



HigherEdTECH



SUMMIT AND EXHIBIT



THE FACTS:

FOUR DAY EXHIBITION

January 6–9, 2011

- 40,000 SQ FT of exhibition space under the Living in Digital Times umbrella
- Located at the entrance to the Las Vegas Convention Center (LVCC) North Hall
- For more information: higheredtechsummit.com

ONE DAY SUMMIT

January 6, 2011

- At the LVCC, close to the main exhibit area
- Seating for 150-300
- Headliner speakers
- Panels, demos, debates & keynotes

CHANGING: That sums up the state of higher education. Today's students are avid users of digital devices, social media and microblogging, whether applying to college, taking classes, downloading entertainment or communicating with friends. They expect to engage with others anytime, access anything, anywhere, and witness a continuing stream of new technology. Colleges and universities, long bastions of tradition, are adopting the tools of the digital age to recruit students, improve services, save money, raise quality and expand access. From e-classes and e-texts to virtual labs and 24/7 advisors to open courseware and global universities, technology is changing what it means to go to college.

What used to be cutting-edge is now commonplace in higher education. An estimated 4.5 million students took online courses in fall 2008 and that number continues to grow. College students and faculty are becoming drivers of new technology not only consumers and institutions are incubating game-changing digital innovations. The pace of change makes it difficult to keep up with the issues, opportunities and challenges of re-inventing higher education for the 21st century.

Where better to explore the impact of technology on higher education than at HigherEdTECH 2011—right in the midst of the Consumer Electronics Show, the world's largest technology arena. Participation in HigherEdTECH is free to all 120,000 CES registrants. HigherEdTECH brings together the educators, journalists, high tech experts, and policymakers changing higher education and showcases the latest technologies and digital services. Join this unique strategic dialog, preview the hottest digital innovations, and network with thought leaders and potential partners at HigherEdTECH 2011.

For more information, contact: info@HigherEdTechSummit.com

The Higher Ed Tech Summit and Exhibition is presented by Living in Digital Times, producers of the Kids@Play Summit, the Mommy Tech Summit, the Silvers Summit, and the digitalHealth Summit at the 2011 Consumer Electronic Show.



HigherEdTECH

A DIFFERENT KIND OF EDUCATION EVENT

UNIQUE VENUE: Embedded within the Consumers Electronics Show (CES), the epicenter of technology innovation.

UNIQUE GATHERING: At the nexus of higher education and new technology. Over 120,000 people attend CES, including 800 educators.

UNIQUE CONVERSATION: Focus on strategic dialogues about creating 21st Century learning rather than nuts and bolts of technology.

UNIQUE POSITIONING OF SPONSORS: Features sponsors as experts in their fields and ties exhibits to substance of summit.

WHO SHOULD SPONSOR?

- Technology companies to expand their market share in the higher education
- Education companies for positioning as digital leaders
- Infrastructure companies to demonstrate their continuing value to colleges
- Publishers moving toward digital content and services
- Social Media Networks that inform the college scene
- Educational gaming companies
- Public policy, media and foundation entities working in this arena
- Any company or organization that wants to network with education and technology leaders.

SPONSORSHIP OPPORTUNITIES:

- Exhibit in HigherEdTECH area of Living in Digital Times
- High Tech Dorm showcase
- Cool Products for Higher Ed exhibit
- Major panels, speakers and demonstrations
- Press blitz
- Customized arrangements

BUILDING ON SUCCESS OF HigherEdTECH 2010

- Full room of CES participants
- Highly-rated sessions
- Active exhibit area
- Satisfied sponsors
- Go to higheredtechsummit.com for details

WHAT'S NEW FOR 2011?

- Issues of the day
- Debate
- More high-tech demos
- Additional networking opportunities
- Active audience engagement
- Global focus
- Campus life
- Social networking
- New exhibition focus
- Concluding reception

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"The 2009 Higher Ed Summit was an excellent opportunity to showcase Livescribe in a forum of forward-looking educators and administrators. I recommend participation in the Higher Ed Summit to reach thought-leaders in higher education."

—Jim Marggraff, CEO, LiveScribe

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