ISTE20
ANAHEIM
JUNE 28 - JULY 1
#ISTE20

About the audience + expo

Exhibit space + meeting room rental

Advertising opportunities

Sponsorship + corporate membership
ISTE works with the global education community to accelerate the use of technology to solve tough problems and inspire innovation.

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 1,400 sessions and an expo hall hosting 550 exhibitors, ISTE20 in Anaheim is your opportunity to connect with this world-class community. The world’s most influential edtech event of the year is here. Don’t miss it!

WAYS TO ENGAGE AT ISTE20

**Exhibit**
Showcase your brand to the best and brightest in edtech.

**Advertise**
Expand the reach of your brand and message through facility, print and digital channels.

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

**Access meeting space**
Host clients for dedicated discussions in private meeting space.

**Become a sponsor and member**
Join our community and leverage maximum brand exposure year-round.

Director, Event Sponsorships, Angela Price at aprice@iste.org
866.654.4777 (U.S. and Canada) | 202.861.7777 (International)
The ISTE Conference & Expo draws key decision-makers and influencers from across the globe looking to explore the latest innovations in edtech.
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

GEOGRAPHIC REGION*

- West: 9%
- Southwest: 8%
- Mountain: 1%
- Midwest: 14%
- South: 20%
- Northeast: 40%
- Non-U.S.: 8%

*Data from ISTE19, held in Philadelphia, Pennsylvania

72 countries represented
With overwhelming customer and business-to-business activity, ISTE20 offers an unparalleled global marketplace.
About the audience + expo

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

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**Expo Hall Summary**

<table>
<thead>
<tr>
<th>Location</th>
<th>Exhibiting Companies</th>
<th>Net Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia, 2019</td>
<td>564</td>
<td>145,400</td>
</tr>
<tr>
<td>Chicago, 2018</td>
<td>565</td>
<td>141,600</td>
</tr>
<tr>
<td>San Antonio, 2017</td>
<td>564</td>
<td>135,500</td>
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<tr>
<td>Denver, 2016</td>
<td>575</td>
<td>136,600</td>
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<tr>
<td>Philadelphia, 2015</td>
<td>558</td>
<td>135,800</td>
</tr>
<tr>
<td>Atlanta, 2014</td>
<td>539</td>
<td>136,000</td>
</tr>
<tr>
<td>San Antonio, 2013</td>
<td>499</td>
<td>127,300</td>
</tr>
<tr>
<td>San Diego, 2012</td>
<td>503</td>
<td>130,600</td>
</tr>
<tr>
<td>Philadelphia, 2011</td>
<td>501</td>
<td>142,300</td>
</tr>
<tr>
<td>Denver, 2010</td>
<td>456</td>
<td>128,200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location</th>
<th>Exhibiting Companies</th>
<th>Net Sq. Ft.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington, D.C., 2009</td>
<td>439</td>
<td>125,300</td>
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<tr>
<td>San Antonio, 2008</td>
<td>479</td>
<td>134,000</td>
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<tr>
<td>Atlanta, 2007</td>
<td>482</td>
<td>129,100</td>
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<tr>
<td>San Diego, 2006</td>
<td>494</td>
<td>124,800</td>
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<tr>
<td>Philadelphia, 2005</td>
<td>512</td>
<td>129,000</td>
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<tr>
<td>New Orleans, 2004</td>
<td>450</td>
<td>121,020</td>
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<tr>
<td>Seattle, 2003</td>
<td>365</td>
<td>89,360*</td>
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<tr>
<td>San Antonio, 2002</td>
<td>426</td>
<td>111,400</td>
</tr>
<tr>
<td>Chicago, 2001</td>
<td>449</td>
<td>134,400</td>
</tr>
<tr>
<td>Atlanta, 2000</td>
<td>379</td>
<td>122,500</td>
</tr>
</tbody>
</table>

*sq. ft. based on 8’x10’ booths

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**Product & Services Categories**

- Curriculum and instructional tools – 15%
- E-learning – 8%
- Adaptive technology and curriculum – 7%
- Web products and services – 6%
- Computer hardware; library media technology; mobile learning devices – 5% each
- Communication technology; educational assessment; professional development, multimedia technology/projection devices; robotics; wireless products and services – 4% each
- Administrative technology; enterprise solutions; presentation devices – 3% each
- Data management and storage; e-learning management systems; furniture printers and peripherals; professional development, continuing education and certification; publisher; remote/cloud computing; security and risk management – 2% each
- AR/VR; conferences and training; digital convergence; open-source products and services – 1% each
EXHIBITORS AND SPONSORS

From ISTE19

- VEX Robotics, Inc.
- ViewSonic Corporation
- Vilros
- Information
- Upper Edge Technologies
- Urban Armor Gear, LLC
- UWorld
- UZBL
- V7 Ingram Micro Products
- VariQuest Visual Learning Tools
- Verbatoria
- Verkada
- Vernier Software & Technology
- Unity Technologies
- Steelcase Education
- STEM Education Works
- Stem Minds Corp
- STEM Supplies
- STM
- Stop, Breathe & Think
- Strawbees
- Studyo
- Studytracks Inc.
- Stukent, Inc.
- Sunrise Hitek 5, INC.
- Securly, Inc.
- Seesaw
- Shenzhen Bell Creative Science and Education Co., Ltd
- Shenzhen Chengzheyun Technology Co.,Ltd.
- SHENZHEN GIEC DIGITAL CO., LTD
- Shenzhen Snapmaker In
- School Outfitters
- School Specialty
- SchoolMessenger by West
- Schoology
- SchoolPHONES.com div of Connections Unlimited, Inc
- Screencast-O-Matic
- Sean & Stephan Corporation
- SECTOR
- SafeHarbor Online
- Salesforce.org
- SAM Labs
- Samsung Solve for Tomorrow
- San Joaquin County Office of Education
- San Jose State University
- Scale Computing
- Scholastic, Inc.
- Scholastic
- Scholastic
- Robo Wunderkind
- Robo3 (Shenzhen) Science and Technology Co., Ltd.
- Robolink
- RoboThink, LLC
- ROBOTIS INC
- Rocket Innovations
- Rosen Classroom
- SAEOUL CO., LTD
- Quizizz Inc.
- Raise3D
- Read Naturally
- Reading Plus
- ReadyAI
- Registration Gateway
- Remind
- Renaissance Learning
- Respondus
- Rethink Reading
- REV Robotics
- Riverside Technologies, Inc.
- Precision NPO Solutions
- Prepmedians
- Presentation Systems
- Prodigy Game
- Production Consulting Group
- Professor Garfield Foundation
- Promethean Inc.
- Qball
- QOMO
- Quaver Music
- OverDrive Education Ltd.
- Nutri-Link Technologies, Inc.
- Office Depot
- OMNIA Partners
- ONANOFF
- Optoma Technology, Inc.
- Osborne Technologies Inc.
- Oser Communications Group
- Osmo
- OtterBox
- Outblaze Media Flex - OPALS
- Meet the Teacher
- Mentoring Minds
- MERGE
- Micro:bit Educational Foundation
- Microduino
- Microsoft Corporation
- Mind Yeti by Committee for Children
- Mingtel Inc.
- Mobile Advance
- Mobile Edge
- MobileDemand
- mobilizar technologies pvt ltd
- Modular Robotics
- Mooreco, Inc.
- Movavi Software
- N2N Holdings, BoardShare
- Nanomox Inc.
- NASA - STEM on Station
- Nasco
- National Catholic Educational Association
- NB Carts & One Screen
- Nearpod
- NEO by CYBERPHER LEARNING
- NeoLab Convergence Inc.
- Netop
- NetRel
- NetSupport
- Netsweeper Inc.
- New Jersey City University-Educational Technology Department
- Newark, An Avnet Company
- Newline Interactive
- Newsroom
- NoteFelt, LLC
- Numberella
- NutKase Accessories USA
- Nutri-Link Technologies, Inc.
- Office Depot
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- Osborne Technologies Inc.
- Oser Communications Group
- Osmo
- OtterBox
- Outblaze Ltd.
- OverDrive Education
- Ozobot
- Padcaster
- Palmer Hamilton, LLC
- Parago Software Inc
- PASCO scientific
- PCS Edventures
-Pear Deck
- Pearson Learning Services
- PEPPM
- Perspectives X
- PhET Interactive Simulations
- Pilot Corporation of America
- Piper
- Pittso Software
- Plazmo
- Polycom
- PowerGistics
- PowerNotes
- PowerSchool Group LLC
- POWERUP
- PRC-Saltillo
- Precision NPO Solutions
- Prepmedians
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- SHENZHEN GIEC DIGITAL CO., LTD
- Shenzhen Snapmaker Technologies Co., Ltd.
- Shenzhen Ugee Technology Development Co., Ltd.
- SHI International Corporation
- Shmoop
- Showbie
- SketchUp
- Skiware
- Skywalker, Inc.
- Slab Design Lab
- Slick
- SmallestHD
- Smart Tech Insurance
- SMART Technologies
- SmartClass AS
- SmartPass
- Smith System
- SmoothWall, Inc
- SnapStream
- Software MacKiev
- Sony Electronics, Inc.
- Soundtrap
- Sourcewell Technology
- Spectrum Experience
- Spectrum Industries
- Spelling Shed
- Sphere
- Square Panda
- Squiggle Park
- Dreamscapes
- Squishy Circuits Store LLC
- Statistics in Schools
- Staymobil
- Steelcase Education
- STEM Education Works
- Stem Minds Corp
- STEMfinity
- STEM
- Stop, Breathe & Think
- Strawbees
- Studyo
- Studytracks Inc.
- Stukent, Inc.
- Sunrise Hitek Group, LLC
- Suntax International, Inc.
- Swank K-12 Streaming
- Swift Optical Instruments, Inc
- Swivl, Inc.
- SXSWE
- Sycomore International
- SymbolEOU
- Tardy Calculator
- Targus
- TeacherGeek Inc.
- Tech to School
- Tech Trade Up
- Technology Resources Advisors
- TechProducts360.com
- TechTerra Education
- Tembo Inc.
- Teq Online PD
- Teradek
- Terrapin
- Texthelp, Inc.
- The Four Verticals
- Mathis
- The Markerboard People
- The Quest Institute for Quality Education
- Think Tank
- ThinkWrite
- Thule
- Tiertime Corporation
- Time Timer
- Timanko
- Tobii Dynavox and Boardmaker
- TOPdesk USA
- TouchIT Technologies
- Trinity3 Technology
- TRIPPLE T GLOBAL LTD
- TRIPP LITE
- Troxell-CDI
- Turnitin
- Tyler Technologies
- Tyner
- Typing Agent - Marie Bou K12
- Typing Pal
- TypingClub
- UBTECH Education (N. America)
- UC Davis C-STEM Center
- Ultimaker
- ULProlabs
- Unity Technology
- Universal Laser Systems
- University of North Texas College of Information
- Upper Edge Technologies
- Urban Armor Gear, LLC
- UWORLD
- UZBL
- V7 Ingram Micro Products
- VariQuest Visual Learning Tools
- Verbatoria
- Verkada
- Vernier Software & Technology
- VEX Robotics, Inc.
- ViewSonic Corporation
- Vilros
- VIPKID
- Virtual Education
- VitalSource Technologies LLC
- Vivacity Tech PBC
- Vivi International Pty Ltd
- Voyager Sopris Learning
- VS America, Inc.
- Wabisabi Learning
- Walden University
- WANRack
- WeVideo, Inc.
- WIRIS math & science
- Wix.com
- Wonder Workshop
- Worth Ave. Group
- Writable
- WURLRlyedu
- Xiamen Prima Technology Inc.
- XYZPrinting
- ZAGG Inc
- Zhejiang Flashforge 3D Technology Co., Ltd.
- Zhiwei Robotics & Co., Limited
- Zoom Video Communications
- Zapمساب
- Zish Limited

Note: ISTE19 Conference and Year-Round Mission Sponsors are shown in bold.
EXHIBIT WITH US

Exhibitors are valuable contributors to the ISTE global community. Exhibit at ISTE20 for the opportunity to showcase your products and services to a highly targeted market of edtech leaders.

EXPO HOURS

The ISTE20 Expo opens Monday, June 29 at the Anaheim Convention Center in Anaheim.

Monday, June 29
9:45 a.m.–5:30 p.m.
Coffee break in the expo:
10–10:30 a.m.

Tuesday, June 30
9:30 a.m.–5 p.m.
Coffee break in the expo:
9:45–10:15 a.m.

Wednesday, July 1
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**

**Early Rate**
$4,640 per 10’ x 10’ booth
Applications and deposits received before August 31, 2019

**Standard Rate**
$5,480 per 10’ x 10’ booth
Application and deposits received after August 31, 2019

Booth reservation 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 complimentary full-conference basic registration for each contracted company (not per 10’ x 10’ booth space)
- Seven complimentary booth staff (exhibitor) registrations per 10’x10’ booth space
- Descriptive listing in the ISTE20 mobile app, online floor plan and exhibitor search
- General security guard service
- Daily aisle maintenance

*Please note: Booth rental does not include storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, internet, 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 26, 1–5 p.m.
- Saturday, June 27, 7:30 a.m.–6:30 p.m.
- Sunday, June 28, 7:30 a.m.–6:30 p.m.
- Monday, June 29, 7:30 a.m.–8:30 a.m.

*All exhibits shall remain in place until 2:30 p.m. on Wednesday, July 1.*

*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. Upon special request, custom room sizes are possible as are rooms that can be accessed outside of regular expo hours.

### ROOM OPTIONS

<table>
<thead>
<tr>
<th>ROOM OPTIONS</th>
<th>EXHIBITOR PRICING</th>
<th>NON-EXHIBITOR PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EARLY RATE Before Mar. 15</strong></td>
<td><strong>STANDARD RATE After Mar. 15</strong></td>
<td><strong>EARLY RATE Before Mar. 15</strong></td>
</tr>
<tr>
<td>Standard room: Full conference (M-W)</td>
<td>$5,990.00</td>
<td>$7,050.00</td>
</tr>
<tr>
<td>Standard room: Two days only (M/T or T/W)</td>
<td>$5,075.00</td>
<td>$5,975.00</td>
</tr>
<tr>
<td>Deluxe room: Full conference (M-W)</td>
<td>$7,225.00</td>
<td>$8,500.00</td>
</tr>
<tr>
<td>Deluxe room: Two days only (M/T or T/W)</td>
<td>$6,050.00</td>
<td>$7,125.00</td>
</tr>
<tr>
<td>Premium room: Full conference (M-W)</td>
<td>$9,575.00</td>
<td>$11,250.00</td>
</tr>
<tr>
<td>Premium room: Two days only (M/T or T/W)</td>
<td>$8,100.00</td>
<td>$9,550.00</td>
</tr>
<tr>
<td><em>Wired Internet: 1 drop with up to 4 IPs of shared ISTE network, minimum 3 Mbps of bandwidth</em></td>
<td>$1,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td><em>Electrical: 1 drop, 5 amp</em></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. Rooms with special access opportunities will be located outside of the main ISTE Expo in the Arena Lobby immediately adjacent to Hall A and the General Session location. Rooms with extended hours are available for full-conference rental only and will be assigned on a first-come first-serve basis. Exhibit Management reserves the right to eliminate this option based on demand.

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

Images are approximations. Colors and furnishings may vary from what is pictured.
SPOTLIGHT YOUR MESSAGE & 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

Print channels and games
- NEW! Display ads in the all new ISTE20 Onsite Info & Expo Hall Raffle booklet
- Raffle coupon in the Onsite Info & Expo Hall Raffle booklet

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

Come soon! All new facility branding opportunities at headquarter hotels.

16,000 REASONS TO ADVERTISE AT ISTE20.
FACILITY MESSAGING

Banners
- Available in 6’ x 10’ vertical or 15’ x 10’ horizontal orientation.
- Single-sided banners hang inside the expo hall, flush against the wall above the front aisle and hall entrances (banners face into the expo).

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

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 by the Hall A and Hall C expo entrances, or in the Arena lobby.

Escalator clings
- Located in North and South building access points and main lobbies.
- Co-located with conference functions throughout the convention center.
- Locations moving between expo halls and meeting space levels as well as playgrounds, poster areas and lounges.

New!
Hotel branding opportunities available soon

Ask us about bundle pricing on special options
PRINT AND GAMES

Onsite Info & Expo Hall Raffle booklet advertising
• NEW! Onsite Info & Expo Hall Raffle is the exclusive print piece distributed to attendees at registration.
• Full page ads in cover, premium and standard positions are available in the new combined Onsite Info & Expo Hall Raffle print piece.
• All ads are full color, appear in a booklet approximately 6” x 9” in size, and are limited in availability.
• Full-page ads do not require raffle participation.
• Premium ads appear within content section and standard ads appear within raffle section.
• Bundle option available that includes a two-page, double-sided (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.

Expo hall raffle coupons
• Includes insertion coupon in the Onsite Info & Expo Hall Raffle booklet distributed to attendees at registration.
• 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.

Rules of participation provided separately.
MOBILE AND WEB PLATFORMS

Conference mobile app
• 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. 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 ISTE20 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

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility messaging: banners, signs and dings</td>
<td></td>
<td></td>
<td></td>
<td>order deadline</td>
<td>creative due</td>
</tr>
<tr>
<td>Print: Onsite Info &amp; Expo Hall Raffle ads</td>
<td></td>
<td></td>
<td></td>
<td>order deadline</td>
<td>creative due</td>
</tr>
<tr>
<td>Games: Expo hall raffle insertion coupon</td>
<td></td>
<td></td>
<td></td>
<td>order deadline: description due</td>
<td></td>
</tr>
<tr>
<td>Mobile and web</td>
<td>orders and creative accepted</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All payments due no later than June 5, 2020. Ads cannot be canceled. No refunds will be issued.
Facility messaging

Banners and signage

<table>
<thead>
<tr>
<th>Position</th>
<th>Qty. avail</th>
<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expo hall big banners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand your hanging messaging impact with high-profile, overhead banners against the front wall of the building facing inside the expo.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banner, single sided: 15’x10’ horizontal orientation, flanking entrance doors and other premium space</td>
<td>8</td>
<td>$9,975.00</td>
<td>$14,500.00</td>
</tr>
<tr>
<td>Banner, single sided: 6’x10’ vertical orientation, standard placement overhead along wall*</td>
<td>10</td>
<td>$5,150.00</td>
<td>$7,725.00</td>
</tr>
<tr>
<td>*Other banners may appear next to yours, separated by 1’.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Free-standing signs

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

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<tr>
<td>Meter board sign: Single sided (in public space immediately outside Hall A and Hall C expo entrances)</td>
<td>8</td>
<td>$1,425.00</td>
<td>$2,825.00</td>
</tr>
<tr>
<td>Meter board sign: Double sided (inside the expo along the front main aisle)</td>
<td>20</td>
<td>$2,775.00</td>
<td>$5,575.00</td>
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</table>

Clings

<table>
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<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floor clings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highlight your company with 3’ x 3’ floor clings inside the expo, or in public space at designated expo entrances (Halls A and C) or in Arena lobby. Clings inside the hall are limited to exhibitor’s booth aisle or immediately around exhibitor booth.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside the expo hall: In prefunction space by Hall A and Hall C expo entrances or in Arena lobby</td>
<td>20</td>
<td>$1,375.00</td>
<td>$2,725.00</td>
</tr>
<tr>
<td>Inside the expo, position 1: Front main aisle</td>
<td>1/aisle</td>
<td>$1,050.00</td>
<td>N/A</td>
</tr>
<tr>
<td>Inside the expo, positions 2-6: cross-aisles 1-5 (cross-aisle 5 in halls A and B only, aisles #1200–#2900)</td>
<td>1/aisle</td>
<td>$950.00</td>
<td>N/A</td>
</tr>
<tr>
<td>Floor cling bundle 1: Five-cling package with 2 clings outside the expo hall (Hall A and Hall C entrances or in Arena lobby) and 3 clings inside the hall</td>
<td>1</td>
<td>$4,175.00</td>
<td>N/A</td>
</tr>
<tr>
<td>Floor cling bundle 2: Five-cling package all inside the hall, creating a path to your booth</td>
<td>5</td>
<td>$3,375.00</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Clings (continued)

<table>
<thead>
<tr>
<th>Position</th>
<th>Qty. avail</th>
<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Escalator runner clings – high-visibility positions available!</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catch attendees at key access points as they move throughout the convention center.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Position 1: Level 1 lobby, outside Hall C entrance up to Level 2 meeting rooms (ACC South bldg.)</td>
<td>1</td>
<td>$6,825.00</td>
<td>$13,650.00</td>
</tr>
<tr>
<td>Position 2: Level 1 lobby, outside Hall B entrance up to Level 2 meeting rooms (ACC South bldg.)</td>
<td>1</td>
<td>$10,750.00</td>
<td>$21,525.00</td>
</tr>
<tr>
<td>Position 3: Level 1 lobby, outside Hall A entrance up to Level 2 meeting rooms (ACC South bldg.)</td>
<td>1</td>
<td>$10,750.00</td>
<td>$21,525.00</td>
</tr>
<tr>
<td>Position 4: Level 2 meeting rooms to Level 3 ballroom and meeting rooms, left (ACC South bldg.)</td>
<td>1</td>
<td>$4,150.00</td>
<td>$8,300.00</td>
</tr>
<tr>
<td>Position 5: Level 2 meeting rooms to Level 3 ballroom and meeting rooms, right (ACC South bldg.)</td>
<td>1</td>
<td>$4,150.00</td>
<td>$8,300.00</td>
</tr>
<tr>
<td>Position 6: Entry level lobby up to Level 2 Playgrounds and Posters, left (ACC North bldg.)</td>
<td>1</td>
<td>$6,825.00</td>
<td>$13,650.00</td>
</tr>
<tr>
<td>Position 7: Entry level lobby up to Level 2 Playgrounds and Posters, right (ACC North bldg.)</td>
<td>1</td>
<td>$10,750.00</td>
<td>$21,525.00</td>
</tr>
<tr>
<td>Position 8: Entry level lobby down to Level 1 Playgrounds and lounges, left (ACC North bldg.)</td>
<td>1</td>
<td>$6,825.00</td>
<td>$13,650.00</td>
</tr>
<tr>
<td>Position 9: Entry level lobby down to Level 1 Playgrounds and lounges, right (ACC North bldg.)</td>
<td>1</td>
<td>$6,825.00</td>
<td>$13,650.00</td>
</tr>
</tbody>
</table>

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

Contact us for details about new hotel branding opportunities!
# ADVERTISING PRICE LIST (CONT’D)

## Print and games – new exclusive piece!

<table>
<thead>
<tr>
<th>Onsite Info &amp; Expo Hall Raffle</th>
<th>Qty.</th>
<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print ads</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertise in the new combined Onsite Info &amp; Expo Hall Raffle booklet - the exclusive print piece distributed to attendees at registration. All ads are full color. Standard, premium and cover positions are approximately 6”x9”.*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cover position advertisement: Inside back cover</td>
<td>1</td>
<td>$4,600.00</td>
<td>$9,200.00</td>
</tr>
<tr>
<td>Cover position advertisement: Outside back cover</td>
<td>1</td>
<td>$5,550.00</td>
<td>$11,100.00</td>
</tr>
<tr>
<td>Premium position: full page within content section</td>
<td>4</td>
<td>$3,375.00</td>
<td>$6,750.00</td>
</tr>
<tr>
<td>Standard position: full page within raffle section</td>
<td>6</td>
<td>$1,975.00</td>
<td>$3,950.00</td>
</tr>
<tr>
<td><strong>Expo hall raffle game – participate in the game or advertise in the booklet</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience guaranteed booth traffic – participate in the incredibly popular expo hall raffle game.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Game participation: Coupon insert only</td>
<td>45</td>
<td>$900.00</td>
<td>N/A</td>
</tr>
<tr>
<td>Bundle option: Game participation coupon (standard black and white) plus full-color, double-sided ad directly above coupon (approx. size 6”x6”)</td>
<td>8</td>
<td>$3,950.00</td>
<td>N/A</td>
</tr>
</tbody>
</table>

## Mobile and web

<table>
<thead>
<tr>
<th>Conference mobile app</th>
<th>Qty.</th>
<th>Exhibitors</th>
<th>Non-Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Banner ad</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place rotating banner ads on the headers of high-profile menus.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium positions</td>
<td>10</td>
<td>$1,950.00</td>
<td>$3,875.00</td>
</tr>
<tr>
<td>Standard positions</td>
<td>15</td>
<td>$1,325.00</td>
<td>$2,625.00</td>
</tr>
<tr>
<td><strong>Full screen ad</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full screen ad: exhibitor listing</td>
<td>1/co.</td>
<td>$2,100.00</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Logo enhancement</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo add-on to listing</td>
<td>1/co.</td>
<td>$525.00</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Messaging alerts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inbox alert message: preconference availability</td>
<td>3</td>
<td>$5,875.00</td>
<td>$11,750.00</td>
</tr>
<tr>
<td>Inbox alert message: at-conference availability</td>
<td>2</td>
<td>$3,150.00</td>
<td>$6,300.00</td>
</tr>
<tr>
<td><strong>Floor plan and exhibitor search tool</strong></td>
<td>Qty.</td>
<td>Exhibitors</td>
<td>Non-Exhibitors</td>
</tr>
<tr>
<td>Highlight your organization’s presence on the expo planning tool with headline banners.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rotating banners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Headline banner: Rotating banner ad at the top of the floor plan</td>
<td>5</td>
<td>$2,750.00</td>
<td>$5,500.00</td>
</tr>
</tbody>
</table>
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.

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**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.
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5,500 INDUSTRY REPS
550 COMPANIES
unparalleled opportunity

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

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ANAHEIM
JUNE 28 - JULY 1