletter:** *19,800+ distribution – executive titles
- **Higher Ed Email Newsletter:** *24,600+ distribution – executive titles



1. Logo and Text

- ✓ Up to 50 words of text and call to action link
- ✓ Logo up to 120x90 pixels
- ✓ Max file size: 8KB
- ✓ Logo and text is visible even when email client blocks images

2. Button

- ✓ 120 x 90 pixels
- ✓ Max file size: 8KB

Metrix Report:

eNewsletters	CTR%	Open Rate %
K-12	0.92	12.33
Higher Ed	0.75	11.16
Converge	0.24	12.94

NOTE: The industry average CTR on online ads is 0.11% per Doubleclick's 2008 Year in Review Benchmark Report.

Email Newsletter Rates

Publication	Subscribers	Sole Sponsorship			Text Link Ad
		Banner and One Button	Logo/Text	Button	
Converge Email Newsletter	*41,300+	\$4,500/launch	\$3,375/launch	\$1125/launch	\$250
Higher Ed Email Newsletter	*24,600+	\$2,500/launch	\$1,875/launch	\$625/launch	\$250
K-12 Email Newsletter	*19,800+	\$2,000/launch	\$1,500/launch	\$500/launch	\$250

*subject to change

Converge Online

Converge Online includes the hot topics of: STEM, literacy, arts and humanities, digital infrastructure and education technology, green and vibrant schools, and integrated workforce and economic development initiatives. Our editorial is written by senior editors and practitioners in the education technology arena. Editorial includes tips from education experts on grant writing, reports on the latest trends and initiatives, case studies and success stories on projects and people who are making a difference in the education community.

In September 2009, Converge Online received over 37,000 page views!



- 1a. Leaderboard
728 x 90 pixels
\$3,000/month
- 1b. Leaderboard
728 x 90 pixels
\$2,000/month
2. Skyscraper**
160 x 600 pixels
\$2,000/month
- 3a. Button
120 x 90 pixels
\$1,125/month
- 3b. Button
120 x 90 pixels
\$1,125/month
- 4a. Rectangle
300 x 250 pixels
\$3,000/month
- 4b. Rectangle
300 x 250 pixels
\$3,000/month
5. Converge Showcase*
Logo, up to 5 asset links, featured asset, newsletter banner
\$12,000/month
6. Converge Spotlight*
Logo, up to 2 asset links, featured asset, newsletter banner
\$10,000/month



Converge Online was awarded Media Business's "10 Great B-to-B Media Sites".

Files and Formats: We accept .swf, .gif, Iframe, and .jpg. Maximum files size for all images is 25KB. Looping may occur up to three times for no longer than 30 seconds. We accept third party serving and third party tags.

*subject to rotation if impressions goal is attained

**homepage only

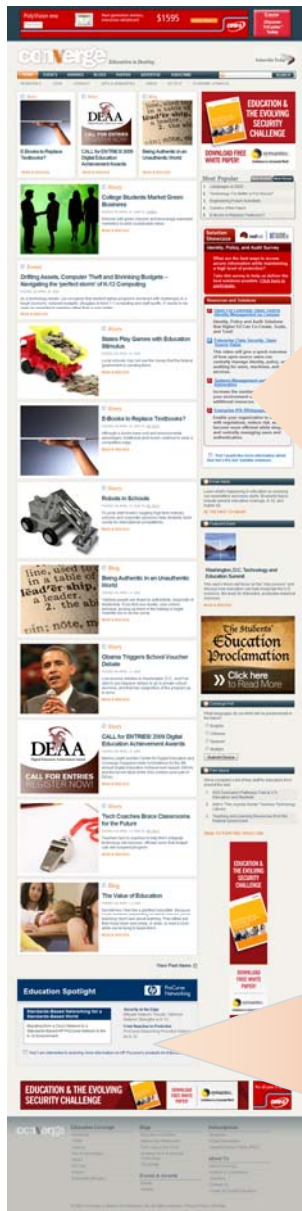
Showcases and Spotlight Packages



A fresh, innovative approach that will do it all – drive awareness, elevate your content expertise and capture engaged visitors – is the true force multiplier of our end-to-end Showcase and Spotlight solutions.

Showcased as an on-page section within www.convergemag.com, this turnkey solution incorporates high-level content expertise, tactical lead capture and your downloadable assets around a topic of high importance to you.

Key Highlights Include:

- Will appear on home page/ROS of the Converge site
- Standard registration page with link to privacy policy and up to two close-ended qualification questions
- Content can be refreshed up to twice a month
- Vanity URL — can be used in print, email newsletters, survey and other promotion
- 2-5 asset links (Showcase may include up to five assets. Spotlight may include up to three assets.)
- Standard metrics reporting
- One survey invitation email
- Two email newsletter drops
- Market research survey with executive summary
- Logo branding







Solution Showcase  

Identity, Policy, and Audit Survey

What are the best ways to access secure information while maintaining a high level of protection?
Take this survey to help us deliver the best solutions possible. [Click here to participate.](#)

Resources and Solutions

-  [Open For Learning: Open Source Identity Management on Campus](#)
Identity, Policy and Audit Solutions that Higher Ed Can Co-Crete, Scale, and Trust!
-  [Enterprise Class Security, Open Source Value](#)
This video will give a quick overview of how open source users can centrally manage identity, policy, and auditing for users, machines, and services.
-  [Systems Management and Automation](#)
Increase the number of systems in your environment without adding additional resources.
-  [Enterprise IPA Whitepaper](#)
Enable your organization to comply with regulations, reduce risk, and become more efficient while simply and centrally managing users and authentication.

Yes! I would like more information about Red Hat's IPA and Satellite solutions.

Education Spotlight  ProCurve Networking

Standards-Based Networking for a Standards-Based World

Migrating from a Cisco Network to a Standards-Based HP ProCurve Network in the K-12 Environment.

Yes! I am interested in receiving more information on HP Procurve's products for Educators.

Security at the Edge

Mitigate Network Threats, Optimize Network Strengths in K-12.

From Reactive to ProActive

ProCurve Networking ProActive Defense for K-12.

Custom Publishing

Case Study

Get a case study to use in your marketing repertoire. Converge will write and design your case study using our interview and writing expertise.

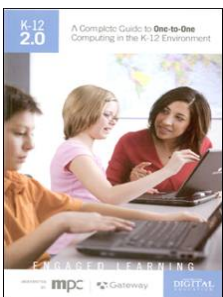
Investment: 2 page unit = \$8,000 - \$10,000

Custom Researched Content

Be more relevant using facts that help buyers make decisions. The CDE will provide your “fit” with grants or perspective from our analysts.

Investment: 2 page unit = \$10,000

Handbooks and How-To Guides



Created by either the Converge editorial team or CDE analysts and Senior Fellows or both, these larger publications can be combinations of editorial, thought leadership, case studies and more. Ideally, a handbook or guide is a definitive treatment of a topic with many useful elements and designs for readers. Typically, 24 pages up to 60 page or more, these custom-built How-To Guides or Handbooks offer education executives a roadmap and training support around key initiatives relevant to the sponsor’s technology offering. Leads are gathered with built-in, integrated marketing and promotional strategies.

Investment: 24 - 60 page unit = \$45,000 - \$65,000

Issue Brief

Education decision makers have little time to read extensive white papers but crave the information they contain. CDE has offered a solution... the Issue Brief, a researched based, two-to-four-sheet document on a hot education topic. CDE will develop the two-to-four-page Issue Brief on a topic of which you would like to educate the market.

Investment: 2 page printed (1,500 copies) = \$9,500; 2 page PDF only \$7,500; 4 page printed (1,500 copies) = \$12,500; 4 page PDF only \$10,500

Thought Leadership Paper/Special Report

Need a larger piece to communicate both product and customer case history? Converge will work with you on a theme to create a thought leadership paper on a topic of your choice, including any reference customers as needed.

Investment: 8-16 page unit = \$18,000 - \$24,000

White Paper



Whitepapers are our greatest lead generators. CDE will create an editorial-driven publication underwritten by your company. It contains no advertisement or promotion of the company or its products, but may include the logo and description of the underwriter on the back cover. Unlike advertising supplements, the underwriter has no review of the design or final editorial content. The underwriter will be invited to comment on the draft. The underwriter may suggest ideas and content, which will be accepted at the discretion of the Center research analysts and writers.

Investment: 8 page unit = \$25,000

Surveys and Awards

Be associated with CDE's annual bench markers of the education industry. CDE conducts many large survey projects every year, collecting a massive amount of detailed account information as well analyzing the current state of the market in K-12 and higher education. This year, the line-up includes the **Digital School Boards, Digital Community Colleges, and Online Learning State Survey**. Sponsor a survey to gain valuable information regarding plans and spending, increase your branding and awareness, and networking opportunities at the final awards event.

Each survey sponsorship includes:

- An exclusive report summarizing the findings of the Survey
- Invitation to participate in an Internet seminar conducted by the Center for Digital Education
- Registration list for the internet seminar will be shared with the sponsor.
- Sponsor's logo and internet link displayed in banner acknowledgement on CDE's Web site.
- Sponsor acknowledgement in feature articles of the survey results in *Converge* and on CDE's homepage.
- Acknowledgement of sponsor in pre- and post marketing campaigns promoting the survey and results.
- Acknowledgement and short (40 word) sponsor profile in official press release.

DIGITAL SCHOOL DISTRICTS SURVEY

The Digital School Districts Survey examines how school boards and their districts are applying information technology to better engage local communities and constituents, and improve service delivery and quality of education to public schools.

Investment: \$15,000

DIGITAL COMMUNITY COLLEGES SURVEY

This annual survey examines and documents how community colleges have progressed in using information technology to deliver services to their students, faculty and staff. Presidents at nearly 1,000 community colleges across the nation are invited to participate in the survey. At the conclusion, the top digital-savvy community colleges receive spotlight coverage and national recognition.

Investment: \$15,000

ONLINE LEARNING POLICY AND PRACTICE A SURVEY OF THE STATES

Report of the State of Online Learning across the U.S.

The Center for Digital Education, in conjunction with NACOL, is conducting the Online Learning State Survey. Through a comprehensive review of state policy and programs, the Center for Digital Education will report out on the status of online learning policy and practice across the U.S.

Investment: \$15,000

Events

Road Show 2010

>>Connecting the Dots for a New Education Demographic

External and internal forces are exerting a profound impact on the US education system. There is a national demand for highly skilled workers amid various disappearing industries. There is need to plan for jobs which have not yet been invented. A retiring population and an influx of students in K12 are placing unprecedented fiscal pressure on state budgets. Because of the significant role of technology in schools and an aging infrastructure, there is a real need to align educational strategic planning with economic development.



In late 2009, the Center for Digital Education released its “Model for Sustainable Education.” The components of this model identify critical planning elements for education policy makers and school leaders. The core of the model focuses on workforce development issues.

The 2010 Converge Road Show series will be a powerful program of strategic planning sessions. Education leaders in concert with state and local executives will convene around an agenda designed for specific “take away” implementation ideas.

THE AGENDA:

Keynote: Case Studies in Education and Workforce Development

- ✓ Michigan: The New BioTech Corridor
- ✓ California: Green Economy Leaders
- ✓ Louisiana: Hollywood Here

Spotlight Presentation: Digital Engagement presented by the National Telecommunications and Information Administration (NTIA)

Roundtable Discussion Groups: specific topics to be determined

THE TOUR:

Albany, NY: April 29, 2010

Richmond, VA: May 3 or 4, 2010

Tallahassee, FL: May 13, 2010

Tacoma, WA: June 10, 2010

Nashville, TN: June 25, 2010

Boston, MA: October 2010

**Cities and dates subject to change; three additional cities to be added.*

>>ADDITIONAL COLLATERAL:

‘How-to’ white paper presented by the Center for Digital Education:

The “Connect the Dots” road show materials and planning documents will be packaged in a ‘how-to’ white paper and available for sponsorship.

- **6 city package – Table Host Sponsor - \$36K**
- **6 city package – Conversation Sponsor - \$24K**
- **6 city package – Table Host Sponsor PLUS “How-to” Paper \$40,500**
- **6 city package – Conversation Sponsor PLUS “How-to” Paper \$28,500**

2010 Events Lineup

>>Florida Community College Technology Forum—TBD April/May 2010*

The forum is created with input from community college leadership in Florida. Attendance includes administrative and instructional technology attendees.

- **Anchor Sponsor: \$3,500**
- **Exhibitor Sponsor: \$2,500**

>>Digital Education Achievement Awards (DEAA)—Hollywood, CA September 2010*

The DEAA create a forum for recognizing websites and outstanding contributions at the application and infrastructure level. They also create an opportunity to network with an audience of policy and decision makers in the education industry.

- **Shared Sponsorship: \$7,500**



>>Arizona CIO/CTO Forum—Phoenix, AZ October 7, 2010*

The forum is designed for networking and professional development for Arizona CIOs and CTOs and key technical and support staff from around the state.

- **Classroom Sponsor: Speaking opportunity, equipment showcase + more = \$5,500**
- **Anchor Sponsor: Lead one hour session + more = \$3,750**
- **Exhibitor Sponsor: Two conference passes, profile in conference guide + more = \$2,500**

>>Digital Community Colleges Reception—TBD October 2010*

In conjunction with the American Association of Community Colleges, CDE conducts this annual survey to examine and document how community colleges have progressed in using IT to deliver services to their students, faculty and staff. Presidents at nearly 1,000 community colleges across the nation are invited to participate in the survey. At the conclusion, the top digital-savvy community colleges receive spotlight coverage and national recognition.

- **Event Only Sponsorship: \$10,000**



>>Digital School Districts Reception—TBD October 2010*

The Digital School Districts Survey examines how school boards and their districts are applying information technology to better engage local communities and constituents, and improve service delivery and quality of education to public schools.

- **Event Only Sponsorship: \$10,000**

**>>Online Learning State Survey Reception—TBD
November 2010***

Through a comprehensive review of state policy and programs, the Center for Digital Education will report out on the status of online learning policy and practice across the United States.

- **Event Only Sponsorship: \$10,000**

**>>Texas Community College Technology Forum—Plano, TX
November 5, 2010***

The forum is created with input from community college leadership in Texas. Attendance includes over 250 administrative and instructional technology attendees.

- **Anchor Sponsor: \$3,500**
- **Exhibitor Sponsor: \$2,500**



**>>The Digital Education Leadership Conversation (DELIC)
December 2010***

Known as the “unconference” this event is invitation only. DELC sponsors enjoy all of the benefits of making the event work as their own custom engagement with special emphasis on networking opportunities. The atmosphere is informal and interactive where sponsors and educators share ideas and discuss strategies for moving our education system forward.

- **Sponsorship: \$10,000**
- **Dinner Sponsorship: \$25,000**

**>>City University of New York (CUNY) Annual Event —New York, NY
December, 2010***



The CUNY IT conference boasts over 1,000 attendees representing its 21 campuses. It is the largest annual CUNY event of its kind. The conference agenda features sessions exploring administrative and instructional technology projects and programs.

- **Anchor Sponsor: \$7,500**
- **Exhibitor Investment: \$5,500**

*Dates and locations are tentative.

Custom Events

CDE can create a single or series of events focused on introducing education officials to your solutions.

Each event can be prefaced by CDE conducting opportunity evaluations to determine the jurisdiction business challenges and interest levels in the nearest districts and an overview briefing for the local account executive on these in advance.

CDE would work with your company to understand your requirements and send our bid to produce the events. Our unique value in event creation includes:

- Custom registration fields
- Full project management
- Specially designed event logo(s) and marketing plan
- Specially created invitations for email pushes
- Center content as needed for market briefings and specially invited speakers
- Full registration handling including lists, promotion, data collection, and badges at events with telemarketing and onsite event teams
- Public relations and follow-up lists

Road Shows

A Speaking Opportunity in Strategic Education Markets

Our Road Show event model is ideal when you want to firmly establish the depth of your expertise with a speaking opportunity on the event agenda. As the sole-sponsor, you'll experience a full morning of public and private sector presentations, concluding with an engaging panel discussion and Q&A. The success of this model is a result of our close work with education leaders; it is our level of content credibility and respect that enables us to facilitate their buy-in and support, providing a strong foundation for a well-attended, informational event.

Estimated Event Time: 3 to 3 ½ hours, including a Panel Discussion

Attendance: 25 education executives

Estimate: Pricing is determined by the quantity of events purchased and range from \$25,500 - \$28,500 net.

Solution Series Road Show

Solution Series Road Shows are similar to our Road Shows but with a shorter time frame.

Estimated Event Time: 2 to 2 ½ hours

Attendance: 25-40 state and local executives

Estimate: Pricing is determined by the quantity of events purchased and range from \$20,000 - \$23,300 net.

Editorial Roundtables

Cultivate High-Level Relationships

Converge Editorial Roundtables are unique custom events that offer your company a content and networking opportunity that can only be delivered by an award winning media team like Converge. Editorial Roundtables will help your company gain a sharper perspective on your customer's immediate needs.

Each roundtable is designed to explore a school, district, state, college or university's pressing issues. Education executives from the region are hand-picked and invited to ensure a high level of exclusivity and productive dialogue.

Estimated Event Time: 2 to 2 ½ hours

Attendance: 8-12 education executives and senior management

Sole-Sponsor Estimate: \$13,000 - \$15,000

Multi-Sponsor Estimate: \$3,750 - \$5,000

(Co-Sponsors must be non-competitive.)

Deliverables

- Converge establishes editorial roundtable program content in coordination with sponsor facility rental and light refreshments.
- Invitation/promotional creation including: outreach promotion, signage, agendas and registration landing page.
- Audience acquisition including: telemarketing, registration and confirmation.
- Full registrant/attendee contact information for follow-up sales prospecting.

Custom Special Events

The Center will create special events for you including receptions, outings, dinners and more.

Please request quote.

(Note: International events will be custom quoted)

Webinars

Let CDE be your host and organizer for a webinar. Our webinars have become one of the most preferred communications opportunities because of their immediate and broad impact for clients. Not only do they support a quicker go-to-market strategy, but are extremely effective for building relationships in jurisdictions where you can't dedicate a sales team. These sole-sponsored seminars allow a company to capture the mindshare of a national decision-making audience, all in one meeting.

CDE uses a custom approach to every webinar, adding value by using one of CDE's own executives to include our research and media insight.

Deliverables

- Turnkey event management by the Center for Digital Education Events team
- 50 live or in-archive logged-on attendees guaranteed
- Registration and e-mail promotion via www.centerdigitaled.com and www.convergemag.com
- Registration and promotion via the Center for Digital Education's corporate registration team
- Online polling and results
- Custom registration fields
- Full registration contact information captured for sales lead follow-up
- Targeted attendance promotion by the Center for Digital Education's Registration Team
- Link-posting to Center for Digital Education and Converge's sites for six months after the web cast

Investment: \$15,000 depending on requested deliverables

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