ISTE 2017
Corporate engagement opportunities

isteconference.org #ISTE17

Exhibit space + meeting room rental
Advertising opportunities
Sponsorship + corporate membership

Overview + audience
Expo hall profile

ISTE 2017
June 25-28
San Antonio

isteconference.org
#ISTE17
The leading ed tech event of the year is here.
isteconference.org

Influence. Impact. ISTE.

ISTE serves 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.

The ISTE Conference & Expo is the gathering place for more than 15,000 passionate educators from the ISTE community. Each year, attendees and industry professionals engage ed tech’s hottest topics in a dynamic learning and networking environment. With more than 1,000 sessions and an expo hall hosting 500+ exhibitors, ISTE 2017 in San Antonio is your opportunity to connect with this world-class community in a face-to-face marketing experience unequalled in the field.

Ways to engage with the world’s leading ed tech event – ISTE 2017

Exhibit
Your gateway to the ISTE Conference & Expo, an exhibit space is the best way to showcase your products and services to the best and brightest in ed tech.
conf-exhibits@iste.org
800.280.6218 (U.S. and Canada) | 541.346.3537 (International)

Access meeting space
Host clients for dedicated discussions in private meeting space conveniently co-located with the expo hall. Three different turnkey room designs are available either inside the expo or - new this year - outside the expo hall, offering additional contact hours for in-depth meetings and other activities.
conf-exhibits@iste.org
800.280.6218 (U.S. and Canada) | 541.346.3537 (International)

Advertise
Exhibitors have the potential to reach more than 15,000 ed tech leaders in the ISTE 2017 Expo Hall. Magnify your message through facility, print and digital channels.
conf-exhibits@iste.org
800.280.6218 (US and Canada) | 541.346.3537 (International)

Sponsor
ISTE offers sponsorship opportunities to our corporate supporters. Sponsors enjoy access to exclusive marketing and advertising opportunities as well as deep discounts.
aprice@iste.org
866.654.4777 (U.S. and Canada) | 202.861.7777 (International)

Become an ISTE Corporate Member
Sponsors and exhibitors can become members of our year-round global education community. Members represent forward-thinking corporations that share our commitment to education.
aprice@iste.org
866.654.4777 (U.S. and Canada) | 202.861.7777 (International)
Meet your audience

Education technology professionals gather at the ISTE Conference & Expo to explore new trends and experience the latest innovations.

This annual event attracts 15,000 attendees from around the world – half of whom are administrators, technology coordinators, library media specialists and other key influencers for ed tech purchases. With delegates from 72 countries and more than 50 international companies exhibiting, the ISTE Conference & Expo maintains a strong foothold in the global ed tech community.

82% of attendees decide on or recommend purchases.

Institution type
- Elementary/primary school - 18%
- Middle/junior/high school - 15%
- Combined grade level school (e.g., K-8, K-12) - 13%
- District - 17%
- College/university - 5%
- County/regional center - 2%
- State/national department of education - 2%
- Corporate - 7%
- Nonprofit association - 3%
- Other - 7%
- Not applicable - 2%

Primary curriculum focus
- Arts, music, humanities, received, English language learners, world languages - 1%
- Computer science or engineering - 3%
- Elementary/middle school - 11%
- English/language arts - 5%
- Mathematics - 5%
- Science - 5%
- Social studies/history - 2%
- Special education - 2%
- Teacher education - 7%
- Technology education - 4%
- Not applicable - 15%
- Other - 14%
- Not applicable - 15%

Primary job role
- Superintendent, assistant/associate superintendent, COO, CTO, staff developer - 1% each
- Principal - 5%
- Assistant, associate or vice principal, department head/chair - 2% each
- Technology director, instructional technology coach/director - 6% each
- Technology coordinator/specialist/ facilitator - 12%
- Curriculum instruction/assessment director - 2%
- Curriculum coordinator/specialist - 3%
- Consultant/Trainer - 4%
- Teacher/faculty (PK-12) - 11%
- Teacher/faculty (higher ed school of ed) - 2%
- Teacher/faculty (higher ed nonschool of ed), student/preservice, adult education, admin: assistant/business office, federal programs, retired - less than 1%
- Librarian/media specialist - 4%
- Other/not applicable - 15%
Connect with leaders from around the globe.

Decide – 23%
Purchase – 5%
Recommend/research – 54%
None – 18%

Technology decision-making responsibility

Decide – 25%
Purchase – 3%
Recommend/research – 52%
None – 18%

Professional development decision-making responsibility

10,000+ Student enrollment – 36%
2,500-9,999 Student enrollment – 19%
600-2,499 Student enrollment – 16%
Under 600 Student enrollment – 8%
Other – 3%
Not applicable – 18%

District size

13,573 10,075 9,940 13,302 12,430 13,131 11,834 13,412 12,654 13,574 12,792 11,301 11,394 11,594 10,828 10,738 14,691 15,000

Attendance totals

Geographic region:
West 13% 9% 23% 10% 18% 12% 7%
Southwest 21% 18% 18% 12% 7%
Mountain 13% 18% 18% 12% 7%
Midwest 13% 18% 18% 12% 7%
South 13% 18% 18% 12% 7%
Northeast 23% 10% 23% 10% 23% 10% 23% 10%

Employment sector

Public school – 48%
Private independent school – 15%
Government – 2%
Industry – 8%
Other – 3%
Not applicable – 18%

*Data from ISTE 2016, held in Denver, Colorado

72 countries represented
Explore the world’s leading ed tech expo

ISTE Conference & Expo attendees spend an average of six hours exploring the expo hall, seeking technology solutions from more than 4,500 representatives of leading companies.

With overwhelming customer and business-to-business activity, ISTE 2017 offers an unparalleled global marketplace.

Expo hall summary

<table>
<thead>
<tr>
<th>Product and service categories</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curriculum and instructional tools</td>
<td>14%</td>
</tr>
<tr>
<td>E-learning, web products and services</td>
<td>8% each</td>
</tr>
<tr>
<td>Adaptive technology and curriculum</td>
<td>7%</td>
</tr>
<tr>
<td>Computer technology, mobile learning devices</td>
<td>6% each</td>
</tr>
<tr>
<td>E-learning management systems, multimedia technology/projection devices</td>
<td>5% each</td>
</tr>
<tr>
<td>Adaptive technology, enterprise solutions, library and media technology</td>
<td>6% each</td>
</tr>
<tr>
<td>Data management and storage, furniture, interactive whiteboards, open-source products and services, printers and peripherals, publishers, remote load computing, security and risk management</td>
<td>5% each</td>
</tr>
<tr>
<td>Digital convergence, educational assessment, managed print services</td>
<td>5% each</td>
</tr>
</tbody>
</table>

Exhibitors by location

<table>
<thead>
<tr>
<th>Location</th>
<th>Exhibiting Companies</th>
<th>Net Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta, 2009</td>
<td>379</td>
<td>122,500</td>
</tr>
<tr>
<td>Chicago, 2001</td>
<td>449</td>
<td>134,400</td>
</tr>
<tr>
<td>San Antonio, 2002</td>
<td>426</td>
<td>111,400</td>
</tr>
<tr>
<td>Seattle, 2003</td>
<td>365</td>
<td>89,360*</td>
</tr>
<tr>
<td>New Orleans, 2004</td>
<td>450</td>
<td>121,020</td>
</tr>
<tr>
<td>Philadelphia, 2005</td>
<td>512</td>
<td>129,000</td>
</tr>
<tr>
<td>San Diego, 2006</td>
<td>494</td>
<td>124,800</td>
</tr>
<tr>
<td>Atlanta, 2007</td>
<td>482</td>
<td>129,500</td>
</tr>
<tr>
<td>San Antonio, 2008</td>
<td>479</td>
<td>124,000</td>
</tr>
<tr>
<td>Washington, D.C., 2009</td>
<td>439</td>
<td>125,300</td>
</tr>
<tr>
<td>Denver, 2010</td>
<td>456</td>
<td>128,200</td>
</tr>
<tr>
<td>Philadelphia, 2011</td>
<td>501</td>
<td>142,300</td>
</tr>
<tr>
<td>San Diego, 2012</td>
<td>503</td>
<td>130,600</td>
</tr>
<tr>
<td>San Antonio, 2013</td>
<td>499</td>
<td>127,300</td>
</tr>
<tr>
<td>Atlanta, 2014</td>
<td>539</td>
<td>136,000</td>
</tr>
<tr>
<td>Philadelphia, 2015</td>
<td>558</td>
<td>135,800</td>
</tr>
<tr>
<td>Denver, 2016</td>
<td>575</td>
<td>136,600</td>
</tr>
</tbody>
</table>

*sq. ft. based on 8’x10’ booths
Exhibit with us

Join us as an exhibitor at ISTE 2017 for the opportunity to showcase your products and services to a highly targeted market of ed tech leaders.

We bring the power of partnership and global collaboration to thousands of members and organizations around the world. That spirit of community continues at each ISTE Conference & Expo with our network of speakers, members, volunteers and you – our valued exhibitors.

Expo hours

The ISTE 2017 Expo opens Monday, June 26, 2017, at the Henry B. Gonzalez Convention Center in San Antonio. Expo hours have been scheduled to provide maximum interaction between conference attendees and exhibitor personnel.*

Monday, June 26
9:30 a.m.-5:30 p.m.
Continental breakfast in the expo: 9:45-10:15 a.m.

Tuesday, June 27
9:30 a.m.-5 p.m.
Continental breakfast in the expo: 9:45-10:15 a.m.

Wednesday, June 28
9:30 a.m.-2:30 p.m.

*If we find it necessary to alter expo hours in the best interest of the event, exhibitors will receive as much advance notice as possible.

Rentals pricing & benefits

Early rate
$3,760 per 10’ x 10’ booth
Applications and deposits received before August 31, 2016

Standard rate
$4,495 per 10’ x 10’ booth
Application and deposits received after August 31, 2016

Booth package includes:
- 10’ x 10’ booth space.
- 7” x 44” identification sign listing company name and booth number.
- Pipe railing, 8-foot high curtain back wall and 3-foot high curtain side rails.
- One complimentary full conference registration for each contracted company.
- Descriptive listing in the ISTE 2017 Conference & Expo mobile app and in the online floor plan and exhibitor search.
- General security guard service.
- Daily aisle maintenance.

Booth rental does not include storage, placement, shipment or redelivery of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, carpet, individual booth cleaning or any other special service ordered by the exhibitor.

Setup and dismantling

Display space will be available for setup on these days and times:
- Friday, June 23, 1-5 p.m.
- Saturday, June 24, 7:30 a.m.-6:30 p.m.
- Sunday, June 25, 7:30 a.m.-6:30 p.m.
- Monday, June 26, 7:30 a.m.-8:30 a.m.

All exhibits shall remain in place until 2:30 p.m. on Wednesday, June 28. Return of crates and packing cases and dismantling of exhibits will begin at that time.
Rent meeting space

Whether you need space to hold private meetings, specialty trainings or hosted client events, expand your capacity for dedicated face-to-face discussions by renting meeting rooms co-located with the expo hall.

Take advantage of the convenient location and make your expo hall presence work harder for you. New this year — if you need more contact time that is not constrained by the expo hours, you can now rent meeting rooms in a public-space lobby immediately adjacent to the expo hall.

Choose from three turnkey room packages — standard, deluxe or premium — all geared to save you time and effort, and to fit a variety of goals and budgets. Custom room sizes are also possible.

**ISTE 2017 Expo meeting room rental pricing**

<table>
<thead>
<tr>
<th>Room options</th>
<th>Exhibitor pricing</th>
<th>Non-Exhibitor pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard room: Full conference</strong> (M–W)</td>
<td>$5,195.00</td>
<td>$6,695.00</td>
</tr>
<tr>
<td><strong>Standard room: Full conference</strong> (M–W)</td>
<td>$4,400.00</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Deluxe room: Full conference</strong> (M–W)</td>
<td>$6,275.00</td>
<td>$7,775.00</td>
</tr>
<tr>
<td><strong>Deluxe room: Full conference</strong> (M–W)</td>
<td>$5,250.00</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Premium room: Full conference</strong> (M–W)</td>
<td>$8,295.00</td>
<td>$10,275.00</td>
</tr>
<tr>
<td><strong>Premium room: Full conference</strong> (M–W)</td>
<td>$7,025.00</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Electrical: 1 drop, 5 amp</strong></td>
<td>$150.00</td>
<td>$150.00</td>
</tr>
<tr>
<td><strong>Internet: 1 drop with 1 IP address</strong></td>
<td>$150.00</td>
<td>$150.00</td>
</tr>
</tbody>
</table>

*Rooms outside the expo hall are allotted an additional full day of use starting on Sunday (5–8). Access Saturday for set up.* Order online through June 2. After June 2, call for availability.

For rental furnishings and other amenities beyond the package, please see the NexxtShow Exhibitor Marketplace at nexxtshow.com.
15,000 reasons to advertise at ISTE 2017.

Magnify your message and advertise

The single largest collective of ed tech professionals gathers at the ISTE Conference & Expo each year, making it the premier venue for building relationships with potential customers. Make an impression on thousands through facility, print and digital vehicles.

Diversify to be top of mind

Facility messaging
- Banners
- Signage
- Clings
- Digital charging stations

Print channels and games
- ISTE 2017 Pocket Guide
- NEW - Expo hall raffle game book ads
- Insertion coupon in the expo hall raffle game

Mobile and web platforms
- Rotating banner ads
- Logo enhancements

15,000 reasons to advertise

Facility messaging

Banners
- Available in 4’ x 15’ or 10’ x 15’ vertical orientation.
- Single-sided banners hang inside the expo hall, flush against the wall above the main front aisle (banners face into the expo).

Free-standing signs
- Signs measure 37.75” x 78.5”.
- Options include double-sided positions in public space running the length of the main expo lobbies, or single-sided within the expo along the main front aisle.

Expo hall floor decals
- Clings measure 3’ x 3’
- Clings appear on the floor at the main cross-aisle throughout the expo (limited to exhibitor’s booth aisle only) or in public space at expo entrance lobbies.

Escalator clings
- Located in building access points, main lobbies and in registration.

Digital charging station kiosks
- Backlit screens measure 22” on large kiosks, or 4” x 7” on small table-top units.
- Stations are placed in main association and registration areas, attendee lounges, relaxation spaces and other public areas.
- New this year – package bundle of charging stations at all ISTE 2017 information “Ask me” locations throughout the facility, 10 locations in total!
Make an impression.

Print channels and games

Expo hall raffle book coupons
- Includes insertion coupon in the expo hall raffle book distributed with attendee registration materials.
- Each coupon features exhibitor name, prize and description of the company or prize opportunity. Prize of at least $500 in value recommended.
- Attendees drop off their coupon with their contact info directly at your booth.
- Raffle book is included in attendee registration materials.
- Rules of participation provided separately.

NEW – Expo hall raffle book advertising
- Full-page ads in cover, premium and standard positions are now available in the newly expanded expo hall raffle game book.
- All ads are full color and appear in a booklet approximately 6” x 9”. Raffle participation is not required if purchasing a display advertisement only.
- Bundle option available that includes two-page, double-sided ad (back to back), approximately 6” x 6”, plus an insertion coupon to play the raffle game. The ad appears directly above the insertion coupon. Limited to participating exhibitors only.
- Raffle book is included in attendee registration materials.

NEW! Expo hall raffle book advertising option. Can be bundled with insertion coupon, below.

ISTE 2017 Pocket Guide
- Standard, premium and cover positions available in a convenient, portable 3.5” x 5” quick-reference resource. Ads are full color and are limited in availability.
- Standard ads appear on the pop-up map on the perimeter of the page. Premium ads appear within the booklet pages and are full page size only.
- Pocket guide will be included in the registration bag.

Mobile and web platforms

Conference mobile app
- Rotating banners.
- Logo enhancements.
- Some positions are limited to maintain maximum value. Ads will show immediately upon app release.

Floor plan and exhibitor list tool
- Rotating headline banners on ISTE 2017 floor plan and exhibitor search tool page on isteconference.org.
- Space is extremely limited! Maximize display times by submitting materials early. Allow 10 business days after artwork/material submission for ads to appear in the search tool.

Deadline reminders

Facility messaging: banners, signs and clings order deadline creative due
Facility messaging: digital charging stations order deadline creative due
Print: pocket guide order deadline creative due
Print: expo hall raffle booklet ads order deadline creative due
Expo hall raffle game: insertion coupon order deadline: description due
Mobile and web orders and creative accepted

All payments due no later than June 5, 2017. Ads cannot be canceled. No refunds will be issued.

Get noticed

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### Advertising price list

#### Facility messaging

<table>
<thead>
<tr>
<th>Item</th>
<th>Qty.</th>
<th>Exhibitors</th>
<th>Non-exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expo hall big banners</td>
<td>10</td>
<td>$2,250.00</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>Premium positions 1-3: In main association/registration</td>
<td>10</td>
<td>$2,250.00</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>Standard positions 1 and 2: Bloggers’ Café</td>
<td>10</td>
<td>$2,250.00</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>Standard positions 3: Co-located with the popular poster</td>
<td>10</td>
<td>$2,250.00</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>Stars at Night Ballroom)</td>
<td>10</td>
<td>$2,250.00</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>Free-standing signs</td>
<td>10</td>
<td>$2,250.00</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>Charging stations</td>
<td>10</td>
<td>$2,250.00</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>Floor clings (expo hall and escalator/locations)</td>
<td>10</td>
<td>$2,250.00</td>
<td>$2,700.00</td>
</tr>
<tr>
<td>Escalator clings</td>
<td>10</td>
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<td>Conference mobile app</td>
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<td>$2,250.00</td>
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<td>Print channels and games – new enhanced options!</td>
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<td>Mobile and web platforms</td>
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#### Discounts available!

- Discounts available for sponsors and corporate members.
- Conference mobile app and Print channels and games – new enhanced options offer significant discounts.

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## Printing Advertising Opportunities

### Exhibitor Search Tool

- Overview of exhibitor search tool:
  - Exhibitors can access the tool through the conference app or website.
- Functional components:
  - Search by name, company, or booth number.
  - View booth images and product descriptions.
  - Access exhibitor contact information.

### Conference Mobile App

- Overview of conference mobile app:
  - Available for iOS and Android devices.
- Key features:
  - Agenda and schedule builder.
  - Map of the facility with exhibitor locations.
  - Social networking and messaging.
  - Speaker bios and session summaries.

### Print Channels and Games – New Enhanced Options!

- Overview of print channels and games:
  - Printed materials distributed throughout the convention center.
  - Game participation:
    - Displayed on digital screens.
    - Participants can win prizes.
- Additional features:
  - Advertising opportunities to participate in the game.
  - Direct participation in the game or through advertising in the booklet.

### Mobile and Web Platforms

- Overview of mobile and web platforms:
  - Mobile app: Access conference sessions, exhibitor search, and more.
  - Web platform: Interactive map, exhibitors list, and event details.
- Additional features:
  - Social media integration.
  - Event simulation.

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## Diversify to the top of mind.

- Top of mind visibility through high-visibility banners and stands.
- Advertising opportunities at various locations throughout the facility.

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## Advertising opportunities

- Banners and signage:
  - Expo hall big banners.
  - Premium and standard positions.
- Floor clings:
  - Expo hall and escalators.
  - Premium and standard positions.
- Escalator clings:
  - Premium and standard positions.
- Floor plan and exhibitor search tool:
  - Database of exhibitors.
  - Search by name, company, or booth number.
  - Access exhibitor contact information.
- Conference mobile app:
  - Interactive map of the facility.
  - Exhibitor search tool.
- Print channels and games – new enhanced options!
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## Diversify to the top of mind.

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Take your ISTE engagement to the next level

ISTE 2017 provides myriad opportunities to engage with our global ed tech community and support the ISTE mission. Think of exhibiting as a valuable first step in standing out with the ISTE community - then take it to the next level!

Becoming an ISTE Corporate Member establishes your company as a trusted solution provider for ed tech leaders worldwide. And corporate membership opens the door to a host of ways to engage with educators.

You can also engage with the ISTE community by becoming an ISTE Year-Round Mission Sponsor or an ISTE 2017 Conference Sponsor. These opportunities allow you to actively market your ed tech solutions to the expansive and engaged ISTE community.

New fee structures and a new sponsorship level make enhanced ISTE engagement a breeze.

Contact us
Visit iste.org/CorpMembership or email aprice@iste.org to learn more.

ISTE Corporate Membership

Becoming an ISTE Corporate Member is an affordable and effective way for your company to engage with the leaders and decision-makers in the ed tech market, while gaining critical visibility and enhancing brand awareness.

Corporate membership helps you meet marketing objectives, build relationships with educators and play a vital role in advancing ISTE’s cause-based mission. You’ll also have an active voice in the ongoing conversation about ed tech issues and solutions.

Plus, corporate membership is the key to a host of innovative ISTE sponsorship programs.

Connect your ed tech solutions to ISTE’s global audience – and thrive!

ISTE Year-Round Mission Sponsorship

ISTE Year-Round Mission Sponsors earn top-level presence at the ISTE Conference & Expo, along with additional opportunities for in-depth engagement with the ISTE community throughout the year.

Mission-level sponsorship is the highest ISTE sponsorship level available for valuable year-round engagement.

ISTE 2017 Conference Sponsorship

Conference sponsorships provide high-impact visibility and powerful connections to the ed tech leaders and decision-makers who attend the ISTE Conference & Expo. Choose the sponsorship level that meets your goals and your budget – gold, silver or bronze - each with a generous benefits package.

ISTE Year-Round Advertising

Reach our global audience any time of year through our print and digital resources for educators. Visit iste.org/advertise to learn more.
Engage with the leading ed tech market in the world at ISTE 2017

15,000 educators
500+ companies
4,500 industry reps

1 unparalleled opportunity

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800.280.6218
541.346.3537
conf-exhibits@iste.org
isteconference.org