

Leadership Summit 2019

November 3-6, 2019 • Arlington, VA



Event Partnership Opportunities

SETDA

LEADERSHIP • TECHNOLOGY • INNOVATION • LEARNING

setda.org

Who is SETDA?

The State Educational Technology Director's Association (SETDA) connects your organization with 230 state level education leaders from all 50 states and 3 U.S. territories.

We secure strategic partnerships with organizations that align with our mission, priorities, and advocacy goals. See SETDA's Strategic Plan for 2017–2020 [here](#).



Trusted relationships with SETDA members give us the very best information on trends and opportunities in each state they represent.

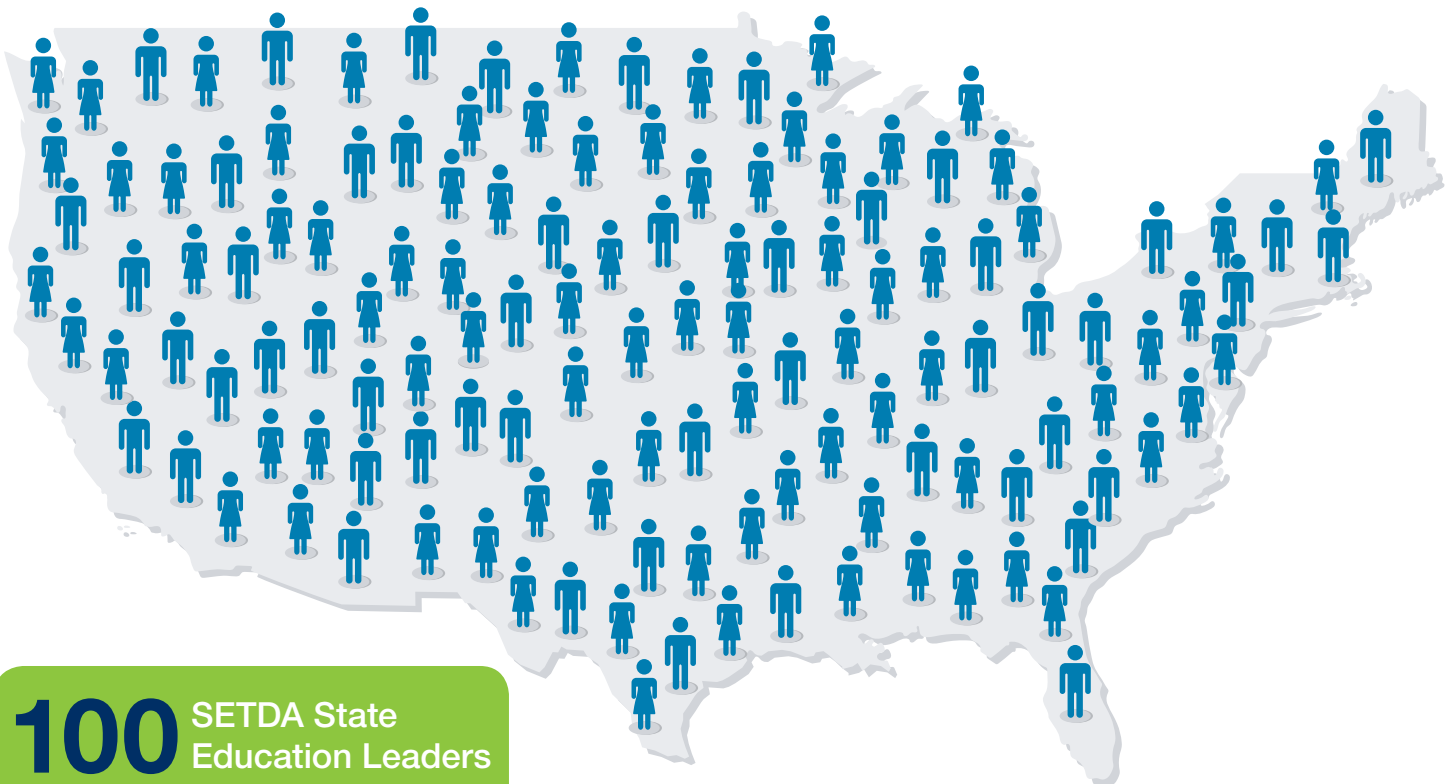
–Patrick Leonard,
COO MIDAS Education

What is the Emerging Technologies Forum?

The Emerging Technologies Leadership Forum provides an opportunity for your organization to engage with SETDA's state members and affiliates in activities and meaningful dialogues about topics in education, new technologies, and digital learning.

At the Emerging Technologies Leadership Forum, SETDA welcomes event partners to showcase innovative products and services that will help meet the needs of our state members and the schools and districts they serve.

Who attends?



100 SETDA State Education Leaders representing **45 states** (average attendance)

75 EdTech organizations
Meet our partners here!

+ Your Organization
Become a partner!

2019 Partnership Packages At-A-Glance



Social Networking Event Partner – \$6,500

- 5-7 Minute speaking opportunity
- Social engagement hosted at off-site venue



Focus Group Host – \$6,500

- 1 hour focus group
- Approximately 10 state education leaders
- Collaborative discussion



Speed Meeting Partner – \$5,000

- Small group rotations of state leaders
- 7 minute demo and 3 minute Q&A each rotation
- Targeted marketing opportunity



Speaking Partner (morning) – \$5,000

- Personal introduction by SETDA's Executive Director
- 7-10 minutes to address attendees
- Collateral at each table



Speaking Partner (afternoon) – \$5,000

- Personal introduction by SETDA's Executive Director
- 7-10 minutes to address attendees
- Collateral at each table



Showcase & Reception Host – \$4,000

- Two-hour cocktail and hors d'oeuvres reception
- Demo and engagement with state leaders
- One-on-one conversation setting

Event WiFi Partner – \$4,000

- Brand awareness
- Website traffic



Event Mobile App Partner – \$3,000

- Company logo/ banner ad on the event's mobile app
- Collateral distribution at event



Showcase Exhibit Partner – \$2,500

- Company logo/ banner ad on the event's mobile app
- Collateral distribution at event



Brain Break & Games Station Partner – \$2,500

- Opportunity to run games with SETDA staff at key points throughout the event
- Logo, company description and collateral at games station



Roundtable Host – \$3,000

- 30 minute roundtable discussion
- approximately 3-5 state leaders
- collaborative discussion



For more information about becoming an event partner contact
Missy Greene at 202.715.6636 ext.703 or mgreene@setda.org

All Partnership Packages include:

- Registration for two executives from your organization
- Display table for demo at exclusive Educational Technology Showcase & Reception (6' skirted table)
- Access to the pre-registration list for targeted individual outreach
- Your organization's branding on event signage, mobile app and event related web pages

Social Networking Event Partner



Description: As the Social Networking Event Partner, your organization has the unique opportunity to host an informal networking activity attended exclusively by SETDA members and staff at an exciting venue outside of the conference space! You will have a 5-7 minute speaking opportunity at the venue.

Cost: \$6,500

Two representatives from your organization will have the opportunity to:

- Invite your team of up to 5 representatives from your organization to a networking event with SETDA members and staff
- Speak for 5-7 minutes at the networking event
- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral to participants
- Access the full event registration list for individual outreach
- Include your organization's contact information, logo, and branding on:
 - ✓ Event Program
 - ✓ Setda.org Event Partners Page
 - ✓ Event signage
 - ✓ "Thank you to our Event Partners scrolling PowerPoint slides
 - ✓ Social media campaign
 - ✓ Event app



SETDA is an organization that is all about partnerships and making connections.

–Rick Gaisford, Educational Technology Specialist, Utah State

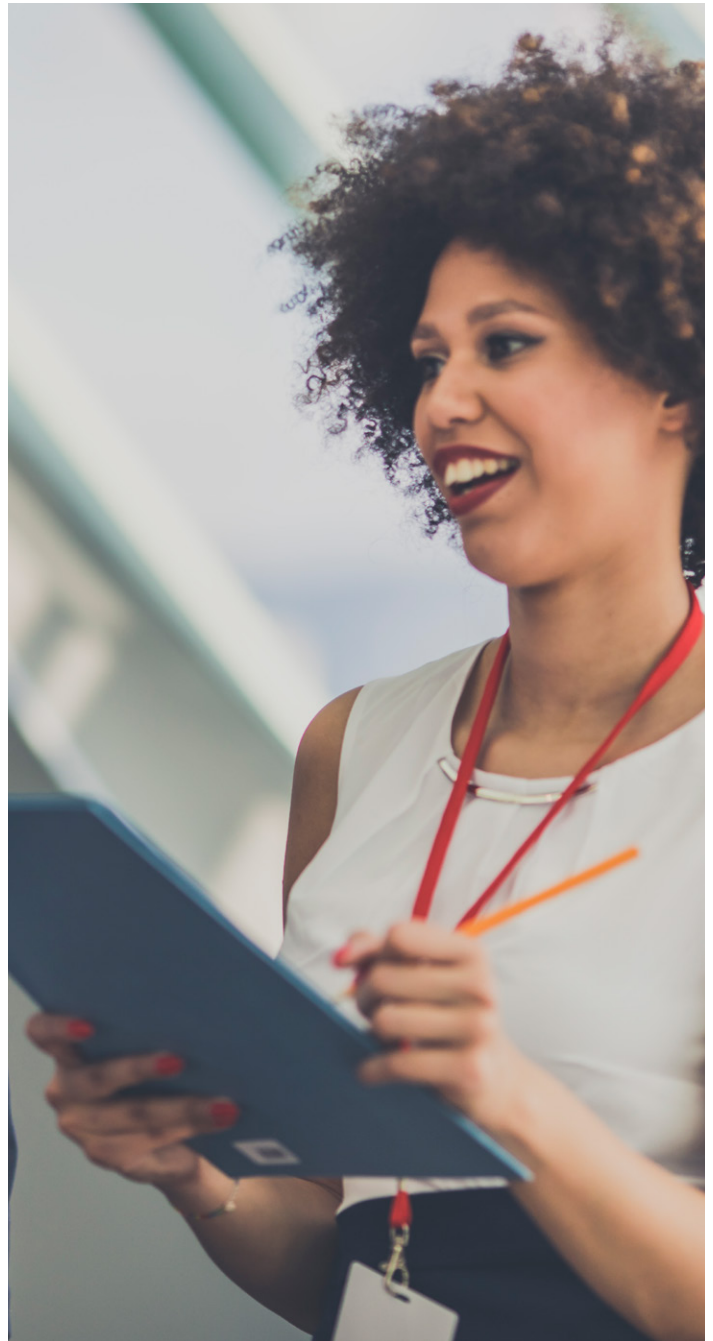
R&D Focus Group Host

Description: R&D Focus Group Hosts 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 your organization receives from SETDA during this time. You will have the opportunity to discuss national and state trends, brainstorm, troubleshoot, and plan ahead with state level thought partners from around the nation. Your focus group will take place in a private meeting room – horseshoe table arrangement, electrical outlets, projector and screen, and WiFi are provided.

Cost: \$6,500

Two representatives from your organization will have the opportunity to:

- Design, lead and present a 1-hour focus group session with approximately 10 SETDA members
- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral to participants
- Access the full event registration list for individual outreach
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...most notably, we've found the focus groups tremendously insightful. The candid feedback we gain from these discussions with state ed tech leaders plays a continuous role in shaping the development of new BrainPOP features, bolstering our efforts to meet the needs of teachers and students across the country.

–Kari Stubbs, Ph.D, Vice President,
Learning and Innovation, Brain POP

Speed Meeting Partner



Description: Speed meeting partners have a unique opportunity to accomplish a significant amount of targeted marketing to a large number of states in a small amount of time. Speed meetings are a perfect platform for your organization when you have a timely and important initiative to share, when you are looking to create awareness about a service or product, or when you want to demo a new solution. A state leader will be assigned to you, and will serve as a mentor to help you prepare for the Speed Meeting session. Your organization will present to small groups of state members on a rotating basis. For each rotation, you will have seven minutes to demo, present, and discuss your product or service followed by three minutes of Q&A. 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.

Cost: \$5,000

Two representatives from your organization will have the opportunity to:

- Conduct a series of 5 consecutive roundtable presentations to leaders from every state in attendance at the event
- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral at both the Speed Meeting sessions and the Educational Technology Showcase & Reception
- Access the full event registration list for individual outreach
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Since Speed Meetings started, I have had more success in engaging my schools in new products I hear of and quickly establishing relationships with the representatives from those corporate partners.

—Peter Drescher, Education Technology Coordinator at the Vermont Agency of Education

Speaking Partner

MORNING

Description: As the Morning Speaking Partner your organization has the opportunity to be introduced by SETDA's executive director, then to take the stage to speak for 7-10 minutes at the day's opening breakfast. Your organization may place collateral at each table.

Cost: \$5,000

Two representatives from your organization will have the opportunity to:

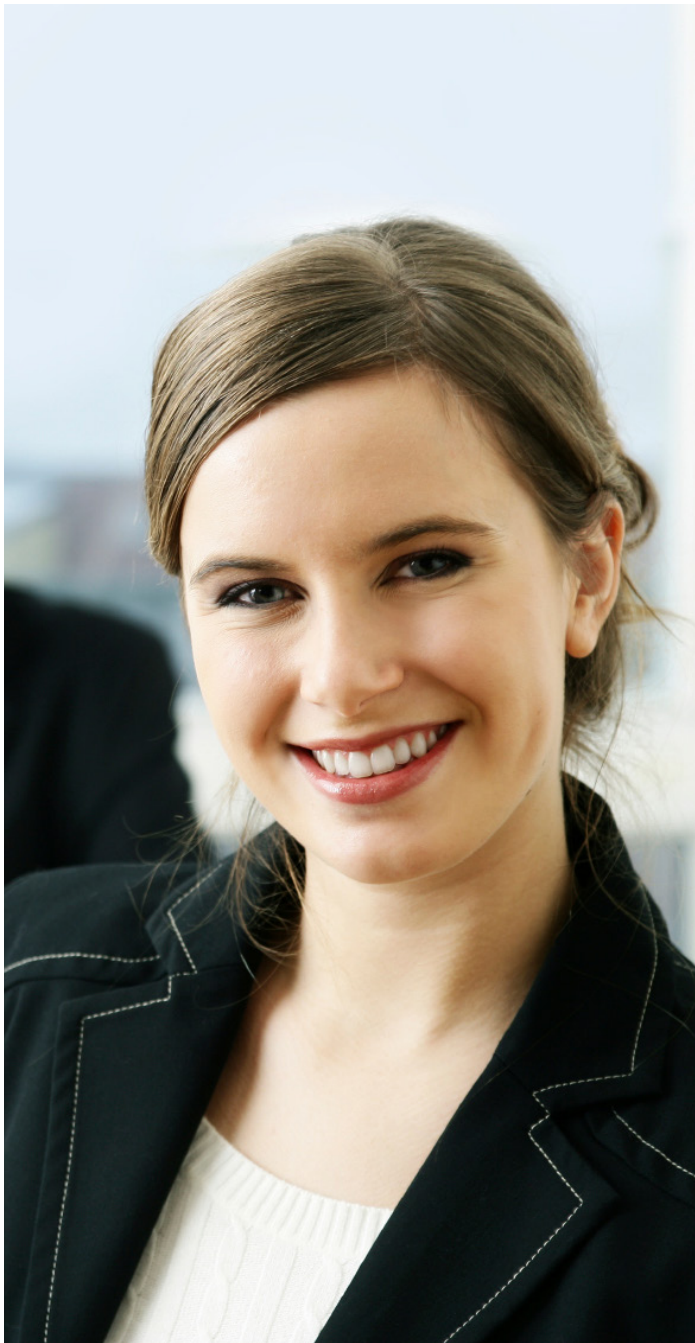
- Attend a networking breakfast with SETDA leaders
- Speak to an audience of approximately 125 state leaders, invited guests, and corporate partners for 7–10 minutes. A microphone, screen, and AV for PowerPoint or video are provided.
- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral to participants
- Access the full event registration list for individual outreach
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The SETDA team and its state members provide guidance, insight, leadership, and vision about the key issues and future direction of educational technology.

–Lillian Kellogg,
Senior Vice President, ENA

Speaking Partner



AFTERNOON

Description: As the Afternoon Speaking Partner, your organization has 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. Your organization may place collateral at each table.

Cost: \$5,000

Two representatives from your organization will have the opportunity to:

- Attend a networking luncheon with SETDA leaders
- Speak to an audience of approximately 125 state leaders, invited guests, and corporate partners for 7–10 minutes. A microphone, screen, and AV for PowerPoint or video are provided.
- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral to participants
- Access the full event registration list for individual outreach
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We greatly value our relationship with SETDA and are proud to support the organization's mission to improve education through technology.

–Gregg Calvaruso Director of Marketing,
ClassLink

Product Showcase & Reception Host

Description: The Product Showcase & Reception Host interacts with SETDA members, staff, affiliates, and channel partners over the course of a 2-hour reception attended by state leaders from over 45 states. As the partner & host of a tabletop exhibit during this cocktail and hors d'oeuvres reception, your organization's representatives will have the opportunity 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: \$4,000

Two representatives from your organization will have the opportunity to:

- Provide company branded lanyards for registration, name badges, or tote bags for registrants
- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral to participants
- Access the full event registration list for individual outreach
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CLASSCRAFT

We've developed lasting relationships and even friendships that have led us to grow our network, build credibility with various stakeholders and better understand the K12 market.

–Shawn Young- CEO & Co-founder,
Classcraft

Event WiFi Partner



Description: The Event WiFi Partner supplies the wireless internet connection for the duration of the event. Your organization 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 your company's homepage. Table tents with your organization's logo, tagline, and username/password for WiFi will be placed on all dining room tables and meeting room tables for the duration of the event.

Cost: \$4000

Two representatives from your organization will have the opportunity to:

- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral to participants
- Access the full event registration list for individual outreach
- Include your organization's contact information, logo, and branding on:
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SETDA gets state leaders talking to the educational technology community – the providers of invaluable technological resources, services and tools.

–Rick Gaisford, Educational Technology Specialist, Utah State

Event Mobile App Partner

Description: The Event Mobile App Partner creates the mobile app services for the event. Your organization's logo will appear on a banner ad on every page of the event's mobile app throughout the duration of the event.

Cost: \$3,000

Two representatives from your organization will have the opportunity to:

- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral to participants
- Access the full event registration list for individual outreach
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SETDA provides an opportunity... to hear state perspectives concerning important issues related to our company's offerings. That helps shape our work in those states and our national strategies.

–Kevin Custer, Founding Principal,
ARC Capital Development

Showcase Exhibit Partner



Description: Showcase Exhibit Partners have the opportunity to host 6' skirted table at the Educational Technology Showcase Reception. Your organization 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. You will have the opportunity to demo to state members in a setting designed to facilitate one-on-one conversations.

Cost: \$2,500

Two representatives from your organization will have the opportunity to:

- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral to participants
- Access the full event registration list for individual outreach
- Include your organization's contact information, logo, and branding on:
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SETDA truly believes in corporate partnerships. We are invited to sit down at the table and talk with the state leaders about our solutions.

–Patrick Leonard,
COO MIDAS Education

Brain Break & Games Partner

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

Cost: \$2,500

Two representatives from your organization will have the opportunity to:

- Plan collaboratively with SETDA staff on games and activities for the event
- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Access the full event registration list for individual outreach
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Our partnership with SETDA gives us the chance to work with and learn from SETDA’s leadership – a growth experience for everyone on our team.

–Kari Stubbs, Ph.D, Vice President,
Learning and Innovation, Brain Pop

Roundtable Host

Description: Roundtable Hosts lead an interactive discussion on a topic of your choice during a 30 minute roundtable discussion. By selecting and sharing your topic of choice before the event your audience will consist of approximately 3-5 state leaders matched by expressed interest in your topic. These sessions are a great opportunity for your organization to share and discuss important topics in education and edtech, while gaining valuable insights with state level thought partners from around the nation. Your roundtable meeting will take place in an open meeting room with roundtables arranged to maximize space, electrical outlets, and WiFi are provided.

Cost: \$3,000

Two representatives from your organization will have the opportunity to:

- Design & lead a 30 minute Roundtable session with approximately 10 SETDA members
- Host a table-top exhibit at the Educational Technology Showcase & Reception (approximately 2 hours)
- Distribute optional handouts or printed collateral to participants
- Access the full event registration list for individual outreach
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