SETDA's Leadership Summit Sponsorship Opportunities

WHEN: Sunday, October 26-29, 2014
WHERE: Renaissance Arlington Capital View, Arlington, VA

WHAT: SETDA's annual Leadership Summit is a unique professional development and networking event designed to foster in-depth dialogue among state and national education leaders, educational technologists and private sector innovators. This year's focus will be on state actions in making the shift to digital and open content, online assessment, educator effectiveness privacy of student data and equity of access. See agenda

WHO: The Leadership Summit is attended **by over 70 state members** representing the educational technology leadership from **more than 45 states**, the executive leadership from a variety of educational organizations as well as the corporate community represented by SETDA's annual private sector partners and Leadership Summit's event sponsors. This event provides multiple opportunities for state members, SETDA's private sector partners, event sponsors and executive leadership from national education organizations, thought leaders from the broader education spectrum, national policy makers, and high-profile district officials to engage in meaningful dialogue. To learn more about SETDA visit: setda.org.

Sponsorship Opportunities														
		List of Participants' Contact Info. & branding (web site, mobile app, signage)	Additional branding	**SUNDAY - 10/26**		**MONDAY - 10/27**					**TUESDAY - 10/28**			
	Price			Speed Meeting	Opening Product Showcase Reception	Breakfast	Ed Forum sessions	Lunch	Ed Forum Product Showcase Reception	Speaking Opportunity	Breakfast	Lunch	Gala	Speaking Opportunity
Speed meeting sponsors (Sun.)	$7,500 [1]	✓	handout	✓	✓	✓	✓	✓						
Opening Product Showcase Reception (Sun.)	$4,000 [2]	✓			✓	✓	✓	✓						
Speaking Opportunity at Breakfast Mon.)	$5,000 [3]	✓	Seat drops			✓	✓	✓	✓	✓ b'fast				
Speaking Opportunity at Luncheon (Mon.)	$7,500 [1]	✓	Seat drops			✓	✓	✓	✓	✓ luncheon				
Ed Forum Product Showcase Reception (Mon.)	$5,000 [3]	✓				✓	✓	✓	✓					
Wi-fi Access (Mon./Tues.)	$2,000 [2]	✓	Table tents											
	$3,500 [2]	✓	Table tents			✓	✓	✓						
Banner Ad Event Mobile App	$3,000 [2]	✓	Banner ad			✓	✓	✓						

Sponsorship Opportunities (cont.)														
		List of Participants' Contact Info. & branding (web site, mobile app, signage)	Additional branding	SUNDAY - 10/26		MONDAY - 10/27					TUESDAY - 10/28			
	Price			Speed Meeting	Opening Product Showcase Reception	Breakfast	Ed Forum sessions	Lunch	Ed Forum Product Showcase Reception	Speaking Opportunity	Breakfast	Lunch	Gala	Speaking Opportunity
Speaking Opportunity at Breakfast (Tues.)	$5,000 [3]	✓	Seat drops						✓		✓	✓		✓ b'fast
Speaking Opportunity at Lunch (Tues.)	$6,500 [1]	✓	Seat drops						✓		✓	✓		✓ luncheon
Speaking Opportunity at Gala (Tues.)	$15,000 [4]	✓	Seat drops			✓	✓	✓	✓				✓	✓ dinner

DISCOUNTS FOR EXISTNG SETDA PRIVATE SECTOR PARTNERS:

[1] Platinum - $2,000/Gold - $1,000 | [2] Platinum - $500/Gold - $250 | [3] Platinum - $1,500/ Gold - $1,000 | [4] Platinum - $3,000/Gold - $1,500

DESCRIPTIONS OF ACTIVITIES

Every sponsorship opportunity includes access to the pre-registration list for targeted outreach (note: for individual contacts, not mass solicitation) and company branding on event signage, mobile app and event related web pages.

SPEED MEETINGS SESSSIONS (SUN. 10/26)

Speed meetings are ideal opportunities for companies/organizations new to SETDA or the education technology sector. You will have 5 minutes to demo or discuss your product/service followed by 5 minutes of Q&A to small groups of state members on a rotating basis. At the conclusion of the 2 hr. speed meeting session, you will have presented to every SETDA member in attendance. In addition, you will be assigned a state member who will serve as a mentor to help prepare for the Speed Meeting session. Two company representatives may participate.

OPENING PRODUCT SHOWCASE RECEPTION (SUN. 10/26)
- 1.5hr. reception attended by state members from over 45 state; less than 20 companies will host a table during this reception.
- Demo and engage more deeply with state members in an intimate setting that will facilitate opportunities for state members and you to have meaningful, one-on-one dialogue.
- Engage with SETDA members from many states during this reception and identify up to seven specific states you would like to request stop by your table top.

SPEAKING OPPORTUNITY BEFORE KEYNOTE SPEAKER (MON. 10/27)
This sponsor will have the opportunity to be introduced by SETDA's executive director and speak for 5 min. at the opening keynote/breakfast. Sponsor may place collateral at every table.

MONDAY'S ED FORUM (MON. 10/27)
This is a special one-day event in which SETDA expands the attendee list to external visitors including executive leadership from national education organizations, thought leaders from the broader education spectrum, national policy makers, and high-profile district officials.(does not include participation in Monday night's Ed Forum Product Showcase). Throughout the day SETDA will conduct plenary panels and concurrent break-out sessions addressing a range of ed tech policy and implementation issues and topics.

SPEAKING OPPORTUNITY AT LUNCHEON (MON. 10/27)
This sponsor will have the opportunity to be introduced by SETDA's executive director and speak for 3-5 min. at the two-hour luncheon. This sponsorship includes placement of sponsor's collateral on tables.

ED FORUM PRODUCT SHOWCASE RECEPTION (MON. 10/27)
- 2hr. reception attended by state members from over 45 states.
- Demo and engage with state members and Ed Forum invited external guests such as the executive leadership from national education organizations, thought leaders from the broader education spectrum, national policy makers, and high-profile district official.
- Engage with SETDA members from many states during this reception and identify up to seven specific states who you would like to request stop by your table top.

WI-FI ACCESS (MON., TUES. OR BOTH)
Sponsor will receive attribution for sponsoring wi-fi access on Mon. ($2,000) or Tues. ($2,000) or both days ($3,500). In addition to the standard branding provided to all event sponsors, sponsor will have branding on the table tents that acknowledge sponsorship and provide wifi login info; these will be placed on the tables throughout the event. If you sponsor both days, one representative may also attend Monday's Ed Forum sessions in the morning and afternoon, but may not host a table in the Ed Forum Product Showcase Reception.

SPEAKING OPPORTUNITY AT BREAKFAST (TUES. 10/28)
This sponsor will have the opportunity to speak for 3-5 min. at the breakfast and include placement of sponsor's collateral on tables. This sponsor may also have two representatives attend lunch on Tuesday however, may not participate in any sessions.

SPEAKING OPPORTUNITY AT LUNCH (TUES. 10/28)
This sponsor will have the opportunity to speak for 3-5 min. at the lunch and include placement of sponsor's collateral on tables. This sponsor may also have two representatives attend breakfast on Tuesday however, may not participate in any sessions.

SPEAKING OPPORTUNITY AT GALA (TUES. 10/28)
This sponsor will have the opportunity to be introduced by SETDA's executive director and speak for 10 min. at the Gala. This sponsorship includes placement of sponsor's collateral on tables during the Gala.

BANNER AD ON EVENT MOBILE APP
Sponsor will have company logo on a banner add that appears on the event's mobile app. One representative may also attend Monday's Ed Forum sessions in the morning and afternoon, but may not participate in the Ed Forum Product Showcase Reception.

FOR MORE INFORMATION:
For questions or for more information about annual private sector partnerships please visit this site or contact Jennifer Fritschi, Director of Strategic Partnerships at 202-715-6636 ext. 704 or jfritschi@setda.org

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