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

EXHIBIT PROSPECTUS

ADVERTISE

International Technology and Engineering Educators Association
The International Technology and Engineering Educators Association (ITEEA) is the professional organization for technology, innovation, design, and engineering educators. As the world’s most influential technology and engineering association, ITEEA is at the forefront of STEM advocacy and education. ITEEA invites you to join us as a partner in developing the next-generation, technologically and engineering literate workforce to meet 21st century needs.

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.

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.

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.

Questions? Contact membership.sales@iteea.org or call 703-860-2100. | www.iteea.org/Marketplace.aspx
ADVERTISING

STEM CONNECTIONS E-NEWSLETTER

Reach more than 60,000 technology and engineering educators via the *STEM Connections* monthly 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. *STEM Connections* is a free service provided by ITEEA for educators from around the world who support technological literacy.

<table>
<thead>
<tr>
<th>STEM Connections</th>
<th>1</th>
<th>3</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$700</td>
<td>$1,750</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

ITEEA WEBSITE

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.

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.

<table>
<thead>
<tr>
<th>Website Ad</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$350</td>
<td>$600</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Questions?
703-860-2100
membership.sales@iteea.org
www.iteea.org/Marketplace.aspx
HIGH-VISIBILITY OPTIONS

STEMINAR SERIES

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” can be 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 Price</th>
<th>1</th>
<th>2-4</th>
<th>5-8</th>
<th>9 or more</th>
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</thead>
<tbody>
<tr>
<td>Price</td>
<td>$850 each</td>
<td>$650 each</td>
<td>$500 each</td>
<td>$400 each</td>
</tr>
</tbody>
</table>

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 membership.sales@iteea.org or call 703-860-2100. | 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**

*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**

*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
- Engineering in Action
- STEM Integration: Solids, CADs, and 3D Printers
- Fostering Computational Thinking
- Safer STEM practices

**Questions?**

membership.sales@iteea.org

703-860-2100

www.iteea.org/Marketplace.aspx

**TET and ESJ RATES PER ISSUE**

<table>
<thead>
<tr>
<th>Size/Frequency</th>
<th>12x</th>
<th>8x</th>
<th>4x</th>
<th>2x</th>
<th>1x</th>
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<tbody>
<tr>
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<td>$1,200</td>
<td>$1,350</td>
<td>$1,475</td>
<td>$1,600</td>
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</tr>
<tr>
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<td>$750</td>
<td>$900</td>
<td>$1,000</td>
<td>$1,125</td>
<td>$1,250</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$300</td>
<td>$450</td>
<td>$500</td>
<td>$550</td>
<td>$600</td>
</tr>
<tr>
<td>2-Page Spread</td>
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<td>$2,850</td>
<td>$2,400</td>
<td>$2,550</td>
<td>$2,700</td>
</tr>
<tr>
<td>Cover 2 or 3</td>
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<td>$1,850</td>
<td>$2,090</td>
<td>$2,200</td>
<td>$2,325</td>
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<tr>
<td>Cover 4</td>
<td>$1,625</td>
<td>$1,850</td>
<td>$2,200</td>
<td>$2,350</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
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 your 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.

<table>
<thead>
<tr>
<th>Annual Meeting 2021 Program RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIZE</td>
</tr>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
</tr>
<tr>
<td>Cover 2 or 3</td>
</tr>
<tr>
<td>Cover 4</td>
</tr>
</tbody>
</table>

VIRTUAL EXHIBIT
Secure your virtual booth today—space is limited. Each booth includes two complimentary registrations.

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.

Questions? Contact membership.sales@iteea.org or call 703-860-2100. | www.iteea.org/Marketplace.aspx
VIRTUAL EXHIBIT

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.

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.

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.

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.

VIRTUAL ACTION LABS

Reserve your space for an Action Lab! Invite attendees to come and learn about your products in a virtual meeting room. These 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.

Virtual Exhibit Booth RATES

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Member</td>
<td>$800</td>
</tr>
<tr>
<td>Institutional Member</td>
<td>$550</td>
</tr>
<tr>
<td>Nonmember</td>
<td>$1,000</td>
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</table>

Virtual Action Lab RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>One 50-Minute Demonstration</td>
<td>$399</td>
</tr>
<tr>
<td>Two 50-Minute Demonstrations</td>
<td>$699</td>
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</tbody>
</table>

Joining ITEEA is EASY!

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Membership (for-profits)</td>
<td>$450</td>
</tr>
<tr>
<td>Institutional Membership (nonprofits)</td>
<td>$375</td>
</tr>
</tbody>
</table>

Questions? Contact membership.sales@iteea.org or call 703-860-2100. | 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>
<thead>
<tr>
<th>LEVEL</th>
<th>$7500</th>
<th>$3500-$7500</th>
<th>Under $3500</th>
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<tbody>
<tr>
<td>Ad in the Advance and Final Conference Programs</td>
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<td>Half Page</td>
<td></td>
</tr>
<tr>
<td>ITEEA Website Banner and Feature Ad</td>
<td>6 months “Feature Ad”</td>
<td>3 months “Profile Ad”</td>
<td></td>
</tr>
<tr>
<td>Technology and Engineering Teacher Ad, March Issue</td>
<td>Full page</td>
<td>Half Page</td>
<td></td>
</tr>
<tr>
<td>The Elementary STEM Journal Ad, March Issue</td>
<td>Full page</td>
<td>Half Page</td>
<td></td>
</tr>
<tr>
<td>Mobile App Push Notification at Conference</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Pre- and Post-Show Mailing Lists</td>
<td>2 lists total</td>
<td>2 lists total</td>
<td>2 lists total</td>
</tr>
<tr>
<td>Recognition in Advance and Final Programs</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition in Virtual/Signage Related to Sponsorship</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Conference App Acknowledgement</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition on Annual Meeting Website</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Recognition in STEM Connections e-Newsletter</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
</tbody>
</table>

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.

Questions? Contact membership.sales@iteea.org or call 703-860-2100. | www.iteea.org/Marketplace.aspx
Includes all PREMIER benefits listed on page 8

PREMIER LEVEL (OVER 7.5K)

General Session Keynotes
$7,500
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 to be included in preregistration attendee box.

Conference AV Sponsor
$7,500
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.

Questions? Contact membership.sales@iteea.org or call 703-860-2100. | www.iteea.org/Marketplace.aspx
SPONSORSHIP OPPORTUNITIES

SIGNATURE LEVEL ($3.5K-7.5K)

Includes all SIGNATURE benefits listed on page 8

ITEEA STEM Showcase
$3,500
Help sponsor the ITEEA STEM Showcase—an exchange of best practices in the field. Participants showcase their programs and share ideas in the Exhibit Hall. This spectacular event is highly publicized and participants receive individual certificates that include your company logo as the official sponsor.

Attendee Conference Bag
$4,500
Have your branding on conference bags that will shipped to each preregistered attendee.

ITEEA REACH Challenge
$3,500
Sponsoring the ITEEA REACH Challenge is an opportunity to support school programs to participate and reward them through an impactful Adaptive & Assistive Technology (AT) designthinking 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.

ITEEA Dreamride... Go Baby Go Style
$3,500
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.

Program Excellence AWARDS
$3,500
Be a major part of this AWARDS ceremony that recognizes outstanding programs in technology and engineering education. You'll be known and appreciated for your support and contribution to this important program.

Teacher Excellence AWARDS
$3,500
Be a part of this AWARDS ceremony that recognizes our distinguished teachers for a job well done. You'll be known and appreciated for your support and contribution to this important program.

Questions? Contact membership.sales@iteea.org or call 703-860-2100. | www.iteea.org/Marketplace.aspx
SPONSORSHIP OPPORTUNITIES

SELECT LEVEL (UNDER $3.5K)

Includes all SELECT benefits listed on page 8

Preregistered Attendee Swag Box Sponsorship $2,000
Our preregistered attendees will receive a swag box filled with goodies. This sponsorship will allow your logo, etc. a sticker, or seal for the box or the actual box to be the first thing the attendees see.

Branded Waiting Rooms $1,500
Before the event even takes place, there's an opportunity to get a sponsor's logo or message in front of attendees. The 10-minute experience between sessions is ideal for sponsor recognition, whether it is logos or actual video content.

Veterans Make Great STEM Teachers Scholarship 3 Scholarships Available at $1,000 each
Support veterans currently enrolled as students pursuing either an undergraduate or graduate degree as a Technology and Engineering teacher. This program serves to honor those who have served our country and are now committed to serving/teaching our students.

ITEEA’s 21st Century Leadership Academy 6 Scholarships Available at $1,000 each
Help provide an opportunity for rising technology and engineering educators from across the country to develop as professional leaders, develop community, and have experiences related to the promotion of technology and engineering education and technological literacy in our schools. Furthermore, best practices are being shared throughout different regions of the country via the media technology established during the course of this year-long program.

Virtual 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.

Host a VIP Pre-Event Gathering $1,000
Consider sponsoring organize a VIP session or event either before the ITEEA virtual conference. Whether it’s a special happy hour networking opportunity or a bonus session, plan an exclusive meeting or activity that only VIP ticket holders will be able to access.

More "Select" level opportunities ...

Questions? Contact membership.sales@iteea.org or call 703-860-2100. | www.iteea.org/Marketplace.aspx
SPONSORSHIP OPPORTUNITIES

SELECT LEVEL (continued)

Includes all SELECT benefits listed on page 8

Opening/Closing Credits Sponsorship
$500
Virtual events give you a chance to be a part of rolling credits that reach attendees in a more impactful way than an in-person event could, because your company name and/or logos can be woven into part of the production.

Sponsored Entertainment Breaks
$500
Some of the most effective sponsorships are those that take place between the educational events themselves. Sponsor a lively three-minute “music break” to remind people to get moving between sessions—while your company logo is on the screen.

Sponsored Icebreaker Activities
$500
To make up for the lack of face-to-face interaction and straightforward networking opportunities, sponsor an icebreaker sessions for attendees to get to know each other and become comfortable with the online format. As sponsor, you can take the lead and, if possible, create games or activities that relate to your brand or product.

Pre-Event Messaging
$350
Start getting your message out to attendees long before the gathering actually takes place with a pre-event email. Vendor will be provided with the most up-to-date preregistration list for ONE attendee email. Sponsor messages can be even more impactful if sent before your event, especially if delivered in a creative and engaging way.

Sponsor Virtual Signage
$350
In a completely virtual exhibit area, you can add your branding to signage just like you would at a physical venue.

Branded Breakout Rooms
$250
Just as with an in-person event, ITEEA’s virtual conference allows for breakout sessions during the virtual conference — providing great opportunities for a sponsor’s message. Choose a breakout room that has the screen branded with the sponsor colors, logo, and even pop-up advertising or chat boxes can appear at timed intervals throughout the session.

Post-Conference “Bumper” Videos
$150 each
After the ITEEA conference events are recorded, edited, and available on-demand, you can include short “bumper videos” promoting your products ahead of the content.

Preregistered Attendee “Swag Box” Insert
Price varies by donation.
One of the most effective ways to connect with attendees virtually is to also incorporate an "IRL" element by including a branded gift to be included in our “Swag Box” to be shipped to each preregistered attendee prior to the conference. Promotional piece production not included and limited to one per organization.

Virtual Silent Auction
Price varies by donation.
Donate an item for the Virtual Silent Auction. It can be a voucher, discount offer, or item from your business, company, or institution. All items are awarded at the General Session and in the mobile app.

Questions? Contact membership.sales@iteea.org or call 703-860-2100. | www.iteea.org/Marketplace.aspx
THANK YOU SUPPORTERS!

ITEEA, its Board of Directors, and its members extend a special thank you to all of our suppliers for their generous support, especially: