



Thousands
of reasons to
advertise

MAGNIFY YOUR MESSAGE & ADVERTISE

Thousands of edtech professionals gather at ISTE Live 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
- Escalator advertising
- Public space activation

Print Advertising

- Display ads in the Raffle Coupon Book

Digital Advertising

- Rotating banner ads in the mobile app and virtual platform

Games

- Raffle position in the in-person expo raffle game, virtual raffle or both
- **New!** Easter egg in conference game

NEW! High
profile public
space activation
opportunity

MAXIMIZE YOUR PRESENCE.

Advertising opportunities

FACILITY MESSAGING

Banners

- Available in 6' x 10' vertical 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".
- Double-sided meterboard located along the main front aisle of the expo hall.

Expo Hall Floor Decals

- Clings measure 3' x 3'.
- Clings appear on the floor at the main cross-aisles throughout the expo or in prefunction space to expo by entrances to the hall.

Escalator Advertising

- Located at key access points in the convention center.
- Options include runner clings and floor clings at escalator bases.
- Buy-out discounts available.

Public Space Activation

- Host high-profile public activation activity in roughly 10' x 20' footprint.
- Typically reserved exclusively for sponsors, now our exhibitors can take advantage of this opportunity too and expand your reach!
- Three tier locations available, co-located with association and other public space activations in space immediately outside expo hall.
- Increase your visibility with attendees by offering a social media moment, game opportunity, or other brief interaction opportunity.
- All public space activation floor plans and content plans must be approved by ISTE.
- Exhibitor responsible for all installation, services, and move-in/dismantle costs and logistics.

Introducing an all
new opportunity for
high-profile public
space activation

Ask us about
bundle pricing
on special
options



PRINT ADVERTISING

Expo Hall Raffle Book Ads

- The Expo Hall Raffle Book is distributed to every in-person attendee at registration.
- Full page ads in cover, premium and standard positions are available.
- All ads are full color, appear in a booklet approximately 6" x 9" in size, and are limited in availability.
- Participation in the raffle game is not required to purchase a full-page ad.
- Premium ads appear within content section and standard ads appear within raffle section.

GAMES

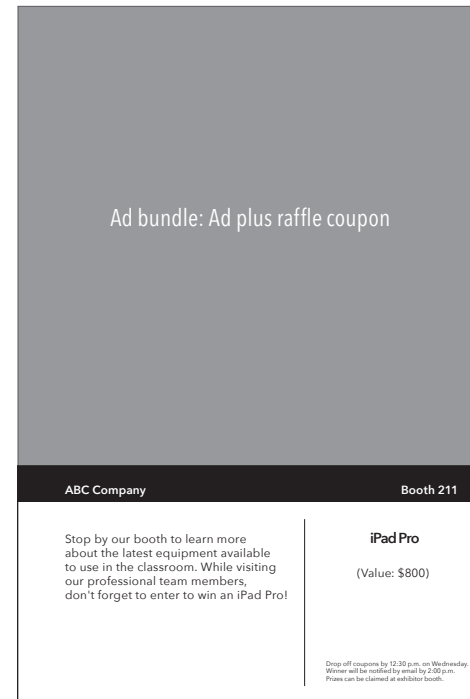
Expo Hall Raffle Game

- Includes insertion coupon in the 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).
- 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.
- Attendees drop off their coupon with contact info directly at your booth.

Virtual Expo Raffle

- Includes dedicated raffle tile on the Virtual Expo Raffle page in the conference virtual platform.
- Each tile features the exhibitor name, logo, prize and description of the company or prize opportunity (a prize with a \$350 minimum value is recommended).
- Automatically receive a lead from each attendee who enters your virtual raffle.
- Virtual Expo raffle drawing can be entered exclusively by virtual-only participants.

Rules of participation for raffles provided separately.



Conference Game

- Be a part of the central ISTE Live 22 conference game with an Easter egg in your booth!
- Participating exhibitors will be provided with an Easter egg sign, including a code that attendees can hunt down in the expo and scan for points in the conference game.
- Drive traffic to your booth and increase engagement by choosing an activity an attendee must participate in prior to scanning the code.
- A bonus egg will be placed on the participating exhibitor's profile in the virtual platform (visible exclusively to virtual-only participants).
- Exhibitors will receive leads from all in-person egg code scans and virtual egg clicks.

NEW!
Be part of the
ISTE Live 22
conference
game

MAKE AN IMPRESSION.

Advertising opportunities

DIGITAL ADVERTISING

Mobile App and Virtual Platform

- Reach both in-person and virtual-only participants with a rotating banner ad.
- All digital ads will appear in both the virtual platform and the conference mobile app.
- Premium and standard positions are available.

Positions are limited to maintain maximum value.



Deadline Reminders

	Ongoing	5/2/22	5/9/22	5/16/22
Facility Messaging: Banners, Signs And Clings			order and creative deadline	
Print: Expo Hall Raffle Ads		order deadline	creative due	
Expo Hall Raffle Insertion Coupon			order deadline description due	
Conference Game			order deadline	
Mobile App And Virtual Platform	order and creative accepted			
Digital Ads And Virtual Expo Raffle	order and creative deadline			
Public Space Activation			order deadline	creative due

All payments due no later than May 31, 2022. Ads cannot be canceled. No refunds will be issued.



ISTELive 22 mobile app

ADVERTISING PRICE LIST

Facility Messaging

Banners

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

	Qty. avail	Exhibitors	Non-Exhibitors
Hanging Banner - 6' x 10' vertical, single sided	10	\$4,900.00	\$7,350.00

Free-Standing Signs

Showcase your company in the "Exhibitor Avenue" with floor-supported, large-format signage along the front aisle in the expo hall.

	Qty. avail	Exhibitors	Non-Exhibitors
Meterboard, double sided, inside the expo along the front main aisle	20	\$2,775.00	\$5,575.00

Expo Hall Floor Clings

Highlight your company with 3' x 3' floor clings inside the expo hall or in public space at designated expo entrances (Halls H, I1 and I2). Clings inside the hall are limited to exhibitor's booth aisle or immediately around exhibitor booth.

	Qty. avail	Exhibitors	Non-Exhibitors
In prefunction space to expo by entrances to the hall	20	\$1,500.00	\$2,600.00
Bundle 01 - 5 clings, 2 outside expo/3 inside expo	4	\$3,975.00	N/A
Bundle 02 - 5 clings, all inside expo	5	\$3,375.00	N/A
Front main aisle, inside expo	1/aisle	\$1,200.00	N/A
Cross-aisle, inside expo	1/aisle	\$1,000.00	N/A

Escalator Cling Branding

Catch attendees at key access points as they move throughout the convention center. Options include both runner clings as well as 3' x 4' floor clings at escalator bases. Contact us for more details on locations or to learn about escalator buy-out discounts.

	Qty. avail	Exhibitors	Non-Exhibitors
Tier 1 package, 1 runner cling and two base clings (bottom and top of escalator)	4	\$15,750.00	\$31,500.00
Tier 2 package, 1 runner cling and two base clings (bottom and top of escalator)	2	\$11,750.00	\$23,500.00
Tier 2 base floor cling	2	\$2,500.00	\$5,000.00
Tier 3 runner cling	6	\$5,075.00	\$10,150.00
Tier 3 base floor cling	10	\$2,000.00	\$4,000.00

Public Space Activation

Host a high-traffic interactive activity in a public activation space within a roughly 10' x 20' footprint, immediately outside the expo hall, co-located with Association and other public space activations. Help your brand stand out with this unique opportunity to connect and share joy with attendees, while also offering a social media moment.

An interactive activity in a public activation space is different from a booth activity and sponsor conference room programming. Interactive activity must be mutually agreed upon.

	Qty. avail	Exhibitors	Non-Exhibitors
Tier 1 Location	2	\$35,000.00	N/A
Tier 2 Location	2	\$28,000.00	N/A
Tier 3 Location	1	\$23,000.00	N/A



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

ADVERTISING PRICE LIST (CONT'D)

Print Advertising

	Qty. avail	Exhibitors	Non- Exhibitors
Expo Hall Raffle Book Ads			
<i>Advertise in the 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".</i>			
Cover position advertisement, inside front cover	1	\$5,150.00	\$10,300.00
Cover position advertisement, outside back cover	1	\$5,150.00	\$10,300.00
Premium position full page advertisement, within first 6 pages	4	\$3,150.00	\$6,300.00
Standard position full page advertisement	6	\$1,850.00	\$3,700.00

Digital Advertising

	Qty. avail	Exhibitors	Non- Exhibitors
Mobile App and Virtual Platform			
<i>Place rotating banner ads on the headers of high-profile menus—all ads will appear in both the virtual platform and in the mobile app.</i>			
Mobile app and virtual platform: Banner ad premium position	10	\$2,850.00	\$5,700.00
Mobile app and virtual platform: Banner ad premium position	15	\$2,600.00	\$5,200.00

Games

	Qty. avail	Exhibitors	Non- Exhibitors
Expo Hall Raffle Game			
<i>Experience guaranteed booth traffic—participate in the incredibly popular Expo Hall Raffle Game.</i>			
Bundle option - game participation coupon plus advertisement	8	\$3,750.00	N/A
Game participation coupon insert	45	\$900.00	N/A

Virtual Expo Raffle

<i>Capture eyes of virtual participants and generate leads in the virtual platform by participating in the Virtual Expo Raffle. Companies receive a game tile in the virtual platform.</i>			
Game participation tile	45	\$750.00	N/A

Conference Game

<i>Become a central part of the ISTE Live 22 Conference Game with an Easter egg. Participating exhibitors receive both an egg sign with a QR code for their booth and a bonus egg on their virtual profile.</i>			
Easter egg	20	\$2,350.00	N/A

**Order by
April 23 to
receive an
early bird
discount!**