

# SPONSORSHIP OPPORTUNITIES



SPONSORSHIP LEVEL	MISSION	PLATINUM	GOLD	SILVER	BRONZE
	\$177,000	\$98,000	\$63,000	\$32,000	\$17,000

## YEAR-ROUND BENEFITS

### ADVERTISING

Marketing fund for ISTE Live 23 (includes branding opportunities on-site, badging and more)	\$15,000	\$7,500			
Use of email list of ISTE members and/or customers	Two (2) times	One (1) time			

### ENGAGEMENT

Present Spotlight on Solutions webinar (includes one (1) marketing email sent to our customer/member list)	•				
--	---	--	--	--	--

### ACKNOWLEDGMENT

Logo acknowledgment in footer of Empowered Learner newsletters	Twelve (12) times				
Year-round logo acknowledgment on sponsorship homepage on iste.org	•				
ISTE Learning Technology Directory and EdSurge Product Index: Free product registry for sponsors who have not yet joined the list	•	•	•	•	•
For sponsors, this benefit includes expert analysis of current product profiles and tips to make it more searchable and attractive to educators	•	•	•	•	•

## ISTELive 23 CONFERENCE BENEFITS

### ADVERTISING

Social media promotion during ISTE Live 23	•				
Inclusion in the daily emails during ISTE Live 23 (one (1) time)	Feature Story	Banner Ad	Banner Ad	Tile Ad	Tile Ad
Email sent to ISTE Live 23 registration list (one (1) time)	Exclusive	Shared with platinum sponsors	Shared with gold sponsors	Shared with silver sponsors	Shared with bronze sponsors
Access to registration demographic data	•	•	•	•	•
Ad in event digital platform	•	•	•	•	•
Mission level sponsor recognition in ISTE Empowered Learner newsletter	One (1) time				
Use of preconference and post-conference postal list (upon request)	•	•	•	•	•

### ENGAGEMENT

Conference sponsor room at ISTE Live 23	All four (4) days	All four (4) days	All four (4) days	All four (4) days	Single session
Spotlight on Solutions session(s) at ISTE Live 23	Two (2), one-hour sessions	One (1) session	One (1) session		
Dedicated activity in ISTE Live 23 app	•				
Complimentary full conference registrations to ISTE Live 23	Fifteen (15)	Ten (10)	Seven (7)	Four (4)	Two (2)
High-profile public space activation	•				

### ACKNOWLEDGMENT

Recognition during Mainstage sessions	•	•	•	•	•
Acknowledgment in footer of preconference email blasts (one (1) time)	•				
Sponsor recognition on conference website	Home and Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Sponsor recognition in digital conference material	•	•	•	•	•
Company on-site events listed in conference planner, app and website	•	•	•	•	•
Sponsor recognition banner in high-traffic area on-site	•	•	•	•	•
Sponsor recognition on thank you banners at ISTE Live 23 on-site registration area	•	•	•	•	•

# SPONSORSHIP OPPORTUNITIES



## EXPO HALL (IF APPLICABLE)

Exhibit space allowance (\$12,500)	•				
Preferential booth selection consideration for the next conference (based on booth history)	•	•	•	•	•
30% discount on decorator/drayage services	•				
30% discount on labor up to \$15,000 in charges	•				
Coupon position in expo hall raffle	•				
Logo recognition on Monday coffee break signs in expo hall	•	•	•	•	•

## BRANDING OPPORTUNITIES ON-SITE AT ISTE Live 23

ISTE to share branding opportunity details in winter of '23. Please inquire.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES AT ISTE Live 23 (ranging from \$3,000-\$50,000)

ISTE Live 23 Scholarships	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 ISTE Live 23!
Sponsor logo on lanyards	Increase awareness of your company with this high-visibility product. Your company name and logo will be featured on the lanyards attendees wear to display their ISTE Live 23 credentials.
Sponsor logo on volunteer T-shirts	Sponsor the conference volunteer T-shirts and put your company's logo on 500 eye-catching shirts worn by ISTE volunteers.
Sponsor logo on volunteer backpacks	Sponsor the conference volunteer backpacks and keep your brand front of mind. Your company's logo will appear on 500 volunteer backpacks.
ISTE Live Museum	The museum concept is a collaborative showcase and hands-on creativity space where attendees can engage in various maker activities and see examples of projects from fellow attendees.
Leadership Awards Luncheon	The annual Leadership Awards Luncheon at ISTE Live recognizes the recipients of ISTE's annual awards. This event attracts leaders in education in addition to award winners.
Meet the ISTE authors event	Sponsor this social event where up to 150 attendees can connect with authors of ISTE's 100+ titles.
Affiliate Network Summit	ISTE affiliates from all over the world will convene to network and share best practices. Your brand's logo will appear on materials and on a leave-behind.
ISTE Certification Meetup	The annual ISTE Certified Educator Meetup brings together ISTE Certified Educators from all over the country. Your company has the benefit of hosting a 20-minute exclusive presentation, and your logo will appear on a co-branded swag item provided to all attendees.
ISTE membership Social event	This social gathering brings together ISTE members who are attending ISTE Live for food, drinks, networking and fun. In the past, sponsors of this event have benefitted from brief opportunities to address event attendees from the stage.
Premium ISTE membership event	This intimate social gathering brings together ISTE premium members who are attending ISTE Live for an exclusive off-site experience. Premium members are likely to be leaders in their tech teams and/or schools, or in the higher education space.
ISTE Community Leader gift	Help ISTE recognize our year-round volunteers! ISTE Community Leaders are expert educators who give back to the education community by creating professional development and networking opportunities throughout the year. Each year, we show our appreciation to these volunteers with a branded gift. Your logo will be included on the branded gift given to attendees.
Esports	Sponsor esports at ISTE Live 23! Help educators better understand the important role esports plays across educational environments and how students are engaged in learning with esports.

# SPONSORSHIP OPPORTUNITIES



## ADDITIONAL OPPORTUNITIES

ISTE Summer Learning Academy	Sponsor ISTE U's annual online learning program that inspires and trains thousands of educators each summer with courses, webinars, community groups and more. Your logo will appear on the Summer Learning Academy website and in the online program, and you'll have the option to share a short product-focused video with participants.
EdSurge Signature Sponsor landing page	A one month, exclusive, high-visibility ad slot that points to a custom-created landing page with collaboratively created copy and imagery. The landing page can host, but does not include the cost of any custom (sponsored) articles and webinars produced with the EdSurge Studio.

## CONTACT ISTE

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

### Ashley McArdle

Director of Event Sponsorship  
amcardle@iste.org

*Event sponsorships are offered first to 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. • Specific benefits may be changed or become unavailable based on the specific planning for each year's conference. All benefits are delivered within the sponsorship/conference term established in the sponsorship contract. • Attendance numbers, exposure and view estimates for overall attendance, mainstages and other events are based on historical performance and are not a guarantee or prediction of future performance. Benefit packages are nontransferable. Refunds, substitutions or reductions in price for unused benefits will not be made. Each sponsor is welcome to use or not use the deliverables outlined above.