

DISCOVER  
YOUR  
NEXT 

ISTE  
LIVE 23  
JUNE 25-28  
PHILADELPHIA

# Corporate Engagement Opportunities

Exhibit Space

Meeting Rooms

Advertising

Sponsorship

#ISTELive  
[isteconference.org](http://isteconference.org)

# 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 coming to Philadelphia! ISTE Live 23's 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 23 is the place to connect with a vast education audience.

## Ways to Engage at ISTE Live 23

### 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.

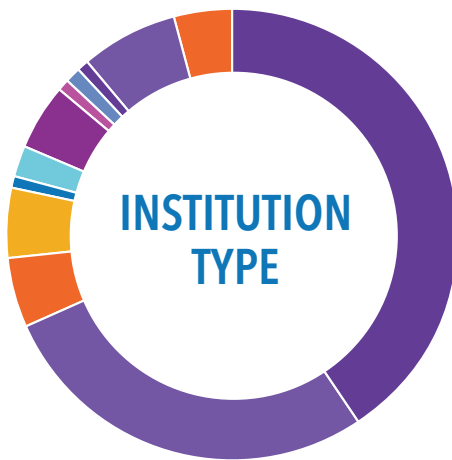
### Become a Sponsor

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.

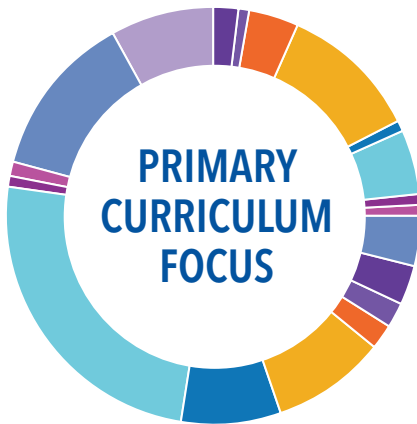


- School - 41%
- District - 28%
- College/University - 5%
- Corporation - 5%
- Government Agency - 1%
- International School - 2%
- Nonprofit Organization - 5%
- Ministry of Ed/National Dept. of Ed - <1%
- State/Provincial Dept. of Ed - 1%
- Service Agency/Regional Center - 1%
- Vendor/Solution Provider - 7%
- Other - 4%

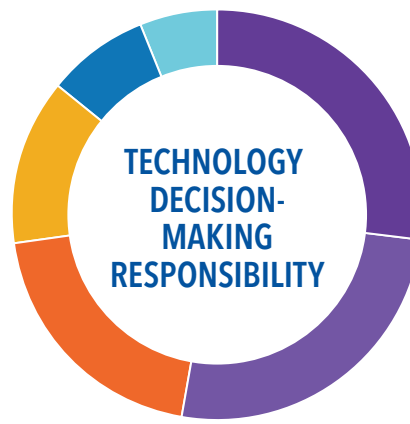
*Unless otherwise noted, the data provided in this brochure is from ISTE Live 22, held in New Orleans and online.*

94% of attendees **make or recommend technology purchases.**

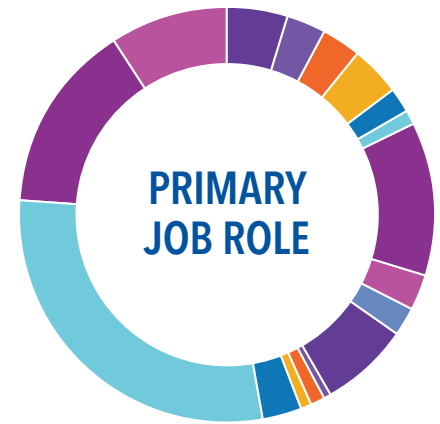
## Audience Profile



- Arts (Performing/Visual) - 2%
- Business/Economics - 1%
- Computer Science - 4%
- Elementary/Multiple Subjects - 11%
- Engineering - <1%
- English Language Arts - 5%
- English Language Learners - 1%
- Health/Physical Education - <1%
- Mathematics - 4%
- Science - 3%
- Social Studies or History - 2%
- Special Education - 2%
- STEM/STEAM - 9%
- Teacher Education - 8%
- Technology Education - 25%
- Vocational - 1%
- World Languages - 1%
- Not Applicable - 13%
- Other - 8%



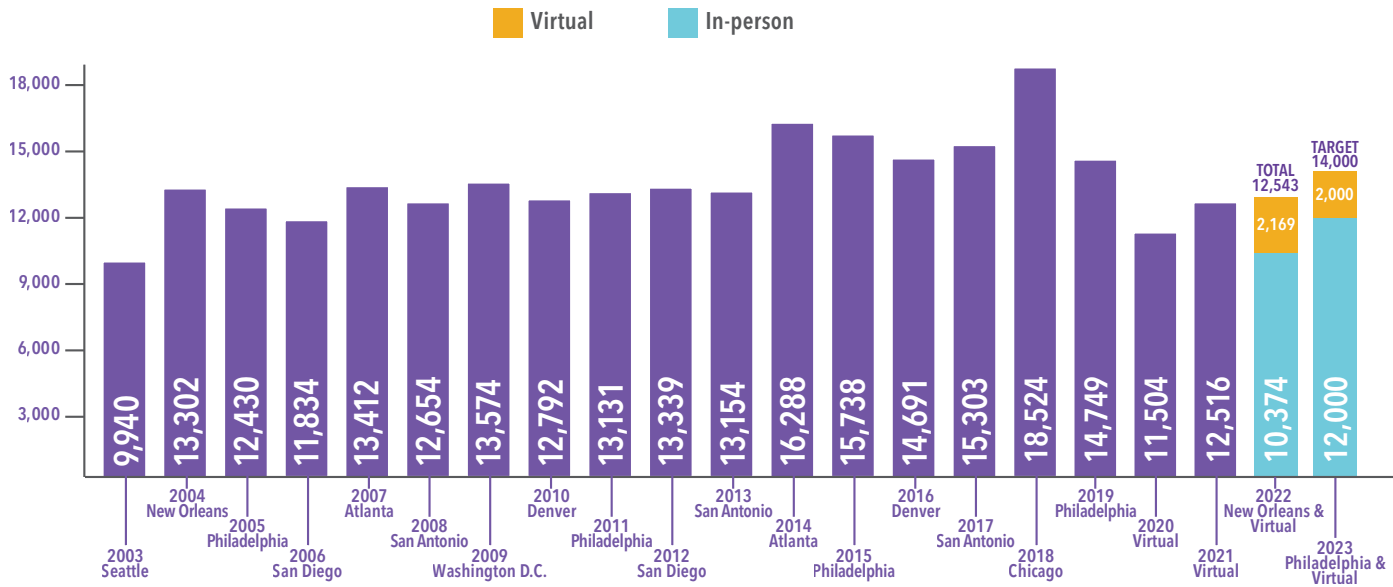
- Recommend - 26%
- Explore/Research - 25%
- Pilot/Test - 20%
- Decide - 13%
- Purchase - 10%
- None - 6%



- C-Level Executive/Senior District Leadership (Asst./Superintendent) - 5%
- Consultant/Trainer - 3%
- Corporate Staff - 3%
- Curriculum Developer/Designer/Director - 4%
- Department Head/Chair - 2%
- Higher Ed Administration/Leader - 1%
- Instructional Tech Coach/Director - 12%
- Librarian/Media Specialist - 3%
- Nonprofit/NGO/Government Staff - 2%
- Principal/Headmaster/Asst. or Vice Principal - 7%
- Retired - <1%
- Staff Developer (PK-12)/Trainer - 1%
- Student - 1%
- Teacher/Faculty (Higher Ed) - 3%
- Teacher/faculty (PK-12) - 29%
- Tech. Director/Coord./Specialist - 15%
- Other - 9%

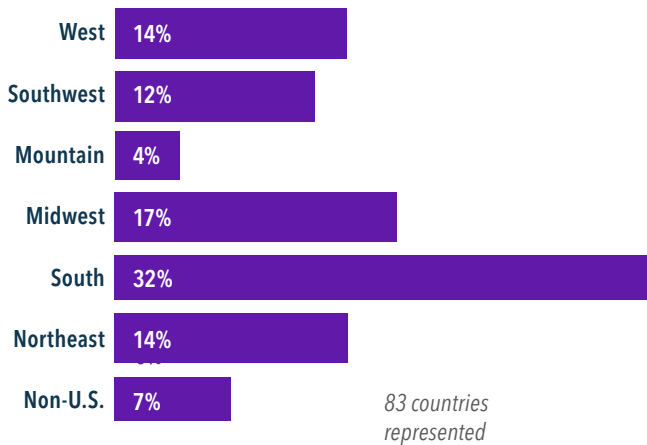
Visit [isteconference.org/demographics](https://isteconference.org/demographics) for an expanded set of audience demographics.

## Attendance Totals

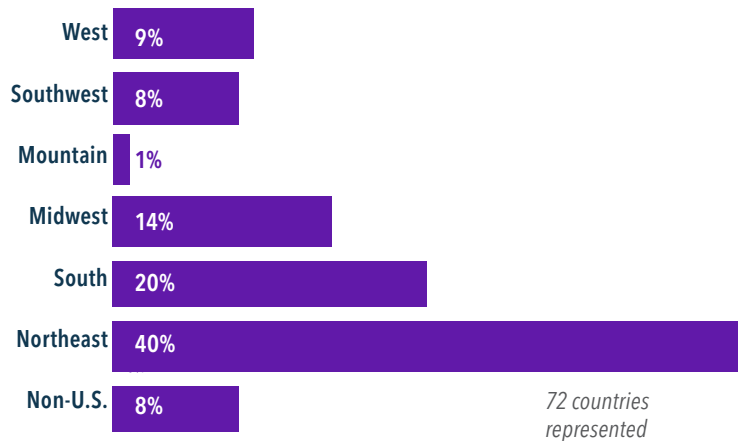


## Geographic Region

Data from ISTE Live 22, held in New Orleans and virtually



Data from ISTE19, held in Philadelphia



Connect with leaders from around the globe.

About the audience + expo



**ISTE  
LIVE 23**

**EXPO HALL**

**EXPO HOURS**

**MONDAY**

9:30 a.m.-5:30 p.m.

Continental breakfast  
in the Expo

9:45-10:15 a.m.

**TUESDAY**

9:30 a.m.

# Explore the World's Leading Edtech Expo

Connect with  
thousands of edtech  
leaders and industry  
professionals

With overwhelming customer and business-to-business activity,  
ISTELive 23 offers an unparalleled global marketplace.

## 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.
New Orleans, 2022	444	108,900	Washington, D.C., 2009	439	125,300
Philadelphia, 2019	564	145,400	San Antonio, 2008	479	134,000
Chicago, 2018	565	141,600	Atlanta, 2007	482	129,100
San Antonio, 2017	564	135,500	San Diego, 2006	494	124,800
Denver, 2016	575	136,600	Philadelphia, 2005	512	129,000
Philadelphia, 2015	558	135,800	New Orleans, 2004	450	121,020
Atlanta, 2014	539	136,000	Seattle, 2003	365	89,360*
San Antonio, 2013	499	127,300	San Antonio, 2002	426	111,400
San Diego, 2012	503	130,600	Chicago, 2001	449	134,400
Philadelphia, 2011	501	142,300	Atlanta, 2000	379	122,500
Denver, 2010	456	128,200			

\*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.

# PHILADELPHIA

A nighttime photograph of the Philadelphia skyline. The central focus is Independence Hall, illuminated in white with a prominent golden clock face. To its left stands the dark, illuminated Comcast Center. To its right is the illuminated, triangular-topped One Liberty Place. The background is filled with other skyscrapers, their windows glowing with light against a twilight sky of deep blue and purple. The overall scene conveys a sense of a vibrant, modern city.

Reach toward the sky with powerful  
engagement opportunities.





# Exhibit With Us

Exhibitors are valuable contributors to the ISTE global community. Exhibit at ISTE Live 23 for the opportunity to showcase your products and services to a highly targeted market of edtech leaders.

## Expo hours

The ISTE Live 23 Expo opens Monday, June 26, at the Pennsylvania Convention Center in Philadelphia, Pennsylvania.

**Monday, June 26**

9:30 a.m.–5:30 p.m.

**Tuesday, June 27**

9:30 a.m.–5:00 p.m.

**Wednesday, June 28**

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.*

Booking an **exhibit space** is your **gateway** to reaching edtech decision-makers.

Exhibit space + meeting room rental

# Booth rental pricing and benefits

## Early Rate

\$5,095 per 10' x 10' booth  
Applications and deposits received before  
August 31, 2022

## Standard Rate

\$6,115 per 10' x 10' booth  
Application and deposits received after  
August 31, 2022

### 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 23, 1-5 p.m.
- Saturday, June 24, 7:30 a.m.-6:30 p.m.
- Sunday, June 25, 7:30 a.m.-6:30 p.m.
- Monday, June 26, 7:30 a.m.-8:30 a.m.

*All exhibits shall remain in place until 2:30 p.m. on Wednesday, June 28.*

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





# Rent Meeting Space

Order through May 22\*

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. 31	STANDARD RATE After Mar. 31	EARLY RATE Before Mar. 31	STANDARD RATE After Mar. 31
Standard room: Full conference (M-W)	\$6,380	\$7,515	\$8,510	\$9,975
Standard room: Two days only (M/T or T/W)	\$5,415	\$6,370	\$7,150	\$8,450
Deluxe room: Full conference (M-W)	\$7,665	\$9,030	\$10,185	\$11,970
Deluxe room: Two days only (M/T or T/W)	\$6,460	\$7,485	\$8,610	\$10,130
Premium room: Full conference (M-W)	\$10,175	\$11,815	\$13,500	\$15,925
Premium room: Two days only (M/T or T/W)	\$8,610	\$10,030	\$11,415	\$13,460

UTILITIES	PRICE**
Wired Internet: 1 drop with up to 4 IPs of shared ISTE network, minimum 3 Mbps of bandwidth	\$1,600
Electrical: 1 drop, 5 amp	\$185
Electrical: 1 drop, 10 amp	\$225
Electrical: 1 drop, 20 amp	\$290

\* 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.

Engage in deeper discussions in meeting spaces.

Exhibit space + meeting room rental

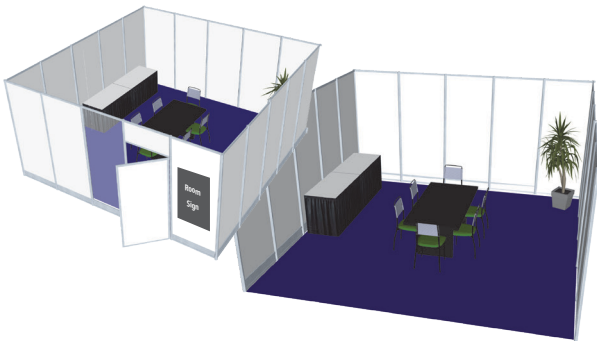
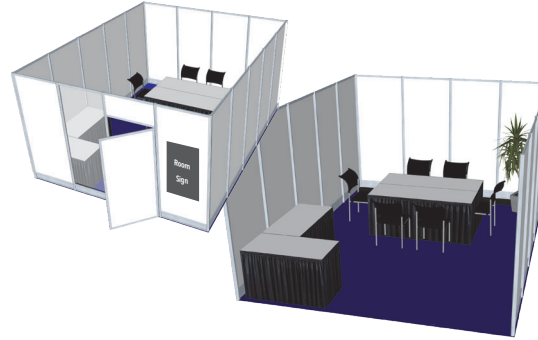
# Meeting space options

## 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



## Deluxe Room Package

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

### Amenities

All standard room amenities, plus:

- Upgraded seating amenities (deluxe conference seating for 6)

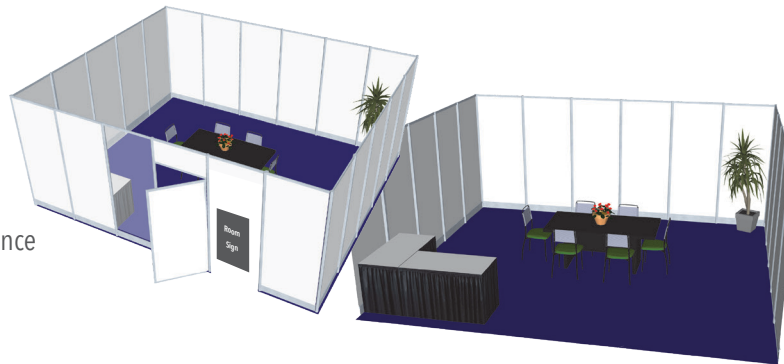
## Premium Room Package

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

### Amenities

All standard room amenities, plus:

- Upgraded seating amenities (premium conference seating for 6)
- Floral centerpiece



*Images are approximations. Colors and furnishings may vary from what is pictured.*



# 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 activation space
- Photo op wall cling **NEW!**
- Directional map branding **NEW!**
- Digital billboards and kiosks **NEW!**

### Print Advertising

- Display ads in the Raffle Coupon Book

### Expo Hall Raffle Game

- Raffle position in the in-person expo raffle game

### Mobile App Opportunities

- Mobile app banners

Thousands of reasons to advertise

High profile public activation space opportunities

New cling and digital branding options available!

**MAXIMIZE YOUR PRESENCE.**

Advertising opportunities

## Facility messaging

### Banners

- Available in 6' x 12' vertical orientation.
- Single-sided overhead banners against the front wall of the building facing inside the expo.

### Free-Standing Signs

- Signs measure 37.75" x 78.5".
- Double-sided meterboard inside the expo along the front main aisle.

### 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 Activation Space

- 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, move-in/dismantle costs and logistics.

Participate in these  
high-profile activation  
space opportunities

Ask us about  
bundle pricing  
on special  
options



## New facility messaging

### Photo Wall Op Messaging

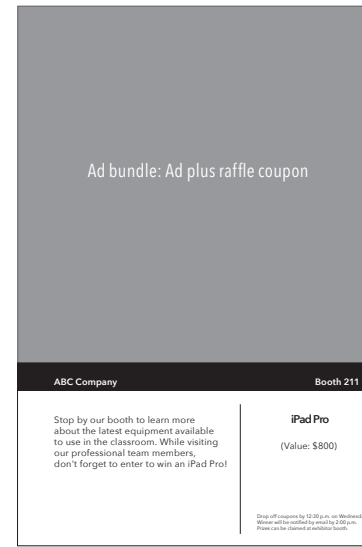
- Create some social buzz by designing a photo op wall cling as part of your branding campaign.
- Wall clings are 4'x5' and will appear in high traffic areas as attendees move about the conference.

### Directional Map Branding

- Help attendees find their way and showcase your company with exclusive logo recognition on a 4'x5' directional map floor cling.
- Clings are placed at key way-finding points throughout the building.
- Premium and standard locations available.

### Digital Billboard and Kiosks

- Make a splash and appear on the "big screen" or on free-standing kiosks placed throughout the entire facility.
- The digital billboard is located in the Broad Street Atrium, adjacent to exciting program content, and will feature 10-second video spots (no sound) as part of a regular rotation combined with ISTE Live messaging.
- A total of 18 free-standing signs will be placed in high-traffic public space locations.
- Choose between a 4-second still image or 8-second animated GIF (no sound) to appear on all kiosks in rotation.



## Print advertising

- 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.

## 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.

Make an **impression.**

## Mobile app opportunities

### Mobile App Banners

- Reach participants with a rotating banner ad in high-profile locations throughout the mobile app.
- Choose between premium and standard positions.
- Positions are limited to maintain maximum value.



### Deadline Reminders

	Ongoing	5/1/23	5/5/23	5/15/23
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	
Mobile App	order and creative accepted			
Digital Billboards and Kiosks			order deadline	creative due

*All payments due no later than May 31, 2023. Ads cannot be canceled. No refunds will be issued.*



*ISTELive 23 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 12' vertical, single sided	10	\$7,450	\$14,900

### 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	\$2,400	\$4,800

### 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 C, D and E). 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	\$1,575	\$3,150
Bundle 01 - 5 clings, 2 outside expo/3 inside expo	4	\$4,215	N/A
Bundle 02 - 5 clings, all inside expo	5	\$3,540	N/A
Front main aisle, inside expo	1/aisle	\$1,260	N/A
Cross-aisle, inside expo	1/aisle	\$1,050	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)	5	\$16,350	\$32,700
Tier 2 package: 1 runner cling and two base clings (bottom and top of escalator)	3	\$12,225	\$24,450
Floor cling upgrade: Add two additional floor clings to complete the package*	8	\$3,150	N/A

\*Purchase of either Tier 1 or Tier 2 package required for this option.

### Public Activation Space

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	1	\$32,000	N/A
Tier 2 Location	2	\$26,000	N/A

### NEW! Photo Op Wall Cling

Create some social buzz by designing a photo op wall cling as part of your branding campaign. Wall clings are 4'x5' and will appear in high traffic areas as attendees move about the conference.

	Qty. avail	Exhibitors	Non-Exhibitors
Photo op: Wall cling in public space, 4'x5' landscape	5	\$5,100	N/A

### NEW! Directional Map Branding

Help attendees find their way and showcase your company with exclusive logo recognition on a 4'x5' directional map floor cling. Clings are placed at key way-finding points throughout the building.

	Qty. avail	Exhibitors	Non-Exhibitors
Map floor cling: Logo recognition on wayfinding map; Premium Location	3	\$2,600	N/A
Map floor cling: Logo recognition on wayfinding map; Standard Location	5	\$1,300	N/A

### NEW! Digital Billboard and Kiosks

Appear on the "big screen" and on all 18 digital kiosks placed throughout the entire facility. Video, stills and GIF options available.

	Qty. avail	Exhibitors	Non-Exhibitors
Digital kiosk: Still image on 18 kiosks, 4 second spot	3	\$3,950	N/A
Digital kiosk: Animated GIF (no sound) on 18 kiosks, 8 second spot	3	\$7,505	N/A
Digital billboard: Video (no sound): 10 seconds; Broad St. Atrium	5	\$4,250	N/A

## 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 back cover	1	\$4,488.75	\$8,977.50
Cover position advertisement, inside front cover	1	\$5,407.50	\$10,815
Cover position advertisement, outside back cover	1	\$5,407.50	\$10,815
Premium position full page advertisement, within first 6 pages	4	\$3,307.50	\$6,615
Standard position full page advertisement	6	\$1,942.50	\$3,885

### Games

#### Expo Hall Raffle Game

Experience guaranteed booth traffic by participating in the popular Expo Hall Raffle Game.

Bundle option - game participation coupon plus advertisement	8	\$3,950	N/A
Game participation coupon insert	45	\$975	N/A

### Mobile App Opportunities

#### Mobile App Banners

Place rotating banner ads on the headers of high-profile menus in the mobile app.

Mobile app: Banner ad premium position	10	\$2,900	\$5,800
Mobile app: Banner ad standard position	15	\$2,600	\$5,200



**Order by March 31 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 23

**ISTE**  
**LIVE 23**  
JUNE 25-28  
PHILADELPHIA



## 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)

