

2007 National Educational Computing Conference

World's Premier Ed Tech Event

 **iste atlanta**

LEARNING AND LEADING WITH TECHNOLOGY

NECC 2007

June 24–27

Georgia World
Congress Center



Exhibit Guide Addendum
Advertising &
Literature Distribution

www.iste.org/necc

LEARNING AND LEADING WITH TECHNOLOGY



The NECC Exhibit Guide Addendum supplements the Exhibit Guide, a directory of exhibitors, product descriptions, and exhibit hall activities given to all attendees at the conference. It is an important vehicle used to advertise products and services of NECC exhibitors. Maximize your visibility at NECC 2007 and long after

the conference—advertise today in the document that is a year-round reference tool for those with the power to purchase! Details on rates and material submission are included on the enclosed application.

New at NECC—Advertise in the Daily Leader!

The Daily Leader now accepts advertising! Fresh each day with onsite coverage, news, previews and analysis, the official newspaper of NECC is distributed at no charge to attendees in all main traffic areas of the conference. A “must-read” for attendees, the Daily Leader is an excellent venue for enhancing your exposure at NECC. For more information on advertising opportunities within the Daily Leader, contact Jeff Bolkan, 1.541.434.8923, jbolkan@iste.org

Literature Distribution

At NECC 2007, there will be a designated area where your company literature can be made available to conference attendees. The Literature Distribution area is an integral part of the Exhibit and is strategically located for maximum foot traffic. This service is an excellent option for companies who wish to benefit by participating in NECC 2007 but find they cannot exhibit at this year's conference. If you are interested in this service, refer to the enclosed application for details.

Dimensions and Format

- Please note that all advertising costs are non-commissionable.
- Sizes of ads are shown at right. The final trimmed page size is 8.375" high by 5.375" wide. Please refer to the chart for live image area. No image will be printed past the live image area. Full-page ads are 7.5" high by 4.5" wide; half-page ads are 3.75" high by 4.5" wide. There will be no bleed ads.

Artwork Submission Guidelines

Please refer to the guidelines below to make submission of your advertisement as smooth as possible:

- Ads are **black and white** only
- Advertising materials may be submitted digitally on zip disk, CD, or e-mail attachment in either PC or Mac format. Programs accepted are Page Maker, InDesign, Quark, FreeHand, and Illustrator. Please include all linked graphics and typefaces.
- Advertisements may also be sent as high resolution (300 dpi) PDF files. Please set your options to include all fonts and make sure no crop marks are seen.
- A laserprint/photocopy must be submitted to be used as a proof.

FULL-PAGE ADS

Live image area:
7.5" high by
4.5" wide

HALF-PAGE ADS

Live image area:
3.75" high by
4.5" wide

Important Note:

Ads cannot be canceled. No refunds will be issued. Any deviations from specifications may compromise the quality of the advertisement and result in increased costs. Please call Exhibit Management with any questions at 1.541.346.3537.

Literature Distribution Application & Rates

Payment of \$200 to NECC 2007 ensures your materials will be available and displayed in an orderly manner during the NECC 2007 Exhibit or while supplies last.

* Please note: Leftover materials will not be returned.

Instructions

- By May 25, 2007
Complete, sign, and send this application with payment of \$200 (make checks payable to NECC 2007) to:
NECC 2007 Literature Distribution
175 W. Broadway, Suite 300
Eugene, OR 97401-3003
Phone: 1.541.346.3537
Fax: 1.541.346.3509
E-mail: neccehibitorcomm@iste.org
- Please do not send display materials to the address above.
- Shipping instructions will be faxed or emailed upon receipt of signed application and payment, starting 30 days prior to the conference.

DESCRIPTION OF MATERIALS

COMPANY

ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

CONTACT NAME AND SIGNATURE

E-MAIL

Instructions

Please note, this application is for advertising in the NECC 2007 Exhibit Guide Addendum. Companies interested in the conference Daily Leader should contact Jeff Bolkan, 1.541.434.8923, jbolkan@iste.org for details.

• By May 21, 2007

Complete, sign, and send this application to:

NECC 2007 Exhibit Guide Addendum Advertising
175 W. Broadway, Suite 300
Eugene, OR 97401-3003
Phone: 1.541.346.3537, Fax: 1.541.346.3509
E-mail: neccehibitorcomm@iste.org

• By May 25, 2007

Submit artwork (as described under mechanical requirements) and appropriate payment to above name and address. Checks are payable to NECC 2007.

* Avoid rush charges! Submit advertisements by May 25, 2007. If artwork is submitted after deadline, advertiser accepts rush charges.

Rates

Below are rates for advertising in the NECC 2007 Exhibit Guide Addendum. Price reflects total cost of advertising (less any rush charges if applicable). Rates are non-commissionable. Please indicate your choice.

POSITION	B & W ONLY
Outside Back Cover	<input type="checkbox"/> \$1,350
Inside Front Cover	<input type="checkbox"/> \$1,350
Inside Back Cover	<input type="checkbox"/> \$1,170
Full Page	<input type="checkbox"/> \$950
Half Page	<input type="checkbox"/> \$650

Note:

Ads cannot be cancelled. No refunds will be issued.

COMPANY

ADDRESS

CITY

STATE

ZIP CODE

PHONE

FAX

CONTACT NAME AND SIGNATURE

E-MAIL

Sponsorship

NECC 2007 sponsorship packaging

incorporates a variety of year-round opportunities. A limited number of Tier One, Tier Two, and Tier Three sponsorships provide exclusive value to conference sponsors and help ISTE continue to bring participants the most memorable conference experience possible. Please contact us at 1.541.434.9590 or neccsponsorship@iste.org for more information.

NECC sponsors and exhibitors also have the opportunity to become members of the ISTE 100.

For additional information about the ISTE100 program, please email Mila M. Fuller at ISTE100@iste.org.



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CONTACT US

NECC 2007 Exhibits

175 W. Broadway, Suite 300

Eugene, OR 97401

Phone: 1.541.346.3537 or 1.800.280.6218

Fax: 1.541.346.3509

E-mail: neccexhibitorcomm@iste.org

www.iste.org/necc

