

# ISTE LIVE 22

JUNE 26-29

NEW ORLEANS

- EXHIBIT SPACE
- MEETING ROOMS
- ADVERTISING
- SPONSORSHIP  
& MEMBERSHIP



CORPORATE  
ENGAGEMENT  
OPPORTUNITIES

# BOLD VISION. BROAD GLOBAL AUDIENCE.

**ISTE works with the global education community to accelerate the use of technology to solve tough problems and inspire innovation. Our worldwide network believes in the potential technology holds to transform teaching and learning.**

ISTELive is back in person and coming to New Orleans. ISTE Live 22's hybrid in-person/virtual content provides customized, flexible, relevant professional learning to thousands of global educators and leaders who are reimagining education and creating innovative learning environments. Our vibrant expo hall where attendees can test and tinker with tech offers unparalleled hands-on solutions for educators. ISTE Live 22 is the place to connect with a vast education audience.

## WAYS TO ENGAGE AT ISTE LIVE 22

### Exhibit

Showcase your products and services to the best and brightest in edtech. Booking an exhibit space is your gateway to reaching this highly targeted market.

### Access Meeting Space

Optimize your dedicated face-to-face discussions by renting meeting rooms co-located with the expo hall.

### Advertise

Magnify your message through facility, print and digital channels.

Email [conf-exhibits@iste.org](mailto:conf-exhibits@iste.org) or call 800.280.6218 (U.S. and Canada) or 541.346.3537 (international) to learn more.

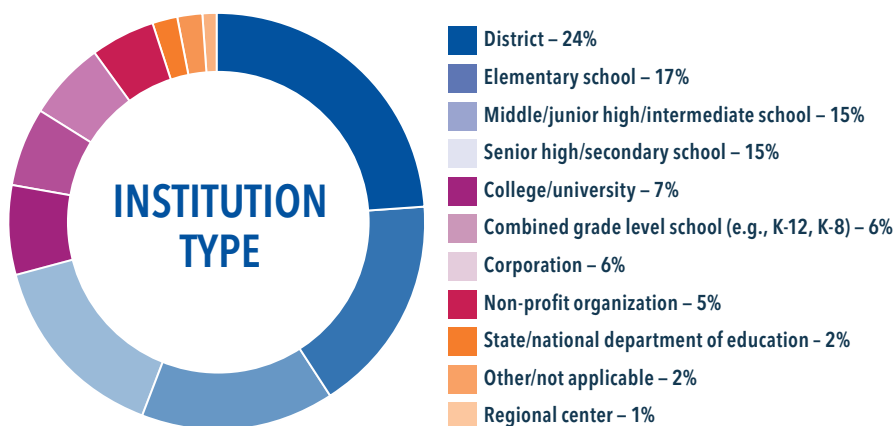
### Become a Sponsor

In addition to allowing you to market your products and services to a vast audience of edtech decision-makers and influencers, sponsorship opens the door to a host of other year-round marketing and engagement benefits. Sponsors take advantage of our most comprehensive partnership options, which include myriad opportunities to maximize your brand's exposure and leverage deep connections within the edtech marketplace. Contact Ashley McArdle, ISTE Director of Event Sponsorships, at [amcardle@iste.org](mailto:amcardle@iste.org) for more information.



# MEET YOUR AUDIENCE

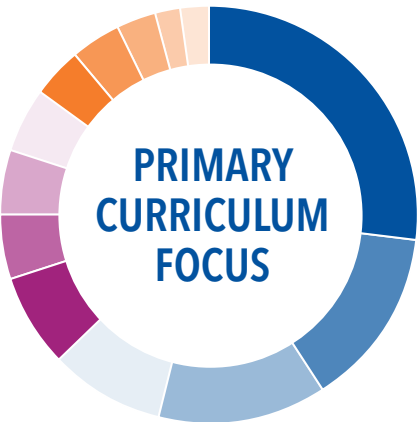
ISTELive draws key decision-makers and influencers from across the globe looking to explore the latest innovations in edtech.



*Unless otherwise noted, the data provided in this brochure is from ISTE Live 21, held virtually, and is representative of expected audience demographics at ISTE Live 22 New Orleans.*

**94% OF ATTENDEES DECIDE ON OR RECOMMEND TECHNOLOGY PURCHASES.**

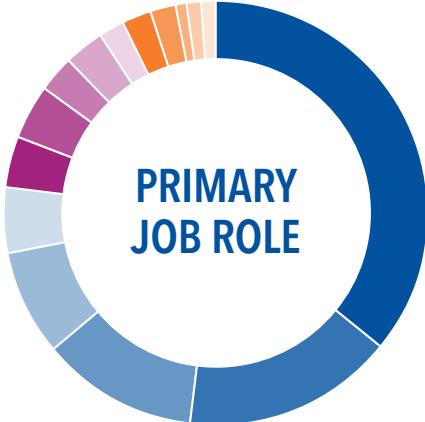
# AUDIENCE PROFILE



- Technology education – 27%
- Elementary/multiple subjects – 14%
- Not applicable – 13%
- Teacher education – 9%
- Other – 7%
- English language arts – 5%
- Science – 5%
- Arts, business/economics, engineering, health/physical education, vocational, world languages – 5%
- Computer science – 4%
- Mathematics – 4%
- Social studies or history – 3%
- English language learners – 2%
- Special education – 2%



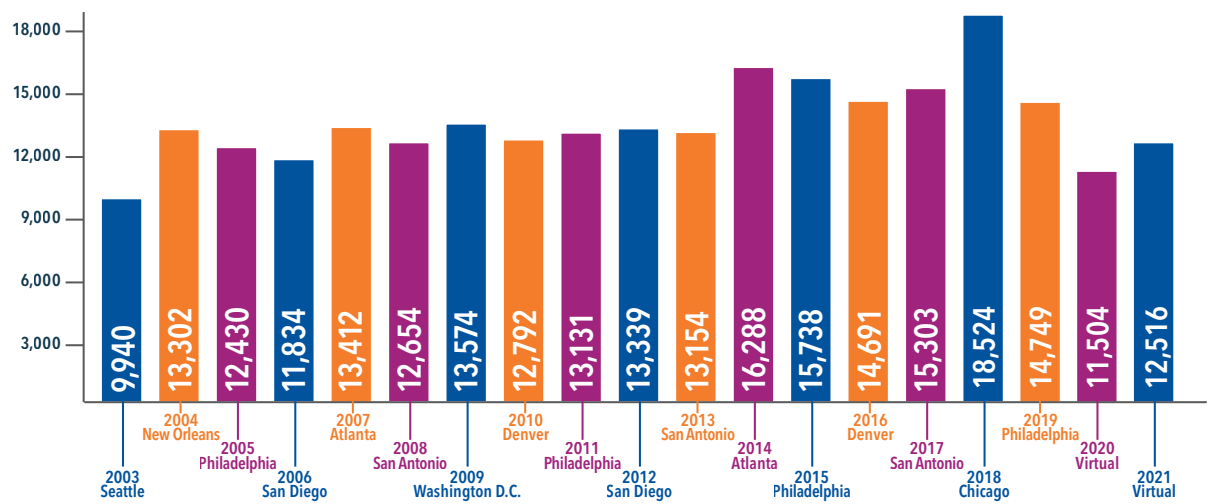
- Recommend – 27%
- Explore/research – 26%
- Pilot/test – 20%
- Decide – 13%
- Purchase – 8%
- None – 6%



- Teacher/faculty (PK-12) – 36%
- Instructional technology coach/director/designer – 16%
- Technology director/coordinator/facilitator/specialist – 12%
- Other – 8%
- Librarian/Media Specialist – 5%
- Curriculum developer/specialist/director – 4%
- Teacher/faculty (higher ed) – 4%
- Principal/headmaster – 3%
- Consultant/trainer – 3%
- C-level executive – 2%
- Assistant, associate or vice principal – 2%
- Department head/chair – 2%
- Superintendent, assistant/deputy superintendent, CEO, CAO – 1%
- Staff developer (PK-12) – 1%
- Student – 1%

Visit [isteconference.org/demographics](https://isteconference.org/demographics) for an expanded set of audience demographics.

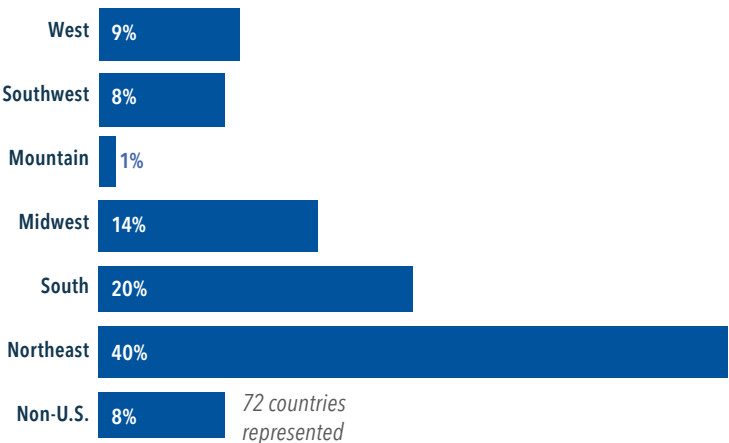
# Attendance Totals



# Geographic Region

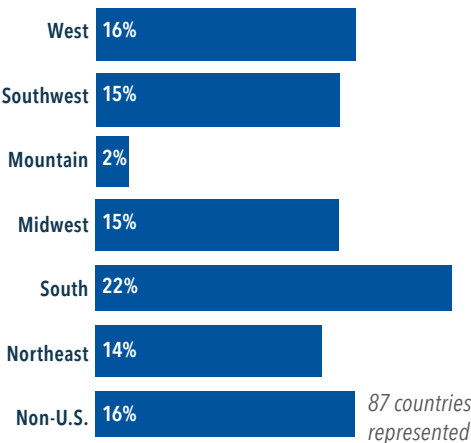
## Most recent in-person conference

Data from ISTE19, held in Philadelphia, Pennsylvania



## Most recent ISTE Live conference (virtual)

Data from ISTE Live 21, held virtually



CONNECT WITH LEADERS FROM AROUND THE GLOBE.

About the audience + expo





# EXPLORE THE WORLD'S LEADING EDTECH EXPO

With overwhelming customer and business-to-business activity, ISTE Live 22 offers an unparalleled global marketplace.

**Connect with  
thousands of edtech  
leaders and industry  
professionals**

EXPO HALL SUMMARY



- Curriculum and instructional tools – 18%
- Classroom technologies – 17%
- E-learning – 15%
- Communication technology; library and media technology; professional development, credentials and continuing education – 5% each
- Administrative and assessment technology; higher education products and services; mobile device learning – 4% each
- Computer hardware; enterprise solutions; remote/cloud computing – 3% each
- Adaptive technology; data management and storage; robotics; wireless and internet infrastructure – 2% each
- Digital convergence; furniture; open-source products and services; printers and peripherals; publishers; virtual reality– 1% each

Exhibitors by Location

Location	Exhibiting Companies	Net Sq. Ft.	Location	Exhibiting Companies	Net Sq. Ft.
Atlanta, 2000	379	122,500	Denver, 2010	456	128,200
Chicago, 2001	449	134,400	Philadelphia, 2011	501	142,300
San Antonio, 2002	426	111,400	San Diego, 2012	503	130,600
Seattle, 2003	365	89,360*	San Antonio, 2013	499	127,300
New Orleans, 2004	450	121,020	Atlanta, 2014	539	136,000
Philadelphia, 2005	512	129,000	Philadelphia, 2015	558	135,800
San Diego, 2006	494	124,800	Denver, 2016	575	136,600
Atlanta, 2007	482	129,100	San Antonio, 2017	564	135,500
San Antonio, 2008	479	134,000	Chicago, 2018	565	141,600
Washington, D.C., 2009	439	125,300	Philadelphia, 2019	564	145,400

\*sq. ft. based on 8'x10' booths

ISTE20 Live and ISTE Live 21 were held virtually with 279 and 211 exhibitors, respectively.

ATTENDEES SPEND AN AVERAGE OF SIX HOURS EXPLORING THE EXPO.



# GO BIG IN THE BIG EASY

with powerful  
engagement  
opportunities  
at ISTE Live 22.







# EXHIBIT WITH US

Exhibitors are valuable contributors to the ISTE global community. Exhibit at ISTE Live 22 for the opportunity to showcase your products and services to a highly targeted market of edtech leaders.

## EXPO HOURS

The ISTE Live 22 Expo opens Monday, June 27, at the Ernest N. Morial Convention Center in New Orleans, Louisiana.

### Monday, June 27

10:45 a.m.–6 p.m.

### Tuesday, June 28

8:30 a.m.–5:30 p.m.

### Wednesday, June 29

8:30 a.m.–3 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.*

**BOOKING AN EXHIBIT SPACE IS YOUR GATEWAY TO REACHING EDTECH DECISION-MAKERS.**

Exhibit space + meeting room rental

# BOOTH RENTAL PRICING AND BENEFITS

## Early Rate

\$4,850 per 10' x 10' booth

Applications and deposits received before  
September 30, 2021

## Standard Rate

\$5,730 per 10' x 10' booth

Application and deposits received after  
September 30, 2021

### 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 conference digital tools 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 24, 1–5 p.m.
- Saturday, June 25, 7:30 a.m.–6:30 p.m.
- Sunday, June 26, 7:30 a.m.–6:30 p.m.
- Monday, June 27, 7:30 a.m.–10 a.m.

*All exhibits shall remain in place until 2:30 p.m. on Wednesday, June 29.*

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





Order through  
May 23\*

# 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.

ROOM OPTIONS	EXHIBITOR PRICING		NON-EXHIBITOR PRICING	
	EARLY RATE Before Mar. 15	STANDARD RATE After Mar. 15	EARLY RATE Before Mar. 15	STANDARD RATE After Mar. 15
Standard room: Full conference (M–W)	\$6,075.00	\$7,150.00	\$8,100.00	\$9,500.00
Standard room: Two days only (M/T or T/W)	\$5,150.00	\$6,065.00	\$6,800.00	\$8,050.00
Deluxe room: Full conference (M–W)	\$7,300.00	\$8,600.00	\$9,700.00	\$11,400.00
Deluxe room: Two days only (M/T or T/W)	\$6,150.00	\$7,125.00	\$8,200.00	\$9,650.00
Premium room: Full conference (M–W)	\$9,700.00	\$11,250.00	\$12,850.00	\$15,175.00
Premium room: Two days only (M/T or T/W)	\$8,200.00	\$9,550.00	\$10,875.00	\$12,875.00

UTILITIES	PRICE**
Wired Internet: 1 drop with up to 4 IPs of shared ISTE network, minimum 3 Mbps of bandwidth	\$1,600.00
Electrical: 1 drop, 5 amp	\$185.00
Electrical: 1 drop, 10 amp	\$230.00
Electrical: 1 drop, 15 amp	\$260.00
Electrical: 1 drop, 20 amp	\$290.00
Electrical: 1 drop, 30 amp	\$310.00

\* Contact us after this date for availability.

\*\*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 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 NextShow Exhibitor Marketplace at nextshow.com.

ENGAGE IN DEEPER DISCUSSIONS IN MEETING SPACES.

Exhibit space + meeting room rental



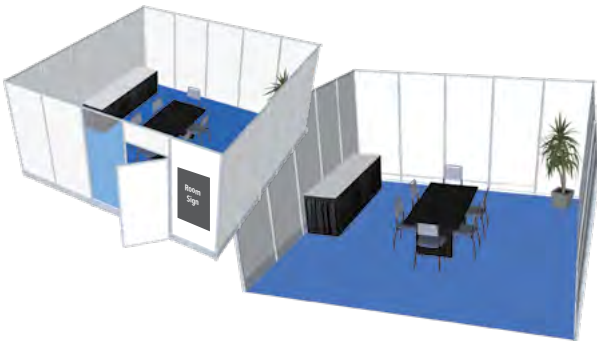
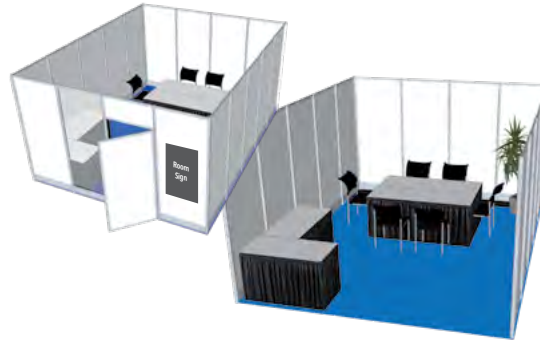
# MEETING SPACE OPTIONS

## 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

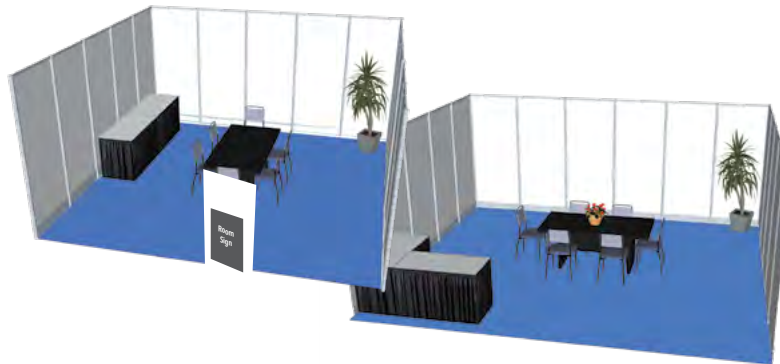
## Premium Room Package

Room size: 6m x 5m (19.5' x 16')

### Amenities

**All standard room amenities, plus:**

- Upgraded seating
- premium conference seating for 6
- Floral centerpiece







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

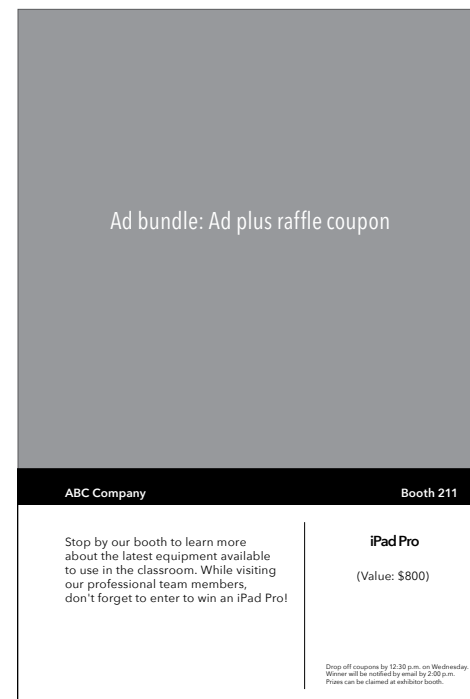
### Expo Hall Raffle Game

- 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" ad 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**

# 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

<i>Expand your hanging messaging impact with high-profile, overhead banners against the front wall of the building facing inside the expo.</i>			
Hanging Banner - 6' x 10' vertical, single sided	Qty. avail	Exhibitors	Non-Exhibitors
	10	\$4,900.00	\$7,350.00

### Free-Standing Signs

<i>Showcase your company in the "Exhibitor Avenue" with floor-supported, large-format signage along the front aisle in the expo hall.</i>			
Meterboard, double sided, inside the expo along the front main aisle	Qty. avail	Exhibitors	Non-Exhibitors
	20	\$2,775.00	\$5,575.00

### Expo Hall Floor Clings

<i>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.</i>			
In prefunction space to expo by entrances to the hall	Qty. avail	Exhibitors	Non-Exhibitors
	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

<i>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.</i>			
Tier 1 package, 1 runner cling and two base clings (bottom and top of escalator)	Qty. avail	Exhibitors	Non-Exhibitors
	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

<i>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.</i>			
<i>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.</i>			
Tier 1 Location	Qty. avail	Exhibitors	Non-Exhibitors
	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!\*

Ask us about bundle pricing on escalator clings

\*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

### Expo Hall Raffle Book Ads

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".

	Qty. avail	Exhibitors	Non- Exhibitors
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

### Mobile App and Virtual Platform

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.

	Qty. avail	Exhibitors	Non- Exhibitors
Mobile app and virtual platform: Banner ad premium position	10	\$2,850.00	\$5,700.00
Mobile app and virtual platform: Banner ad standard position	15	\$2,600.00	\$5,200.00

## Games

### Expo Hall Raffle Game

Experience guaranteed booth traffic—participate in the incredibly popular Expo Hall Raffle Game.

	Qty. avail	Exhibitors	Non- Exhibitors
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

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.

Game participation tile	45	\$750.00	N/A
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### Conference Game

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.

Easter egg	20	\$2,350.00	N/A
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Order by  
April 23 to  
receive an  
early bird  
discount!

# LEVEL UP YOUR ENGAGEMENT

ISTE sponsors and Education Industry Network members are positioned front and center as leaders in the edtech marketplace with our global education audience.

## SPONSORSHIP

In addition to allowing you to market your products and services to a vast audience of edtech decision-makers and influencers, sponsorship opens the door to a host of other year-round marketing and engagement benefits. Sponsors take advantage of our most comprehensive partnership options, which include myriad opportunities to maximize your brand's exposure and leverage deep connections within the edtech marketplace.

ISTE Year-Round Mission Sponsors earn top-level presence at 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. Five conference sponsorship levels are available – mission, platinum, gold, silver and bronze – each with a generous benefits package. If you're interested in learning more about how your organization can be a part of one of the world's most influential edtech events, please contact Ashley McArdle, ISTE Director of Event Sponsorships at [amcardle@iste.org](mailto:amcardle@iste.org).

## ISTE EDUCATION INDUSTRY NETWORK

At ISTE, we're proud to serve a worldwide community of educators and work alongside a diverse group of edtech companies to solve tough problems. Through a collaborative effort with solution providers, we believe we can overcome current challenges and build solid foundations for the future of edtech and education as a whole. This hope led us to create a unique community experience for solution providers – the Education Industry Network. The network provides opportunities to connect and engage with peer leaders from edtech companies around the globe, hear from educators and experts about industry trends, challenges and important strategies, and deepen engagement through special events and conversations to identify and implement solutions that improve the industry's overall success.

To apply to become part of the network and learn more visit [iste.org/companies-and-partners/education-industry-network](https://iste.org/companies-and-partners/education-industry-network)



**EXPAND YOUR REACH AND CREDIBILITY.**

# ENGAGE WITH THE LEADING EDTECH MARKET IN THE WORLD AT ISTE Live 22

## 1 UNPARALLELED OPPORTUNITY

TO REACH THOUSANDS  
OF EDTECH LEADERS  
AND INDUSTRY PROFESSIONALS

### CONTACT US

800.280.6218  
541.346.3537  
[conf-exhibits@iste.org](mailto:conf-exhibits@iste.org)  
[isteconference.org](http://isteconference.org)

