

WHO CARES WHAT COLLEGE STUDENTS THINK?

BISG
BOOK INDUSTRY STUDY GROUP

MAKING INFORMATION PAY FOR HIGHER ED PUBLISHERS

FEBRUARY 9, 2011 | YALE CLUB OF NYC

WHO CARES? If you are in any way involved in acquiring, creating, marketing, or selling course materials for the higher education market, you certainly care.

In the tradition of the Book Industry Study Group's (BISG's) highly-successful annual conference *Making Information Pay, What College Students Think: Making Information Pay for Higher Ed Publishing* will present a tightly-focused agenda featuring perspectives from leading high-level executives.

Today's college student is learning through an expanding array of media channels ranging from traditional textbooks to online learning platforms to websites, social media and mobile applications. BISG's *What College Students Think: Making Information Pay for Higher Ed Publishing* will be a ½ day live event for publishing professionals who want to understand the changing needs of the students currently using Higher Ed course materials.

WHO CARES?

- **Acquisitions Editors** who need to know the trends in Higher Ed content so they be ahead of the curve when signing new authors.
- **Developmental & Media Editors** who need to know which course materials are valued by students and which are ignored.
- **Marketing Directors** who need to know which course materials they can charge for and which should be given away.
- **Sales Professionals** who need to know how to compete for adoptions with a new class of open source and online educational products.

In addition, *What College Students Think: Making Information Pay for Higher Ed Publishing* will feature exclusive preliminary findings from BISG's newest research survey entitled *Student Attitudes Toward Content in Higher Education*. Covering 2-year, 4-year and for-profit institutions, this major study provides in-depth analysis into how students perceive and use different types of educational materials in their course of study.

Join us at the Yale Club of New York City on February 9, 2011 to debate, become inspired and, most importantly, gain practical insights into how you can benefit from an industry in transformation.

TOPICS TO BE COVERED DURING THIS ½ DAY BISG EVENT INCLUDE...

Cutting edge data on student preferences for both digital and traditional materials: what they buy, where they buy and why they buy.

Strategies for getting the most out of tight development and marketing budgets.

Revenue opportunities for publishers willing to look beyond their traditional products and services.



Several sponsorship packages are available. See next page for details.

SPONSORSHIP PACKAGES



Don't miss this opportunity to put your company in front of the high-level book publishing professionals attending *What College Students Think: Making Information Pay for Higher Ed Publishing* on February 9, 2011 in New York City. The following Sponsorship Packages have been designed for maximum visibility, including pre-event, onsite and post-event marketing.

PACKAGES	DIAMOND	GOLD	SILVER
Availability	1 available	2 available	3 available
6-foot table top display area including drape, chairs and power — up to 500 watts	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
100-word company description hosted on the conference website with logo and link	<input checked="" type="checkbox"/>		
50-word company description hosted on the conference website with logo and link		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complimentary passes for VIP clients, prospects or company executives — additional passes may be purchased at the BISG member rate	20 comp passes	10 comp passes	5 comp passes
8.5 x 11 printed promotional piece included in attendee folders (provided by sponsor; must be received in BISG office by Feb 4, 2011)	<input checked="" type="checkbox"/>		
2 paragraphs promotional text + company logo added to “About Our Sponsors” document included in attendee folders (provided by sponsor; must be received in BISG office by Feb 4, 2011)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Featured placement of company logo and sponsorship on all on-site signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgment of sponsorship in pre-event advertisements and marketing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1x post-event email to all event registrants	<input checked="" type="checkbox"/>		
5 minutes for Sponsor remarks from company executive	<input checked="" type="checkbox"/>		

For pricing information, or to book a sponsorship, please contact Angela Bole at angela@bisg.org or 646-336-7141.

