

Demographic Snapshot

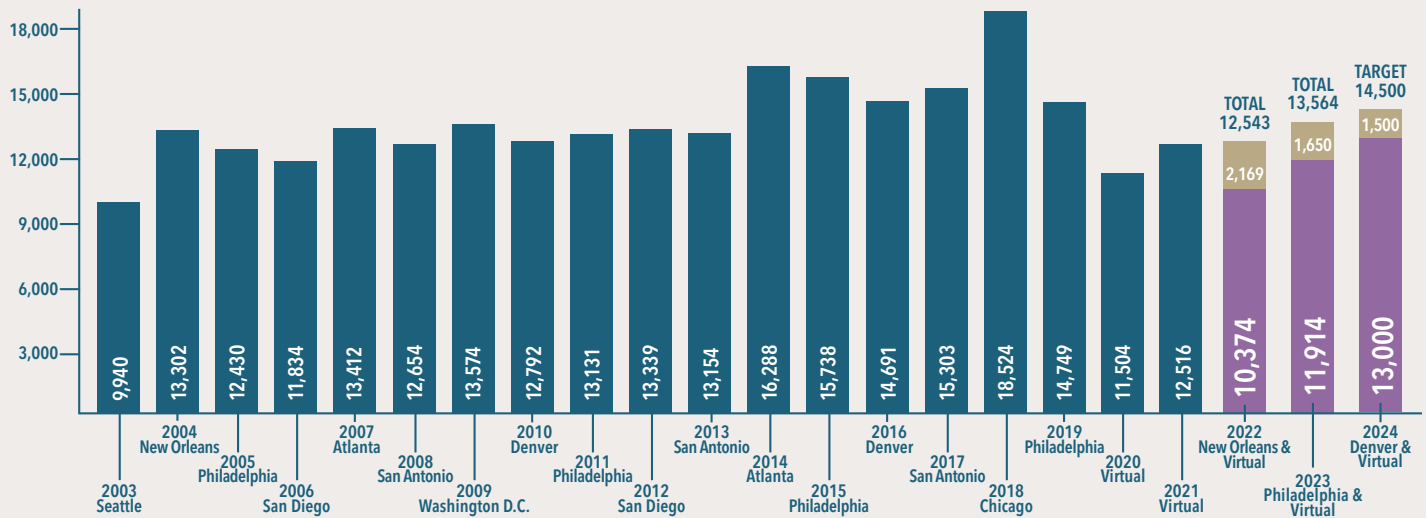
The ISTE Conference & Expo draws key decision-makers and influencers from across the globe, looking to explore the latest innovations in edtech.

Data from ISTE Live 23, held in Philadelphia, Pennsylvania and online.

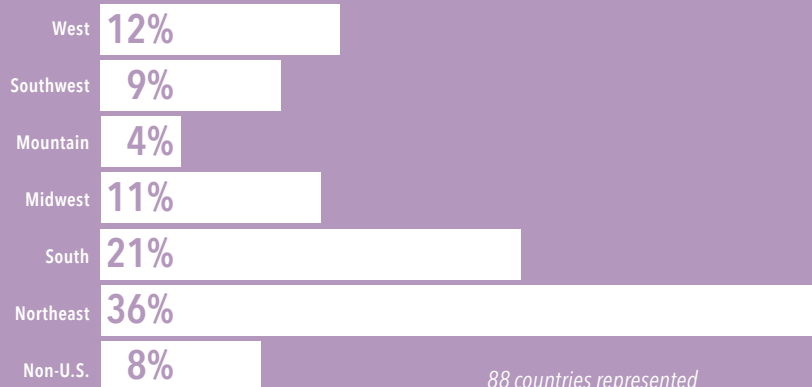
Attendance Totals

Does not include booth/sponsor staff participants.

■ In-person ■ Virtual



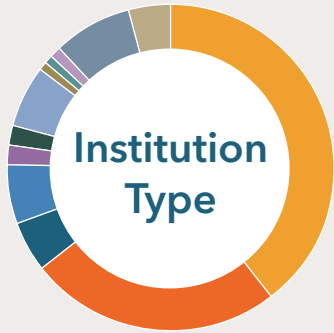
Geographic Region



88 countries represented

93%
of attendees
decide on or recommend
technology purchases.

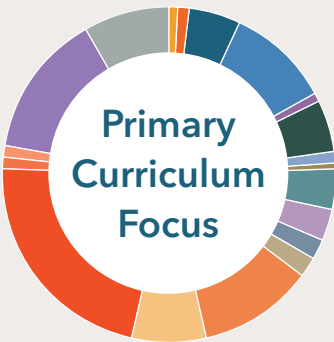
Meet your Audience



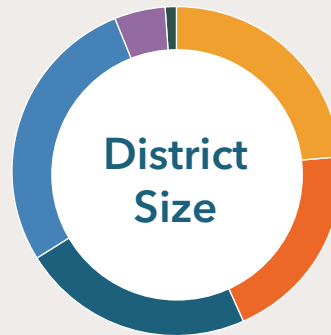
School	40%
District	25%
College/University	5%
Corporation	6%
Government Agency	2%
International School	2%
Non-profit Organization	6%
Ministry of Ed./Natl. Dept. of Ed.	<1%
State/Provincial Dept. of Ed.	1%
Service Agency/Regional Center	1%
Vendor/Solution Provider	8%
Other	4%



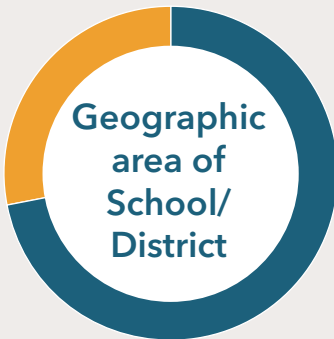
C-Level Executive/Senior District Leadership (Asst./Superintendent)	6%
Consultant/Trainer	4%
Corporate Staff	4%
Curriculum Developer/ Designer/Director	4%
Department Head/Chair	2%
Higher Ed Administration/Leader	1%
Instructional Tech Coach/Director	11%
Librarian/Media Specialist	4%
Nonprofit/NGO/Government Staff	3%
Principal/Headmaster/ Asst. or Vice Principal	5%
Retired	<1%
Staff Developer (PK-12)/Trainer	1%
Student	2%
Teacher/Faculty (Higher Ed)	3%
Teacher/faculty (PK-12)	26%
Tech. Director/Coord./Specialist	15%
Other	10%



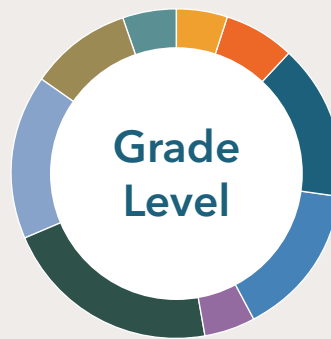
Arts (Performing/Visual)	1%
Business/Economics	1%
Computer Science	5%
Elementary/Multiple Subjects	10%
Engineering	<1%
English Language Arts	5%
English Language Learners	1%
Health/Physical Education	<1%
Mathematics	4%
Science	3%
Social Studies or History	2%
Special Education	2%
STEM/STEAM	11%
Teacher Education	7%
Technology Education	22%
Vocational	1%
World Languages	1%
Not Applicable	14%
Other	8%



30,000+ Student Enrollment	24%
10,000-29,999 Student Enrollment	20%
2,500- 9,999 Student Enrollment	23%
0-2,499 Student Enrollment	28%
Not Applicable	5%
Other	<1%



Urban	72%
Rural	28%



PK-2	5%
3-5	7%
PK-5	15%
6-8	15%
6-12	5%
9-12	21%
PK-12	16%
Community College/University	10%
Not Applicable	5%



Recommend	26%
Explore/Research	25%
Pilot/Test	19%
Decide	13%
Purchase	9%
None	7%



Decide	22%
Purchase	5%
Recommend/Research	54%
None	19%