

## ISTE 2016 Conference & Expo

# EVENT-SPECIFIC

# SPONSORSHIP OPPORTUNITIES

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 Welcome 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 Welcome Celebration - is a powerful opportunity to gain maximum exposure at the conference's major events.

#### Sponsorship benefits

- Preconference promotion of the entertainment that features the sponsor's logo.
- Inclusion of sponsor logo in all promotional collateral where the Welcome Celebration entertainment sponsor is featured and in all printed and digital materials referencing the sponsored event.
- Welcome Celebration touch points:
  - The sponsor representative will be welcomed and introduced on stage by ISTE Board Chair Matt Harris and ISTE CEO Brian Lewis.
  - The sponsor representative will have five minutes of podium time to make brief remarks and then introduce the band.
  - The sponsor will be acknowledged in signage on the Welcome Celebration stage and projected on screen.
  - Sponsoring company will receive recognition in media announcements for its support of the event.

Date: Sunday, June 26 - Wednesday, June 29  
Location: Colorado Convention Center  
Attendance: 2,500 to 6,000 per band appearance  
Audience: Cross section of all conference attendees

### Lead & Transform: An ISTE 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.

#### Sponsorship benefits

- Five minutes of podium time for a sponsor representative to make comments at the beginning of the event. ISTE staff will collaborate with sponsor to ensure coordination of comments with event content.
- List of the town hall attendees, including name, title and district.
- Opportunity for sponsor to communicate with town hall attendees after the conference in one email sent by ISTE on the sponsor's behalf.
- Four complimentary tickets for company representatives to attend the town hall event.
- Signage outside the event room and on the screen in the room before the event begins and as it ends.
- Sponsor logo on the event invitation and any promotional materials developed for the event.
- Recognition in media announcements for sponsor's support of the event.

Date: Sunday, June 26  
Time: 9 - 11:30 a.m.  
Location: Hyatt Regency  
Attendance: 200  
Audience: 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,



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organizations, ministries of education and other education leaders from around the world. 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.

### Sponsorship benefits

- Signage outside the event room and on the screen in the room before and after the event.
- Acknowledgment from the podium by ISTE Board Chair Matt Harris and ISTE CEO Brian Lewis.
- Sponsor logo placement:
  - On the event (digital) invitation and all promotional materials distributed by ISTE prior to and following the event.
  - In all printed and digital materials referencing the sponsored event prior to and following the event.
- A seat or table drop of sponsor materials or giveaway item.
- Seats for up to two company representatives to attend.

Date: Sunday, June 26

Time: Noon - 1:30 p.m.

Location: Hyatt Regency

Attendance: 200

Audience: Invitation-only VIPs, including superintendents, principals, CIOs, CTOs, district and school leaders, ministers of education, global collaborators, corporate leaders.

### 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.

### Sponsorship benefits

- Signage outside the event room and on the screen in the room before the event begins and as it ends.
- Acknowledgment from the podium by event host at beginning and end of the event.
- Sponsor logo placement:
  - In all printed and digital materials referencing the sponsored event.
  - On the invitation and all promotional materials distributed by ISTE prior to and following the event.
- Sponsor on stage to present each award (ISTE representative and event host will also be on stage).
- A seat or table drop of sponsor materials or giveaway

item.

- Two invitations for company representatives to attend.

Date: Monday, June 27

Time: Noon - 1:30 p.m.

Location: Hyatt Regency

Attendance: 250

Audience: Invitation-only VIP's, past and current award winners

### 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.

### Sponsorship benefits

Sponsor recognition on all ISTE-generated marketing and publicity related to the Ed Tech Start-Up Pavilion and Pitch Fest preconference and onsite.

- Sponsor logo on the main pavilion structure in the expo hall and on stage at all Pitch Fest rounds.
- Sponsor acknowledgment/recognition by host at all Pitch Fest rounds.
  - Sponsor representative may be on stage at the end of the preliminary rounds and final round when advancing companies and winners are announced.
- Opportunity for one sponsor representative to serve on each of the three judging panels (two preliminary and one final round).
- Sponsor recognition in all ISTE media outreach related to the pavilion and pitch fest.
- Opportunity for placement of sponsor literature in the Start-Up Pavilion (limited quantities and size, subject to approval by ISTE).
- Opportunity to provide an in-kind prize to the winner of the Pitch Fest. Value at the discretion of the sponsor.
- Opportunity to participate in the review and rating of start-up applications to participate in the Pitch Fest.

Date: Monday, June 27 - Wednesday, June 29

Time: Regular expo hours Monday, Tuesday and Wednesday

Location: Expo hall; booth #1311

Attendance: 8,000-13,000

Audience: Cross-section of all conference attendees



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## 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.

### Sponsorship benefits

Note: All space design and use, email, text, and artwork is subject to approval by conference exhibit management and ISTE.

- Area within the Exhibitor Lounge consisting of 100 square feet of space dedicated to sponsor activities with four chairs, one cafe table or equivalent, one literature stand, internet drop with one IP address and access to electrical service.
- One, 10-foot-by-13-foot hard-wall meeting room attached to the exhibitor lounge with one, 6-foot draped table, six chairs, one trash can, internet drop with one IP address, one 5-amp electrical service.
- Recognition for sponsor in a general topic email to all conference exhibiting companies.
- One email to all conference exhibiting companies exclusively recognizing Exhibitor Lounge sponsor(s) with promotional text provided by sponsor(s).
- Six full-color graphic panels on the interior wall of the Exhibitor Lounge to be used as a backdrop for the designated sponsor activities area. Approximate size of each panel is 3 feet wide by 8 feet tall.
- Two full-color graphic panels (or equivalent) on the exterior wall of the exhibitor lounge. Approximate size of each panel is 3 feet wide by 8 feet tall.
- Four full-color placard signs (maximum size 28 inches by 44 inches) for placement on interior walls of the Exhibitor Lounge.
- Logo recognition on banner or equivalent above the Exhibitor Lounge. This recognition is shared with ISTE and any other exhibitor lounge sponsors.
- Logo recognition on directional signage for the Exhibitor Lounge.

Date: Monday, June 27 - Wednesday, June 29  
Time: Regular expo hours Monday, Tuesday, and Wednesday  
Location: Expo hall  
Audience: Exhibitor staff

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.

## 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 prime opportunities for networking, input on the invitation list and the opportunity to make recommendations regarding the forum, as well as a presence as the event sponsor at the end-of-the-forum reception. This is a great opportunity to either introduce your brand to an international audience or to further enhance existing and potential international relationships.

### Sponsorship benefits

- Five minutes of podium time for a sponsor representative to make comments at the beginning of the event. ISTE staff will collaborate with sponsor to ensure coordination of comments with event content.
- List of the forum attendees, including name, title and address.
- Opportunity for sponsor to communicate with forum attendees after the conference in one email sent by ISTE on the sponsor's behalf.
- Four complimentary tickets for company representatives to attend the event.
- Signage outside the event room and on the screen in the room before the event begins and as it ends.
- Sponsor logo placement:
  - In all printed and digital materials referencing the sponsored event.
  - On the invitation and all promotional materials distributed by ISTE prior to and following the event.
- A seat or table drop of sponsor materials or giveaway item.
- Recognition in media announcements for sponsor's support of the event.

Date: Saturday, June 25

Time: 11 a.m. - 3 p.m.

Location: Colorado Convention Center

Attendance: TBD

Audience: Invitation-only, decision-makers from education ministries, international schools, and other international guests.



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