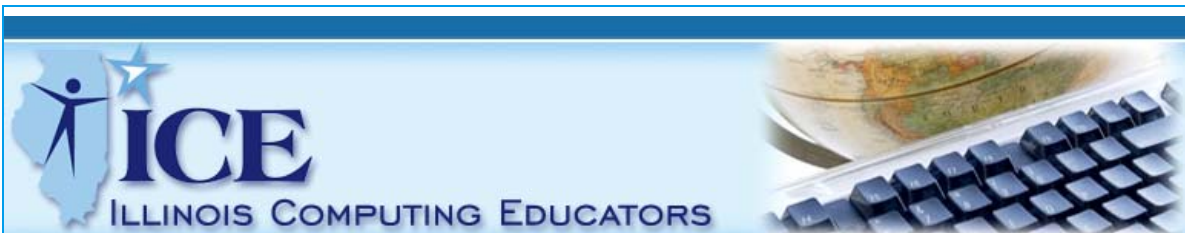


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January 4, 2012

Dear ICE 2012 Exhibitors:

Now there's an App for that!

Illinois Computing Educators is pleased to announce that the interactive smartphone application, EventLink, will be available for this year's Illinois Computing Educators Conference 2012. A native app is available for iPhone/iPad and Android, a hybrid web-based version for BlackBerry, and a web-based version for any smartphone or tablet that has web-enabled browser capability. The app provides many useful year-round features. App users can:



- Locate exhibitors and download exhibitor-provided PDF content
- Review sessions and add them to their schedules
- Stay in-the-know with show alerts
- Follow or join in on the Twitter Feed
- Link with friends and share event photos

EventLink gives exhibitors a far-reaching, cost-effective way of advertising. It's a handy tool for the ICE Conference, but it also lives on throughout the year, providing users with an industry reference tool with company, product and contact information plus exhibitor advertising all year long. Since the exhibitors themselves manage exhibitor content appearing on the app, it's a place to point new business prospects to whenever new information is available, on a device they use daily.

Our top-level Corporate Partners will receive additional advertising opportunities for clickable banner ads within the app that will allow them to get their message directly to our attendees and attract traffic to their booths in the exhibit hall or to their websites once the conference is over.

Within the next 72 hours, you will receive an email from our approved show vendor, Core-apps, with login information for you to access your Exhibitor Web Portal that will allow you to upload your company logo and other materials. We encourage you to take advantage of this "Green Package" opportunity to enhance your company's "landing page" in the app for maximum engagement with our attendees, and the portal is your tool to do so. Should you fail to receive the email, please contact Alison Smith at Core-apps at [alison@core-apps.com](mailto:alison@core-apps.com)

[apps.com](#).

As we "green" our conference, we will not print an Exhibitor Guide as we have in the past. However, a PDF version of the guide containing information on this year's exhibitors will be available on our website for viewing and printing for those who prefer that format.



You can download the app now so you will better understand how your company will be viewed, keeping in mind that additional data will be added continuously as we approach the actual conference dates. Those exhibitors who have not yet submitted their booth information will not be represented in this early version, but will be shown once their information is submitted and the app is updated. To download the app, you can scan the QR code with your smartphone or go to the following website to locate the app for your device:

<http://m.core-apps.com/ice-il2012>

Thank you for participating in our Exhibit Hall this year, and we hope you will take full advantage of this new offering!

A handwritten signature in cursive script that reads "Margaret".

Dr. Margaret Johnson  
[mjohnson@iceberg.org](mailto:mjohnson@iceberg.org)

A handwritten signature in cursive script that reads "Sara".

Sara Taylor  
[sartay@iceberg.org](mailto:sartay@iceberg.org)

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