



## SETDA's Emerging Private Sector Partner Program

### Overview

A partnership with SETDA has a myriad of benefits. Joining in our mission to build and increase the capacity of state and national leaders to improve education through technology brings companies to the forefront of public education policy and practice. Access, visibility and knowledge keep our long-time Gold and Platinum Private Sector Partners engaged and coming back each year. Emerging Partners enjoy many of the same benefits SETDA provides to our Gold and Platinum Private Sector Partners, including unique opportunities to be seen and heard by state and national ed tech leaders.

Year One Emerging Partners are invited to participate in part of the Emerging Technologies Forum held annually adjacent to the ISTE Conference along with the opportunity to participate in a special 30 minute virtual focus group with state leaders OR the popular "What's New & Noteworthy" SETDA webinar. Year One Partners have the option to renew as a Year Two Partner after Year One. Year Two Partners are invited to participate in a portion of SETDA's Emerging Technologies Forum, as well as SETDA's premier education event, the Annual Leadership Summit. Leap frog option: Partners may opt to skip Year One and begin as a Year Two Partner enjoying Year One and Year Two benefits simultaneously.

# 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.



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**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.

**FOR MORE INFORMATION**  
Please contact Melissa Greene, Director of Strategic Partnerships, at [mgreene@setda.org](mailto:mgreene@setda.org) or 202-715-6636 x703.



## Eligibility

A select number of companies will be chosen as SETDA Emerging Private Sector Partners. The following criteria will be used to determine a company's eligibility. Companies that meet all three criteria are preferred; however, other applicants also may be accepted on a case-by-case basis, following a review by SETDA Staff and a committee of State Members.

1. Product/service should leverage technology to serve a need in PreK-12 education or pre-service education
2. Product/service should possess the capacity to scale on a state-wide and multi-state basis
3. Company should be established for at least one year, no more than five years or if established for more than five years, is new to the U.S. education market

## Application Requirements

Please visit [here](#) to begin the application process.

## Cost

**Year 1** - \$5,000    **Year 2\*** - \$7,500

\*Partners may opt to skip Year One and begin as a Year Two Partner enjoying Year One and Year Two benefits simultaneously.



## FOR MORE INFORMATION

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# Emerging Private Sector Partner Benefits – Year One

## Visibility



### SETDA's [Emerging Technologies Forum](#)

Two company representatives may participate. Events are routinely attended by members from more than 40 states. Includes access to pre-registration list of attendees and branding on event signage, web pages and mobile app.

#### Activities

- **Lightning Round Demonstration –** Deliver a five-minute presentation to an exclusive audience of SETDA's State Members, Staff and Gold/Platinum Private Sector Partners (approx. 120 people)
- **Emerging Private Sector Partners Table Top Showcase –** Host a table top demonstration attended exclusively by SETDA's State Members and staff
- **Optional: Networking event –** Attend a networking social with Emerging Private Sector Partners, SETDA State Members, staff and Gold/Platinum Private Sector Partners
- **Full-day Face to Face Workshop –** Learn about the K-12 Ecosystem & How to Successfully Market for K-12 in a 7hr. session specifically tailored for startups

#### “What’s New & Noteworthy” Webinar OR Host a 30 Minute Focus Group with 5 State Leaders

Demonstrate a product/service update during this annual webinar designed exclusively for SETDA's first-year Emerging Private Sector Partners. Provide a five-minute product/service description to State Members and Gold/Platinum Private Sector Partners OR host a 30 minute “virtual” R&D Focus Group with up to 5 state leaders.

#### Receive National Visibility:

- Announcement of new Emerging Private Sector Partners (Spring) via SETDA-issued news release and multiple social media channels
- Company recognition on the SETDA home page
- Company-specific microsite on SETDA's website (logo, description, contacts, and hyperlinks)
- Logo inclusion on signage at SETDA's two annual events ([Emerging Tech Forum](#) and [Leadership Summit](#)) and on corresponding event specific web pages on the SETDA website and the events' mobile app
- Use of SETDA Emerging Private Sector Partner Badge to be used on print collateral and online assets for term of partnership
- Promote new products and services in the “Strategic Partner News” section of SETDA newsletter sent to State Members and Private Sector Partners (50 word limit, up to three times/year)
- Brainstorm product development, implementation strategy, pilot opportunities or other R&D activities.

## Access & Knowledge



### Gain feedback and insight from influential state and national level ed tech industry leaders

- **SETDA Members –** meaningful dialogue through an in-person event, monthly webinars and access to state member contact information (to be used for individual contact and research)
- **SETDA Staff –** technical assistance and thought leadership

#### Get access to valuable information, education and ed tech news and State Members:

- Get ongoing education and ed tech updates including, federal and state news, conferences and events, trends, research, advocacy efforts, and State Member-specific information
- Connect with SETDA for national policy leadership and advocacy initiatives
- Participation in SETDA's monthly membership webinars and other virtual meetings
- Access to State Member contact information (to be used for individual contact and research)



## Additional Emerging Private Sector Partner Benefits – Year Two

Following the first year as an Emerging Private Sector Partner, Year Two Partners receive further opportunities for visibility at SETDA's annual events, in addition to the benefits of Year One Emerging Private Sector Partners.<sup>1</sup> Events are routinely attended by members from more than 40 states. Participation in the events below includes access to pre-registration lists of attendees and branding on event signage, SETDA web pages and the mobile app.

### SETDA's [Emerging Technologies Forum](#)

Two company representatives may participate.

#### Activities:

- **Receive a 30-second introduction** to all event attendees
- **Join the States' Perspectives Session and Reception** – states share details of their initiatives that leverage technology
- **Enjoy breakfast and lunch** with State Members and Private Sector Partners
- **Attend a networking event** with Emerging Private Sector Partners, SETDA State Members, staff and Gold/Platinum Private Sector Partners
- **Table Top Showcase** – Host a table top demonstration attended exclusively by SETDA's State Members and staff
- **Face to Face Workshop** – audit the K-12 Ecosystem & How to Successfully Market for K-12 full day session for new cohort of Emerging Private Sector Partners

### SETDA's [Leadership Summit](#)

Two company representatives may participate.

#### Activities:

- Participate in SETDA's Ed Forum – a special one-day event in which SETDA and its members engage with executive leadership from national education organizations, thought leaders from the broader education community, federal policy makers, and high-profile district officials (approx. 250 attendees)
- **Table Top Showcase** – Host a table top demonstration attended exclusively by SETDA's State Members and staff

Consider a Gold or Platinum SETDA Partnership in year three. [Learn more here.](#)

## FOR MORE INFORMATION

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<sup>1</sup>Year Two Partners do not conduct a demo during the Emerging Technologies Forum Lightning Round Demonstrations, nor do they provide a demo during the "What's New & Noteworthy" webinar