



SPONSORSHIP

opportunities



Become an ISTE Live 25 + ASCD Annual 25 Conference sponsor to connect your brand with thousands of educators, leaders, and key decision-makers from around the globe.

Target Attendance: 17,000

ISTE Live 25	+	ASCD Annual 25	+	Virtual
12,000		4,000		1,000

**ON-SITE
ENGAGEMENT
OPTIONS!**

See page 5.

Top 5 Job Roles from ISTE Audience:

1. Teacher/Faculty (PK-12)
2. Tech Director/Coordinator/Specialist
3. Instructional Tech Coach/Director
4. Principal/Headmaster/Asst. or Vice Principal
5. Curriculum Developer/Designer/Director

Top 5 Job Roles from ASCD Audience:

1. Principal/Headmaster/Asst. or Vice Principal
2. Teacher/Faculty (PK-12)
3. Curriculum Developer/Designer/Director
4. C-Level Executive/Senior District Leadership (Asst./Superintendent)
5. Consultant/Trainer



Co-located events powered by ISTE+ASCD.

June 29–July 2 | San Antonio, Texas

CONTACT US

For additional information about engagement opportunities, please contact sponsorship@iste.org and visit iste.org/sponsorship-advertising

Conference Tiered Sponsorship Levels	Mission	Gold	Silver	Bronze
	\$177,000	\$63,000	\$38,000	\$18,000

TIERED SPONSORSHIP OPPORTUNITIES: CONFERENCE BENEFITS

ENGAGEMENT	Mission	Gold	Silver	Bronze
Sponsor session room at conference.	Location priority and largest room in the convention center for all four conference days.	Location priority and large room in the convention center for all four conference days.	Large room at an adjoining hotel to the convention center for all four conference days.	One session in a content room in the convention center.
NEW! A speaking opportunity on the Trailblazer Stage in the Solutions Hub expo hall.	One slot	One slot		
Personalized preplanning spring site visit to San Antonio Convention Center.	In-person tour and meeting, plus two hotel rooms for one night.	In-person tour and meeting, plus two hotel rooms for one night.	In-person tour and meeting plus, two hotel rooms for one night.	
Complimentary full conference registrations.	15	7	4	2
Complimentary staff/exhibit badges.	35	12	6	3
Interactive public activation space in a high-traffic area.	One, 10x20 space for four days.			
Complimentary invitations to the Solutions Summit.	2	1		

ADVERTISING	Mission	Gold	Silver	Bronze
Marketing fund to use on-site; includes corporate advertising opportunities, badging, and more.	\$15,000			
NEW! Opportunity for one, 15-second video to be played during one Mainstage session (video content to be mutually agreed upon).	•			
NEW! Dedicated slide shown during a Mainstage walk-in loop highlighting your Spotlight on Solutions session.	•			
NEW! Preview Guide: Inclusion in the pre-event guide sent to all registered attendees.	Two-page ad	One-page ad	Logo	Logo
Use of preconference and post-conference postal list (upon request).	•	•	•	•
One email sent to the conference registration list (one time).	Exclusive	Shared with gold sponsors	Shared with silver sponsors	Shared with bronze sponsors
Inclusion in one "Daily Dose" email sent to all registered attendees during the four conference days.	Featured story	Banner ad	Tile ad	Logo
Social media promotion during conference.	•			
Sponsor logo recognition on "Monday Coffee Break" signage in the Solutions Hub expo hall.	•	•	•	•
One banner ad in event mobile app.	•	•	•	•
Post-conference sponsorship report.	•	•	•	•

Conference Tiered Sponsorship Levels	Mission	Gold	Silver	Bronze
	\$177,000	\$63,000	\$38,000	\$18,000

TIERED SPONSORSHIP OPPORTUNITIES: CONFERENCE BENEFITS

ACKNOWLEDGMENT	Mission	Gold	Silver	Bronze
Sponsor recognition during three Mainstage sessions.	•	•	•	•
Sponsor acknowledgment in footer of preconference email blasts.	One time			
Sponsor recognition on conference website.	Home page and sponsor page	Sponsor page	Sponsor page	Sponsor page
Dedicated sponsor social activities listed in at-a-glance schedule on conference websites.	•	•	•	•
Sponsor logo recognition in the mobile app during the conference.	•	•	•	•
Sponsor logo recognition on thank you banners in a high-traffic area on-site at the conference.	•	•	•	•
Sponsor recognition on banners in a general public space on-site at the conference (banner size dependent on tier level).	Dedicated	Shared	Shared	Shared
Conference sessions listed in conference program search on websites, with dedicated sponsor filter.	•	•	•	•

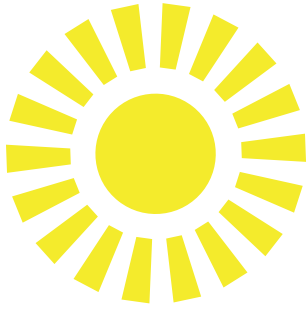
SOLUTIONS HUB EXPO HALL BENEFITS (IF EXHIBITING)	Mission	Gold	Silver	Bronze
Exhibit space allowance (booth space or meeting room rental only).	\$12,500	\$6,250		
Preferential booth selection consideration for the next conference (based on various data points).	•	•	•	•
30% discount on decorator/drayage services.	•			
30% discount on labor, up to \$15,000 in charges.	•			
Capture significant leads with a coupon included in the Solutions Hub expo hall raffle booklet.	•	•		

Conference Tiered Sponsorship Levels	Mission	Gold	Silver	Bronze
	\$177,000	\$63,000	\$38,000	\$18,000

TIERED SPONSORSHIP OPPORTUNITIES: YEAR-ROUND BENEFITS

ENGAGEMENT	Mission	Gold	Silver	Bronze
Use of ASCD+ISTE member email lists.	Two times			
Spotlight on Solutions webinar (includes one promotional email sent to ASCD+ISTE members).	•			

ACKNOWLEDGMENT	Mission	Gold	Silver	Bronze
Year-round logo acknowledgment on sponsor homepage on iste.org.	•			
Logo included in footer of <i>Empowered Learner</i> e-newsletters.	Monthly, 12 times			
Mission-level sponsor recognition in <i>Empowered Learner</i> e-newsletters.	One time			
NEW! Logo included in footer of <i>ASCD Express</i> biweekly e-newsletter.	Monthly, 12 times			
NEW! Mission-level sponsor recognition in <i>ASCD Express</i> biweekly e-newsletter.	One time			
NEW! EdTech Index Premium Profile: Benefits include lead generation, an analytics dashboard, and various featured placements.	An annual subscription for one product (\$999 value).	25% off an annual subscription for one product (\$250 value).	25% off an annual subscription for one product (\$250 value).	



ON-SITE ENGAGEMENT OPTIONS

Various on-site opportunities will be announced in the winter of '25. Check the conference website for the latest opportunities at conference.iste.org.

Opportunities Available

Public space activations, customized stair and escalator clings, on-site print and digital ads, banner ads in the conference mobile app, *and more!*

ADDITIONAL SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	DESCRIPTION	OPPORTUNITY STARTS AT:	KEY AUDIENCE
ASCD Annual 25 + ISTE Live 25 scholarships.	Help educators from historically underrepresented backgrounds and under-resourced schools attend ISTE Live 25 and ASCD Annual 25 for the first time. Support educators who would otherwise not be able to attend.	Sponsor 10 educators for \$3,000; 20 educators for \$6,000; or 30 educators for \$9,000.	16,000+ ASCD Annual + ISTE Live attendees.
NEW! ASCD Annual 25 + ISTE Live 25 Opening Reception	Sunday's Opening Reception is open to all conference attendees and is an exciting kick-off celebration, right after the Opening Mainstage! Sponsor this event to put your brand front and center with our large, eager audience as they enjoy a buffet.	\$10,000	16,000+ ASCD Annual + ISTE Live attendees.
NEW! Lunch break in the Solutions Hub expo hall.	This afternoon event held Monday and Tuesday in the massive expo hall (open to all attendees) will feature bites and sips. Host this event to connect with thousands of edtech decision-makers through branding on signage and in the program.	\$10,000	16,000+ ASCD Annual + ISTE Live attendees.
NEW! Interactive food station at your booth in the Solutions Hub expo hall.	Bring attendees right to your booth by hosting a dynamic food station during the lunch break Monday and Tuesday in the expo hall (open to all attendees). Your brand will be in the spotlight, and featured on a printed map of the expo hall.	\$20,000	16,000+ ASCD Annual + ISTE Live attendees.
Sponsor logo on ASCD Annual 25 + ISTE Live 25 volunteer T-shirts.	Put your company's logo on the T-shirts worn by all ASCD+ISTE volunteers each day of the conference.	\$10,000	750+ ASCD Annual + ISTE Live attendees.
*Esports event.	Sponsor esports programming to help more educators understand the role of esports and how it can engage students in learning.	\$25,000	16,000+ ASCD Annual + ISTE Live attendees.
*Sponsor logo on ASCD Annual 25 + ISTE Live 25 lanyards.	Your company logo featured on attendee lanyards. This is a great way to increase awareness and show your support on a high-visibility product.	\$30,000	16,000+ ASCD Annual + ISTE Live attendees.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

OPPORTUNITY	DESCRIPTION	OPPORTUNITY STARTS AT:	KEY AUDIENCE
*Leadership Exchange	Sponsor the Leadership Exchange where education leaders from around the world connect to focus on challenges unique to school system administrators.	Tiered levels start at \$5,000.	300+ district leaders and purchasers.
*Solutions Summit	Elevate your thought leadership and impact, and network with leading edtech innovators, by sponsoring ISTE's Solutions Summit.	Tiered levels start at \$5,000.	300+ edtech executives, product leaders, experts, investors, policymakers.
NEW! Bringing History & Civics to Life: San Antonio, The History Walk	A guided walking tour of historic San Antonio sites by the authors of <i>Bring History & Civics to Life</i> . Sponsorship includes a 3-minute speaking opportunity and your company logo on event swag.	\$5,000	50–75 educators who want to harness the power of edtech to bring history to life for their students.
NEW! Meet the Authors Event	Sponsor this invitation-only joint happy hour for ASCD authors, ISTE authors, and faculty. This networking event recognizes more than 100 authors of bestselling ISTE and ASCD books.	\$10,000	200 ISTE authors, ASCD authors, K–12 teachers, instructional and edtech coaches, campus leadership, district leadership, higher ed educators, instructional leaders.
ASCD+ISTE Member Reception	This social gathering brings together ASCD+ISTE members who are attending the conference for food, drinks, networking, and fun. You'll have a 3-minute speaking opportunity and will be acknowledged in remarks and slides.	\$10,000	300+ K–12 teachers, instructional and edtech coaches, campus leadership, district leadership, higher ed educators, instructional leaders.
ISTE Certification Meet-Up	The annual ISTE Certified Educator Meet-Up brings together ISTE Certified Educators from all over the country. Your company can host an exclusive 20-minute presentation, and your logo will appear on a co-branded swag item provided to all attendees.	\$20,000	250 ISTE Certified Educators from around the country.
NEW! Happy hour in the Decision-Maker's Lounge.	This invitation-only social hour on Monday evening will be an intimate happy hour for district leaders and purchasers. Sponsor this new event to be center stage with key decision-makers.	Tiered levels start at \$20,000.	200+ district leaders and purchasers.
NEW! ASCD Annual 25 + ISTE Live 25 Awards Luncheon and year-long program.	Make an impact by recognizing our education award winners throughout the year and at the Leadership Awards Luncheon. The plated lunch celebrates the year's winners and past winners, and attracts leaders, movers, and shakers in education. You'll have a 3-minute speaking opportunity and will be acknowledged in remarks and slides at the luncheon, and multiple touchpoints with ISTE+ASCD members throughout the year.	\$25,000	300+ VIPs, influencers, K–12 teachers, instructional and edtech coaches, campus leadership, district leadership, state leadership, education organization founders, education leaders.

TERMS AND CONDITIONS

*Conference opportunities and sponsorships are offered first to our Year-Round Mission Sponsors and previous conference sponsors.

This fact sheet is informational 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.