Reach STEM Educators

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 (Science, Technology, Engineering, and Mathematics) advocacy and education. As a driving force in STEM development, ITEEA and our partners make possible a next-generation, technologically literate workforce to meet 21st century needs.

Targeted Tools, Tailored for You

No other technology and engineering educator organization in the world has ITEEA’s reach. Whether you’d like to advertise, exhibit, send emails, reach out via social media, or sponsor, ITEEA delivers a diverse mix of marketing opportunities that puts you in front of your target audience.

From reinforcing your market presence and messaging 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? Please contact Bob Jonas at 703.609.3974 or email bjonas@ITEEA.org • ITEEA.org/marketplace
ITEEA journals are widely read by a variety of audiences and target 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.

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 useful and 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; administrators; department heads; state supervisors; guidance counselors; career educators; and informal educators.

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 topics like:

- Peer-Reviewed Feature Articles
- Socially-Relevant Contexts
- New and Emerging Technologies
- Technological Literacy
- Fostering Giftedness and Creation
- STEM Integration: Solids, CADs, and 3D Printers
- Fostering Computational Thinking

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 must-have dynamic, practical journal for anyone interested in technological literacy in Grades K–6.

Distributed four times a year, The Elementary STEM Journal is a theme-based journal that includes in every issue:

- Peer-Reviewed Feature Articles
- Feature Activities
- Literacy Strategies
- Career Connections
- Books to Briefs
- Elementary Animators
- and more...

QUESTIONS? Please contact Bob Jonas at 703.609.3974 or email bjonas@ITEEA.org ➔ ITEEA.org/marketplace
Additional Options

STEM Connections e-Newsletter

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 newsletter is a free service provided by ITEEA to support educators from around the world who share the belief that technological literacy is a critical component of an education in today’s world.

Reach Challenge

ITEEA’s NEW Reach Challenge is an impactful design-thinking project for high school and college students. Students will work with a “client” in the community and create for them an adaptive and assistive technology solution.

All participants will receive a “Tool Kit” to guide their project creation. Throughout the process, they get real-world design experience, and make a real and visible impact in their community.

Sponsor recognitions, acknowledgments, and benefits are robust, and may include:

- Content contributions to the Tool Kit—distributed to all applicants.
- Product and/or service vouchers included in the Tool Kit.
- Acknowledgment on all student instructions and material related to the Reach Challenge.
- Opportunity to view student submissions.
- Recognition with partner participants.
- ITEEA website logo placement.
- Ad in ITEEA’s Technology and Engineering Teacher (TET).
- Verbal acknowledgment during ITEEA’s Reach Challenge Showcase at the Annual Meeting.
- Signage recognition at ITEEA’s Annual Meeting.

ITEEA Website

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

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You are invited to exhibit at ITEEA’s 82nd 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-serve 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 final printable 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 their community, and boost your company’s bottom line by sponsoring the Annual Conference—the world’s largest gathering of STEM educators.

Three Easy Steps to Reserve Your Booth at ITEEA’s Annual Conference:
1. Complete ITEEA’s Annual Meeting Exhibit Space Application online at www.iteea.org/Exhibit.aspx
2. Check out the floorplan at www.iteea.org/Exhibit.aspx.
3. Indicate your preferred locations on the application and return by scanning/emailing to ljonas@iteea.org.

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Exhibitor Information

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.

Booth Rental Includes:
- Two complimentary exhibitor registrations per each 10’ x 10’ booth.
- INCLUDED listing on the ITEEA website with a direct link to your website.
- INCLUDED 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 preshow 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.

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 2020 Conference: Baltimore Convention Center and Hilton Inner Harbor.

Housing information will be available on the ITEEA website at www.iteea.org in the fall of 2019.

Payment Policy: A 50% nonrefundable deposit is required with exhibitor applications by December 1, 2019, with balance due in 30 days. Applications submitted after March 1 require payment in full. All cancellations must be requested in writing and received by ITEEA by March 1. After that date, no refunds will be awarded and payment is due in full, regardless of ability to resell cancelled booth. Upon cancellation, exhibitor relinquishes all benefits.

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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 exhibitors and their 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!

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 ITEEA Conference Program, website, and mobile conference app.
- ITEEA promotes these valuable sessions to all registered attendees prior to 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, 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 2021. 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.
Show ITEEA members and Annual Meeting attendees that you support technology and engineering educators. Enhance your participation and increase your visibility by sponsoring the 2020 Annual Meeting—the world’s largest gathering of technology and engineering educators.

**Note:** Some sponsorships may already be sold.

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**Enjoy These Benefits of Sponsorship**

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<th>LEVEL</th>
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<th>$3000-$7500</th>
<th>Under $3000</th>
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<td>Full page</td>
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<td>ITEEA Website Banner and Feature Ad</td>
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<td>Mobile App Push Notification at Conference</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 8.

Attendee Bag Insert
$450 • ONLY ONE LEFT
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.

Lounge Table
$550 • THREE RESERVED!
To facilitate attendee networking within like-minded disciplines, a limited number of tables in high-profile areas will be identified by membership interest (e.g., engineering tables, technology tables, modeling tables, etc.). Sponsor’s marks will be included in the branding on each table supported, and the sponsor can network at tables at any time with very targeted leads. Sponsors can exclusively distribute promotional information, flyers, and so forth at their supported tables. (Only Available to Exhibiting Companies)

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.

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, expo hall hours, and much more—along with a personalized message from your company.

Aisle Sign Sponsorship
$950 PER AISLE, 3 AISLES LEFT
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.

Program Excellence AWARDS
$1,750 • SOLD
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.

Teacher Excellence AWARDS
$1,750 • SOLD
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.

Banner Sponsorship
OPTIONS AS LOW AS $350
These prominent banner sponsorships are guaranteed to give you high visibility in well-trafficked areas at the 2020 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.

More "Select" level opportunities ...
Select Level Continued...

**International/PATT Reception**
$2,900
PATT is an international series of technological literacy conferences held within the ITEEA conference. Provide lunch to all those interested in learning more about international developments.

**Administrator Breakfast**
$2,900
Personally address administrators. Administrators are invited to participate in a specially designed I-STEM Education Professional Development Strand. This special strand of presentations designed for Administrators is offered to build understanding and support for their school and District programs. Sponsors are given an opportunity to address the group at one of two sponsored breakfast sessions.

**21st Century Leadership Reception**
$2,900
Get in front of 21st Century Leadership Academy Cohort groups who are invited to a special reception where they can network with their peers and ITEEA ambassadors.

- Sponsor’s name or logo will be on all related signage, invitations, and promotional material about the event.
- Sponsor will be recognized at the start of the session.
- Sponsor may give attendees a small token.
- Organization representative may meet and greet guests at the door and network with guests during reception.

**Pocket Program (Schedule-at-a-Glance)**
$2,900
Distributed to all attendees at registration and available at the floor plan directory near the main expo entrance, the Pocket Program includes pivotal scheduling information for workshops, sessions, and events in a portable and user-friendly design.

- Sponsor’s acknowledgement copy incorporated into pocket program design.
- Sponsor recognized on the floor plan directory near the exhibit entrance.
Sponsorship Opportunities

Signature Level ($3k – $7.5k)  Includes all SIGNATURE benefits listed on page 8

**ITEEA STEM Showcase**
**$4,200**
Help sponsor the ITEEA STEM Showcase—an exchange of best practices in the field. Participants will be showcasing their programs and sharing their ideas on Thursday afternoon in the Exhibit Hall. This spectacular event is highly publicized and those who participate receive individual certificates that include your company logo as the official sponsor.

**Networking “Sweet Treat” Break in the Exhibit Hall**
**$4,500 • SOLD**
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.

**Go Baby Go**
**$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 a battery-operated, toy ride-on car for a young child with limited motor function. These innovatively designed toy cars are showcased in the ITEEA expo 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.

**Lanyards**
**$5,100**
Your organization’s name and logo can appear exclusively on the official 2020 Annual Conference name badge lanyards worn by attendees.

**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 2020 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.
Premier Level (Over 7.5k) Includes all SIGNATURE benefits listed on page 8

**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.

**Conference Bag**
$8,800
Your organization’s name and logo can appear exclusively on one side of the official Annual Conference 2020 bags distributed to all attendees and exhibitors when they register. Production included; two-color imprint.

**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.

- 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.

**General Session Keynotes**
$9,000 • ONE LEFT
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.

**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.
STEM Center Partnership

STEM Center for Teaching and Learning

For more than 20 years ITEEA’s STEM Center for Teaching and Learning™ had been leading efforts to strengthen professional development and advance technological and engineering literacy through four goals:

The STEM Center offers sponsors and partners direct connections with practicing teachers, administrators, and policy makers through:

- Curriculum Product Alignment
- Professional Development Sponsorship
- Industry Certificate Partnership
- Materials List Recommendations

No other national STEM program has the history, prestige, and reach of the STEM Center. Partner benefits are significant and can include:

- Material and/or curriculum recommendations
- Rights to host and/or participate in ITEEA’s STEMinars
- Product and service content development coordination
- Considerable logo branding throughout the STEM Center website and materials
- Ad visibility in EbD Consortium publications

The STEM Center for Teaching and Learning™ has grown into one of the most prominent leaders in STEM Education. A nationwide network has developed around the Center’s Engineering by Design Consortium and features a group of National Teacher Effectiveness Coaches (NTECs) who provide high-quality, consistent professional development opportunities for states on a cost-recovery model. Consortium members are given unlimited distribution of EbD/STEM curriculum materials within their state or district.

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