ANNUAL CONFERENCE
ITEEA invites you to be a part of the single largest gathering of technology and engineering teachers in the world!

DENVER
MARCH 24-27 • 2021

EXHIBITOR PROSPECTUS
ANNUAL CONFERENCE
Advertise ● Exhibit ● Sponsor

International Technology and Engineering Educators Association
REACH STEM EDUCATORS

 ITEEA Has the Audience

ITEEA represents more than 60,000 PreK–12 and post-secondary technology and engineering educators throughout the U.S. and the world. Classroom teachers, developers, administrators, and teacher educators in the field, representing all levels of education, look to the association for direction, standards, and innovation. ITEEA Corporate Members come from leading technology and engineering companies.

ITEEA promotes leadership, services, networking, and innovative products and services by:

❖ Conducting a wide variety of professional development programs and hosting an Annual Conference—the largest technology and engineering education showcase of exhibits and educational sessions in the world.

❖ Collaborating with like-minded organizations to strengthen the voice of technology and engineering educators.

❖ Publishing Technology and Engineering Teacher, The Elementary STEM Journal, Journal of Technology Education, STEM Connections, and various other publications that lead the profession by providing teaching directions, instructional ideas, and classroom strategies.

❖ Working with numerous field-related committees, task forces, and boards that coordinate all aspects of technology and engineering education and sponsor dozens of meetings, conferences, and exhibits each year.

❖ Sponsoring an active honors and awards program that recognizes outstanding teachers and programs (PreK–12 and post-secondary) from states, provinces, and countries affiliated with ITEEA.

❖ Providing achievement credits, certificates, and support for programs that recognize outstanding efforts in the technology and engineering/STEM education profession.

Targeted Tools, Tailored for You

No other technology and engineering educator organization in the world has ITEEA’s reach. When you advertise, exhibit, send emails, reach out via social media, or become a sponsor, ITEEA’s marketing opportunities put you in front of your target audience.

From reinforcing your market presence and highlighting you as an industry leader, to establishing name visibility and brand recognition, to tailoring targeted and timely promotions, ITEEA offers all the marketing tools you need to reach your market.

81% of previous conference attendees found the exhibitor products and services informative and interesting.

A majority of conference attendees considered it important to visit exhibits.

Over 67% of attendees reported that it was likely they would purchase products after visiting a booth or attending an exhibitor Action Lab.

Attendees were motivated by specific products and the opportunity to see the latest technologies.

97% of presenters reported a “very positive” or “positive” experience at ITEEA’s conference, and 95% said it was likely they would return.
Reach more than 60,000 technology and engineering educators via the STEM Connections e-newsletter—the STEM education community’s number one source for news and information. It is the largest online publication in the technology and engineering education field, reaching a broad audience that goes beyond ITEEA members.

ITEEA’s electronic newsletter delivers the latest trends in STEM education as well as association news and a calendar of worldwide STEM-related events. The STEM Connections e-newsletter is a free service provided by ITEEA for educators from around the world who support technological literacy.

ITEEA’s heavily trafficked website includes information about ITEEA’s STEM Center for Teaching and Learning™, membership, publications, networking, awards, the Annual Conference, and much, much more. Averaging hundreds of thousands of visitors per year, ITEEA’s website is a must for advertisers wanting to reach this important audience.

Questions? Contact Bob Jonas
703-609-3974 | bjonas@iteea.org
www.iteea.org/Marketplace.aspx
ITEEA’s highly popular professional learning STEMinars (webinars) focus on technology and engineering education best practices in STEM Education. Topics focus on proven instructional strategies and ideas that support delivery of the best possible I-STEM Ed instructional processes and practices.

Hosted approximately twice a month each, ITEEA STEMinars are the perfect opportunity to get in front of a proactive, engaged, targeted audience—your ideal market.

- **Content** – The timely content developed for STEMinars offers organizations a unique opportunity to showcase their products and services.
- **Messaging** – Sponsor gets moderator acknowledgment and promotional message remarks in the opening.
- **Shelf Life** – Sponsor logo and marks go on STEMinar landing pages, which are archived indefinitely and can be linked to in future promotions.
- **Leads** – Sponsor receives contact information for all participants for each sponsored STEMinar.
- **Reach** – The logo is incorporated into email promotions—which are sent to 60,000 contacts multiple times leading up to the event.
- **Branding** – A sponsor “Ad” is incorporated into a STEMinar slide during closing remarks.
- **Email** – A follow-up survey and link to the recording are sent to all participants and will include sponsor acknowledgement and link to a designated page.

<table>
<thead>
<tr>
<th>STEMinar</th>
<th>1</th>
<th>2-4</th>
<th>5-8</th>
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<tbody>
<tr>
<td>Price</td>
<td>$850 each</td>
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**CAPITAL CAMPAIGN MATCHING SPONSOR**

Support Tomorrow’s Problem Solvers Today!

ITEEA seeks a matching sponsor for up to $5,000 of total foundation donations collected. ITEEA’s Foundation supports programs that make children technologically literate, transfer industrial and corporate research into our schools, produce models of excellence in STEM through technology and engineering teaching, create public awareness about the nature of technology and engineering education, and help technology and engineering teachers maintain a competitive edge in technology. Includes very generous benefits, recognitions, and acknowledgements.

Questions? Contact Bob Jonas 703-609-3974 | bjonas@iteea.org | www.iteea.org/Marketplace.aspx
ITEEA journals are widely read by those involved in the field of technology and engineering education—with a special emphasis on Integrative STEM Education.

Educators, administrators, parents, and advocates of technological literacy rely on timely and valuable resources and information within each of ITEEA’s journal offerings.

**The Elementary STEM Journal (ESJ)**

The *Elementary STEM Journal (ESJ)* is the only peer-reviewed magazine devoted exclusively to elementary school technology and engineering education. For more than two decades, ESJ has been a dynamic, practical journal for anyone interested in technological literacy in Grades K–6.

Distributed four times a year, *ESJ* is a theme-based journal that includes:
- Peer-Reviewed Articles
- Feature Activities
- Literacy Strategies
- Career Connections
- Books to Briefs
- Differentiation
- and more...

**Technology and Engineering Teacher (TET)**

*Technology and Engineering Teacher (TET)*, ITEEA’s flagship peer-reviewed journal, is published eight times per school year. The journal is a highly regarded tool for technology and engineering educators—from elementary through high school teachers—to university students and university educators.

*TET*’s target audience includes technology and engineering advocates; elementary, middle, and high school classroom teachers; graduate students; university faculty; and administrators.

Content includes activities, program articles, hot topics, regular features including classroom/lab safety, news, calendars, and important trends in technology and engineering education. Every issue highlights:
- Peer-Reviewed Feature Articles
- New and Emerging Technologies
- Technological Literacy
- Fostering Giftedness and Creativity
- STEM Integration: Solids, CADs, and 3D Printers
- Fostering Computational Thinking
- Safer STEM practices
You are invited to exhibit at ITEEA’S 83RD ANNUAL CONFERENCE and to be part of the world’s largest and most comprehensive expo for technology and engineering educators—bringing together qualified attendee decision makers and cutting-edge industry products and services to help advance STEM education.

**EXHIBIT**
Secure your booth today—space is limited. Starting at $1,725, each 10’ x 10’ booth includes two complimentary exhibitor registrations. Larger configurations are available on a first-come, first-served basis.

**ADVERTISE**
More than 60,000 industry professionals receive the Advance Program—an essential guide highlighting event content, schedules, and registration details. Prior to arrival, attendees receive a printable Final Program—a valuable publication that attendees refer to both before and throughout the event. Advertise in both programs to increase visibility, enhance branding, and drive traffic to your booth.

**SPONSOR**
Show ITEEA members and Annual Conference attendees that you support our community and boost your company’s bottom line by sponsoring the Annual Conference—the world’s largest gathering of STEM educators.

### RESERVE YOUR BOOTH AT ITEEA’S ANNUAL CONFERENCE IN THREE EASY STEPS...


2. Check out the floorplan at [www.iteea.org/Exhibit.aspx](http://www.iteea.org/Exhibit.aspx).

3. Indicate your preferred locations on the application and return by scanning/emailing to ljonas@iteea.org.

<table>
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<tr>
<th>Configuration</th>
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<th>Non-Member Fee</th>
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Exhibitor Registration
Each exhibiting company may register up to two (2) employees per 10’ x 10’ booth. ITEEA will charge the exhibiting company a fee of $500 for the first additional registration. Badges allow exhibitors to attend sessions and other events, except those that require additional fees.

Decorator
The Service Kit, with all relevant operational details and information, furniture, shipping, staffing, utilities, etc. will be sent prior to the conference and online ordering will be available.

Location and Housing
The official location of ITEEA’s 2021 Conference: Denver Convention Center. Housing information will be available on the ITEEA website at www.iteea.org in the fall of 2020.

Booth Rental Includes:
- Two complimentary exhibitor registrations per each 10’ x 10’ booth.
- FREE listing on the ITEEA website with a direct link to your website.
- FREE editable company profile and products/services listed on Conference Mobile App.
- A standard 8’ high back drape, 3’ high side rails, and 44” x 7” identification sign.
- ADMISSION to all general sessions and professional development learning sessions (excluding invitation-only or separately ticketed events), provided that your booth is staffed during expo hours.
- Exhibit hall security guards (not booth-specific).
- Complimentary listing in the Final Program if the contract is received before publication. Listing includes company name and booth number.
- Use of the ITEEA Annual Meeting logo, with ITEEA’s prior approval, to promote your company’s presence at the conference.
- Access to the Exhibitor Lounge with complimentary refreshments.
- Complimentary pre- or post-show attendee list.
- Complimentary listing in the February issue of Technology and Engineering Teacher if contract is received before publication. Listing includes company name, website address, and company description.
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 conference.

Final Program
The Final Program is an extensive guide referenced by all attendees before, during, and after the conference. It delivers exposure to company’s products and lets technology and engineering educators know who came to the Annual Conference. Attendees refer to the Final Program before and during the conference to identify exhibitors, names, location and event information, schedules, and more.

ACTION LABS
Reserve your space for an Action Lab! Invite attendees 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 the following marketing opportunities:

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

Two Ways:
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, look for hotel rooms, 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 2022. 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.

Questions? Contact Bob Jonas 703-609-3974 | bjonas@iteea.org | www.iteea.org/Marketplace.aspx
Show ITEEA members and Annual Meeting attendees that you support technology and engineering educators. Enhance your participation and increase your visibility by sponsoring the 2021 Annual Meeting—the world’s largest gathering of technology and engineering educators.

*Note: Some sponsorships may already be sold.*

## ENJOY THESE BENEFITS OF SPONSORSHIP

<table>
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<th>Under $3000</th>
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<td>Recognition in Material/Signage Related to Sponsorship</td>
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<tr>
<td>Mobile App Acknowledgement</td>
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<td>Recognition on Annual Meeting Website</td>
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<tr>
<td>Recognition in STEM Connections e-Newsletter</td>
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*Note: Select, Signature, and Premier packages are not cumulative. Specific sponsorship benefits and fees may be subject to change and are detailed in a separate agreement; some benefits require additional forms. Benefits fulfillment subject to applicable deadlines.*
SPONSORSHIP OPPORTUNITIES

SELECT LEVEL (UNDER $3K)

Includes all SELECT benefits listed on page 9

Attendee Bag Insert $450
Insert your organization’s postcard or promotional piece into the conference bag handed to each attendee at registration. This opportunity is limited to five total sponsorship inserts. Production not included and limited to one per organization.

Hotel Door Drop $850 per day
Increase your organization’s marketing reach by having a promotional item or piece of literature delivered directly to the doors of all conference attendees staying at the host hotel. You can use this item to greet attendees, share your organization’s message, and list your logo and booth number. Production and hotel charges not included.

Aisle Sign Sponsorship $950 PER AISLE
Limited Availability!
Call to see if your aisle is available. Draw extra attention and visibility to your booth by sponsoring an aisle. Your organization’s name, logo, and/or copy will be incorporated into the sign.

Silent Auction $1,100
Sponsor this important fundraising conference auction! Members and attendees contribute items, discount offers, vouchers, etc. from their business, company, or institution. These are auctioned off at the Annual Conference. All contributions are promoted at the General Sessions, in the program, and on the mobile app.
- Sponsor’s name or logo will be on all related signage, onsite program, and promotional material.
- Sponsor will be recognized at the General Session.
- Sponsor may distribute promotional material near auction display.

Welcome Letter $1,750
Be the first company to greet attendees! Every attendee at the host hotel will receive an official Welcome Letter sponsored by you. It will feature must-have information for attendees, including registration instructions, registration desk hours, exhibit hall hours, and much more—along with a personalized message from your company.

Program Excellence AWARDS $1,750
Be a major part of this AWARDS ceremony that recognizes outstanding programs in technology and engineering education. Stand beside ITEEA’s President as plaques—with your company logo engraved on them—are handed out to this year’s recipients. You’ll be known and appreciated for your support and contribution to this important program.

Banner Sponsorship OPTIONS AS LOW AS $350
These prominent banner sponsorships are guaranteed to give you high visibility in well-trafficked areas at the 2021 Annual Conference. From reinforcing your market presence and messaging as an industry leader to establishing name recognition and brand identity, these simple options offer you real ROI at a reasonable price. In addition to prominent billboard branding, banner sponsors also enjoy Annual Conference Select Level sponsorship benefits. Call to learn about options.

Questions? Contact Bob Jonas 703-609-3974 | bjonas@iteea.org
www.iteea.org/Marketplace.aspx
Teacher Excellence

**AWARDS $1,750**

Be a part of this AWARDS ceremony that recognizes our distinguished teachers for a job well done. Stand beside ITEEA’s President as plaques—with your company logo engraved on them—are handed out to this year’s recipients. You’ll be known and appreciated for your support and contribution to this important program.

International/PATT Reception

**$2,900**

PATT is an international series of technological literacy conferences held within the ITEEA conference. Provide refreshments to all those interested in learning more about international developments.

Administrator Breakfast

**$2,900**

Personally address administrators who are invited to participate in a unique I-STEM Education Professional Development Strand. Designed by administrators, along with ITEEA’s STEM Center for Teaching and Learning, this special strand builds understanding and support for school and District programs. Sponsors are given an opportunity to address the group at one of two sponsored breakfast sessions.

ITEEA STEM Showcase

**$4,200**

Help sponsor the ITEEA STEM Showcase—an exchange of best practices in the field. Participants showcase their programs and share ideas on Thursday afternoon in the Exhibit Hall. This spectacular event is highly publicized and participants receive individual certificates that include your company logo as the official sponsor.

ITEEA REACH Challenge

**$4,800**

Sponsoring the ITEEA REACH Challenge is an opportunity to support school programs to participate and reward them through an impactful Adaptive & Assistive Technology (AT) design-thinking project for middle school, high school, and college level STEM programs, showcasing ITEEA’s mission that “Technology and Engineering Bring STEM to Life”! Teachers are guided through a series of lessons to lead their students in using their STEM skills to REACH a member of their community who has a challenge to overcome. This innovative project shows teachers how they can help students use their STEM skills to help overcome human challenges for social good, making a real-world difference in the lives of those around them.

- Sponsor’s name and logo on all related signage and materials.
- Ability to provide program support through award prizes.
- Sponsor may distribute promotional material and literature.
- Acknowledgement as sponsor on website and award checks distributed.

Questions? Contact Bob Jonas 703-609-3974 | bjonas@iteea.org | www.iteea.org/Marketplace.aspx
Includes all SIGNATURE benefits listed on page 9

ITEEA Dreamride... 
Go Baby Go Style 
$4,800
Sponsoring Go Baby Go offers you a unique opportunity to help ITEEA by associating your organization with an important program and curriculum. Go Baby Go is a national program based at the University of Delaware that provides modified ride-on cars to babies and toddlers who experience limited mobility. Through this STEM curriculum, students and teachers work together to modify battery-operated, toy ride-on cars for young children with limited motor function. These innovatively designed toy cars are modified and showcased in the ITEEA exhibit hall for children with limited mobility challenges to highlight the value and potential of this important program.
- Sponsor’s name and logo on all related signage and materials.
- Sponsor may distribute promotional material and literature.
- Acknowledgement as sponsor on cars.

Attendee Registration Area 
$5,100
Sponsor the Registration Area where all attendees must check in.
- Sponsor’s name and logo will be included in prominent signage in the registration area.
- Sponsor’s name and logo will be incorporated in design of the registration desks and décor.
- Sponsor may provide a short-looped video to run on two TV screens.
- Includes display area outside of expo hall.

Wall of Ideas Poster Sessions 
$5,300
Adjacent to the Poster Sessions, your organization’s name and logo can greet convention participants as they share their ideas, comments, and insights on the 2021 Wall of Ideas.
- Sponsor’s name and logo on all materials and signage related to the Wall of Ideas.
- Acknowledgement as sponsor on Wall of Ideas physical kiosk location.
- Sponsor can distribute promotional literature at the Wall of Ideas kiosk.
- Includes display area outside of expo hall.

Lanyards 
$5,100
Your organization’s name and logo can appear exclusively on the official 2021 Annual Conference name badge and promotional material about the event.
- Sponsor’s name and logo will be included in prominent signage in the registration area.
- Sponsor’s name and logo will be incorporated in design of the registration desks and décor.
- Sponsor may provide a short-looped video to run on two TV screens.
- Includes display area outside of expo hall.

Networking “Sweet Treat” Break in the Exhibit Hall 
$4,500
Annual Meeting attendees and exhibitors can talk business, network, and just enjoy each other’s company over a delicious array of sweets, typically including cake and ice cream.
- Sponsor’s name and logo on all event-related signage, invitations, and promotional material about the event.
- Sponsor may give guests a small token at numerous locations—outside of its booth.

Questions? Contact Bob Jonas 703-609-3974  |  bjonas@iteea.org
www.iteea.org/Marketplace.aspx
**SPONSORSHIP OPPORTUNITIES**

**PREMIER LEVEL (OVER 7.5K)**

*Includes all PREMIER benefits listed on page 9*

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**Exhibit Hall Welcome Reception**

$8,800

The combination of complimentary beverages and hors d’oeuvres—and attendees’ excitement about visiting the exhibit hall and STEM Showcase—guarantees maximum traffic, with no other program competition.

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**General Session Keynotes**

$9,000

Reach the largest gathering of attendees and champion your brand in front of attendees at one of two general sessions. Call to learn more about this year’s keynote speakers.

- Sponsor’s name and logo on all related signage and promotional materials
- Sponsor may provide copy to be presented by ITEEA President and CEO
- Sponsor will be recognized at start of keynote
- Sponsor may give attendees a small token

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**Conference Bag**

$8,800

Your organization’s name and logo can appear exclusively on one side of the official Annual Conference 2021 bags distributed to all attendees and exhibitors when they register. Production includes two-color imprint.

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**Conference AV Sponsor**

$9,100

Receive one of the highest levels of recognition as the conference audiovisual provider. What better way to get your name out there than to have people seeing it all day as they attend the educational sessions? Each session is provided an audiovisual package, including screen, lectern, and microphone. Your company’s logo will be placed on signage that will be attached to all lecterns in the breakout session rooms as well as looping sponsorship slides during the General Sessions.

- Customized branding on serving materials.
- Public address promotional announcements encouraging attendees to visit sponsor’s booth.

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**Wi-Fi**

$7,500

Digitally connect with attendees by providing free Wi-Fi in the Annual Conference general sessions, workshops, and convention center common areas. Help attendees download session presentations, keep up with email, tweet comments—and browse your website.

- Sponsor’s name and logo on signage and promotional material about Wi-Fi access.
- Sponsor name and logo on Wi-Fi login page.
- Sponsor name will be used as login password.
ITEEA, its Board of Directors, and its members extend a special thank you to all of our suppliers for their generous support, especially: