Corporate *Engagement* Opportunities

- Exhibit Space
- Meeting Rooms
- Advertising
- Sponsorship & Membership

ISTE LIVE 25

Co-located events powered by ISTE+ASCD.
June 29–July 2 | San Antonio, Texas

2025 ascd ANNUAL

isteconference.org   #ISTELive | ascd.org/ascdannual   #ASCDAnnual

BOLD VISION.
BROAD GLOBAL AUDIENCE.

ISTE+ASCD is a nonprofit education organization that combines technology-driven innovation with resources on transformative pedagogical practices to shape the future of education.

At the heart of ISTE+ASCD is a vibrant community of educators serving in a wide variety of roles and institutions, but joined by a shared goal of creating amazing learning experiences for all students. We convene and collaborate with education industry leaders with a passion for improving the quality of edtech products in support of effective learning. We leverage our expansive conference expo hall, influential product certifications, member feedback, and online EdTech Index to highlight solutions that best meet the urgent needs of educators and learners.

The expo for ISTELive and the ASCD Annual Conference will be a blended experience, shared across both events in San Antonio, Texas. This will allow companies to most efficiently capture maximum value of the combined audiences within a single exhibiting experience. ISTELive 25 and ASCD Annual 25's content provides customized, flexible, relevant professional learning to thousands of global educators and leaders who are reimagining education and creating innovative learning environments. ISTELive 25 and ASCD Annual 25 are where you can connect with a vast education audience.

Ways to Engage at ISTELive 25 and ASCD Annual 25

Exhibit

Booking an exhibit space is your gateway to reaching this highly targeted market of educators looking to improve methodologies and integrate technology to advance student learning outcomes. Join us in San Antonio to showcase your products and services.

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.

Become a Sponsor

In addition to allowing you to market your products and services to a vast audience of educators and edtech decision-makers, 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 and curriculum marketplaces. Email us at sponsorship@iste.org for more information.

Meet Your ISTE Audience

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

Institution Type
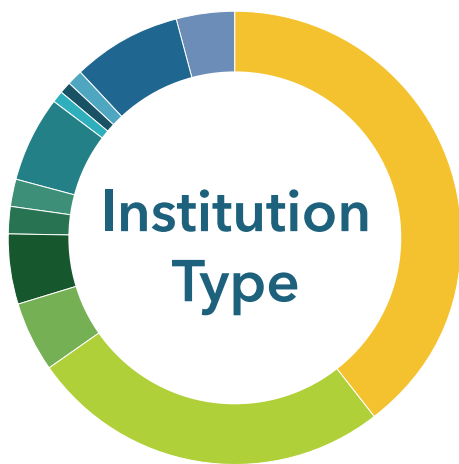
|	
School	40%
District	26%
College/University	5%
Corporation	5%
Government Agency	2%
International School	2%
Nonprofit Organization	6%
Ministry of Ed./Natl. Dept. of Ed.	<1%
State/Provincial Dept. of Ed.	1%
Service Agency/Regional Center	1%
Vendor/Solution Provider	8%
Other	4%

17,000 attendees expected at ISTELive 25 and ASCD Annual 25

12,858 educators and decision-makers attended ISTELive 24

Unless otherwise noted, the data provided in this brochure is from ISTELive 24, held in Denver, Colorado, and online, and is representative of expected audience demographics at ISTELive 25 and ASCD Annual 25 in San Antonio.

94% of attendees decide on or recommend technology purchases.

ISTE Audience Profile

Primary Curriculum Focus
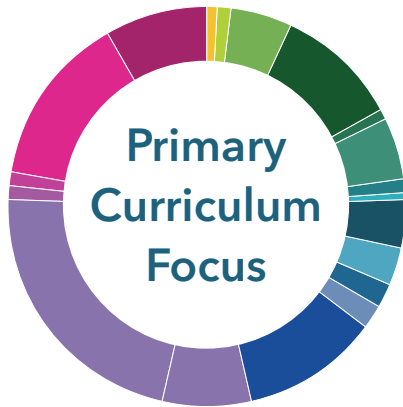
- Arts (Performing/Visual) – 1%
- Business/Economics – 1%
- Computer Science – 5%
- Elementary/Multiple Subjects – 10%
- Engineering – <1%
- English Language Arts – 5%
- English Language Learners – 1%
- Health/Physical Education – <1%
- Mathematics – 4%
- Science – 3%
- Social Studies or History – 2%
- Special Education – 2%
- STEM/STEAM – 11%
- Teacher Education – 7%
- Technology Education – 22%
- Vocational – 1%
- World Languages – 1%
- Not Applicable – 14%
- Other – 8%

Technology Decision-Making

- Recommend – 26%
- Explore/research – 25%
- Pilot/test – 19%
- Decide – 13%
- Purchase – 9%
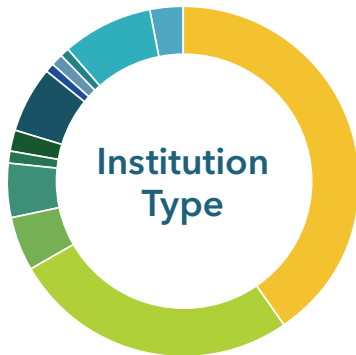- None – 7%

Job Role

- C-Level Executive/Senior District Leadership (Asst./Superintendent) – 6%
- Consultant/Trainer – 16%
- Corporate Staff – 4%
- Curriculum Developer/Designer/Director – 4%
- Department Head/Chair – 2%
- Higher Ed Administration/Leader – 1%
- Instructional Tech Coach/Director – 11%
- 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%

Visit **isteconference.org/demographics** for an expanded set of audience demographics.

Meet Your ASCD Audience

The ASCD Annual Conference reaches a targeted group of dedicated and experienced educators, practitioners, and administrators involved in every aspect of education.

Institution Type

- School – 40%
- District – 26%
- College/University – 5%
- Corporation – 5%
- Government Agency – 1%
- International School – 2%
- Nonprofit 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 – 3%

4,953 educators and decision-makers attended ASCD Annual 24

Primary 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 – 11%
- 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 – 1%
- Teacher/Faculty (Higher Ed) – 3%
- Teacher/Faculty (PK-12) – 26%
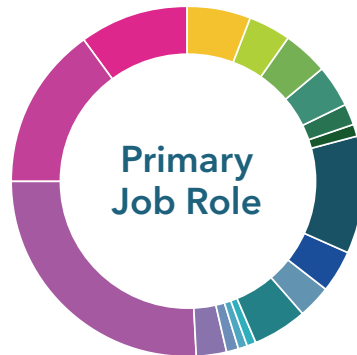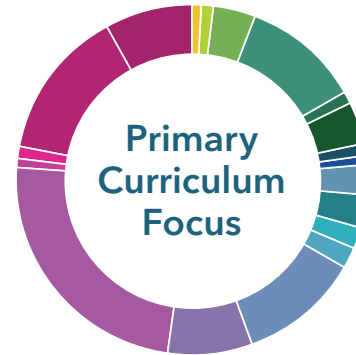- Tech. Director/Coord./Specialist – 15%
- Other – 10%

Primary Curriculum Focus

- Arts (Performing/Visual) – 1%
- Business/Economics – 1%
- Computer Science – 4%
- Elementary/Multiple Subjects – 11%
- Engineering – 1%
- English Language Arts – 4%
- English Language Learners – 1%
- Health/Physical Education – <1%
- Mathematics – 3%
- Science – 3%
- Social Studies or History – 2%
- Special Education – 2%
- STEM/STEAM – 11%
- Teacher Education – 8%
- Technology Education – 24%
- Vocational – 1%
- World Languages – 1%
- Not Applicable – 14%
- Other – 8%

About the audience + expo

Connect with leaders from around the globe.

VENTURE INTO THE ••• SOLUTIONS HUB

Explore the New Blended Expo Hall

Booking an exhibit space is your gateway to reaching an influential community of education decision-makers in this unparalleled global marketplace.

Connect with thousands of edtech and instructional leaders

ISTE PRODUCT & SERVICES CATEGORIES

- Administrative Technology – 2%
- AR/VR/XR – 3%
- Artificial Intelligence (AI) – 2%
- Assessment Technologies – 3%
- Assistive Technologies – 2%
- Cloud Computing – 1%
- Communication Technologies – 3%
- Computer Hardware – 5%
- Continuing Education and Credentials – 1%
- Curriculum and Instructional Tools – 19%
- Data Management and Storage – 2%
- E-Learning – 12%
- Enterprise Solutions – 4%
- Furniture – 1%
- Higher Education Products and Services – 9%
- Instructional Technologies – 10%
- Library and Media Technology – 6%
- Managed Print Services, Printers and Peripherals – 1%
- Mobile Device Management – 2%
- Open-Source Products and Services – 1%
- Professional Development, Conference and Workshops – 2%
- Publishers – 1%
- Robotics – 4%
- Wireless and Internet Infrastructure – 1%

ASCD PRODUCT & SERVICES CATEGORIES

- Administrative Technology – 6%
- Arts in Education – 1%
- Assessment & Evaluation – 17%
- At Risk Youth – 2%
- Character Education – 6%
- Classroom Management – 8%
- College & Career Readiness – 17%
- Common Core – 3%
- Communication Technology – 5%
- Computer Hardware/Software – 2%
- Curriculum Development Resources & Materials – 36%
- E-Learning – 13%
- Educational Administration – 8%
- Elementary Education – 23%
- ESL & Bilingual Education – 8%
- Fundraising Programs – 1%
- Furniture & Equipment – 1%
- Hands-On, STEAM Learning – 10%
- Health & Physical Education – 2%
- Higher Education – 9%
- Humanities & Social Sciences – 6%
- Instructional Materials & Devices – 18%
- Mathematics & Science – 12%
- Middle Schools – 8%
- Multimedia Technology/Projection Devices – 1%
- Professional Development – 36%
- Reading, Writing & Language Arts – 15%
- School Safety – 4%
- Secondary Education – 15%
- Special Education – 7%
- Teaching Models and Strategies – 13%
- Textbooks/Publishing – 10%
- Uniforms, Accessories, Caps and Gowns – 1%
- Web Products & Services – 9%
- Whole Child – 8%
- Youth Activities & Programs – 3%

Attendees spend an average of six hours exploring the expo.

San Antonio: Powerful *Engagement* Opportunities

Exhibit With Us

Exhibitors are valuable contributors to the ISTE+ASCD global community. Exhibit at ISTELive 25 and ASCD Annual 25 for the opportunity to showcase your products and services to a highly targeted market of edtech and curriculum leaders.

Expo Hours

The ISTELive 25 and ASCD Annual 25 expo opens Monday, June 30, at the Henry B. Gonzalez Convention Center in San Antonio, Texas.

Monday, June 30
9 a.m.–5:30 p.m.

Tuesday, July 1
9:30 a.m.–5:30 p.m.

Wednesday, July 2
9 a.m.–1 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.

Exhibit space + meeting room rental

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

Booth Rental Pricing and Benefits

Early Rate

$5,460 per 10' x 10' booth
Applications and deposits
received through August 31, 2024

Standard Rate

$6,495 per 10' x 10' booth
Application and deposits received
after August 31, 2024

Booth Package:

Booth reservations include the following benefits, depending upon size of space purchased:

- 7" x 44" identification sign with company name and booth number (in-line and peninsula booths only).
- Pipe railing, 8' curtain back wall and 3' high curtain side rails (in-line booths only).
- Complimentary, full-conference registrations for each contracted company based on size of booth on the following schedule:
  - 50-300 sq. ft = 1 complimentary full registration.
  - 400-800 sq. ft. = 3 complimentary full registrations.
  - 900-1600 sq. ft. = 6 complimentary full registrations.
  - 2,000+ sq. ft. = 8 complimentary full registrations.
- Special exhibitor discounted pricing on additional full-conference registrations purchased (beyond the complimentary allotment).
- Seven complimentary booth staff (exhibitor) badges per 10' x 10' booth space; four complimentary booth staff (exhibitor) badges per 5' x 10' booth space.
- Descriptive listing in conference digital resources.
- General security guard service.
- Daily aisle maintenance.

Booth rental does not include storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, carpet*, individual booth cleaning or any other special services orders by the exhibitor.

*5' x 10' booths include carpet. Color determined by ISTE+ASCD and will be the same for all 5' x 10' booths.

Pricing for 5 x 10 Booths:

In support of the newly combined expo experience, we've intentionally designed a new size option for booth space to create an easy on-ramp for exhibitor participation to help ensure that pricing from each legacy exhibiting company can remain stable during this transition.

If this is your first time exhibiting at ISTELive or you have previously exhibited at the ASCD Annual Conference, you can apply for a 5' x 10' booth space.

Note: You will be vetted for qualification for this option.

$2,730 per 5' x 10' space - through August 31, 2024

$3,248 per 5' x 10' space - after August 31, 2024

Setup and Dismantling

Display space will be available for setup on these days and times:

- Friday, June 27, 1–5 p.m.
- Saturday, June 28, 7:30 a.m.–6:30 p.m.
- Sunday, June 29, 7:30 a.m.–6:30 p.m.
- Monday, June 30, 7–8 a.m.

All exhibits shall remain in place until 1 p.m. on Wednesday, July 2.

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

Rent Meeting Space

Order through May 23*

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 March 31	STANDARD RATE After March 31	EARLY RATE Before March 31	STANDARD RATE After March 31
Standard room: Full conference (M–W)	$6,615.00	$7,785.00	$8,810.00	$10,340.00
Standard room: Two days only (M/T or T/W)	$5,615.00	$6,585.00	$7,405.00	$8,760.00
Deluxe room: Full conference (M-W)	$7,940.00	$9,360.00	$10,550.00	$12,410.00
Deluxe room: Two days only (M/T or T/W)	$6,690.00	$7,760.00	$8,935.00	$10,495.00
Premium room: Full conference (M–W)	$10,550.00	$12,205.00	$13,990.00	$16,495.00
Premium room: Two days only (M/T or T/W)	$8,935.00	$10,365.00	$11,830.00	$13,940.00

UTILITIES	PRICE**
Wired Internet: 1 drop with up to 4 IPs of shared ISTE network, minimum 3 Mbps of bandwidth	$1,600.00
Extra Mbps of Bandwidth	$535.00
Electrical: 1 drop, 5 amp	$195.00

**Labor included.

*Contact us after this date for availability.

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-served basis. Exhibit management reserves the right to eliminate this option based on demand. Rental furnishings and other amenities beyond the package will be available to rent from the General Services Contractor in the spring.

Engage in deeper discussions in meeting spaces.

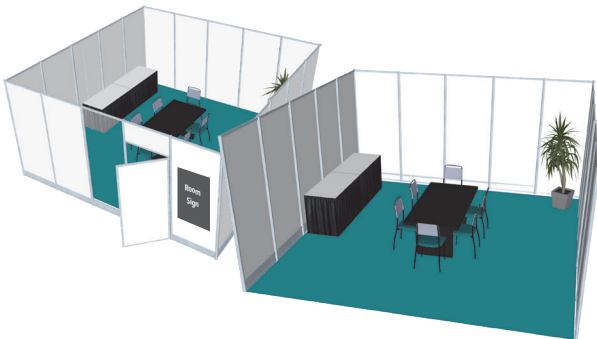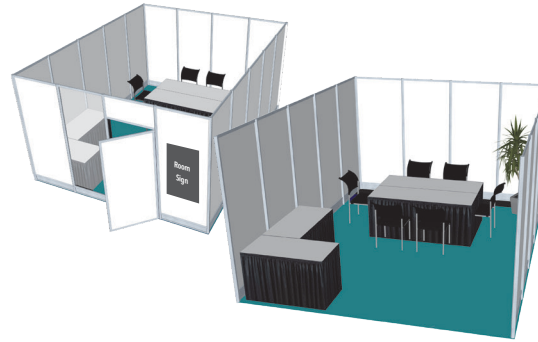Exhibit space + meeting room rental

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
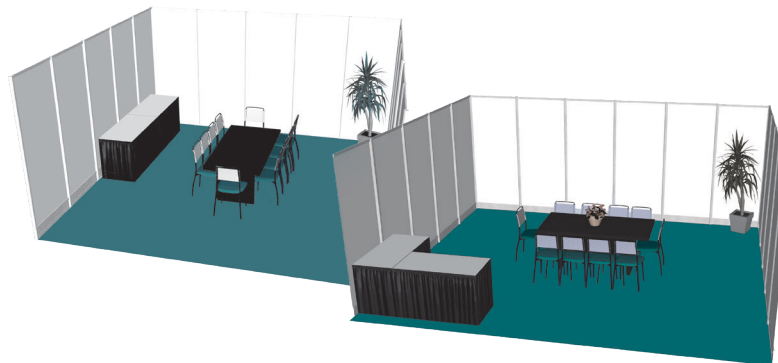 Deluxe conference seating for 6

Premium Room Package

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

Amenities
All standard room amenities, plus:

- Upgraded seating
  premium conference seating for 10
- Floral centerpiece

Thousands of reasons to advertise

High profile public space activation opportunities

Educator support opportunities

Magnify Your Message & Advertise

Thousands of edtech and curriculum professionals participate each year, making this 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
- Banner ads in the mobile app

Educator Support
- Attendance Scholarship Underwriter

Games
- Raffle position in the expo raffle game

Advertising opportunities

Maximize your presence.

Facility Messaging

Banners

- Available in 4′ x 12′ or 8′ x 12′ 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 34″ x 91″ and 24″ x 68″.
- Interlocking signs located along the main front aisle of the expo hall or outside the expo in public space.

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 runners 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!
- Two tier locations available, co-located with association and other public space activations.
- 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+ASCD.
- Exhibitor responsible for all installation, services, and move-in/dismantle costs and logistics.

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.

Ask us about bundle pricing

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.
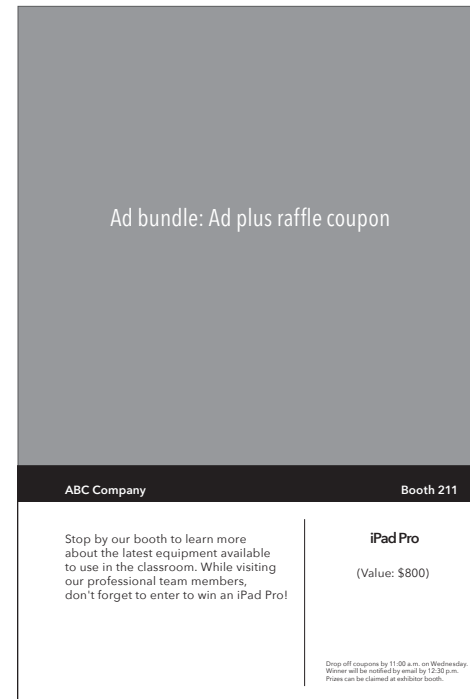- Participation in the raffle game is not required to purchase a full-page ad.

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.

Mailing List Rental

- Super-early, pre- and post-conference lists are available.
- One-time use mailing list for ISTELive 25 and ASCD Annual 25 to promote your upcoming exhibit activities or for post-conference follow-up. Lists include only postal addresses for only those attendees who did not opt out from being included.
- **Please note:** *Lists will not be sent to exhibitors but will go directly from our office to a bonded mail house of your choice for distribution. Exhibitors cannot access the full list but may request a restricted list of state and job title to review in advance to determine distribution set.*

Ad bundle: Ad plus raffle coupon

ABC Company   Booth 211

Stop by our booth to learn more about the latest equipment available to use in the classroom. While visiting our professional team members, don't forget to enter to win an iPad Pro!

iPad Pro

(Value: $800)

Drop off coupons by 11:00 a.m. on Wednesday. Winner will be notified by email by 12:30 p.m. Prizes can be claimed at exhibitor booth.

Educator Support

Attendance Scholarship Underwriter

- Become an underwriter to help support educators attend ISTELive 25 and ASCD Annual 25 who wouldn't otherwise be able to participate. Benefits include:
  - Company logo on the ISTELive 25 and ASCD Annual 25 sponsor acknowledgment web page.
  - Appearance on the scholarship acknowledgment banner onsite at ISTELive 25 and ASCD Annual 25.
  - Company recognition in an email (shared with all scholarship underwriters) sent out to all conference participants.

Make an impression.

Digital Advertising

Mobile App Banners
- Reach participants with a 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

	Order Deadline	Creative Deadline
Facility Messaging: Banners, Signs And Clings	5/5/25	5/12/25
Print: Expo Hall Raffle Ads	5/12/25	5/12/25
Expo Hall Raffle Insertion Coupon	5/12/25	5/12/25
Mailing List Rental	Super-early list: 5/15/25 Pre-conference list: 6/3/25 Post-conference list: 7/31/25	
Mobile App	5/15/25	5/22/25
Public Space Activation	5/5/25	5/12/25
Educator Support	5/5/25*	5/12/25*

*To be included in any onsite messaging/banners

All payments due no later than May 31, 2025. Ads cannot be canceled. No refunds will be issued.

Get noticed!

Spark *Joyful* Learning

ISTE LIVE 25 2025 ascd ANNUAL

Two Great Events *Together* **in 2025!**

Co-located events powered by ISTE+ASCD.

ISTELive 25 and ASCD Annual 25 mobile app

Advertising Price List

Facility Messaging

	Qty. avail	Exhibitors	Non-Exhibitors

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 - 4' x 12' vertical, single sided	10	$7,790	$15,580
Hanging Banner - 8' x 12' vertical, single sided	6	$11,675	$23,345

Freestanding Signs

Showcase your company in the "Exhibitor Avenue" with a combined large-format sign display.

	Qty. avail	Exhibitors	Non-Exhibitors
Inside the expo along the front main aisle	16	$2,540	$5,025
Outside the expo in public space	6	$3,810	$7,610

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 2, 3 and 4). 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	10	$1,650	$3,300
Bundle 01 - 5 clings, 2 outside expo/3 inside expo	4	$4,415	N/A
Bundle 02 - 5 clings, all inside expo	5	$3,705	N/A
Front main aisle, inside expo	1/aisle	$1,320	N/A
Cross-aisle, inside expo	1/aisle	$1,115	N/A

Escalator Branding

Catch attendees at key access points as they move throughout the convention center. Options include runners and 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)	2	$16,350	$32,700
Tier 2 package, 1 runner cling and two base clings (bottom and top of escalator)	1	$12,225	$24,450
Two additional base clings*	6	$3,150	$6,300

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

Public Space Activation

Host a high-traffic interactive activity in a public activation space within a roughly 10' x 20' footprint, two tier locations available 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	$28,250	N/A
Tier 2 Location	2	$23,350	N/A

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	$5,250	N/A

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 way-finding map; Premium Location	3	$2,700	N/A
Map floor cling: Logo recognition on way-finding map; Standard Location	5	$1,350	N/A

Discounts available!**

Ask us about bundle pricing when purchasing multiple options

**Discounts available for sponsors. First-time exhibitors qualify for special discounts on select items. Discounts cannot be combined.

Advertising opportunities

Diversify to be top of mind.

Advertising Price List (cont'd)

Print Advertising

	Qty. avail	Exhibitors	Non-Exhibitors
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	$5,660	$11,310
Cover position advertisement, inside back cover	1	$4,695	$9,390
Cover position advertisement, outside back cover	1	$5,660	$11,310
Premium position full page advertisement, within first 6 pages	4	$3,450	$6,915
Standard position full page advertisement	6	$2,030	$4,060

Mobile App Opportunities

	Qty. avail	Exhibitors	Non-Exhibitors
Mobile App Banners			

Place banner ads on the headers of high-profile menus–all ads will appear in the mobile app.

	Qty. avail	Exhibitors	Non-Exhibitors
Mobile app banner ad premium position	10	$2,985	$6,065
Mobile app banner ad standard position	15	$2,715	$5,435

Games

	Qty. avail	Exhibitors	Non-Exhibitors
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	$4,130	N/A
Game participation coupon insert	45	$1,040	N/A

Mailing List Rental

*Purchase a one-time use of the postal mailing list to promote your upcoming exhibitor presence and/or to solidify your connections! **Mailing list is for one-time use and includes postal mailing addresses only. E-mail addresses and phone numbers are not included. Lists will not be sent to exhibitors but will go directly from our office to a bonded mail house of your choice for distribution.** Exhibitors cannot access the full list but may request a restricted list of state and job title to review in advance to determine distribution set.*

	Qty. avail	Exhibitors	Non-Exhibitors
Super early mailing list rental (available May 15)	500	$910	N/A
Pre-conference mailing list rental (available June 5)	500	$1,165	N/A
Post-conference mailing list rental (available July 15)	500	$1,675	N/A

Educator Support

Attendance Scholarship Underwriter

Support educators who couldn't attend without this program by underwriting a conference registration for educator attendees.

	Qty. avail	Exhibitors	Non-Exhibitors
Underwrite conference attendance at ISTELive 25 and ASCD Annual 25 for educators	unl.	$3,000	$3,000

Order by April 10 to receive an early bird discount!

SPONSORSHIP OPPORTUNITIES AT CO-LOCATED EVENTS
Powered by ISTELive+ASCD

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

Conference Tiered Sponsorships

Edtech innovators take advantage of exceptional marketing value and visibility at ISTELive and ASCD Annual through a wide range of opportunities. Tiered level engagement packages (Mission through Bronze) offer high-impact visibility to showcase your brand, enable you to make powerful connections with thousands of education leaders and decision-makers from around the globe, and support you in leveraging influence and deep connections within the edtech marketplace.

New Additional Sponsorship Opportunities

This year, we're offering a plethora of engagement opportunities to take advantage of. Options include, but are not limited to: sponsoring the ISTELive+ASCD Annual Awards Luncheon (and year-long engagement program), conference scholarships, supporting the Sunday evening Opening Reception for all attendees, sponsoring a lunch break in the Solutions Hub expo hall or upgrade to an interactive food station hosted near your booth. You can show your support to our influential and hardworking volunteers while on-site and put your logo on our T-shirts, as well as on our lanyards for every attendee. Consider hosting a public activation site to actively engage with educators in the convention center, as well as print and digital ads on-site and much more.

Leadership Exchange

The Leadership Exchange at ISTELive is where edtech leaders connect. This intimate event experience is geared toward school and district leaders.

Solutions Summit Sponsorship

The Solutions Summit at the ISTELive 25 and ASCD Annual Conference 25 on Sunday, June 29, will bring together edtech leaders, innovators, and experts from diverse industry perspectives to share best practices and insights, workshop new ideas, and make new connections. There are still sponsorship opportunities available at the partner level. Contact sponsorship@iste.org for more information.

AI Infrastructure, relevant and recent research, and market trends take center stage this year, where leading-edge workshops, discussions, and panels focus on enabling transformational learning with edtech tools. Attendees will engage with AI experts, entrepreneurs, and education visionaries to explore core design elements that make high-impact solutions within the edtech ecosystem.

The Solutions Summit is an unparalleled opportunity for networking, learning, and collaboration, all aimed at enhancing teaching and learning through advancing technology.

Become a Sponsor

Contact the sponsorship team at sponsorship@iste.org to learn more about sponsorship opportunities!

Edtech Index Premium Profile

ISTE+ASCD's edTech Index is the one-stop-shop for tens of thousands of edtech decision-makers to find, evaluate, and compare products. With the newly launched premium profile, edtech organizations can take advantage of (1) featured product placements on the index, ensuring increased visibility to a niche audience with the intent to make decisions around edtech, (2) analytics and trends based on what users are searching for on the EdTech Index, (3) and lead generation and point-of-sale functionality with simple "Contact Us" and "Buy Now" buttons on organization product pages on the index. Contact ltd-info@iste.org to learn more about Edtech Index Premium Profiles.

Sponsorship + Solutions Network

Expand your reach and credibility.

Engage with the *Leading Edtech Market* in the world at ISTELive 25 and ASCD Annual 25.

ISTE LIVE 25

2025 ascd ANNUAL

Co-located events powered by ISTE+ASCD.
June 29–July 2 | San Antonio, Texas

One unparalleled *opportunity* to reach thousands of edtech leaders and industry professionals.