

# SETDA's 2017 Annual Event Sponsorships



Leadership Summit &  
Ed Forum Day

Washington, D.C., October 22 – 25, 2017

**SETDA**

[setda.org/events](http://setda.org/events)

LEADERSHIP • TECHNOLOGY • INNOVATION • LEARNING

# Who is SETDA?

SETDA members are 230 state level education leaders from all 50 states and 3 U.S. Territories.

## Fostering Public-Private Partnerships to Improve Education

SETDA's Mission is to build and increase the capacity of state and national leaders to improve education through technology policy and practice. SETDA secures strategic partnerships with organizations that align with our mission, priorities, and advocacy goals. Our strategic partnerships include non-profit and for-profit private sector partners (platinum/gold/emerging) and channel partners. We also work in tandem with and offer opportunities to event sponsors, which include organizations seeking to showcase innovative products and services that can help meet the needs of our state members and the schools and districts that they serve.



**Emerging Technologies Leadership Forum**

**80** State Education Leaders representing **45 states**

**Leadership Summit + Ed Forum Day**

**100** State Education Leaders representing **47 states**  
+ 75 invited guests from national education organizations.

# Leadership Summit & Ed Forum Day

## 2017 Sponsorship Packages

### ALL SPONSORSHIPS INCLUDE:

- Free registration for 2 company executives
- 6' skirted table for demo/display at exclusive 2 hour Tabletop Showcase & Reception
- Access to the pre-registration list for targeted outreach only (for individual contacts, not mass solicitations)
- Company branding on event signage, mobile app and event related web pages

### Speed Meeting Sponsor – \$5,000

Speed meetings are a unique opportunity to accomplish a lot of targeted marketing to a large number of states in a small amount of time. Each company will have 7 minutes to demo, present and discuss your product/service followed by 3 minutes of Q&A. You will present to small groups of state members on a rotating basis.

### Product Showcase Reception Sponsor – \$4,000

Engage with SETDA members, staff, affiliates and channel partners over the course of this 2 hour reception attended by state leaders from over 45 states. As the sponsor & host of a table during this cocktail and hors d'oeuvres reception, your company representatives will have opportunities to demo and engage with state members in a setting designed to facilitate one-on-one conversations.

### Focus Group Host & Sponsor – \$5,000

Design, lead and present a 1 hour interactive focus group session to an audience of approximately 10 state education leaders. Discuss national and state trends, brainstorm, troubleshoot, and plan ahead with state level thought partners from around the nation.

### Speaking Sponsors (morning or afternoon) – \$5,000

This sponsor will have the opportunity to be introduced by SETDA's executive director, then take the stage to speak for 7-10 minutes at the day's opening activity/breakfast or midday activity/lunch. Sponsor may place collateral at every table.

### Social Networking Event Sponsor – \$6,500

This is a unique opportunity for a sponsor to host and attend this informal networking activity attended exclusively by SETDA members and staff at a fun venue outside of the conference space! This sponsor will have a 5-7 minute speaking opportunity at the venue.

### Event WiFi Sponsor – \$4,000

This sponsor for the event's wireless internet connection will have the benefit of increased brand awareness and website traffic as each person who logs on to wifi during the event will be directed to their company website homepage.

### Event Mobile App Sponsor – \$3,000

This sponsor will have its company logo appear on a banner ad on every page of the event's mobile app throughout the duration of the event. This sponsor will also have the option to have handouts or collateral at the event, and host a table at Opening Product Showcase Reception.

### Table Top Exhibit Sponsor – \$2,500

This sponsor will host a 6' skirted table at the Opening Product Showcase Reception and will engage with SETDA members, staff, affiliates and channel partners over the course of this 2 hour reception attended by state leaders from over 45 states.

### Brain Break & Games Station Sponsor – \$2,500

This sponsor will help SETDA staff select and provide the games & activities for the "Brain Break and Games Station" at the event. In addition to a giant "Jenga" game and a giant "Connect 4" game, this sponsor can provide their own game or activity for conference attendees and other sponsors to enjoy at a "Brain Break & Games Station" which will be set up for the duration of the event. The sponsor's logo, company description and collateral will appear on a sign at the station.

# Leadership Summit & Ed Forum Day

## 2017 Sponsorship Opportunities

**When:** October 22, 2017 – October 24, 2017

**Where:** Gaylord National Harbor Hotel, National Harbor, MD

**What:** An opportunity for companies and organizations to engage in activities and meaningful dialogue about topics in education, new technologies and digital learning with SETDA's state members and affiliates.

**Who:** Attended by an average of 75 [state members](#), representing the education technology leadership from approximately 45 state education agencies as well as the corporate community represented by SETDA's annual [Private Sector Partners](#) and ETL Forum event sponsors. To learn more about SETDA, go [here](#).

**Every sponsorship opportunity includes:**

- a table for demo/display at the 2 hour Tabletop Showcase & Reception attended by all SETDA members;
- access to the pre-registration list for targeted outreach only (for individual contacts, not mass solicitations);
- company branding on event signage, mobile app and event related web pages.
- Full participation in Ed Forum Day sessions (8:00 am – 4:00 pm) including
- Networking Luncheon and Student Voices Award Presentation.

### Speed Meeting Sponsor

**Description:** Speed meetings are a unique opportunity to accomplish a lot of targeted marketing to a large number of states in a small amount of time. Perfect for companies and organizations with a timely and important initiative to share, looking to create awareness about a service or product, or to demo a new solution. Each company will have 7 minutes to demo, present and discuss your product/service followed by 3 minutes of Q&A. You will present to small groups of state members on a rotating basis. At the conclusion of the 1 hour speed meeting session, you will have presented to a representative from each state in attendance at this event. In addition, you will be assigned a state member who will serve as a mentor to help you prepare for the Speed Meeting session.

**Cost:** \$5,000

**Includes the following benefits for 2 company representatives:**

- Conduct a series of 5 consecutive roundtable presentations to leadership from every state in attendance at the event.
- Participation in Product Showcase/Table Top Exhibit (approximately 1.5 hours)
- **Optional:** Handouts or printed collateral for participants at speed meeting sessions and at tabletop exhibit
- Full event registration list for individual outreach only (no mass emails)
- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](#) event sponsors page
  - ✓ event signage and scrolling "thank you to our event sponsors" power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app

## 2017 Sponsorship Opportunities

### Product Showcase Reception Sponsor

**Description:** Engage with SETDA members, staff, affiliates and channel partners over the course of this 2 hour reception attended by state leaders from over 45 states. As the sponsor & host of a table during this cocktail and hors d'oeuvres reception, your company representatives will have opportunities to demo and engage with state members in a setting designed to facilitate one-on-one conversations. For your tabletop exhibit, plan on a simple, same-day set up and tear down.

**Cost:** \$4,00

#### Includes the following benefits for 2 company representatives:

- Provide company branded lanyards for registration name badges or tote bags for registrants
- Host a 6' skirted table at the Product Showcase Table Top Exhibit lasting approx. 2 hours with cocktail and hors d'oeuvres reception
- **Optional:** Handouts or printed collateral for participants
- Full event registration list for individual outreach only (no mass emails)
- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](http://Setda.org) event sponsors page
  - ✓ event signage and scrolling "thank you to our event sponsors" power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app

### R&D Focus Group Host & Sponsor

**Description:** Design, lead and present a 1 hour interactive focus group session to an audience of approximately 10 state education leaders. These sessions are one of the most highly valued and coveted benefits of the Gold & Platinum annual partnerships because of the valuable insights and focused feedback companies get from SETDA during this time. Discuss national and state trends, brainstorm, troubleshoot, and plan ahead with state level thought partners from around the nation. Focus groups take place in a private meeting room, with horseshoe table arrangement, electrical outlets, projector and screen, and wifi are provided.

**Cost:** \$5,000

#### Includes the following benefits for 2 company representatives:

- Design, lead and present a 1 hour focus group session with approximately 10 SETDA members
- Host a 6' skirted table at the Product Showcase Table Top Exhibit lasting approx. 2 hours with cocktail and hors d'oeuvres reception

## 2017 Sponsorship Opportunities

- **Optional:** Handouts or printed collateral for participants
- Full event registration list for individual outreach only (no mass emails)
- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](http://Setda.org) event sponsors page
  - ✓ Event signage and scrolling “thank you to our event sponsors” power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app

### Speaking Sponsor (morning)

**Description:** This sponsor will have the opportunity to be introduced by SETDA’s executive director, then take the stage to speak for 7-10 minutes at the day’s opening activity/breakfast. Sponsor may place collateral at every table.

**Cost:** \$5,000

**Includes the following benefits for 2 company representatives:**

- Networking breakfast with SETDA members
- 1-2 representatives speaking to an audience of approx. 125 state leaders, invited guests and corporate partners for 7-10 minutes after breakfast with microphone, screen and AV (may use powerpoint or video)
- Host a 6’ skirted table at the Product Showcase Table Top Exhibit lasting approx. 2 hours
- **Optional:** Handouts or printed collateral for participants
- Full event registration list for individual outreach only (no mass emails)
- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](http://Setda.org) event sponsors page
  - ✓ event signage and scrolling “thank you to our event sponsors” power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app

## 2017 Sponsorship Opportunities

### Speaking Sponsor (afternoon)

**Description:** This sponsor will have the opportunity to be introduced by SETDA's executive director, then take the stage to speak for 7-10 minutes at the member's networking luncheon. Sponsor may place collateral at every table.

**Cost:** \$5,000

#### Includes the following benefits for 2 company representatives:

- Networking luncheon with SETDA members
- 1-2 representatives speaking to an audience of approx. 125 state leaders, invited guests and corporate partners for 7-10 minutes after lunch with microphone, screen and AV (may use powerpoint or video)
- Host a 6' skirted table at the Product Showcase Table Top Exhibit lasting approx. 2 hours
- **Optional:** Handouts or printed collateral for participants
- Full event registration list for individual outreach only (no mass emails)
- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](http://Setda.org) event sponsors page
  - ✓ event signage and scrolling "thank you to our event sponsors" power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app

### Social Networking Event Sponsor

**Description:** There is a unique opportunity for a sponsor to host and attend this informal networking activity attended exclusively by SETDA members and staff at a fun venue outside of the conference space! This sponsor will have a 5-7 minute speaking opportunity at the venue. In addition, this sponsorship includes a display at the Tabletop Showcase Reception.

**Cost:** \$6,500

#### Includes the following benefits for 2 company representatives

- Attendance of a team of up to 5 company representatives at networking event with SETDA members and staff
- 5-7 minute speaking opportunity at networking event
- Host a 6' skirted table at the Product Showcase Table Top Exhibit lasting approx. 2 hours
- **Optional:** Handouts or printed collateral for participants
- Full event registration list for individual outreach only (no mass emails)

## 2017 Sponsorship Opportunities

- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](http://Setda.org) event sponsors page
  - ✓ event signage and scrolling “thank you to our event sponsors” power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app

### Event WiFi Sponsor

**Description:** This sponsor for the event’s wireless internet connection will have the benefit of increased brand awareness and website traffic as each person who logs on to wifi during the event will be directed to their company website homepage. This sponsorship includes table tents with company logo, tagline, and username password for wifi, placed on all dining room tables and meeting room tables for the duration of the event.

**Cost:** \$4000

#### Includes the following benefits for 2 company representatives:

- Host a 6’ skirted table at the Product Showcase Table Top Exhibit lasting approx. 2 hours
- Optional: Handouts or printed collateral for participants
- Table Tents with company branding on all tables throughout event
- Full event registration list for individual outreach only (no mass emails)
- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](http://Setda.org) event sponsors page
  - ✓ event signage and scrolling “thank you to our event sponsors” power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app

### Event Mobile App Sponsor

**Description:** This sponsor will have its company logo appear on a banner ad on every page of the event’s mobile app throughout the duration of the event. This sponsor will also have the option to have handouts or collateral at the event, and host a table at Opening Product Showcase Reception.

**Cost:** \$3,000



## 2017 Sponsorship Opportunities

### Includes the following benefits for 2 company representatives:

- Company logo on every page of event's mobile app for the duration of the event
- Host a 6' skirted table at Product Showcase Table Top Exhibit lasting approx. 2 hours
- **Optional:** Handouts or printed collateral for participants at registration
- Full event registration list for individual outreach only (no mass emails)
- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](http://Setda.org) event sponsors page
  - ✓ event signage and scrolling "thank you to our event sponsors" power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app

### Table Top Exhibit Sponsor

**Description:** This sponsor will host a 6' skirted table at the Opening Product Showcase Reception and will engage with SETDA members, staff, affiliates and channel partners over the course of this 1.5 hour reception attended by state leaders from over 45 states. 2 company representatives will have opportunities to demo and engage with state members in setting designed to facilitate one-on-one conversations.

**Cost:** \$2,500

### Includes the following benefits for 2 company representatives:

- Company logo on every page of event's mobile app for the duration of the event
- Host a 6' skirted table at Product Showcase Table Top Exhibit lasting approx. 2 hours
- **Optional:** Handouts or printed collateral for participants at registration
- Full event registration list for individual outreach only (no mass emails)
- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](http://Setda.org) event sponsors page
  - ✓ event signage and scrolling "thank you to our event sponsors" power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app

## 2017 Sponsorship Opportunities

### Brain Break & Games Station

**Description:** This sponsor will help SETDA staff select and provide the games & activities for the “Brain Break and Games Station” at the event. In addition to a giant “Jenga” game and a giant “Connect 4” game, this sponsor can provide their own game or activity for conference attendees and other sponsors to enjoy at a “Brain Break & Games Station” which will be set up for the duration of the event. The sponsor’s logo, company description and collateral will appear on a sign at the station.

**Cost:** \$2,500

**Includes the following benefits for 2 company representatives:**

- Collaborative planning with SETDA staff on games and activities for the event
- Company logo on sign at the Brain Break & Games Station for duration of event
- Host a 6’ skirted table at Product Showcase Table Top Exhibit lasting approx. 2 hours
- Handouts or printed collateral for participants at Brain Break & Games Station
- Full event registration list for individual outreach only (no mass emails)
- Company contact information, logo and branding on:
  - ✓ event program
  - ✓ [Setda.org](http://Setda.org) event sponsors page
  - ✓ event signage and scrolling “thank you to our event sponsors” power point slides during meals and breaks
  - ✓ social media campaign
  - ✓ event app