The ISTE Conference & Expo draws key decision-makers and influencers from across the globe, looking to explore the latest innovations in edtech.

Data from ISTELive 23, held in Philadelphia, Pennsylvania and online.

93% of attendees decide on or recommend technology purchases.
Meet your Audience

**Institution Type**
- School: 40%
- District: 25%
- College/University: 5%
- Corporation: 6%
- Government Agency: 2%
- International School: 2%
- Non-profit Organization: 6%
- Ministry of Ed./Natl. Dept. of Ed.: <1%
- State/Provincial Dept. of Ed.: 1%
- Service Agency/Regional Center: 1%
- Vendor/Solution Provider: 8%
- Other: 4%

**Job Role**
- C-Level Executive/Senior District Leadership (Asst./Superintendent): 6%
- Consultant/Trainer: 4%
- Corporate Staff: 4%
- Curriculum Developer/Designer/Director: 4%
- Department Head/Chair: 2%
- Higher Ed Administration/Leader: 1%
- Instructional Tech Coach/Director: <1%
- Librarian/Media Specialist: 4%
- Nonprofit/NGO/Government Staff: 3%
- Principal/Headmaster/Asst. or Vice Principal: 5%
- Retired: <1%
- Staff Developer (PK-12)/Trainer: 1%
- Student: 2%
- Teacher/Faculty (Higher Ed): 3%
- Teacher/Faculty (PK-12): 26%
- Tech. Director/Coord./Specialist: 15%
- Other: 10%

**Technology Decision-Making**
- Recommend: 26%
- Explore/Research: 25%
- Pilot/Test: 19%
- Decide: 13%
- Purchase: 9%
- None: 7%

**Professional Development Decision-Making**
- Decide: 22%
- Purchase: 5%
- Recommend/Research: 54%
- None: 19%

**Primary Curriculum Focus**
- Arts (Performing/Visual): 1%
- Business/Economics: 1%
- Computer Science: 5%
- Elementary/Multiple Subjects: 10%
- 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: 11%
- Teacher Education: 7%
- Technology Education: 22%
- Vocational: 1%
- World Languages: 1%
- Not Applicable: 14%
- Other: 8%

**District Size**
- 30,000+ Student Enrollment: 24%
- 10,000–29,999 Student Enrollment: 20%
- 2,500–9,999 Student Enrollment: 23%
- 0–2,499 Student Enrollment: 28%
- Not Applicable: <5%
- Other: <1%

**Geographic area of School/District**
- Urban: 72%
- Rural: 28%

**Grade Level**
- PK-2: 5%
- 3-5: 7%
- PK-5: 15%
- 6-8: 15%
- 6-12: 5%
- 9-12: 21%
- PK-12: 16%
- Community College/University: 10%
- Not Applicable: 5%

**Recommend/Research**
- Recommend: 26%
- Explore/Research: 25%
- Pilot/Test: 19%
- Decide: 13%
- Purchase: 9%
- None: 7%