



# ISTE 2020 Conference & Expo

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL	MISSION	GOLD	SILVER	BRONZE
Please note: Corporate membership is included as part of the sponsorship package.	\$170,000	\$95,000	\$60,000	\$30,000
<b>Year-round benefits</b>				
Marketing fund (\$12,500)	•			
Use of email list of ISTE members and/or customers	Three (3) times			
Present Spotlight on Solutions webinar	One (1) time			
Social media campaign	One (1) time			
Focus group with ISTE members	One (1) time			
Full-page ad in ISTE member magazine, <i>Empowered Learner</i>	One (1) time			
Shared recognition ad in digital publication	Six (6) times			
Year-round presence on sponsor page on iste.org	•			
Logo on iste.org homepage	•			
<b>ISTE 2020 conference benefits</b>				
Conference Sponsor Room	Conference center (5 days)	Conference center (5 days)	HQ Hotel or in Expo Hall (Number of days dependent on venue)	
<b>Exhibiting</b>				
Exhibit space allowance (\$12,500)	•			
Preferential placement consideration in expo hall for the next conference	•	•	•	•
30% discount on decorator/drayage services	•			
30% discount on labor up to \$15,000 in charges	•			
<b>Acknowledgment</b>				
Co-sponsor Monday coffee break in expo hall	•	•	•	•
Acknowledgment in info and raffle guide	•	•	•	•
Recognition during mainstage sessions	•	•	•	•
Acknowledgment in footer of preconference email blasts	•			
Acknowledgment on conference website	Homepage/Sponsor page	On sponsor page	On sponsor page	On sponsor page
Acknowledgment in printed and digital conference materials	•	•	•	•
Recognition banner in high-traffic area	•	•	•	•
Company onsite events listed in conference planner, app and on website	•	•	•	•
"Thank You" signage in registration area	•	•	•	•

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SPONSORSHIP LEVEL	MISSION	GOLD	SILVER	BRONZE
<b>Engagement</b>				
Spotlight on Solutions sessions(s)	2, 1-hour	1, 1-hour		
Email to registration list	1 exclusive	1 shared w/ all gold conference sponsors	1 shared w/ all silver conference sponsors	1 shared w/ all bronze conference sponsors
Access to registration demographic data	●	●	●	●
Use of preconference and post-conference postal list (upon request)	●	●	●	●
Complimentary full conference registrations	6	4	2	1
<b>Access</b>				
Special access seating at keynote sessions	6 seats	4 seats	2 seats	2 seats
Invitations to board/CEO luncheon	4	3	2	1
<b>Advertising</b>				
Ad in conference app	●	●	●	●
Shared sponsor recognition ad in ISTE member magazine, <i>Empowered Learner</i>	●	●	●	●

## Additional sponsorships at ISTE20

ISTE offers several powerful opportunities to increase your exposure at ISTE20. These additional opportunities provide more innovative ways to connect with educators and education leaders at the ISTE Conference & Expo.

### Lanyards

Increase awareness of your company with this high-visibility product. Your company name and logo will be featured on the 17,000 lanyards attendees wear to display their ISTE20 credentials. \$20,000

### Volunteer t-shirts

Sponsor the conference volunteer t-shirts and put your company's logo on the 500 eye-catching shirts worn by volunteers. \$10,000

### Volunteer backpacks

Sponsor the conference volunteer backpacks and keep your firm front of mind. Your company's logo will appear on 500 volunteer backpacks. \$8000

## Contact ISTE

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

**Angela Price**  
Director,  
Event Sponsorships  
[aprice@iste.org](mailto:aprice@iste.org)  
703.672.5943

**Nancy Hawthorne**  
Senior Manager,  
Events Projects  
[nhawthorne@iste.org](mailto:nhawthorne@iste.org)  
503.765.5507

**Elizabeth Roberts**  
Senior Director,  
Events Strategy and Activation  
[eroberts@iste.org](mailto:eroberts@iste.org)  
503.598.1100

Event sponsorships are offered first to the ISTE Year-Round Mission Sponsors and our conference sponsors.

## Terms & conditions

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

## Onsite Events at ISTE20

ISTE's Professional Learning Networks (PLNs) offer topic-focused learning and networking opportunities where members connect virtually all year long. Each year, PLN members look forward to connecting face to face at the ISTE Conference & Expo.

### Benefits

- Programming opportunities for the sponsor
- Acknowledgment through signage at the event
- Display table for the sponsor
- Promotion on the PLN page pre and post conference (one time each)
- Acknowledgment on any promotion of the event
- Networking with those attending the event

### Librarians Breakfast

The ISTE Librarians Network promotes librarians as leaders and champions of edtech and digital literacy. Interact with librarians attending ISTE20 at their PLN breakfast. Sponsor the Librarians Breakfast: \$10,0000

### Equity Action Forum Open House

Show your support and interact with educators at ISTE20 who are leading change in diversity, equity and inclusion in education. Sponsor refreshments: \$5,000.

### PLN Social Events

Contact us for more details regarding the social events. \$5,000 (Limit 3 per event) or \$15,000 for exclusive sponsorship

# ISTE20 Conference Scholarship Program

## SPONSOR OPPORTUNITIES

ISTE strives to be an inclusive organization that elevates the work and amplifies the voices of all educators in the edtech community. With support from industry partners, last year **we were able to extend 300 scholarships to educators** who otherwise would not have been able to attend ISTE19.

### Be recognized for supporting diversity and equity in edtech!

Help make it possible for educators from historically underrepresented backgrounds and under-resourced schools to experience four days of powerful professional learning with ISTE's inspiring edtech community at ISTE20!

CONFERENCE SCHOLARSHIP SPONSORSHIP LEVELS	CHAMPION	SUSTAINER	PROMOTER	ADVOCATE
	\$18,000	\$12,000	\$6,000	\$3,000
Number of Educators Supported	30	20	10	5
<b>Acknowledgment</b>				
On conference sponsors webpage	Logo	Listed	Listed	Listed
On ISTE's diversity, equity and inclusion webpage	Logo	Listed	Listed	Listed
Recognition banner in a high-traffic area	Logo	Listed	Listed	Listed
Thank You load-in slide at general session	Logo	Listed	Listed	Listed
Thank You signage at welcome orientation	Logo	Listed	Listed	Listed
Thank You signage in exhibit hall	Logo	Listed	Listed	Listed

**Scholarship application period opens** December 4 and closes March 3. Awardees will be notified in April.

### Eligibility

Preference will be given to educators in Southern California from diverse and historically underrepresented backgrounds.

Sponsoring companies will receive a link to the scholarship application to share with their networks of educators.

### Contact

For additional information, please contact:

Jessica Medaille, Senior Advisor

jmedaille@iste.org

503.479.5346

### Scholarship recipients receive:

- **Conference registration**
- **One year of ISTE membership**
- **Attendance at the conference scholarship welcome orientation**

*(Travel expenses not included.)*