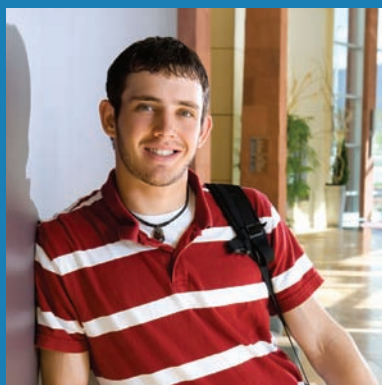


CollegeWeek **Live**



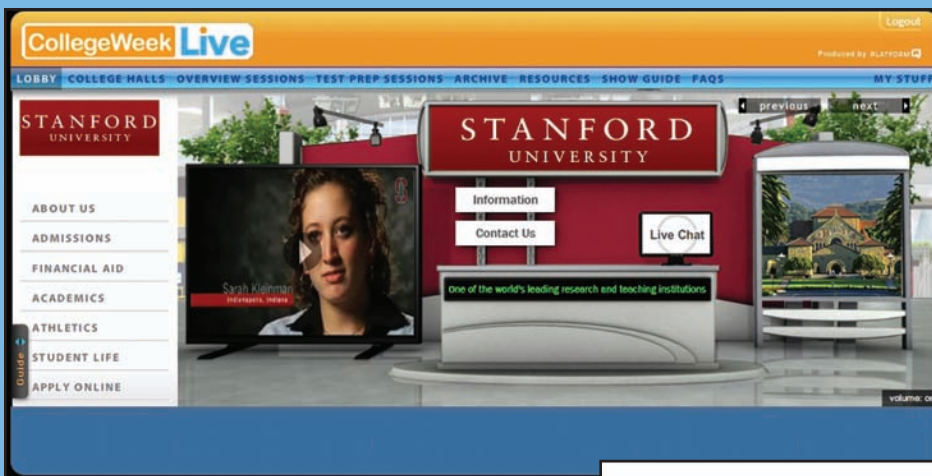
where students and colleges meet live online

Overview

The world's largest college fair.

Tens of thousands of students

- 50 states and 100 countries
- GPAs and test scores above national averages
- 56% self-classify as minority

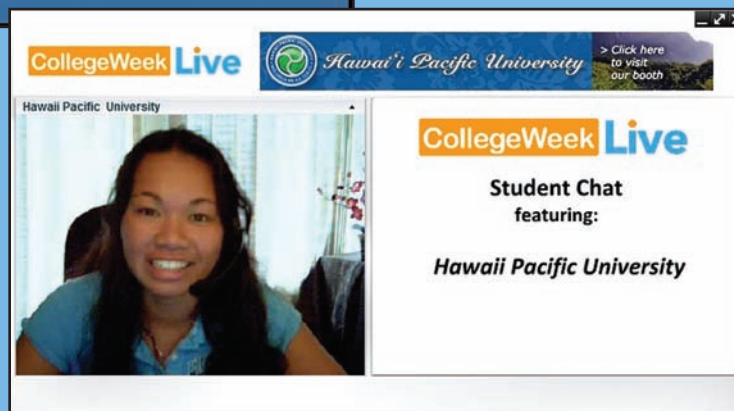


Hundreds of colleges

- Public and private universities
- Ivy league, liberal arts, and technical colleges
- Christian, historically black, and service academies
- International, online, and specialty schools

"CollegeWeekLive was an exciting way to connect with our student prospects: we were thrilled to see so many visitors to our booth."

Alfie Daniels
Associate Director
of Undergraduate Admissions
Yale University



Meeting live online

CollegeWeekLive, the world's largest college fair, meets online several times a year and is free!

- Free access to hundreds of colleges – no travel required
- Live video chats with college students – a feel for life on campus
- Questions answered live by admissions and financial aid experts

"... based on the money spent and the quality of prospective applicants, there are no other lead generation tools that can compete with the ROI achieved."

Chris Markle
Director of Admissions
Susquehanna University

Event Schedule

Multiple events throughout the year.

CollegeWeekLive Test Prep - September 17, 2009

An event that offers students free SAT, ACT and TOEFL practice sessions broadcast via live video. Students have the opportunity to meet live with representatives from hundreds of colleges, online!

CollegeWeekLive Guidance Counselor Day - October 8, 2009

An event tailored to the needs of college admissions counselors. Counselors connect with experts and gather information for students active in the college search.

CollegeWeekLive Fall - November 4 - 7, 2009

The world's largest college fair runs for four days during peak admissions season. Tens of thousands of students meet live with representatives from hundreds of colleges, online!

CollegeWeekLive Paying for College - January 14, 2010

Parents and college-bound students learn about financial aid and scholarships and visit virtual college fair booths where financial aid representatives are available to answer questions.

CollegeWeekLive Guidance Counselor Day - February 11, 2010

Guidance counselors stay current on best practices while researching college options for students that are making enrollment decisions.

CollegeWeekLive Spring - March 24 - 25, 2010

The world's largest college fair returns in the spring when high school seniors make final enrollment decisions and high school juniors begin to narrow choices.

Regional events

Throughout the year, CollegeWeekLive invites registrants to attend one day events that highlight a specific region or university. A sample of events includes:

CollegeWeekLive Universities of California Day	October 1, 2009
Virtual Open House: University of Mary	October 4, 2009
New England Day at CollegeWeekLive	October 15, 2009
Virtual Open House: University of California Riverside	October 20, 2009
Virtual Open House: University of New Haven	December 6, 2009

How do students hear about CollegeWeekLive?

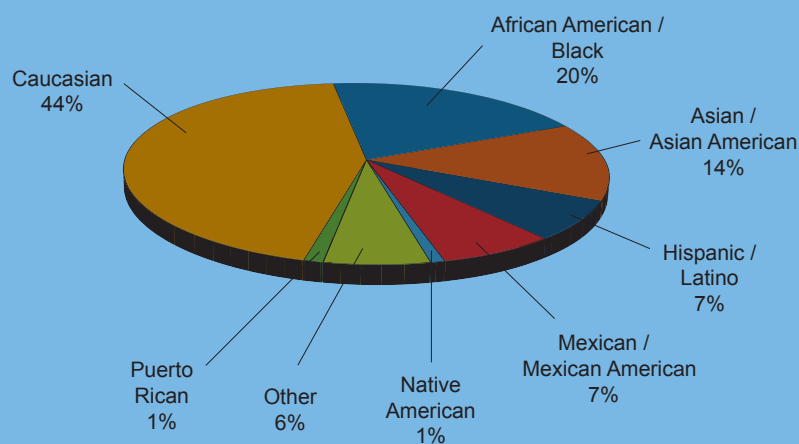
- Press coverage in broadcast and print media
- Search engine and affiliate marketing
- Outreach to guidance counselors
- Email marketing
- Social network marketing
- Partnerships with CollegeBoard, ACT, United Negro College Fund and leading college access programs.

Attendee Profile

Diverse and talented students.

Diversity

A diverse audience from 50 states and 100 countries attend CollegeWeekLive events each year.



Academic achievement

GPA: 3.4 average

- 75% have a 3.0 GPA or greater

SAT score: 1,117 average

- 10% higher than national average

ACT score: 24 average

- 15% higher than national average

Attendee type

- Students 88%
- Parents 8%
- Guidance or other 4%

Class profile for fall events

- High School graduates 5%
- Seniors 54%
- Juniors 30%
- Sophomores 7%
- Freshman or younger 4%

Class profile for spring events

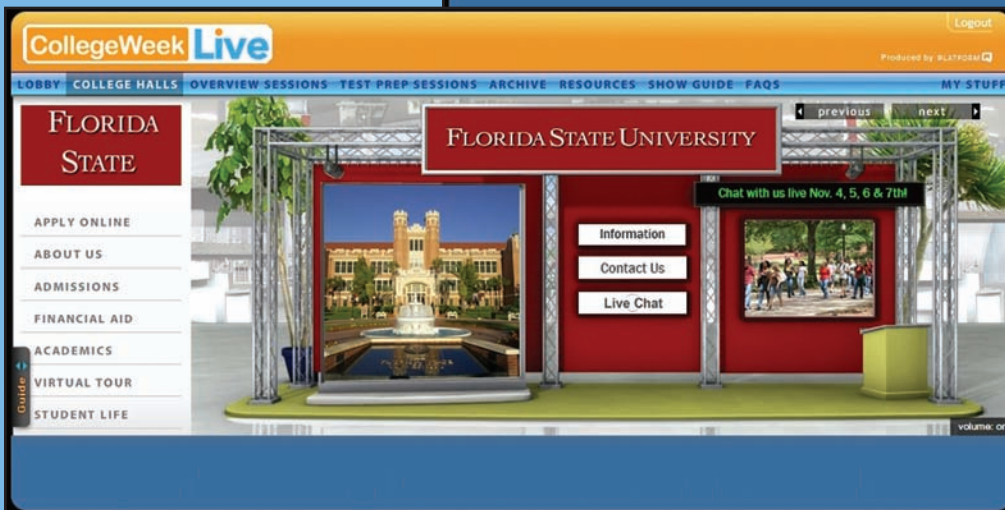
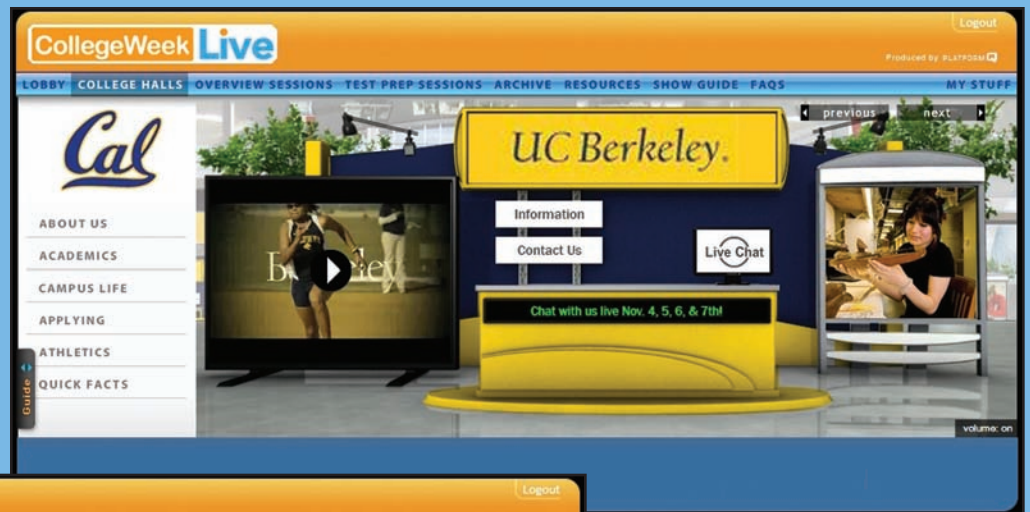
- High School graduates 5%
- Seniors 28%
- Juniors 43%
- Sophomores 15%
- Freshman or younger 9%

Annual Membership

Generate and nurture leads. Increase yield.

What you receive

- A virtual exhibit booth with live chat at all CollegeWeekLive events
- Post-event lead reports including all booth visitors
- Six opportunities to host in-booth text chat sessions outside of event dates



Why it's easy

- Virtual booth-building is included and leverages the exhibitor's website and digital assets
- Post-event lead reports are provided in Microsoft Excel or other database-compatible formats

Benefits

- Excellent source of highly-qualified, detailed leads
- Live interaction with students who express interest
- Local, regional, national, and international reach
- No travel costs and no time out of the office
- Opportunities for pre-event promotions

Increase exposure and results

Premium booth placement

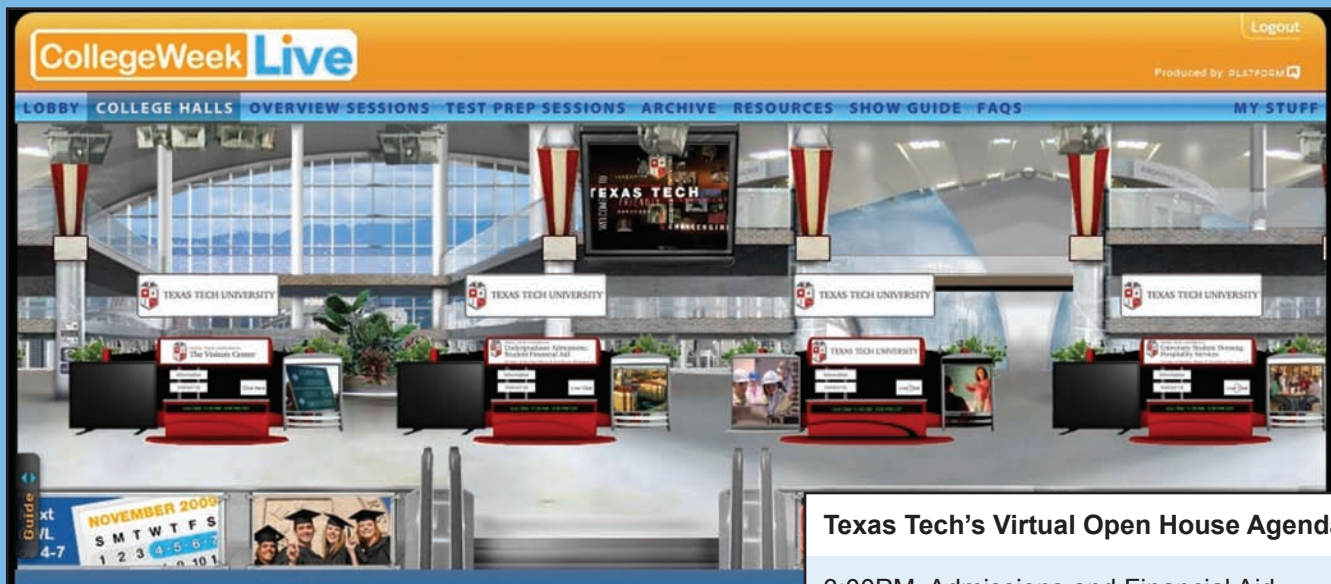
- Appear front and center

Additional virtual booths

- Be found on additional exhibit floors

Virtual Open House

Further qualify leads. Increase conversion to applied and enrolled.



Texas Tech's Virtual Open House Agenda	
3:00PM	Admissions and Financial Aid
4:00PM	Academics
5:00PM	Campus Housing and Dining
6:00PM	Student Life
7:00PM	Living in Lubbock

What you receive

Five virtual booths

- Highlight departments, majors, or campuses with individual booths

Five hours of live video presentations

- Keynotes from the Dean, Faculty, and Alumni
- Student video chat sessions about student life

Customized branding throughout the event

- Logo placement on loading pages
- Lobby, auditorium, presentation and exhibit banners

Marketing support

- Invite current prospects with free email templates

Event production services

- CollegeWeekLive builds booths and prepares speakers

Lead generation

- Virtual open houses are promoted to CollegeWeekLive registrants

Benefits

- Nurture existing leads and increase yield
- Engage students regardless of location
- Leverage staff, faculty, alumni, and students
- Lead reports include registration and behavior data

Examples

- A West Coast university reaches East Coast students after travel budget reductions
- A large public university depends on its virtual open house to further qualify leads
- An East Coast school adds a virtual open house and engages students who are not able to travel
- A Southern technical school showcases departments and campus life to accepted students

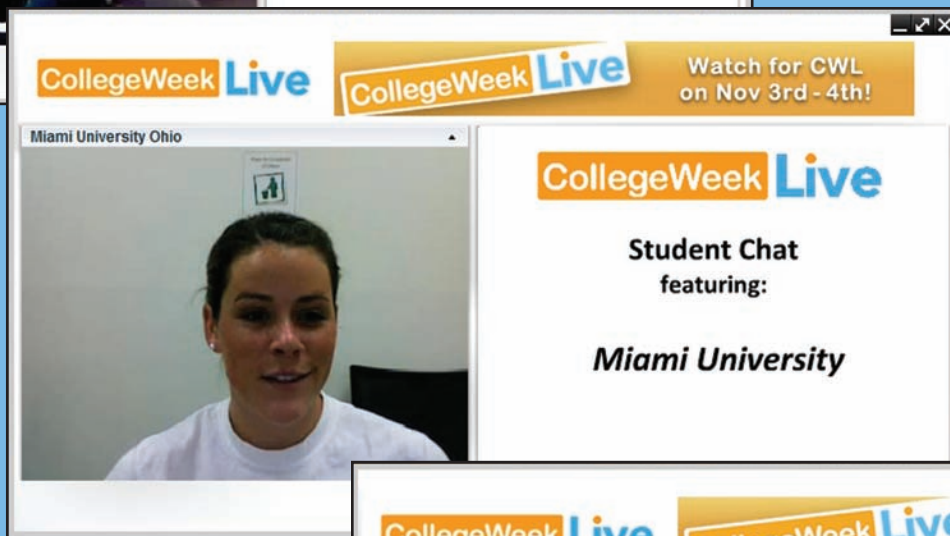
Student Video Chats

Popular live video chats provide a feel for campus life.



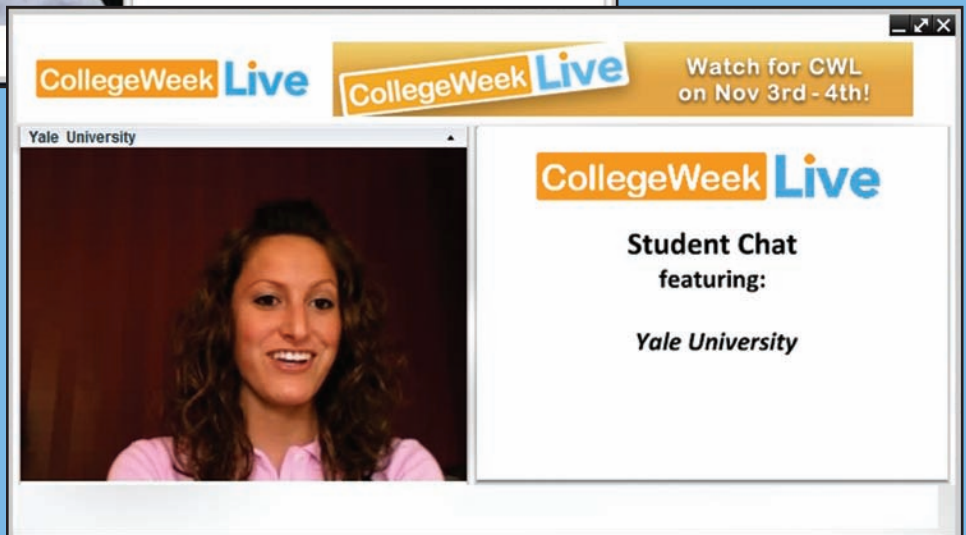
What you receive

- A live, one hour session on the student video chat agenda
- Post-event lead report with information on all session attendees
- Video available for re-use on website and more
- Webcam, software, and pre-event set-up services are included



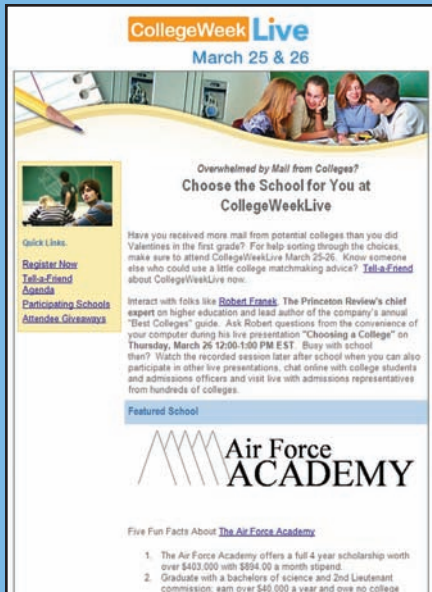
Benefits

- Engage students through peer networking in a popular format
- Demonstrate school fit in an informal and interactive forum
- Address questions that affect enrollment decisions
- Gather detailed information on students who express interest
- Edit, upload, and post fresh video clips on the web



Advertising Opportunities

Grow awareness. Increase leads.



Email marketing – newsletter advertising

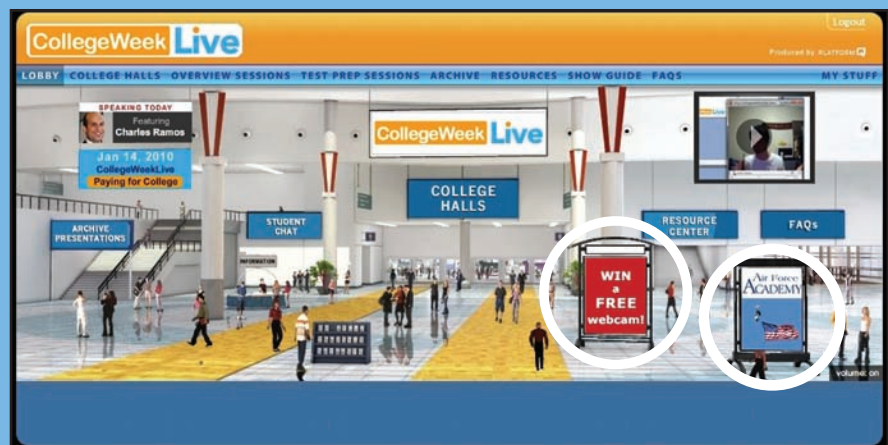
- “Featured School” listing is available in each weekly registrant newsletter
- Listing includes a logo and brief description
- A popular click through opportunity

Email marketing – dedicated email advertising

- Dedicated post-event email to opt-in registrants
- List segmentation by geography, academic qualifications, and areas of interest.
- Available on a CPM basis. 50,000 email minimum.

Banner advertising in event lobby

- Reach the entire CollegeWeekLive audience immediately upon login
- Kiosks click through to virtual exhibit booths
- Available in hourly segments during live event



Banner advertising on exhibit floors

- Increase exposure within geographic regions
- Guardrail banners click to virtual booths or web pages

Post-Show Reporting

Detailed lead data for every booth visitor.

Colleges receive post show reports (in excel or csv format) within one week after events

- Registration data: contact information, majors of interest, test scores and more
- Behavioral data: links clicked, documents downloaded, videos viewed, contacts accessed, and more

No inquiry cards to collect and type into a system. We do it all for you.

- Sort leads by over 50 fields – and the overall level of engagement
- Check to see which applicants visited your booth – and what was viewed
- Review chat transcripts with specific students of focus

Lead reports include

Registration data

- Name
- Attendee type
- Mailing address
- Email address
- Phone
- Date of birth
- Gender
- Ethnicity
- High school
- Year of graduation
- Veteran status
- Majors of interest

- Region of interest
- School type
- Financial aid
- GPA
- SAT scores
- ACT scores

Behavior data

- Booth content viewed
- Document downloads
- Contact info accessed

Row	Email	First Name	Last Name	Attending Type	Address 1	City	State	Zip	Phone	Date of Birth	Gender	Ethnicity	High School	Majors of Interest		
1	John.Doe@collegeweeklive.com	John	Doe	Student	100 S. Smith St.	Ada	OK	74801	555-555-5555	8	18	1991	Male	US Citizen or US	Ada High School	Business & Management
2	John.Doe@collegeweeklive.com	John	Doe	Student	900 Maple	Houston	TX	77001	555-555-5556	1	18	1992	Female	US Citizen or US	Biolog Hartley High School	Psychology & Human Services
3	John.Doe@collegeweeklive.com	John	Doe	Student	442 Valley Rd.	Salem	OH	44483	555-555-5557	8	3	1990	Male	US Citizen or US	Vest Branch High School	Medical Nursing Allied Health
4	John.Doe@collegeweeklive.com	John	Doe	Student	200 N. Jones	Las Vegas	NV	89101	555-555-5558	1	21	1991	Male	US Citizen or US	Cherokee	Business & Management
5	John.Doe@collegeweeklive.com	John	Doe	Student	100 Oak Lane Road	Columbus	OH	43212	555-555-5559	8	12	1990	Male	US Citizen or US	Biolog Hartley High School	Business & Management/Com
6	John.Doe@collegeweeklive.com	John	Doe	Student	1570 Linden Ln.	Kanawha	VA	24086	555-555-5560	12	18	1991	Female	US Citizen or US	Burlington High School	Education & Teaching
7	John.Doe@collegeweeklive.com	John	Doe	Other	800 Ave	Atlanta	VA	22401	555-555-5561	12	18	1991	Female	US Citizen or US	Burlington High School	Education & Teaching
8	John.Doe@collegeweeklive.com	John	Doe	Student	6075 S. Alpha Blvd.	Bellevue	OH	44105	555-555-5562	3	7	1992	Male	US Citizen or US	Bellevue High School	Other
9	John.Doe@collegeweeklive.com	John	Doe	Graduate	2500 Davis Pk.	Madison	MD	20852	555-555-5563	18	3	1990	Female	US Citizen or US	Tuscarora High School	Education & Teaching
10	John.Doe@collegeweeklive.com	John	Doe	Student	225 Columbus	Columbus	OH	43212	555-555-5564	2	20	1992	Female	US Citizen or US	Biolog Hartley High School	Education & Teaching/Medical
11	John.Doe@collegeweeklive.com	John	Doe	Parent	771 Main Street	Garden City	NY	11734	555-555-5565	2	15	1992	Female	US Citizen or US	Biolog Hartley High School	Psychology & Human Services
12	John.Doe@collegeweeklive.com	John	Doe	Student	6000 Riverside Dr	Galveston	TX	77550	555-555-5566	3	21	1992	Female	US Citizen or US	Alameda High School	Medical Nursing Allied Health
13	John.Doe@collegeweeklive.com	John	Doe	Student	1900 Chestnut Lane	Harrison	MD	21044	555-555-5567	2	28	1992	Male	US Citizen or US	Fulton High School	Business & Management/Bus
14	John.Doe@collegeweeklive.com	John	Doe	Student	6522 22nd St	Flushing	MI	48163	555-555-5568	8	18	1990	Female	US Citizen or US	Flushing High School	Political Science & Government
15	John.Doe@collegeweeklive.com	John	Doe	Student	22 Field Street	Norwich	MA	01913	555-555-5569	8	27	1991	Female	US Citizen or US	Massachusetts	Political Science & Government
16	John.Doe@collegeweeklive.com	John	Doe	Student	189 Main Street	Stone Mountain	GA	30087	555-555-5570	1	3	1991	Female	US Citizen or US	North	Medical Nursing Allied Health
17	John.Doe@collegeweeklive.com	John	Doe	Student	489 Village St	Saint Henry	OH	45883	555-555-5571	8	18	1991	Male	US Citizen or US	St Henry High School	Political Science & Government
18	John.Doe@collegeweeklive.com	John	Doe	Student	805 S. McMillan	Big City	MS	39208	555-555-5572	8	6	1990	Male	US Citizen or US	Vincennes	Medical Nursing Allied Health
19	John.Doe@collegeweeklive.com	John	Doe	Student	1401 Highway 101	Abbeville	SC	29526	555-555-5573	7	8	1992	Female	US Citizen or US	MA Vernon	Education & Teaching/Medical
20	John.Doe@collegeweeklive.com	John	Doe	Student	7040 Goodwill Road	Ridgely	OH	43083	555-555-5574	2	12	1993	Female	US Citizen or US	Eastern Local High School	Political Science & Government
21	John.Doe@collegeweeklive.com	John	Doe	Student	2000 N Allen Ave	Chicago	IL	60608	555-555-5575	5	21	1992	Female	US Citizen or US	Western	Law Enforcement
22	John.Doe@collegeweeklive.com	John	Doe	Student	7720 Cook Farm Rd	Reynoldsburg	OH	43068	555-555-5576	4	27	1992	Female	US Citizen or US	Pickerington Central High	Medical Nursing Allied Health
23	John.Doe@collegeweeklive.com	John	Doe	Graduate	1507 South Second St	Ridgely	OH	43083	555-555-5577	1	15	1992	Female	US Citizen or US	Biolog Hartley High School	Psychology & Human Services
24	John.Doe@collegeweeklive.com	John	Doe	Student	3446 8th St E	Bellevue	WA	98004	555-555-5578	8	18	1990	Female	US Citizen or US	Biolog Hartley High School	Education & Teaching/Perform
25	John.Doe@collegeweeklive.com	John	Doe	Student	178 Hawthornwood Dr	Twins	OH	44088	555-555-5579	2	18	1991	Male	US Citizen or US	Western High School	Business & Management/Man
26	John.Doe@collegeweeklive.com	John	Doe	Student	8423 Royalhite	Dallas	TX	75220	555-555-5580	1	20	1993	Female	US Citizen or US	The Cambridge School of	Psychology & Human Services
27	John.Doe@collegeweeklive.com	John	Doe	Student	488 Chestnut Trail	Cincinnati	OH	45229	555-555-5581	4	9	1994	Male	US Citizen or US	Valparaiso High School	Business & Management/Exec
28	John.Doe@collegeweeklive.com	John	Doe	Student	11414 Pl Aztec 200	Las Vegas	NV	89131	555-555-5582	8	4	1990	Female	US Citizen or US	Las Vegas High School	Medical Nursing Allied Health
29	John.Doe@collegeweeklive.com	John	Doe	Student	5977 Arroyo Road	Cincinnati	OH	45247	555-555-5583	8	8	1991	Female	US Citizen or US	Columbus High School	Visual Arts (Film, Photograph
30	John.Doe@collegeweeklive.com	John	Doe	Student	888 betts Trail Vg	Phoenix	MD	20954	555-555-5584	2	26	1991	Female	US Citizen or US	Academy of the Holy Cross	Political Science & Government
31	John.Doe@collegeweeklive.com	John	Doe	Student	1075 W. Duvalway Rd	Las Vegas	NV	89101	555-555-5585	6	4	1991	Female	US Citizen or US	Las Vegas High School	Medical Nursing Allied Health
32	John.Doe@collegeweeklive.com	John	Doe	Student	946 W. German Rd	Big City	MS	39208	555-555-5586	1	18	1992	Female	US Citizen or US	Biolog Hartley High School	Psychology & Human Services
33	John.Doe@collegeweeklive.com	John	Doe	Student	799 Brand Rd	Geneseo	OH	44041	555-555-5587	3	25	1992	Female	US Citizen or US	Geneseo High School	Business & Management/Com
34	John.Doe@collegeweeklive.com	John	Doe	Student	1925 Fawcett St	Las Vegas	NV	89101	555-555-5588	1	15	1992	Female	US Citizen or US	Biolog Hartley High School	Psychology & Human Services
35	John.Doe@collegeweeklive.com	John	Doe	Student	8001 ME 12th Pl S	Kirkland	VA	20184	555-555-5589	1	15	1991	Female	US Citizen or US	Juniata High School	Business & Management/Exec
36	John.Doe@collegeweeklive.com	John	Doe	Graduate	45 W Franklin	Chicago	IL	60601	555-555-5590	1	15	1992	Female	US Citizen or US	Biolog Hartley High School	Psychology & Human Services
37	John.Doe@collegeweeklive.com	John	Doe	Other	2200 The Oaks Pl	Chapel Hill	NC	27514	555-555-5591	1	15	1992	Female	US Citizen or US	Biolog Hartley High School	Psychology & Human Services
38	John.Doe@collegeweeklive.com	John	Doe	Other	360 Pear Ave	Bella Vista	PA	17003	555-555-5592	1	15	1992	Female	US Citizen or US	Biolog Hartley High School	Psychology & Human Services
39	John.Doe@collegeweeklive.com	John	Doe	Student	988 woodbridge	Chapin	OH	45120	555-555-5593	6	9	1990	Male	US Citizen or US	Chapin High School	Business & Management
40	John.Doe@collegeweeklive.com	John	Doe	Student	1075 W. Duvalway Rd	Las Vegas	NV	89101	555-555-5594	6	4	1991	Male	US Citizen or US	Upper Arlington	Medical Nursing Allied Health
41	John.Doe@collegeweeklive.com	John	Doe	Student	2001 Blackburn Tr	Cincinnati	OH	45223	555-555-5595	6	17	1991	Male	US Citizen or US	Winton High School, Cincin	Business & Management

Return On Investment

More leads. Higher quality. Less cost.

CollegeWeekLive vs student email marketing list buys

	CollegeWeekLive	Email List Buy
Investment	\$3,495	\$3,495
Cost per lead	n/a	\$0.28
Email outreach	n/a	12,500
Open rate - 15%	n/a	1,900
Click rate - 15%	n/a	300
Leads generated	500-1,000	75
Effective cost per lead	\$4-8 per lead	\$50 per lead

CollegeWeekLive vs physical college fairs

	CollegeWeekLive	Physical College Fairs
Exhibits at 2 local college fairs	\$3,495	\$600
Exhibits at 3 out of town fairs		\$2,400
Signage, collateral, exhibit material	\$0	\$600
Travel, hotel, and meals	\$0	\$1,800
Total cost for 5 events	\$3,495	\$5,400
Qualified leads generated	500-1,000	250-500
Effective cost per lead	\$4-8 per lead	\$10-20 per lead

Participating Colleges and Universities

Hundreds of schools from the United States and around the world.

Academy of Art University	Hawaii Pacific University	Parker College of Chiropractic	University of Glamorgan
Adelphi University	Hofstra University	Pittsburgh Technical Institute	University of Houston
Alabama State University	Iowa State University	Purchase College	University of Illinois
Alaska Pacific	Jamestown College	Quinnipiac University	University of Illinois Springfield
Alderson Broaddus College	John Cabot University	Regis College	University of Mary
American Sports University	Johnson C. Smith University	Robert Morris College	University of Melbourne
Anna Maria College	Kendall College	Rutgers University	University of Miami
Arizona State University	Keuka College	Saint Louis University	University of Michigan
Arkansas Tech	Lake Erie College	San Diego State University	University of Minnesota-Morris
Art Institute of Boston	Lasell College	Schreiner University	University of Mobile
at Lesley University	Lesley University	Seton Hall University	University of Montana Western
Assumption College	LeTourneau University	Smith College	University of Nevada Reno
Augsburg College	Lock Haven University	St John's University	University of New England
Bangor University	Long Island University	St Thomas University	University of New Haven
Bay Path College	- Brooklyn Campus	Stanford University	University of New Mexico
Bay State College	Lynn University	Stony Brook University	University of North Texas
Becker College	Marist College	Suffolk University	University of Northern Iowa
Bennett College	Massachusetts College of	SUNY Cortland	University of Oklahoma
Berkeley College	Pharmacy and Health Science	SUNY IT	University of Otago
Bethany College	Massey University	Susquehanna University	University of Pittsburgh
Boise State University	MedCentral College of Nursing	Temple University	at Johnstown
California Institute	Meredith College	Texas Chiropractic College	University of Puget Sound
of Technology	Merrimack College	Texas Tech University	University of Science and Arts
Calvin College	Miami Dade College	The College of St. Scholastica	University of South Carolina
Centura College Online	Miami University	The University of Alabama	University of Tampa
Clayton State University	Middle Tennessee	Thomas College	University of Utah
Cogswell Polytechnic University	State University	UCLA	University of Virginia
College of Creative Studies	Middlesex University	Union College	University of Waterloo
College of Mount St. Joseph	Millikin University	University of Advancing	University of Wisconsin-Stout
Colorado Christian University	Mississippi State University	Technology	US Air Force Academy
Dartmouth College	Montreat College	University of Alabama	US Coast Guard Academy
Dowling College	Mount Ida College	at Birmingham	US Military Academy-West Point
Drexel University	Mount Mercy College	University of Alaska Fairbanks	Utah Valley University
EDMC - The Art Institutes	Mount Saint Mary's University	University of Alaska Southeast	Villanova University
EDMC-Brown Mackie College	New Mexico Tech	University of Bridgeport	Virginia Military Institute
EDMC-South University	New York Institute	Univ. of California - Berkeley	Wartburg College
Emerson College	of Technology	Univ. of California - Davis	Weber State University
Fashion Institute of Design	Newman University	Univ. of California - Irvine	Wentworth Institute
and Merchandising (FIDM)	North Kentucky University	Univ. of California - Merced	of Technology
Flashpoint Academy	Northeastern University	Univ. of California - Riverside	West Virginia University
Florida International University	Nova Southeastern University	Univ. of California - San Diego	Western New England College
Florida State University	Oklahoma Baptist University	Univ. of California - Santa Cruz	Western State College
Geneva College	Oklahoma City University	University of Canterbury	Wilkes University
Georgia Tech	Old Dominion University	University of Charleston	Winthrop University
Global College	Oregon Institute of Technology	University of Colorado	Worcester Polytechnic Institute
Graceland University	Oxford College	at Boulder	Wright State University
Grand Canyon University	at Emory University	University of Colorado	Yale University
Green Mountain College	Pace University	at Denver	York University
Guilford College	Palmer Chiropractic College	University of Dayton	

Representative list ... and more every day!

College Testimonials

What admissions offices are saying about CollegeWeekLive.

Expanding reach

"We have found participating in CollegeWeekLive events an effective way to reach prospective students online."

Emily Engelschall
Director of Admissions at University of California Riverside

"CollegeWeekLive University of California Day enables us to extend our reach to students interested in exploring a UC school for their college education."

Bob Patterson
Deputy Director, Office of Undergraduate Admissions at University of California Berkeley

Engaging students online

"CollegeWeekLive gives us the opportunity to gather leads and communicate with all types of students, from in state to foreign countries. CollegeWeekLive continues to provide students with an excellent opportunity to gather information and talk directly with members of the admissions staff in an efficient and timely manner."

John Hamel
Director of Undergraduate Admission at Suffolk University

"CollegeWeekLive was an exciting way to connect with our student prospects: we were thrilled to see so many visitors to our booth."

Alfie Daniels
Associate Director of Undergraduate Admissions at Yale University

"We had a great experience with CollegeWeekLive. We were very happy with the event and hope to participate in future events."

Kevin Noller
Admissions at Villanova University

Improving ROI

"... based on the money spent and the quality of prospective applicants, there are no other lead generation tools that can compete with the ROI achieved"

Chris Markle
Director of Admissions at Susquehanna University

"Within 3 weeks of the event, we already yielded campus visits and applications as a direct result of the event. We will certainly be participating in future events."

Allison Stacey
Director of Admissions at Green Mountain College

Media Coverage



ABC World News

"The online fair isn't just convenient; it saves families from having to make an expensive campus visit without knowing much about the school. It's also cost effective for the schools themselves."

TJ Winick
ABC World News Tonight



"The college selection process has gotten so expensive that parents need a budget just to deal with campus visits and other costs."

Dave Carpenter
Associated Press for USA Today



"Here prospective students can chat with admissions counselors and get that one on one interaction without even visiting campus."

Rodney Dunigan
CBS affiliate, TN

BusinessWeek

"One of the newest trends on the college admission scene is online college fairs, events where students can visit with college admissions officers in virtual booths. This can be a great option for parents who can't afford to visit out-of-state schools."

Alison Damast
BusinessWeek

The New York Times

"Students can also have video chats with current college students at places like Syracuse University, Columbia and Yale, question-and-answer sessions with admissions officers and online exchanges with professionals in the careers of law, medicine, education, nursing, technology and the arts."

Victoria Shannon
New York Times



"It's more evidence that colleges are fighting rising costs by trading physical environments for virtual ones as they follow their students--and prospective students--deeper down the internet rabbit hole."

Greg Downey
eSchool News

For the latest news visit
www.collegeweeklive.com