March 7-10, 2007
Northern Kentucky Convention Center and Cincinnati Marriott at River Center
Covington, Kentucky

Invitation to Exhibit

Conference Support Opportunities
Thank customers for their support.

EXHIBIT

• Showcase your products and services to over 1,100 decision makers and authorized purchasers.
• Generate new sales leads.
• Introduce new products and services.
• Achieve greater company recognition.
• Get an edge on your competition.

SIGCSE 2007 IS YOUR BEST OPPORTUNITY TO MAKE THE MOST OF YOUR MARKETING DOLLARS!

• FIND your target audience among more than 1,100 attendees and information professionals from the Computer Science Educational community.

• DEVELOP relationships with other computing professionals from the United States and throughout the world.

• RENEW connections with current customers.

• LISTEN to what computer science educational professionals have to say about your product and future product needs.

• INCREASE your understanding of the educational IT profession.

• GET 19 full hours of conveniently scheduled exhibit time, of which 5 full hours are unopposed.

• SELL your products on the show floor.

• QUALIFY for outstanding sponsorship and advertising opportunities to suit your level of commitment.

ABOUT SIGCSE

The Special Interest Group in Computer Science Education of the Association for Computing Machinery (ACM SIGCSE) is a community of approximately 2600 people whom, in addition to their specialization within computing, have a strong interest in the quality of computing education. The SIGCSE Symposium is the flagship conference of the organization and is regularly attended by more than 1,100 people. Conference attendees seek new ideas, textbooks to support their courses, and materials to improve the effectiveness of their teaching. Course-related software and hardware systems are of great interest. With increased pressure to pursue distance learning and asynchronous learning, attendees will want to find out about innovations in web authoring tools and class management systems.

In addition to selecting the textbooks and support materials for their courses, conference attendees influence the choice of computing equipment for their laboratories as well as for their offices. They select the tools that support teaching and their own scholarly work. They also determine what languages will be used in their courses and what compilers and development environments will be installed. These professionals set aside the time of the Symposium to review what is available and make their choices for the coming years. This is the most efficient way to interact with the most active teaching faculty in computing and information science.

USE THESE MARKETING OPTIONS TO GET THE MAXIMUM EXPOSURE FOR YOUR BUSINESS!

CONFERENCE SUPPORTER

• Show your company’s support for the computer science educational community.
• Get additional exposure for your company.
• Thank customers for their continued business.

EXHIBIT

• Showcase your products and services to over 1,100 decision makers and authorized purchasers.
• Generate new sales leads.
• Introduce new products and services.

ADVERTISE

• Reach the entire SIGCSE2007 conference of over 1,100 attendees in the conference publications.
• Achieve greater company recognition.
• Get an edge on your competition.
Conference Support Opportunities

- Extensive Conference Exposure
- Plenary and Conference Session Exposure
- Complimentary Conference Registration

**Platinum Supporter**

$20,000

Supporters participating at SIGCSE 2007 at the Platinum level will receive maximum exposure:

- Platinum Supporter Thank You and highlight on the SIGCSE 2007 web site
- Color logo specially displayed on the SIGCSE 2007 web site with a link of their choice
- Prominent logo placement and recognition in Exhibit Guide
- One complimentary, full page, 4-color advertisement in the Exhibit Guide
- 25% discount on additional black and white advertisements
- Prominent recognition signage at Exhibit Hall entrance
- Logo placement on conference signage
- 2 free premium location exhibit booths at the SIGCSE Expo; booth location assigned on a first come, first served basis
- 10% discount on first additional booth
- 25% discount on all additional booths
- Special recognition, with color logo, in Opening Plenary Session
- Two 75 minute vendor session presentations of the supporting organization's choice
- Two inserts in every attendee’s packet
- 3 complimentary Conference Registrations
- Complimentary Job Recruiting Board

**Gold Supporter**

$15,000

Supporters participating at SIGCSE 2007 at the Gold level will receive significant exposure:

- Gold Supporter Thank You and highlight on the SIGCSE 2007 web site
- Black and white logo specially displayed on the SIGCSE 2007 web site with a link of their choice
- Logo placement and recognition in the Exhibit Guide
- One complimentary, half-page interior black and white advertisement in the Exhibit Guide
- 15% discount on additional advertisements
- Recognition signage at Exhibit Hall Entrance
- 2 free standard location exhibit booths at the SIGCSE Expo; booth location assigned on a first come, first served basis
- 10% discount on first additional booth
- 25% discount on all additional booths
- Special recognition, with B&W logo, in Opening Plenary Session
- One 75 minute vendor session presentation of the sponsoring organization’s choice
- One insert in every attendee’s packet
- 2 complimentary Conference Registrations
- Complimentary Job Recruiting Board
Silver Supporter

$7,500

Supporters participating at SIGCSE 2007 at the Silver level will receive the following exposure:

• Silver Supporter Thank You and highlight on the SIGCSE 2007 web site
• Black and white logo specially displayed on the SIGCSE 2007 web site with a link of your choice
• Logo placement and recognition in the Exhibit Guide
• One complimentary, quarter-page, black and white advertisement in the Exhibit Guide
• Recognition signage at Exhibit Hall entrance
• 50% discount on any standard location exhibit booth at the SIGCSE Expo; booth location assigned on a first come, first served basis
• 10% discount on first additional booth
• 25% discount on all additional booths
• Special mention in Opening Plenary Session
• 1 insert in every attendee’s packet
• 1 Complimentary Conference Registration
• Complimentary Job Recruiting Board

Questions?
Please contact the SIGCSE Exhibits Manager cse@gomeeting.com or (410) 571-0590.

Event Support

Amplify your exposure to SIGCSE attendees with your support of these additional opportunities! Fees include recognition signage at the event, in the Exhibit Hall and Registration Area, as well as recognition in the Exhibit Guide.

Wireless Internet Access: $9,000
Conference attendees will use wireless communication throughout the entire conference. Fee provides for internet access throughout the Convention Center.

Conference Reception Co-Supporter: $9,000
Attendees enjoy networking with each other and meeting our exhibitors during this evening conference reception.

First Timer’s Luncheon Reception: $7,500
Help us welcome and support our first-time attendees at this annual networking event.

Coffee Break Support: $5,000
Make the Coffee Break of your choice special for attendees!

In Kind Donations

The Conference welcomes pre-approved In Kind Donations of the following conference items from supporting organizations:

• Attendee Registration Bags
• Attendee Badge Holders
• Volunteer T-shirts

All item production and shipment costs are the responsibility of the supporting organization. Please contact the SIGCSE Exhibits Manager to coordinate.

Advertising Opportunities

The SIGCSE 2007 Exhibit Guide is distributed to all conference attendees and contains information about the conference, exhibits, advertisements, supporter recognition, and exhibitor information. Space is assigned on a first come/first serve basis.

COVER ADVERTISING:
Full Page Back Cover (4-Color): $2,500
Full Page Inside Front Cover (4-Color): $2,000
Full Page Inside Back Cover (4-Color): $2,000

INSIDE ADVERTISING:
Full Page (B&W): $1,500
Half Page (B&W): $750
Quarter Page (B&W): $375

AD SPECIFICATIONS
Full page - bleed: Trim size 8.5”w x 11”h (allow 1/8” trim area on all sides)
Full page - non-bleed: 7.5”w x 10”h
Half page: 7.5”w x 4 7/8”h (horizontal only)
Quarter page: 3.5”w x 4 7/8”h

AD REQUIREMENTS:
Only files in the following formats will be accepted:

• PDF - High resolution. All graphics, logos and images used must be a minimum 300dpi resolution.
• Quark Express - must include all fonts and graphics
• Adobe Illustrator - EPS (preferred), TIFF or JPEG with all type outlined. Minimum 300dpi resolution.

• Interior ads are black & white only
• Bleed ads - allow 1/8” trim area on all sides
• Direct contact information for ad designer must accompany ad submission.

DEADLINES:
 Reserve Space: November 1, 2006
 Payment: December 15, 2006
 Artwork (Electronic files): December 15, 2006
Exhibitor Opportunities

Exhibits
The SIGCSE 2007 Exhibits and Conference Sessions will be located in the Northern Kentucky Convention Center. This is the only event of its type that caters to the people in computer science education who make the decisions for acquiring the tools needed for the following school year. Attendees are looking to meet with companies that provide the teaching texts needed by the faculty; hardware and software manufacturers who supply tools which can be utilized at the learning institutions represented by the SIGCSE attendees, students and faculty. Only SIGCSE exhibitors have this unlimited access.

Attendees
The SIGCSE Conference attendee is international, representing Canada, New Zealand, and countries in Europe, Asia, South America, and Africa. The majority of our attendees (approximately 90%) come from across the United States. The program format of panels, papers, special sessions and workshops appeals to a broad range of interests.

SIGCSE provides its exhibitors with a unique opportunity to reach this select community of decision makers from the computer science education community in their immediate area as well as from around the United States and the world.

2006 SIGCSE Exhibitors include:
- ACM Committee on Women in Computing
- ACM SIGAda
- AdaCore
- Addison/Wesley
- Apple
- Auburn University
- DyKnow
- Elsevier
- Franklin Beedle & Associates
- IBM Corporation-Academic Initiative
- InterSystems Cache’ Campus
- Jones and Bartlett
- McGraw-Hill Higher Education
- Microsoft
- National Science Foundation
- O’Reilly Media Inc./Safari U
- Prentice Hall
- RidgeSoft, LLC
- SIGCSE 2007
- Springer
- SUN Microsystems
- The College Board
- The Institute of Computer Technology (ICT)
- The MIT Press
- Thomson Course Technology
- Turing’s Craft
- University of Maryland University College
- Wiley
- Zayed University

Exhibit Hours
The SIGCSE 2007 Exhibits will open:
- Wednesday 3/7/07: Set-up 1:00 pm - 6:00 pm
- Thursday 3/8/07: Exhibits Open 10:00 am - 6:00 pm
- Friday 3/9/07: Exhibits Open 10:00 am - 6:00 pm
- Saturday 3/10/07: Exhibits Open 9:30 am - 12:30 pm
- Saturday 3/10/07: Move Out 12:30 pm - 6:00 pm

All conference coffee breaks are held in the exhibit hall.

Exhibit Specifications
All Exhibit booths are sold in 10’ x 10’ increments. The Exhibit Hall is NOT carpeted. You may wish to obtain your own carpet for your booth. Carpet, furniture, A/V, computer, Internet, and other needs can be ordered through the SIGCSE decorator.

Included with each 10’ x 10’ booth:
- 8’ back drape
- 3’ side drape
- One full conference registration per purchased booth

Booth space is assigned on a first come, first serve basis.

Exhibit Decorator
TBA

Exhibit Booth Fees
Reserve Before June 1, 2006 - SAVE $300
- PREMIUM BOOTH - $2,100
- STANDARD BOOTH - $1,900

Reserve After June 1, 2006
- PREMIUM BOOTH - $2,400
- STANDARD BOOTH - $2,200
- MULTIPLE BOOTHs
  3-5: 10% discount  •  6 or more - 15% discount
RESERVE YOUR SPACE TODAY!
Reserve your exhibit booth space before June 1, 2006 and save $300!

Northern Kentucky Convention Center
Exhibit Hall 1
Floor Plan

Use this floor plan to make your Exhibit Booth choice selection on the application form.

Booth size: 10’X 10’
APPLICATION FOR EXHIBIT SPACE

CONTRACTUAL TERMS, CONDITIONS & RULES FOR ACM SIGCSE 2007

CONTRACT FOR SPACE

The Application and Contract for Exhibit Space shall be considered a binding Contract between the two parties and subject to the rules and regulations as set forth by ACM in this contract when it is submitted with full payment and accepted in writing by ACM and the SIGCSE 2007 Symposium Exhibits Manager. By submitting an application for exhibit space, the applicant releases ACM and the SIGCSE 2007 Symposium Exhibits Manager from any and all liabilities to the applicant, its agents, licensees, or employees that may arise or be asserted as a result of submission of an application or of participation in the SIGCSE 2007 Symposium. Refund for any or all payments is at the discretion of the SIGCSE 2007 Symposium Exhibits Manager.

The contracting company/organization (hereinafter called Exhibitor) and ACM agree that the purpose of the SIGCSE 2007 Symposium is the expansion of sales opportunities. ACM and the SIGCSE 2007 Symposium Exhibits Manager reserve the sole and absolute right to determine the eligibility of any company/organization's product or service. Acceptance of an application does not imply endorsement by ACM or the SIGCSE 2007 Symposium of the Exhibitor's products or services, nor does rejection imply lack of merit of the same.

Full payment must be received by ACM before the Exhibitor is permitted to enter the exhibition hall to set-up.

USE OF SPACE

 ACM shall assign the Exhibit Space to the Exhibitor for the period of the Exhibit (provided the Exhibit Space is made available to ACM) in priority order based on receipt of enclosed contract. Such assignment is made for the period of this Exhibit only and does not imply that the same or similar space be held or offered for future exhibits. Every effort will be made to respect the Exhibitor's space choices whenever possible, but ACM's decision will be final. ACM reserves the right to transfer assignments when such action is deemed to be in the best interest of the total exhibit. ACM reserves the right to withdraw its assignment or Contract if it determines in its sole discretion that the exhibitor is not eligible to participate or the Exhibitor's product or services is not eligible to be displayed in this Exhibit.

NORTHERN KENTUCKY CONVENTION CENTER

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the exhibitor's activities on the Northern Kentucky Convention Center premises and will indemnify, defend, and hold harmless the Northern Kentucky Convention Center, ACM, the SIGCSE 2007 Symposium Exhibits Manager and its agents, servants and employees from any and all such losses, damages and claims.

The Northern Kentucky Convention Center will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Northern Kentucky Convention Center premises except for any claims, loss, or damage arising directly from its negligence. The ACM will be responsible to negotiate this contract with its exhibitors.

The Exhibitor understands that neither ACM, the SIGCSE 2007 Symposium Exhibits Manager, nor the Northern Kentucky Convention Center maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance.

INTERPRETATION & ENFORCEMENT

These regulations become part of the contract between the Exhibitor, ACM and the SIGCSE 2007 Symposium Exhibits Manager. ACM and the SIGCSE 2007 Symposium have full power of interpretation and enforcement of these rules and may amend them at any time. Also, the Exhibitor agrees to abide by all reasonable rules and regulations published from time to time. All matters in question not covered by these regulations are subject to the decision of ACM and the SIGCSE 2007 Symposium Exhibits Manager and all decisions so made shall be binding on all parties affected by them as by the original regulations.

Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of ACM and the SIGCSE 2007 Symposium Exhibits Manager, conduct themselves unethically may be dismissed from the Exposition without refund or other appeal.

OTHER TERMS AND CONDITIONS

The Exhibitor shall comply with all fire laws, electrical codes, and all other rules, regulations, codes or statutes with respect to the installation, conduct, and disassembly of its exhibit. The Exhibitor shall also comply with all reasonable requests of ACM, the SIGCSE 2007 Symposium Exhibit Manager, and the Northern Kentucky Convention Center officials with respect to the installation, conduct and disassembly of its Exhibit. The Exhibit shall be conducted in a decorous manner in order not to be objectionable to other Exhibitors, the Northern Kentucky Convention Center, the Exposition, ACM, the SIGCSE 2007 Symposium Exhibit Manager, or the public. ACM, the SIGCSE 2007 Symposium Exhibit Manager and the Northern Kentucky Convention Center reserve the right to close, remove, or require changes in any exhibit or to remove any of the Exhibitor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to the overall Exhibition, the Northern Kentucky Convention Center, other Exhibitors, or the public.

The license granted by this Contract is personal and may not be transferred without the written consent of ACM. The premises are licensed on an “as is” basis and ACM or the SIGCSE 2007 Symposium Exhibit Manager will not be liable for pre-existing conditions of the premises or for conditions arising during the period or the license. The Exhibitor shall return the premises in as good condition as they were received. ACM or the SIGCSE 2007 Symposium Exhibit Manager shall in no event be liable to the Exhibitor in excess of any consideration paid by the Exhibitor to ACM or the SIGCSE 2007 Symposium Exhibit Manager, and received by ACM or the SIGCSE 2007 Symposium Exhibit Manager, for breaches of Contract or tortuous conduct by ACM or the SIGCSE 2007 Symposium Exhibit Manager, by its agents, representatives or independent contractors whether acting within or without the scope of their authority by agents, representatives or independent contractors of the Northern Kentucky Convention Center or by the general public, ACM or the SIGCSE 2007 Symposium Exhibit Manager shall not be liable for failure to perform its obligations under this Contract due to strikes, acts of God, riots, or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the Exhibitor's exhibit is deemed to be the invitee or licensee of the Exhibitor rather than the invitee or licensee of ACM, the SIGCSE 2007 Symposium Exhibit Manager, or the Northern Kentucky Convention Center. ACM, the SIGCSE 2007 Symposium Exhibit Manager and the Northern Kentucky Convention Center shall not be liable for injury of any type from any cause to property of the Exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the Exhibitor. The Exhibitor assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority, and agrees to save harmless ACM, the SIGCSE 2007 Symposium Exhibit Manager, and the Northern Kentucky Convention Center from responsibility or liability resulting directly or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees, or independent contractors, whether acting within or without the scope of their authority.

There is no other agreement or warranty between the Exhibitor, ACM or the SIGCSE 2007 Symposium Exhibit Manager, except as set forth in this document. The rights of ACM and the SIGCSE 2007 Symposium Exhibit Manager under this Contract shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of ACM and the SIGCSE 2007 Symposium Exhibit Manager. The Exhibitor agrees to abide by all rules and regulations published from time to time by, and governing the Exposition.

This Contract is made and accepted in the State of New York and shall control the construction, interpretation, validity and enforceability of this Contract as if all relevant aspects of the Contract existed only in the State of New York. Any controversy or claim arising out of, or relating to, this Contract or the breach thereof, shall be settled by arbitration in accordance with the rules of the American Arbitration Association sitting in New York, New York, at the discretion of ACM or the SIGCSE 2007 Symposium Exhibit Manager. The Exhibitor hereby consents to jurisdiction of the New York State Courts with respect to any right of action arising under this Contract for any reason. In the event of dispute arising under this Contract, the Exhibitor shall be liable for costs and attorney's fees incurred by ACM and the SIGCSE 2007 Symposium Exhibit Manager in a reasonable attempt to negotiate, arbitrate, or litigate the dispute together with interest compounded at 1.25% per month from the date of initial demand for payment.

AMERICANS WITH DISABILITY ACT

The Exhibitor assumes the position of “public accommodation” when they contract to exhibit in the Northern Kentucky Convention Center. Therefore, the Exhibitor must make their exhibit accessible to the disabled without causing themselves undue “hardship.” A copy of PUBLIC LAW 101-336 [S. 933] AMERICANS WITH DISABILITY ACT OF 1990 is available upon request from the Department of Justice.
APPLICATION AND CONTRACT FOR
CONFERENCE SUPPORT, EXHIBIT SPACE AND ADVERTISING

Reserve your exhibit booth before June 1, 2006 and SAVE $300!

EXHIBITOR/SUPPORTER CONTACT INFORMATION

Company ____________________________

Authorized Person __________________________

Authorized Person Title __________________________ Authorized Person Telephone __________________________

Exhibitor/Supporter Contact(s) __________________________ E-Mail __________________________

Address __________________________

City/State/Zip __________________________

Telephone __________________________ Fax __________________________

E-mail __________________________ Website __________________________

On-Site Contact Person __________________________

On-Site Contact Person Telephone __________________________ On-Site Contact Person E-mail __________________________

CONFERENCE SUPPORT

CONFERENCE SUPPORT DEADLINES:
Deadline for Support Application - 12/01/06
Deadline for Full Payment - 12/15/06

PAYMENT:
Payment is by check or credit card. Please complete the “PAYMENT” section on page 2 of this form. Application must be submitted with 50% or 100% payment.
Make checks payable to ACM/SIGCSE 2007

CONFERENCE SUPPORTERS:

❑ Platinum Supporter .......................... $20,000
❑ Gold Supporter .......................... $15,000
❑ Silver Supporter .......................... $7,500

EVENT AND ITEM SUPPORT:

❑ Wireless Internet Access .......................... $9,000
❑ Co-Supporter: Conference Reception .......................... $9,000
❑ First Timer’s Luncheon Reception .......................... $7,500
❑ Coffee Break .......................... $5,000

IN KIND DONATIONS:
We would like to provide the following In Kind Donation:
❑ Registration Bags  ❑ Badge Lanyards  ❑ Volunteer T-Shirts

TOTAL (Support) $ ________
EXHIBIT BOOTH SELECTION

All booths are 10 X 10’ unless otherwise noted. Refer to the Exhibit Hall Floor Plan (page 6) to make booth selection. Exhibit booths are assigned on a first come, first serve basis.

One (1) full complimentary conference registration is included per purchased booth.

DEADLINES:
Deadline for early Exhibit Booth Application - 6/01/06
Deadline for Full Payment - 12/15/06

PAYMENT:
Payment is by check or credit card. Please complete the “PAYMENT” section below in full. Application must be submitted with 50% or 100% payment. Make checks payable to ACM/SIGCSE 2007.

Payment Received Before June 1, 2006 (SAVE $300)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Booth</td>
<td>$2,100</td>
</tr>
<tr>
<td>Standard Booth</td>
<td>$1,900</td>
</tr>
<tr>
<td>Multiple Booths (Discount: 10% Reserve 6 or more booths - 15%)</td>
<td></td>
</tr>
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</tr>
<tr>
<td>Standard Booths</td>
<td>$2,200</td>
</tr>
</tbody>
</table>

BOOTH PREFERENCE:
Choice #1 #2 #3 #4

TOTAL (Exhibit Booth) $_______

RECRUITING BOARD

Recruiting Board $500

TOTAL (Recruiting) $_______

ADVERTISING

Ad space will be assigned on a first come/first serve basis. Ad specifications on page 3 MUST be observed when submitting ad files.

DEADLINES:
Reserve Space: 11/01/2006
Payment: 12/15/2006
Artwork Due: 12/15/2006

PAYMENT

Payment is by check or credit card. Application must be submitted with 50% or 100% payment. Full payment is due by 12/15/06. Make checks payable to: ACM/SIGCSE 2007.

Mail or fax application and payment to:
ACM/SIGCSE 2007
C/O Conference & Logistics Consultants, Inc.
31 Old Solomons Island Road
Annapolis, MD 21401
Phone: 410-571-0590
Fax: 410-571-0592

TOTAL PAYMENT
(Total Support, Exhibit Booth, Recruiting, and Advertising) $_______

TYPE OF PAYMENT:
Check ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Card No. ____________________________ Exp. ____________

Name ________________________________
(Please PRINT name as it appears on card)

Cardholder Signature

I have read and agree to all terms and conditions of this Agreement. I am authorized to execute this Agreement for said Company/Division.

Name (print) ____________________________
Title ____________________________ Date ____________

Authorized Signature ____________________________

Phone ____________________________ E-mail ____________________________

ACM USE ONLY

ACM Authorized Signature
SIGCSE 2007

March 7-10, 2007
North Kentucky Convention Center and Cincinnati Marriott at River Center
Covington, Kentucky

• EXHIBIT •
Showcase your products and services to over 1,100 decision makers.

• SPONSOR •
Get the maximum exposure for your business.

• ADVERTISE •
Get the edge on your competition with an ad in the Exhibitor’s Guide

Don’t miss this opportunity to reach more than 1,100 conference attendees from the Computer Science Education community!

Reserve your Exhibit Booth before June 1, 2006 and SAVE $300!

Questions?
For more information on SIGCSE 2007 please contact:
SIGCSE 2007 Conference Office
410-571-0590
cse@gomeeting.com
Or visit the Conference Website at:
www.sigcse.org/conference