

# Conference Advertising Opportunities

## Advance Program

More than 60,000 educators receive the Advance Program—an essential guide highlighting event content, schedules, and registration details. It is distributed through a series of conference-related marketing promotions for months leading up to the show.

## Final Program

The Final Program is an extensive guide referenced by all attendees before, during, and after the conference. It delivers maximum exposure to exhibitors and their products and lets technology and engineering educators know who came to Annual Meeting in 2019. Attendees refer to the Final Program before and during the conference to identify exhibitors, names, contact information, location and event descriptions, schedules, and more.

## Mobile App Promos

The Mobile App offers a diverse range of branding opportunities in front of tech-savvy technology and engineering educators—even before they arrive in Kansas City for the conference. Features include company profiles, promoted posts, banner ads with link to website, push notifications, and a Photo Scavenger Hunt!



## Upgraded Listing \$199

Want to get into the game with the big players, but don't have the budget? ITEEA has smart, diverse, and affordable options that help your company stand out and get noticed. Upgrade your company's listing to call out and highlight important information or product-specific details.



## ACTION LABS

### Reserve your space for an Action Lab!

Attendees are invited to come and learn about your products in a private setting. These face-to-face gatherings are increasingly popular with attendees and exhibitors who want to make additional impressions on potential buyers. Each Action Lab package provides you with the following marketing opportunities:

- Exclusive time highlighting your company's products in your own private area.
- Session listing in the Conference Program, our website, and on our mobile conference app.
- ITEEA promotes these valuable sessions to all registered attendees prior to conference.

**50 minutes** of demonstration \$400  
**2 days** (50 minutes each day) \$700

1. Attendees are invited to come and learn about your products in a private room outside the Exhibit Hall.
2. Attendees are invited to come and learn about your products in a public setting inside the Exhibit Hall.

## Web Banner Advertising

The Annual Meeting website draws thousands of visitors each month as attendees register for the conference, check out exhibiting companies, and much more. Plus, strong web traffic continues long after the conference is over because participants follow up on session handouts, download event photos, check on exhibitor details following their onsite conversations, and start planning for 2020. A banner ad on the Annual Meeting website is an effective way to gain maximum exposure, increase name visibility, and maximize brand recognition. These website banners stay active before, during, and after the event.

## Take One Service

This practical service is perfect for suppliers that want to drive more traffic to their booths through their own promotional product and service literature, or for those who simply can't exhibit. You provide promotional materials, which ITEEA staff will place on the Take One kiosk in the always-busy and highly visible registration area. (Materials are replenished as necessary.) **Rates:** \$200 for every 500 to be distributed and \$350 for every 1,000 to be distributed.