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 globe.

The ISTE Conference & Expo is a dynamic learning and networking environment where more than 20,000 passionate educators and industry professionals engage in edtech’s hottest topics. With more than 1,000 sessions and an expo hall hosting 550+ exhibitors, ISTE 2018 in Chicago is your opportunity to connect with this world-class community.

Ways to engage at the epicenter of edtech – ISTE 2018

EXHIBIT
Showcase your brand to the best and brightest in edtech.

ACCESS MEETING SPACE
Host clients for dedicated discussions in private meeting space.

ADVERTISE
Magnify your message through facility, print and digital channels.

Exhibit Management at conf-exhibits@iste.org
800.280.6218 (US and Canada) | 541.346.3537 (International)

BECOME A CORPORATE SPONSOR AND MEMBER
Join our community and leverage maximum brand exposure year-round.

Senior Manager, Corporate Relations, Angela Price at aprice@iste.org
866.654.4777 (U.S. and Canada) | 202.861.7777 (International)
MEET YOUR AUDIENCE

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

Institution type:
- District - 20%
- Elementary/primary school - 20%
- Senior high/secondary school - 15%
- Middle/junior high/intermediate school - 12%
- Combined grade level school (e.g., K-12, K-8) - 11%
- Corporation - 6%
- College/university - 5%
- Other/not applicable - 5%
- Nonprofit - 3%
- County/regional center - 2%
- State/national department of education - 1%

83% of attendees decide on or recommend technology purchases.
Visit isteconference.org/demographics to see the detailed breakdown of job titles within each category, and for an expanded set of audience demographics.
ATTENDANCE TOTALS

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Atlanta</td>
<td>12,131</td>
</tr>
<tr>
<td>2001</td>
<td>Chicago</td>
<td>13,572</td>
</tr>
<tr>
<td>2002</td>
<td>San Antonio</td>
<td>10,075</td>
</tr>
<tr>
<td>2003</td>
<td>Seattle</td>
<td>9,940</td>
</tr>
<tr>
<td>2004</td>
<td>New Orleans</td>
<td>13,302</td>
</tr>
<tr>
<td>2005</td>
<td>Philadelphia</td>
<td>12,430</td>
</tr>
<tr>
<td>2006</td>
<td>San Diego</td>
<td>11,834</td>
</tr>
<tr>
<td>2007</td>
<td>Atlanta</td>
<td>13,412</td>
</tr>
<tr>
<td>2008</td>
<td>San Antonio</td>
<td>12,654</td>
</tr>
<tr>
<td>2009</td>
<td>Washington D.C.</td>
<td>12,574</td>
</tr>
<tr>
<td>2010</td>
<td>Denver</td>
<td>12,792</td>
</tr>
<tr>
<td>2011</td>
<td>Philadelphia</td>
<td>13,131</td>
</tr>
<tr>
<td>2012</td>
<td>San Diego</td>
<td>13,154</td>
</tr>
<tr>
<td>2013</td>
<td>San Antonio</td>
<td>15,288</td>
</tr>
<tr>
<td>2014</td>
<td>Atlanta</td>
<td>13,547</td>
</tr>
<tr>
<td>2015</td>
<td>Philadelphia</td>
<td>16,738</td>
</tr>
<tr>
<td>2016</td>
<td>Denver</td>
<td>14,691</td>
</tr>
<tr>
<td>2017</td>
<td>San Antonio</td>
<td>15,000</td>
</tr>
<tr>
<td>2018</td>
<td>Chicago (Target)</td>
<td>15,303</td>
</tr>
</tbody>
</table>

GEOGRAPHIC REGION*

- West: 12%
- Southwest: 31%
- Mountain: 2%
- Midwest: 16%
- South: 20%
- Northeast: 11%
- Non-U.S.: 8%

*Data from ISTE 2017, held in San Antonio, Texas

72 countries represented

Connect with leaders from around the globe.
EXPLORE THE WORLD’S LEADING EDTECH EXPO

With overwhelming customer and business-to-business activity, ISTE 2018 offers an unparalleled global marketplace.
## Expo hall summary

### Attendees spend an average of six hours exploring the expo.

### EXHIBITORS BY LOCATION

<table>
<thead>
<tr>
<th>Location</th>
<th>Exhibiting Companies</th>
<th>Net Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta, 2000</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>129,100</td>
</tr>
<tr>
<td>San Antonio, 2008</td>
<td>479</td>
<td>134,000</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>
<tr>
<td>San Antonio, 2017</td>
<td>564</td>
<td>135,500</td>
</tr>
</tbody>
</table>

*sq. ft. based on 8’x10’ booths

### Product and service categories

- Curriculum and instructional tools - 14%
- E-Learning - 8%
- Web products and services - 7%
- Adaptive technology and curriculum; computer hardware; library and media technology - 6% each
- Communication technology; mobile learning devices - 5% each
- Administrative technology; educational Assessment; professional development, conferences and training; wireless products and services - 4% each
- Data management and storage; multimedia technology/projection devices; security and risk management - 3% each
- E-Learning management systems; furniture; interactive whiteboards; open-source products and services; printers and peripherals; publisher; remote/cloud computing - 2% each
- Digital Convergence - 1%

### About the audience + expo

- Sponsorship + corporate membership
- Advertising opportunities
- Exhibit space + meeting room rental
Exhibitors and Sponsors
From ISTE 2017

isteconference.org

Note: ISTE 2017 Conference and Year-Round Mission Sponsors are shown in bold.
EXHIBIT WITH US

Exhibitors are valuable contributors to the ISTE global community. Exhibit at ISTE 2018 for the opportunity to showcase your products and services to a highly targeted market of edtech leaders.

Expo hours

The ISTE 2018 Expo opens Monday, June 25 at the McCormick Place West Building in Chicago.

MONDAY, JUNE 25
9:30 a.m.–5:30 p.m.
Continental breakfast in the expo: 9:45–10:15 a.m.

TUESDAY, JUNE 26
9:30 a.m.–5 p.m.
Continental breakfast in the expo: 9:45–10:15 a.m.

WEDNESDAY, JUNE 27
9:30 a.m.–2:30 p.m.

Note: 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.
# Booth rental pricing and benefits

<table>
<thead>
<tr>
<th>EARLY RATE</th>
<th>STANDARD RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,150 per 10’ x 10’ booth</td>
<td>$4,890 per 10’ x 10’ booth</td>
</tr>
<tr>
<td>Applications and deposits received <strong>before</strong> August 31, 2017</td>
<td>Application and deposits received <strong>after</strong> August 31, 2017</td>
</tr>
</tbody>
</table>

**Booth package includes:**
- 10’ x 10’ booth space
- 7” x 44” identification sign listing company name and booth number
- Pipe railing, 8’ high curtain back wall and 3’ high curtain side rails
- One full conference basic registration for each contracted company
- Seven booth staff registrations per 10’x10’ booth space reserved
- Descriptive listing in the ISTE 2018 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 reshipment 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 22, 1-5 p.m.
- Saturday, June 23, 7:30 a.m.–6:30 p.m.
- Sunday, June 24, 7:30 a.m.–6:30 p.m.
- Monday, June 25, 7:30 a.m.–8:30 a.m.

*All exhibits shall remain in place until 2:30 p.m. on Wednesday, June 27.*

*Return of crates and packing cases and dismantling of exhibits will begin at that time.*
RENT MEETING SPACE

Optimize your dedicated face-to-face discussions by renting meeting rooms co-located with 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 as well as rooms that can be accessed outside of regular expo hall hours.

<table>
<thead>
<tr>
<th>ROOM OPTIONS</th>
<th>EXHIBITOR PRICING</th>
<th>NON-EXHIBITOR PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EARLY RATE</td>
<td>STANDARD RATE</td>
</tr>
<tr>
<td></td>
<td>Before Mar. 15</td>
<td>After Mar. 15</td>
</tr>
<tr>
<td>Standard room: Full conference (M–W)</td>
<td>$5,550.00</td>
<td>$6,550.00</td>
</tr>
<tr>
<td>Standard room: Two days only (M/T or T/W)</td>
<td>$4,700.00</td>
<td>$5,545.00</td>
</tr>
<tr>
<td>Deluxe room: Full conference (M–W)</td>
<td>$6,700.00</td>
<td>$7,900.00</td>
</tr>
<tr>
<td>Deluxe room: Two days only (M/T or T/W)</td>
<td>$5,600.00</td>
<td>$6,600.00</td>
</tr>
<tr>
<td>Premium room: Full conference (M–W)</td>
<td>$8,875.00</td>
<td>$10,450.00</td>
</tr>
<tr>
<td>Premium room: Two days only (M/T or T/W)</td>
<td>$7,500.00</td>
<td>$8,850.00</td>
</tr>
<tr>
<td>*Wired Internet: 1 drop with up to 4 IPs of shared ISTE network, minimum 3 Mbps of bandwidth</td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>*Electrical: 1 drop, 5 amp</td>
<td>$180.00</td>
<td>$180.00</td>
</tr>
</tbody>
</table>

*Labor included.

Special notice: During the order process, you may indicate your preference for a room that can be accessed outside of regular expo hall hours. Exhibit Management will do its best to satisfy requests.

Order through June 1

For rental furnishings and other amenities beyond the package, please see the NexxtShow Exhibitor Marketplace at nexxtshow.com.

Engage in deeper discussions in meeting spaces.
Meeting space options

STANDARD ROOM PACKAGE
Room size: 4m x 5m (13’ x 16’)

Amenities
• Private hardwall room
• Carpet
• Standard conference seating for 6
• (2) 4’ draped tables.
• Wastebasket
• Tree

• Sign with room number and company name (up to 22” x 28”)
• Convenient location inside the expo hall or with public space access

DELUXE ROOM PACKAGE
Room size: 5m x 5m (16’ x 16’)

Amenities
All Standard room amenities, plus:
• Upgraded seating
  Deluxe conference seating for 6

PREMIUM ROOM PACKAGE
Room size: 6m x 5m (19.5’ x 16’)

Amenities
All Standard room amenities, plus:
• Upgraded seating
  Premium conference seating for 6
• Floral centerpiece
MAGNIFY YOUR MESSAGE AND ADVERTISE

Thousands of edtech professionals gather at the ISTE Conference & Expo each year, making it the premier venue for showcasing your brand and building relationships with potential customers.

DIVERSIFY TO BE TOP OF MIND

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

Print channels and games
- ISTE 2018 Pocket Guide
- Expo hall raffle game book ads
- Insertion coupon in the expo hall raffle game
- NEW – Registration bag inserts

Mobile and web platforms
- Rotating banner ads
- Logo enhancements
- Graphic ads
- In-app messaging

16,000 reasons to advertise at ISTE 2018.
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 by the main expo lobby, 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-aisles throughout the expo or in public space at the expo entrance.

ESCALATOR CLINGS
- Located in building access points and main lobbies.

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 informational “Ask me” stations.
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 (a prize with a $500 minimum value is recommended).
- Attendees drop off their coupon with contact info directly at your booth.
- Raffle book is included in attendee registration materials.

Rules of participation provided separately.

EXPO HALL RAFFLE BOOK ADVERTISING
- Full-page ads in cover, premium and standard positions are available
- in the 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 a two-page, double-sided ad (back to back), approximately 6” x 6”, plus an insertion coupon to play the raffle game. Ad appears directly above insertion coupon. Limited to participating exhibitors only.

NEW – REGISTRATION BAG INSERTS
- Purchase the opportunity to place an item in 15,000 attendee bags.
- Inserts subject to ISTE approval. Advertiser is responsible for all shipping and production costs.
- Extremely limited slots available.

ISTE 2018 POCKET GUIDE
- 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.
- Premium ads appear within the booklet pages and are full-page size only.
- Pocket guide will be included in the registration bag.

Win a Touch Chromebook and 6-month subscription to Reading Plus! Reading Plus is a web-based, grade 3-12, integrated reading solution. We help students transition from “learning to read” to “reading to learn” by sparking motivation and building vocabulary, rate and stamina – making comprehension possible and learning inevitable.
Mobile and web platforms

CONFERENCE MOBILE APP – NEW OPPORTUNITIES
• Rotating banners in premium and standard positions throughout the app.
• Logo enhancements appear as part of exhibitor listings in both list and detail screen views.
• Graphic ad enhancements appear as a preview to your listing when the attendee opens your exhibitor detail page. Partial- or full-screen graphic ads are available.
• In-app messaging opportunities include text and/or graphic messages that will appear in the user’s inbox within the conference mobile app. Buy in early and have your message appear well before the conference for increased click rates.

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 2018 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 on the search tool.

DEADLINE REMINDERS

| Facility messaging: banners, signs and clings | Ongoing | 4/23/18 | 5/1/18 | 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 |
| Registration bag insert* | | | order deadline | insert approval deadline |
| Mobile and web | | orders and creative accepted | | |

All payments due no later than June 4, 2018. Ads cannot be canceled. No refunds will be issued.

*Shipping instructions will be communicated after the insert item has been approved by ISTE.
Advertising price list

FACILITY MESSAGING

Banners and signage

<table>
<thead>
<tr>
<th>Qty.</th>
<th>Expo Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Expo hall big banners

Expand your hanging messaging impact with high-profile, overhead banners against the front wall of the building facing inside the expo.

Banner, single sided: 10’x15’ vertical orientation, flanking entrance doors and other premium space 6 $9,500.00 $14,250.00

Banner, single sided: 4’x15’ vertical orientation, standard placement overhead along wall* 10 $4,900.00 $7,350.00

*Other banners may appear next to yours, separated by 1’.

Free-standing signs

Showcase your company in the “Exhibitor Avenue” with floor-supported, large-format signage both in and out of the expo hall. Single sided appears in the expo; double sided appears outside the expo in public space.

Meter board sign: Single sided (inside the expo along the front main aisle, aisles 500-1800) 20 $1,350.00 $2,700.00

Meter board sign: Double sided (in public space immediately outside expo entrance) 6 $2,650.00 $5,300.00

Digital signage

<table>
<thead>
<tr>
<th>Qty.</th>
<th>Expo Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Charging stations

Appear around the facility in high-traffic conference areas as attendees relax, network, learn and seeks answers to their questions. Rotating ads appear on a 22” LCD screen on premium and standard units, and 4”x7” on table top “Ask me” bundle option. Approximate screen time 5 seconds per ad, per rotation.

Premium positions 1-3: In main association/registration area 9 $1,900.00 $2,850.00

Standard positions 1 and 2: Bloggers’ Café 6 $1,500.00 $2,250.00

Standard position 3: Co-located with the popular poster sessions and playgrounds 3 $1,500.00 $2,250.00

Ask me station bundle: All “ask me” locations on table-top units throughout the convention center (approx. 8 locations) 3 $3,500.00 $5,250.00

Clings

<table>
<thead>
<tr>
<th>Qty.</th>
<th>Expo Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Floor clings

Highlight your company with 3’ x 3’ floor clings inside the expo, or in public space at an expo entrance. Clings inside the hall are limited to exhibitor’s booth aisle or immediately around exhibitor booth.

Outside the expo hall: In prefunction space to expo by main entrance to the hall 5 $1,300.00 $2,600.00

Inside the expo, position 1: Front main aisle (500-2600 both numbers only) 1/aisle $1,000.00 N/A

Inside the expo, positions 2-4: Cross-aisles 1-3 1/aisle $900.00 N/A

Floor cling bundle 1: Five-cling package with 2 clings outside the expo hall entrance and 3 clings inside the hall 3 $3,975.00 N/A

Floor cling bundle 2: Five-cling package all inside the hall, creating a path to your booth 5 $3,375.00 N/A

Escalator runner clings – high-visibility positions available!

Catch attendees at key access points as they move throughout the convention center.

Position 1: Featured! Central concourse access from building entrance up to registration, expo hall, ISTE Central (Level 1 to level 2) 2 $6,100.00 $12,200.00

Position 1 buy out: Purchase clings for both escalators at this position 1 $9,150.00 $18,300.00

Position 2: Featured! Central concourse access up to registration, expo hall, ISTE Central (Level 2 to level 3) 2 $5,900.00 $11,800.00

Position 2 buy out: Purchase clings for both escalators at this position 1 $8,850.00 $17,700.00

Positions 3–4: Access between ground floor meeting rooms and general session ballroom prefunction space (Level 1 to level 3: meeting rooms, keynotes, Playgrounds and Posters) 2 ea. $3,500.00 $7,000.00

Position 5: Access between ground floor meeting rooms and central concourse (Level 1 to level 3: BYODs, sponsors and workshops to registration, ISTE Central, expo hall) 2 $3,500.00 $7,000.00

Position 6: Access between central concourse and Hyatt meeting rooms (Level 3 to level 2: registration, ISTE Central, expo hall to sessions and workshops) 1 $2,900.00 $5,800.00

Position 7: Access between central concourse and Hyatt meeting rooms (Level 2 to level 1: registration, ISTE Central, expo hall to sessions and workshops) 1 $2,900.00 $5,800.00

*Discounts available for sponsors and corporate members. First-time exhibitors qualify for special discounts on select items. No discounts can be combined.

Discounts available!*

*Discounts available for sponsors and corporate members. First-time exhibitors qualify for special discounts on select items. No discounts can be combined.
Advertising price list (cont’d)

PRINT VEHICLES AND GAMES – EXPANDED OPTIONS!

Bag stuffers and traffic generators

<table>
<thead>
<tr>
<th>Qty.</th>
<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
</table>
| ISTE 2018 Pocket guide

*Appears in an ad in our pocket guide that includes important facts and a pop-up map of the facility and expo. Premium and cover positions available.*

| Premium position: Full page within pocket guide booklet pages (approx. size 3.5”x5” | 8 | $1,650.00 | $3,300.00 |
| Cover position: Inside back full page within pocket guide booklet (approx. size 3.5”x5”), directly opposing the booklet content | 1 | $2,975.00 | $5,950.00 |
| Two-page cover spread: Inside back cover full page and facing page to create a two-page spread | 1 | $4,750.00 | $9,500.00 |

Expo hall raffle game book – participate in the game or advertise in the booklet

*Experience guaranteed booth traffic – participate in the incredibly popular Expo Hall Raffle game. New this year: advertise in the all new big format booklet! Game participation not required to place an ad in the booklet. All ads are full color. Standard, premium and cover positions are approximately 6”x9”.*

| Game participation: Coupon insert only | 45 | $900.00 | N/A |
| Cover position advertisement: Inside front cover | 1 | $5,150.00 | $10,300.00 |
| Cover position advertisement: Inside back cover | 1 | $4,275.00 | $8,550.00 |
| Cover position advertisement: Outside back cover | 1 | $5,150.00 | $10,300.00 |
| Premium position: Full page within first 6 pages of the document | 4 | $3,150.00 | $6,300.00 |
| Standard position: Full page | 6 | $1,850.00 | $3,700.00 |

Bundle option: Game participation coupon (standard black and white) plus full-color, double-sided ad directly above coupon (approx. size 6”x6”)

| 8 | $3,750.00 | N/A |

Registration bag inserts – new!

*Place a custom insert in each attendee registration bag at ISTE 2018. Price is for the opportunity only. All production and shipping costs are the responsibility of the exhibitor/organization. Insert must be approved by ISTE.*

| Attendee bag insert | 3 | $7,250.00 | $12,650.00 |

MOBILE AND WEB – EXPANDED OPTIONS!

Conference mobile app

<table>
<thead>
<tr>
<th>Qty.</th>
<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
</table>
| Banner ad

*Place rotating banner ads on the headers of high profile menus.*

| Premium positions | 10 | $1,850.00 | $3,700.00 |
| Standard positions | 15 | $1,250.00 | $2,500.00 |

Exhibitor detail page image – new!

*Enhance your company detail page with a graphic ad at the top of your listing. Ads are approximately half page in size and appear above your company name.*

| Exhibitor detail page image: exhibitor listing | 1/co. | $850.00 | N/A |

Full screen ad – new!

*Upgrade your exhibitor listing by purchasing a full page ad in the app. Ad precedes your company description page and displays each time an attendee opens your exhibitor listing.*

| Full screen ad: exhibitor listing | 1/co. | $2,000.00 | N/A |

Logo enhancement

*Add a logo to your company listing in the mobile app and in the web-based program/event search. Appears in both list and detail screen views.*

| Logo add-on to listing | no limit | $500.00 | N/A |

Messaging alerts – new!

*Access thousands of mobile app users with special app alerts either before or at the conference. Messages appear within the app inbox of the notifications section, and can be text and/or graphically rich. Attendees are notified when messages are available. Very high open rate.*

| Inbox alert message: preconference availability | 3 | $5,600.00 | $11,200.00 |
| Inbox alert message: at-conference availability | 2 | $3,000.00 | $6,000.00 |

Floor plan and exhibitor search tool

*Highlight your organization’s presence on the expo planning tool with headline banners.*

<table>
<thead>
<tr>
<th>Qty.</th>
<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
</table>
| Rotating banners

| Headline banner: Rotating banner ad at the top of the floor plan | 5 | $2,750.00 | $5,500.00 |
LEVEL UP YOUR ENGAGEMENT

ISTE Sponsors and Corporate Members stand out as trusted solution providers for edtech leaders worldwide and enjoy a host of other marketing and engagement benefits. Sponsorships allow you to actively market your products and services to a highly qualified audience of edtech decision-makers and influencers while actively participating in our educator community.

SPONSORSHIP

ISTE Year-Round Mission Sponsors earn top-level presence our conference and expo as well as exclusive in-depth engagement with the ISTE community all year. Conference sponsorships deliver high-impact connections to the decision-makers who attend the ISTE Conference & Expo. Four conference sponsorship levels are available – year-round mission, gold, silver or bronze – each with a generous benefits package.

Visit iste.org/CorpMembership or email Angela Price at aprice@iste.org to learn more.

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 edtech market, while gaining critical visibility and enhancing brand awareness.

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Reach our global audience any time of year through our print and digital resources for educators. Visit iste.org/advertise to learn more.
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