

ISTE 2016 YEAR-ROUND MISSION AND CONFERENCE SPONSORSHIPS

Stand out in a connected world.

ISTE is the premier nonprofit organization serving educators and education leaders committed to empowering connected learners in a connected world. Through our active membership, online communities, corporate partners and affiliate network, ISTE reaches more than 100,000 educators around the world.

Engaging with ISTE allows corporations to meet marketing objectives, build relationships with educators and gain valuable intelligence about digital learning and what's happening in schools and classrooms around the globe. Plus, ISTE Corporate Members play a vital role in advancing the ISTE vision of a world where all learners thrive, achieve and contribute.

Did you know?

ISTE 2015 attracted nearly 20,000 attendees including educators, education leaders, corporate representatives and others!

81%

of ISTE conference attendees decide or recommend tech purchases.

93%

of respondents to the ISTE 2015 attendee survey said that corporate sponsorship contributes to the quality of the conference.

82%

of survey respondents recall the names of at least three conference sponsors without prompting.

Join a global education community.

Corporations are crucial ISTE partners in creating an educational environment that empowers all learners.

In addition to heightened visibility, collaborating with ISTE establishes your company as a trusted solution provider that stands shoulder to shoulder with ISTE and ed tech leaders as we work to transform education.

Engage in a multitude of ways.

ISTE offers many ways for corporations to engage and connect with our passionate community. For a minimal investment, your company can become an ISTE Corporate Member – which sends a powerful message about your support of the ISTE mission, while giving you the opportunity to contribute to the global conversation about ed tech solutions for education.

Corporate membership is a prerequisite for becoming an ISTE sponsor, and it lets you take advantage of our full suite of comprehensive marketing opportunities. Sponsorships are limited to ensure maximum impact and visibility for your sponsorship investment.

ISTE Year-Round Mission Sponsor and Conference Sponsorship Options

ISTE Year-Round Mission Sponsor

ISTE Year-Round Mission Sponsorship status is the highest sponsorship level available. Year-round mission sponsors enjoy a generous benefits package featuring top-level presence at the ISTE Conference & Expo, as well as additional unique opportunities for in-depth engagement with the ISTE community throughout the year.



ISTE 2016 Conference Sponsors

ISTE 2016 Conference Sponsors take advantage of exceptional marketing value and visibility at the world's most comprehensive ed tech event. Our Gold and Silver sponsorships feature a wide range of opportunities for high-impact visibility and powerful connections with the ed tech leaders and decision-makers who attend the ISTE Conference & Expo.



ISTE Corporate Memberships

Corporate membership dues are based on a company's number of employees. The new dues structure, launched in 2014, is being phased in over three years. Visit iste.org/corpmembership for a detailed list of membership package benefits.



Corporate Member

Number of Employees	2015	2016	2017
1-24 employees	\$2,000	\$2,000	\$2,000
25-49 employees	\$4,000	\$5,000	\$6,000
50-99 employees	\$6,000	\$7,000	\$8,000
100+ employees	\$8,000	\$9,000	\$10,000

SPONSORSHIP LEVEL	MISSION	GOLD	SILVER
Yearly rights fee	\$150,000	\$80,000	\$50,000
Year-Round Benefits			
Marketing fund (\$12,500)	●		
Focus group with ISTE members	One (1) time		
Full-page ad in <i>entrsekt</i>	One (1) time		
Shared recognition ad in digital publication	Six (6) times		
Logo on iste.org homepage (in rotation)	●		
Year-round presence on Sponsor page on iste.org	●		
Customized co-branded content on iste.org	One (1) time		
Present Spotlight on Solutions webinar	One (1) time		
Use of ISTE email list of ISTE members and/or customers	Three (3) times		
ISTE 2016 Conference Benefits			
Exhibit space allowance (\$12,500)	●		
Preferential placement consideration in expo hall for the next conference	●	●	●
Meeting room space in conference center	5 days	5 days	3 days in expo hall
30% discount on decorator/drayage services	●		
Spotlight on Solutions session(s)	2, 1-hour	1, 1-hour	
Co-sponsor positioning at opening reception	●		
Logo on registration bag (14,000)	●		
Logo on giveaway item (14,000)		●	
Co-sponsor Monday continental breakfast in expo hall			●
Inclusion of branded material in reg bag	●	●	●
Loop projection and voice-over recognition during keynote	Opening Keynote (5,000+) with seat drop	2nd Keynote (3,500) with seat drop	3rd Keynote (2,500)
Four-color ad in print and digital program	(1) Full pg	(1) 1/2 pg	(1) 1/4 pg
Ads in conference app	●	●	●
Email to registration list	1 exclusive	1 shared w/ all Gold sponsors	1 shared w/ all Silver sponsors
Acknowledgment in footer of pre-conference email blasts	●		
Acknowledgment on conference website	Homepage	On Sponsor Page	On Sponsor Page
Acknowledgment in printed and digital conference materials	●	●	●
Shared sponsor recognition ad in <i>entrsekt</i>	●	●	●
Access to registration demographic data	●	●	●
Use of pre- and post-conference postal list	One (1) time	One (1) time	One (1) time
Recognition banner in high-traffic area	●	●	●
Opportunity for additional sign or banner at opening reception	●		
Inclusion of company onsite events in conference planner and app, and on conference website	●	●	●
Complimentary full conference registrations	6	4	2
"Thank You" signage in registration area	●	●	●
VIP seating at keynote sessions	4 seats	3 seats	2 seats
Onsite VIP lounge (if available)	●	●	●
Invitations to board/CEO luncheon	4	3	2

ISTE 2016 Conference & Expo Event-Specific Sponsorships

ISTE offers seven powerful opportunities to garner increased exposure at ISTE 2016! These high-profile, high-impact events give corporate members another way to connect with educators and education leaders at the ISTE Conference & Expo in Denver, June 26-29.

General Session and Welcoming Celebration Entertainment – \$30,000

Our new tradition of featuring a high-energy house band during all three general sessions – and featuring that same band at the ISTE Welcoming Celebration – is a powerful opportunity to gain maximum exposure at the conference's major events.

Lead & Transform Town Hall – \$25,000

Now in its third year, this dynamic, half-day Town Hall brings together a targeted audience of some 200 educators and education leaders from the U.S. and around the world who are reimagining learning and teaching in the digital age. Your brand will be displayed before an engaged audience of superintendents, principals, CIOs, CTOs and other school and district leaders.

ISTE Board and CEO Luncheon – \$25,000

This event features a mini keynote and boasts a highly targeted invite list that includes ed tech VIPs from across the sector, including school districts, companies, organizations, ministries of education and other education leaders from around the world. The approximately 200 attendees at this invitation-only event will learn about our current work and strategies, and gain an understanding of the organization's impact, inspiring them to be a part of it.

Ed Tech Start-Up Pavilion and Pitch Fest – \$25,000

Creativity and innovation in ed tech will be on display in the ISTE 2016 Expo Hall! Put your brand on full display before more than 15,000 educators and 5,000 industry leaders when you sponsor the Ed Tech Start-Up Pavilion and Pitch Fest. These two events allow ed tech start-up companies to showcase their innovative products and services. ISTE conference-goers spend an average of six hours exploring the expo hall.

Please note that in addition to the sponsorship fee, ISTE Corporate Membership is a prerequisite for selecting any of these sponsorships. Event sponsorships are offered first to the ISTE Year-Round Mission Sponsors and our Gold and Silver sponsors. Any remaining opportunities are then made available to ISTE Corporate Members on a first-come, first-served basis. Details on these sponsorships are currently in development and will be available in January 2016.

Terms & Conditions

• This fact sheet is for information only. Full benefits, terms and conditions are included in the sponsorship contract. • Benefits and pricing are subject to change without notice. • Conference sponsors must be current ISTE Corporate Members with membership valid through July of the conference year. Corporate membership is not included in sponsorship. Corporate membership benefits and pricing are available upon request. • Specific benefits may be changed or become unavailable, based on the specific planning for each year's conference; the size, facilities and design unique to each year's location; and other factors. • All benefits are delivered within the sponsorship/conference term established in the sponsorship contract. • Exhibit space allowances are not included in the Gold and Silver sponsorships. Exhibit availability and pricing information is available upon request. • Attendance numbers, exposure and view estimates for overall attendance, receptions, keynotes and other events are based on historical performance and are not a guarantee or prediction of future performance.

ISTE Awards Celebration Lunch – \$20,000

This event is a celebration of award winners, including recipients of the Making IT Happen Awards (MIH), the President's Volunteer Service Awards and the ISTE Awards. This event attracts a VIP audience of approximately 250 ed tech influencers.

Exhibitor Lounge – \$20,000

The Exhibitor Lounge provides an exclusive haven on the expo floor for executives and booth staff from more than 500 exhibiting companies. The approximately 5,000 exhibitor staff drop by the lounge for lunch or a quick snack, for brief meetings, or to make phone calls, check email and just relax. Your company will have a high-profile presence in the lounge, giving you direct contact with exhibit staff. This is a unique opportunity to reach exhibitors.

International Forum – \$15,000

Gain a high-profile presence at the invitation-only ISTE International Forum, Saturday, June 25, 2016 – one day before the ISTE Conference & Expo. This sponsor will have visibility with and exposure to key decision-makers from education ministries worldwide, international school system leaders and other international guests. The sponsor will also have opportunities for networking, input on the invitation list and voice in the development of the forum structure, as well as a presence as the host of a reception at the end of the forum. This is a great opportunity to either introduce your brand to an international audience or to further consolidate existing and potential international relationships.

For additional information about these exciting engagement opportunities, please contact:

Stephen Abbott
Senior Director,
Corporate Relations
sabbott@iste.org
703.672.5966

Nancy Hawthorne
Senior Manager,
Conference Projects
nhawthorne@iste.org
541.434.9587

istecorrelations@iste.org
isteconference.org