

ISTE
LIVE 24
JUNE 23-26
DENVER

CORPORATE ENGAGEMENT *OPPORTUNITIES*

- Exhibit Space
- Meeting Rooms
- Advertising
- Sponsorship & Membership



#ISTELive
isteconference.org

BOLD VISION. BROAD GLOBAL AUDIENCE.

ISTE works with the global education community to accelerate the use of technology to solve tough problems and inspire innovation. Our worldwide network believes in the potential technology holds to transform teaching and learning.

ISTELive is coming to the beautiful Mile-High City of Denver! ISTE Live 24's hybrid in-person/virtual content provides customized, flexible, relevant professional learning to thousands of global educators and leaders who are reimagining education and creating innovative learning environments. Our vibrant expo hall where attendees can test and tinker with tech offers unparalleled hands-on solutions for educators. ISTE Live 24 is the place to connect with a vast education audience.

Ways to Engage at ISTE Live 24

Exhibit

Showcase your products and services to the best and brightest in edtech. Booking an exhibit space is your gateway to reaching this highly targeted market.

Access Meeting Space

Optimize your dedicated face-to-face discussions by renting meeting rooms co-located with the expo hall.

Advertise

Magnify your message through facility, print and digital channels.

Email conf-exhibits@iste.org or call 800.280.6218 (U.S. and Canada) or 541.346.3537 (international) to learn more.

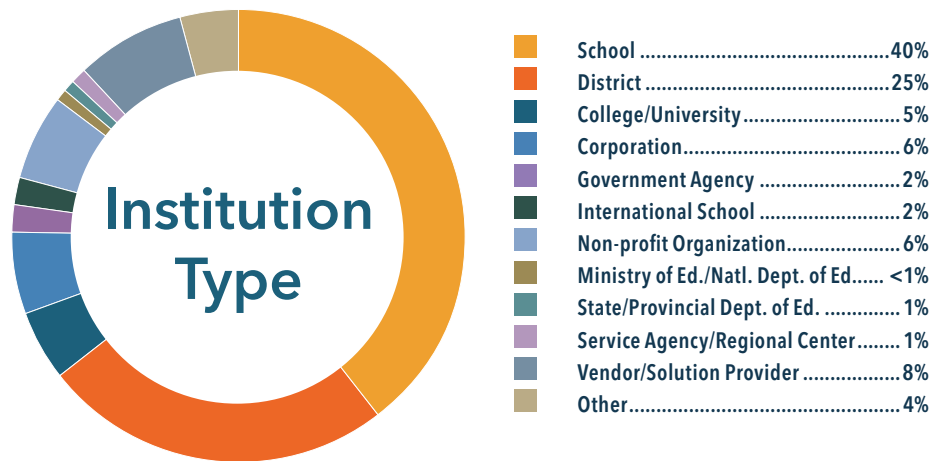
Become a Sponsor

In addition to allowing you to market your products and services to a vast audience of edtech decision-makers and influencers, sponsorship opens the door to a host of other year-round marketing and engagement benefits. Sponsors take advantage of our most comprehensive partnership options, which include myriad opportunities to maximize your brand's exposure and leverage deep connections within the edtech marketplace. Email us at sponsorship@iste.org for more information.



Meet Your Audience

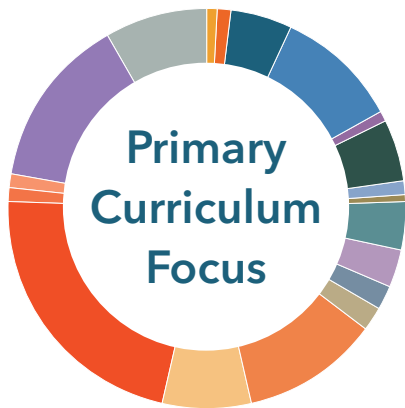
ISTELive draws key decision-makers and influencers from across the globe looking to explore the latest innovations in edtech.



Unless otherwise noted, the data provided in this brochure is from ISTE Live 23, held in Philadelphia, Pennsylvania and online, and is representative of expected audience demographics at ISTE Live 24 Denver.

94% of attendees **decide on or recommend technology purchases.**

Audience Profile



- Arts (Performing/Visual) – 1%
- Business/Economics – 1%
- Computer Science – 5%
- Elementary/Multiple Subjects – 10%
- Engineering – <1%
- English Language Arts – 5%
- English Language Learners – 1%
- Health/Physical Education – <1%
- Mathematics – 4%
- Science – 3%
- Social Studies or History – 2%
- Special Education – 2%
- STEM/STEAM – 11%
- Teacher Education – 7%
- Technology Education – 22%
- Vocational – 1%
- World Languages – 1%
- Not Applicable – 14%
- Other – 8%

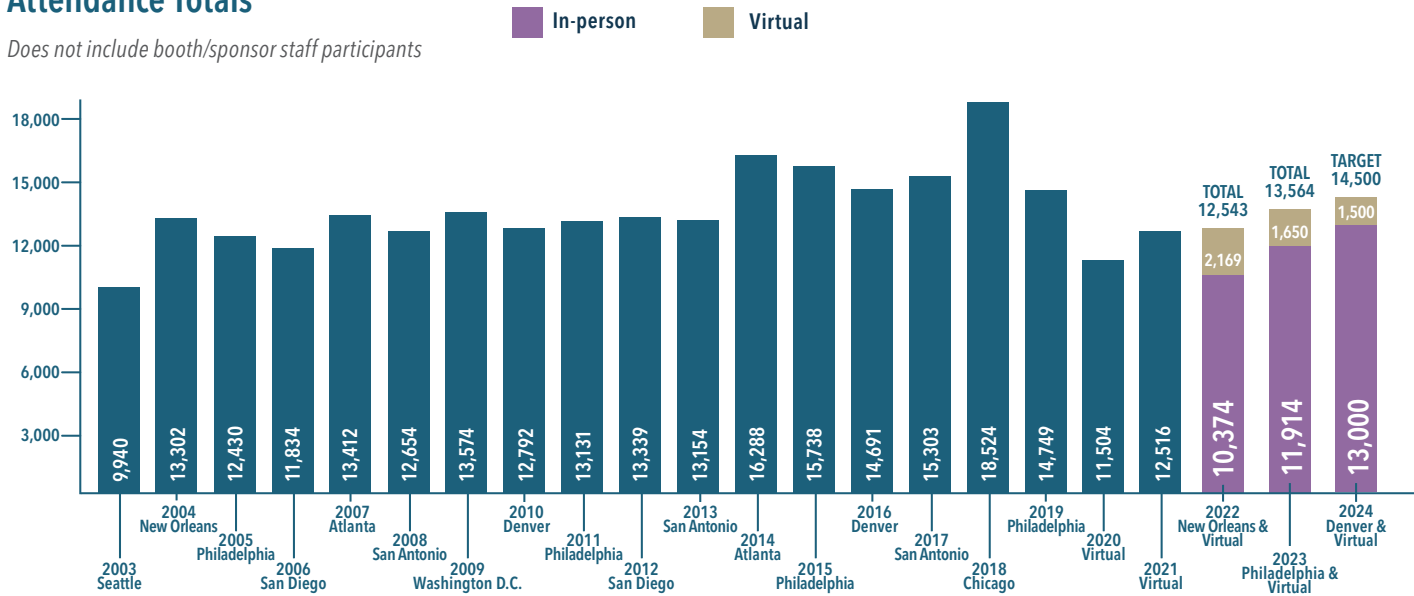
- Recommend – 26%
- Explore/research – 25%
- Pilot/test – 19%
- Decide – 13%
- Purchase – 9%
- None – 7%

- C-Level Executive/Senior District Leadership (Asst./Superintendent) – 6%
- Consultant/Trainer – 16%
- Corporate Staff – 4%
- Curriculum Developer/Designer/Director – 4%
- Department Head/Chair – 2%
- Higher Ed Administration/Leader – 1%
- Instructional Tech Coach/Director – 11%
- Librarian/Media Specialist – 4%
- Nonprofit/NGO/Government Staff – 3%
- Principal/Headmaster/Asst. or Vice Principal – 5%
- Retired – <1%
- Staff Developer (PK-12)/Trainer – 1%
- Student – 2%
- Teacher/Faculty (Higher Ed) – 3%
- Teacher/Faculty (PK-12) – 26%
- Tech. Director/Coord./Specialist – 15%
- Other – 10%

Visit isteconference.org/demographics for an expanded set of audience demographics.

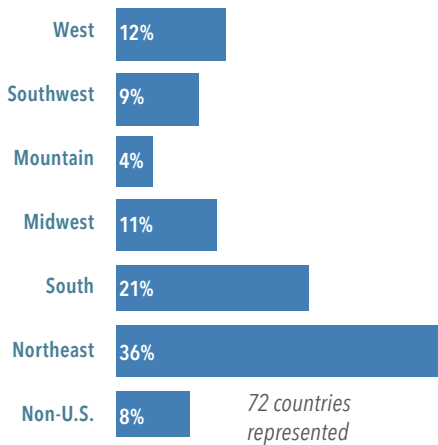
Attendance Totals

Does not include booth/sponsor staff participants

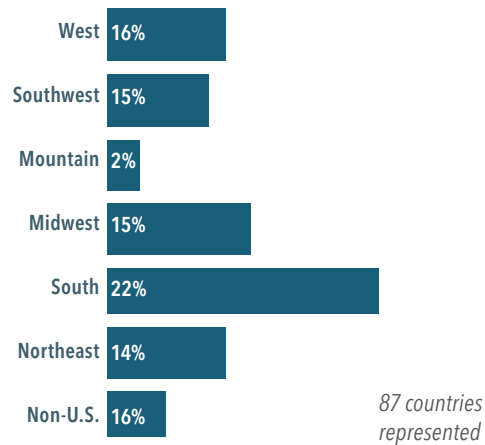


Geographic Region

Data from ISTE Live 23, held in Philadelphia, Pennsylvania



Data from ISTE Live 22, held in New Orleans



Connect with leaders from around the globe.

DISCOVER
YOUR
NEXT

Solution in the Expo at

ISTE
LIVE 23

Hours

Monday
9:30 a.m.-5:30 p.m.

Coffee break in the Expo
9:45-10:15 a.m.

Tuesday
9:30 a.m.-5 p.m.

Coffee break in the Expo
9:45-10:15 a.m.

Wednesday
9:30 a.m.-2:30 p.m.

Hours

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9:30 a.m.-5:30 p.m.

Coffee break in the Expo
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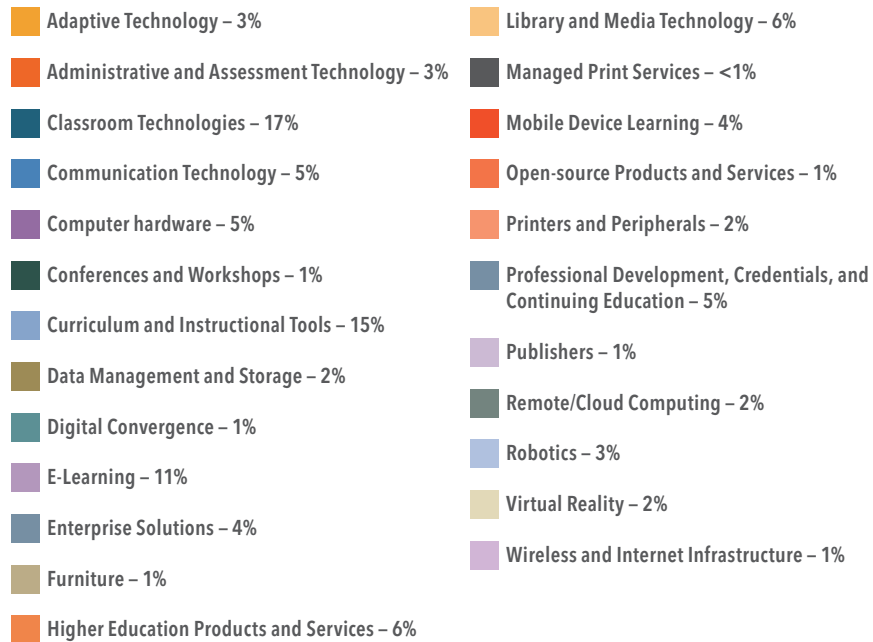
Wednesday
9:30 a.m.-2:30 p.m.

Explore the World's Leading Edtech Expo

With overwhelming customer and business-to-business activity, ISTE Live 24 offers an unparalleled global marketplace.

Connect with
thousands of edtech
leaders and industry
professionals

Expo Hall Summary



Exhibitors by Location

Location	Exhibiting Companies	Net Sq. Ft.	Location	Exhibiting Companies	Net Sq. Ft.
Atlanta, 2000	379	122,500	Philadelphia, 2011	501	142,300
Chicago, 2001	449	134,400	San Diego, 2012	503	130,600
San Antonio, 2002	426	111,400	San Antonio, 2013	499	127,300
Seattle, 2003	365	89,360*	Atlanta, 2014	539	136,000
New Orleans, 2004	450	121,020	Philadelphia, 2015	558	135,800
Philadelphia, 2005	512	129,000	Denver, 2016	575	136,600
San Diego, 2006	494	124,800	San Antonio, 2017	564	135,500
Atlanta, 2007	482	129,100	Chicago, 2018	565	141,600
San Antonio, 2008	479	134,000	Philadelphia, 2019	564	145,400
Washington, D.C., 2009	439	125,300	New Orleans, 2022	444	108,900
Denver, 2010	456	128,200	Philadelphia, 2023	485	117,000

*sq. ft. based on 10'x10' booths

ISTE20 Live and ISTE Live 21 were held virtually with 279 and 211 exhibitors, respectively.

Attendees spend an average of **six hours** exploring the expo.

DENVER • powerful engagement opportunities at ISTE Live 24.

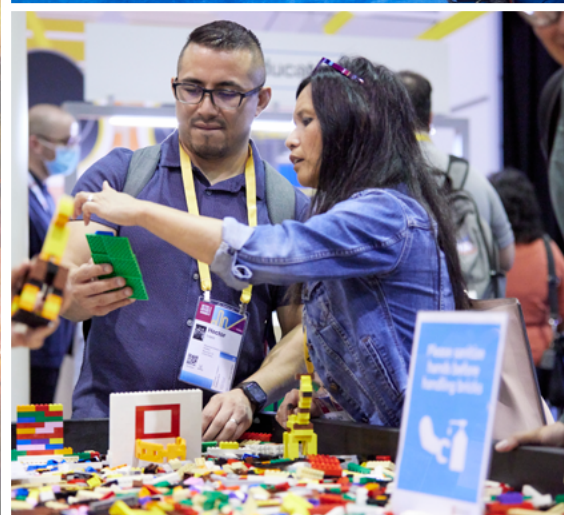




Exhibit With Us

Exhibitors are valuable contributors to the ISTE global community. Exhibit at ISTE Live 24 for the opportunity to showcase your products and services to a highly targeted market of edtech leaders.

Expo hours

The ISTE Live 24 Expo opens Monday, June 24, at the Colorado Convention Center in Denver, Colorado.

Monday, June 24

9:30 a.m.–5:30 p.m.

Tuesday, June 25

9:30 a.m.–5 p.m.

Wednesday, June 26

9:30 a.m.–2:30 p.m.

Note: If we find it necessary to alter expo hours in the best interest of the event, exhibitors will receive as much advance notice as possible.

Booking an **exhibit space** is your gateway to reaching edtech decision-makers.

Exhibit space + meeting room rental

Booth rental pricing and benefits

Early Rate

\$5,250 per 10' x 10' booth
Applications and deposits received before
August 31, 2023

Standard Rate

\$6,360 per 10' x 10' booth
Application and deposits received after
August 31, 2023

Booth reservation includes:

- 10' x 10' booth space
- 7" x 44" identification sign listing company name and booth number
- Pipe railing, 8' high curtain back wall and 3' high curtain side rails
- One complimentary full-conference basic registration for each contracted company (not per 10' x 10' booth space)
- Special exhibitor discounted pricing on additional full-conference registrations purchased (beyond the complimentary allotment of one per contracted company).
- Seven complimentary booth staff (exhibitor) registrations per 10'x10' booth space
- Descriptive listing in the conference digital tools mobile app, online floor plan and exhibitor search
- General security guard service
- Daily aisle maintenance

Please note: Booth rental does not include storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, internet, carpet, individual booth cleaning or any other special service ordered by the exhibitor.

Setup and dismantling

Display space will be available for setup on these days and times:

- Friday, June 21, 1–5 p.m.
- Saturday, June 22, 7:30 a.m.–6:30 p.m.
- Sunday, June 23, 7:30 a.m.–6:30 p.m.
- Monday, June 24, 7:30 a.m.–8:30 a.m.

All exhibits shall remain in place until 2:30 p.m. on Wednesday, June 26.

Return of crates and packing cases and dismantling of exhibits will begin at that time.





Rent Meeting Space

Order through May 20*

Optimize your dedicated face-to-face discussions by renting meeting rooms co-located with the expo hall.

Choose from three turnkey room packages – standard, deluxe or premium – all geared to save you time and effort, and to fit a variety of goals and budgets. Upon special request, custom room sizes are possible.

ROOM OPTIONS	EXHIBITOR PRICING		NON-EXHIBITOR PRICING	
	EARLY RATE Before Mar. 31	STANDARD RATE After Mar. 31	EARLY RATE Before Mar. 31	STANDARD RATE After Mar. 31
Standard room: Full conference (M-W)	\$6,475.00	\$7,625.00	\$8,625.00	\$10,125.00
Standard room: Two days only (M/T or T/W)	\$5,500.00	\$6,450.00	\$7,250.00	\$8,575.00
Deluxe room: Full conference (M-W)	\$7,775.00	\$9,165.00	\$10,330.00	\$12,150.00
Deluxe room: Two days only (M/T or T/W)	\$6,550.00	\$7,600.00	\$8,750.00	\$10,275.00
Premium room: Full conference (M-W)	\$10,330.00	\$11,950.00	\$13,700.00	\$16,150.00
Premium room: Two days only (M/T or T/W)	\$8,750.00	\$10,150.00	\$11,585.00	\$13,650.00

UTILITIES	PRICE**
Wired Internet: 1 drop with up to 4 IPs of shared ISTE network, minimum 3 Mbps of bandwidth	\$1,600.00
Electrical: 1 drop, 5 amp	\$185.00

**Labor included.

* Contact us after this date for availability.

Special notice: During the order process, you may indicate your preference for a room that can be accessed outside of regular expo hall hours. Rooms with extended hours are available for full-conference rental only and will be assigned on a first-come first-serve basis. Exhibit Management reserves the right to eliminate this option based on demand. For rental furnishings and other amenities beyond the package, please see the NexxtShow Exhibitor Marketplace at nexxtshow.com.

Engage in deeper discussions in meeting spaces.

Exhibit space + meeting room rental

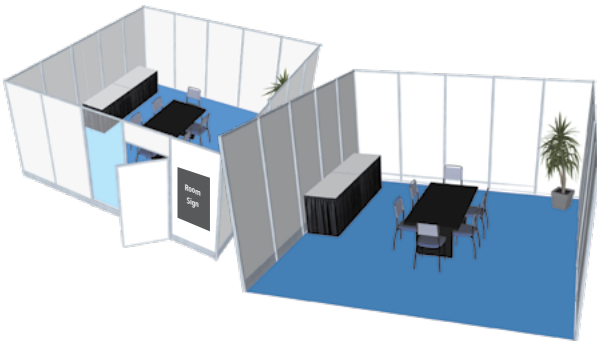
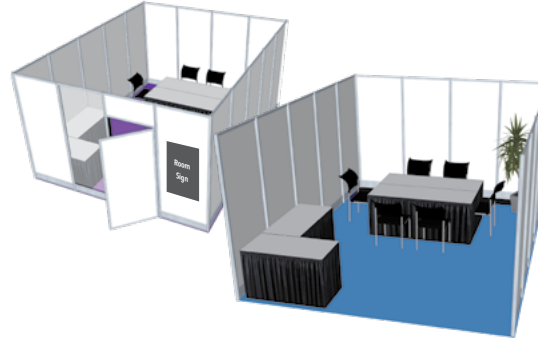
Meeting Space Options

Standard Room Package

Room size: 4m x 5m (13' x 16')

Amenities

- Private hardwall room
 - Carpet
 - Standard conference seating for 6
 - (2) 4' draped tables
 - Wastebasket
 - Tree
- Sign with room number and company name (up to 22" x 28")
 - Convenient location inside the expo hall



Deluxe Room Package

Room size: 5m x 5m (16' x 16')

Amenities

All standard room amenities, plus:

- Upgraded seating
Deluxe conference seating for 6

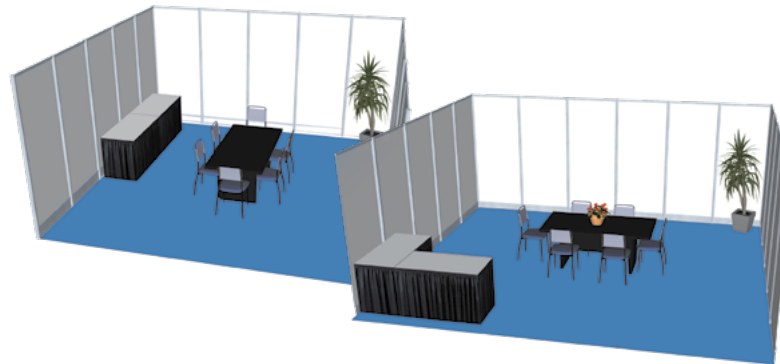
Premium Room Package

Room size: 6m x 5m (19.5' x 16')

Amenities

All standard room amenities, plus:

- Upgraded seating
premium conference seating for 6
- Floral centerpiece





Thousands
of reasons
to advertise

High profile
public space
activation
opportunities

New educator
support
opportunities

Magnify Your Message & Advertise

Thousands of edtech professionals gather at ISTE Live each year, making it the premier venue for showcasing your brand and building relationships with potential customers.

Diversify To Be Top of Mind

Facility Messaging

- Banners
- Signage
- Clings
- Escalator and staircase advertising
- Public space activation
- Digital displays

Print Advertising

- Display ads in the Raffle Coupon Book

Digital Advertising

- Rotating banner ads in the mobile app

Educator Support

- Attendance Scholarship Underwriter

Games

- Raffle position in the in-person expo raffle game

Maximize your presence.

Advertising opportunities

Facility Messaging

Banners

- Available in 4' x 12' or 8' x 12' vertical orientation.
- Single-sided banners hang inside the expo hall, flush against the wall above the front aisle and hall entrances (banners face into the expo).

Free-Standing Signs

- Signs measure 37.75" x 78.5".
- Double-sided meterboard located along the main front aisle of the expo hall or outside the expo in public space.

Expo Hall Floor Decals

- Clings measure 3' x 3'.
- Clings appear on the floor at the main cross-aisles throughout the expo or in prefunction space to expo by entrances to the hall.

Escalator and Staircase Advertising

- Located at key access points in the convention center.
- Options include glass clings and floor clings at escalator bases.
- Buy-out discounts available.

Public Space Activation

- Host high-profile public activation activity in roughly 10' x 20' footprint.
- Typically reserved exclusively for sponsors, now our exhibitors can take advantage of this opportunity too and expand your reach!
- Three tier locations available, co-located with association and other public space activations in space immediately outside expo hall.
- Increase your visibility with attendees by offering a social media moment, game opportunity, or other brief interaction opportunity.
- All public space activation floor plans and content plans must be approved by ISTE.
- Exhibitor responsible for all installation, services, and move-in/dismantle costs and logistics.

Photo Wall Op Messaging

- Create some social buzz by designing a photo op wall cling as part of your branding campaign.
- Wall clings are 4'x5' and will appear in high traffic areas as attendees move about the conference.

Directional Map Branding

- Help attendees find their way and showcase your company with exclusive logo recognition on a 4'x5' directional map floor cling.
- Clings are placed at key way-finding points throughout the building.
- Premium and standard locations available.

Digital Large Screen Display

- Make a splash and appear on the "big screen."
- The digital billboard is located in the main entry lobby of the convention center, adjacent to the visitor information center, and will feature 5-second video spot (no sound) or still image as part of a regular rotation combined with ISTE Live messaging.



**Ask us about
bundle pricing**



Print Advertising

Expo Hall Raffle Book Ads

- The Expo Hall Raffle Book is distributed to every in-person attendee at registration.
- Full page ads in cover, premium and standard positions are available.
- All ads are full color, appear in a booklet approximately 6" x 9" in size, and are limited in availability.
- Participation in the raffle game is not required to purchase a full-page ad.
- Premium ads appear within content section and standard ads appear within raffle section.

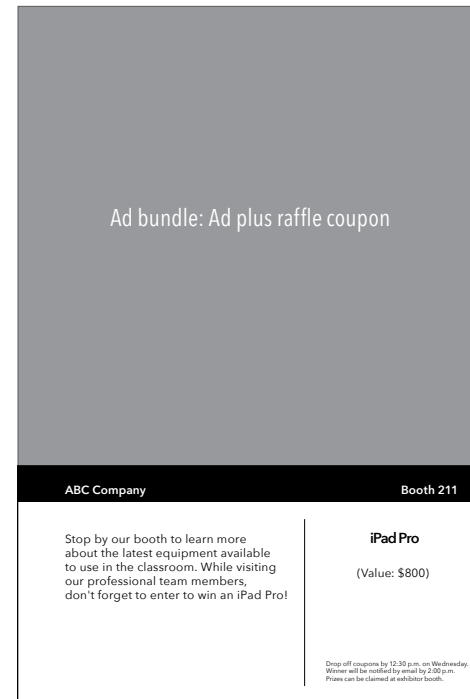
Games

Expo Hall Raffle Game

- Includes insertion coupon in the Expo Hall Raffle booklet distributed to attendees at registration.
- Each coupon features exhibitor name, prize and description of the company or prize opportunity (a prize with a \$500 minimum value is recommended).
- Bundle option available that includes a two-page, double-sided (back to back), approximately 6" x 6" ad plus an insertion coupon to play the raffle game. Ad appears directly above insertion coupon. Limited to participating exhibitors only.
- Attendees drop off their coupon with contact info directly at your booth.

Mailing List Rental

- Super early, Pre- and Post-conference lists are available
- One-time use mailing list for ISTE Live 24 to promote your upcoming exhibit activities or for post-conference follow up. Lists include postal addresses only, and for those attendees who did not opt out from being included.
- Please note: lists will not be sent to exhibitors but will go directly from our office to a bonded mail house of your choice for distribution. Exhibitors cannot access the full list but may request a restricted list of state and job title to review in advance to determine distribution set.



NEW! Educator Support

Attendance Scholarship Underwriter

- Become an underwriter to help support educators attend ISTE Live who wouldn't otherwise be able to participate. Benefits include:
 - Company logo on the ISTE Live sponsor acknowledgement web page.
 - Appearance on the scholarship acknowledgement banner onsite at ISTE Live
 - Company recognition in an email (shared with all scholarship underwriters) sent out to all conference participants.

Digital Advertising

Mobile App Banners

- Reach participants with a rotating banner ad in high-profile locations throughout the mobile app.
- Choose between premium and standard positions.

Positions are limited to maintain maximum value.



Deadline Reminders

	Order Deadline	Creative Deadline
Facility Messaging: Banners, Signs And Clings	5/6/24	5/13/24
Print: Expo Hall Raffle Ads	5/3/24	5/8/24
Expo Hall Raffle Insertion Coupon	5/3/24	5/10/24
Mailing List Rental	Super early list: 5/15/24 Pre-conference list: 6/5/24 Post-conference list: 7/31/24	
Mobile App	5/8/24	5/15/24
Digital Signs	5/8/24	5/15/24
Public Space Activation	5/6/24	5/13/24
Educator Support	5/1/24*	5/9/24*

**to be included in any onsite messaging/banners*

All payments due no later than May 31, 2024. Ads cannot be canceled. No refunds will be issued.



ISTELive 24 mobile app

Advertising Price List

Facility Messaging

Banners

Expand your hanging messaging impact with high-profile, overhead banners against the front wall of the building facing inside the expo.

	Qty. avail	Exhibitors	Non-Exhibitors
Hanging Banner - 4' x 12' vertical, single sided	10	\$7,675	\$15,350
Hanging Banner - 8' x 12' vertical, single sided	6	\$11,500	\$23,000

Free-Standing Signs

Showcase your company in the "Exhibitor Avenue" with floor-supported, large-format signage along the front aisle in the expo hall.

	Qty. avail	Exhibitors	Non-Exhibitors
Meterboard, double sided, inside the expo along the front main aisle	16	\$2,500	\$4,950
Meterboard, double sided, outside the expo in public space	6	\$3,750	\$7,500

Expo Hall Floor Clings

Highlight your company with 3' x 3' floor clings inside the expo hall or in public space at designated expo entrances (Halls H, I1 and I2). Clings inside the hall are limited to exhibitor's booth aisle or immediately around exhibitor booth.

	Qty. avail	Exhibitors	Non-Exhibitors
In prefunction space to expo by entrances to the hall	10	\$1,625	\$3,250
Bundle 01 - 5 clings, 2 outside expo/3 inside expo	4	\$4,350	N/A
Bundle 02 - 5 clings, all inside expo	5	\$3,650	N/A
Front main aisle, inside expo	1/aisle	\$1,300	N/A
Cross-aisle, inside expo	1/aisle	\$1,100	N/A

Escalator and Staircase Branding

Catch attendees at key access points as they move throughout the convention center. Options include both glass clings as well as 3' x 4' floor clings at escalator bases. Contact us for more details on locations or to learn about escalator buy-out discounts.

	Qty. avail	Exhibitors	Non-Exhibitors
Tier 1 package, 1 runner cling and two base clings (bottom and top of escalator)	2	\$22,000	N/A
Tier 2 package, 1 runner cling and two base clings (bottom and top of escalator)	1	\$19,000	N/A
Escalator/stair cling, two floor clings	6	\$3,500	N/A

Public Space Activation

Host a high-traffic interactive activity in a public activation space within a roughly 10' x 20' footprint, immediately outside the expo hall, co-located with Association and other public space activations. Help your brand stand out with this unique opportunity to connect and share joy with attendees, while also offering a social media moment.

An interactive activity in a public activation space is different from a booth activity and sponsor conference room programming. Interactive activity must be mutually agreed upon.

	Qty. avail	Exhibitors	Non-Exhibitors
Tier 1 Location	1	\$28,250	N/A
Tier 2 Location	2	\$23,350	N/A

Photo Op Wall Cling

Create some social buzz by designing a photo op wall cling as part of your branding campaign. Wall clings are 4'x5' and will appear in high traffic areas as attendees move about the conference.

	Qty. avail	Exhibitors	Non-Exhibitors
Photo op: Wall cling in public space, 4'x5' landscape	5	\$5,250	N/A

Directional Map Branding

Help attendees find their way and showcase your company with exclusive logo recognition on a 4'x5' directional map floor cling. Clings are placed at key way-finding points throughout the building.

	Qty. avail	Exhibitors	Non-Exhibitors
Map floor cling: Logo recognition on wayfinding map; Premium Location	3	\$2,700	N/A
Map floor cling: Logo recognition on wayfinding map; Standard Location	5	\$1,350	N/A

Digital Signs

Appear on the "big screen" in a premium digital display located in the atrium lobby.

	Qty. avail	Exhibitors	Non-Exhibitors
Digital Display: 5-second video spot or still image	3	\$4,250	\$8,500



*Discounts available for sponsors. First-time exhibitors qualify for special discounts on select items. No discounts can be combined.

Diversify to be top of mind.

Advertising opportunities

Advertising Price List (cont'd)

Print Advertising

Expo Hall Raffle Book Ads

Advertise in the Expo Hall Raffle booklet—the exclusive print piece distributed to attendees at registration. All ads are full color. Standard, premium and cover positions are approximately 6"x9".

	Qty. avail	Exhibitors	Non-Exhibitors
Cover position advertisement, inside front cover	1	\$5,575	\$11,140
Cover position advertisement, inside back cover	1	\$4,625	\$9,250
Cover position advertisement, outside back cover	1	\$5,575	\$11,140
Premium position full page advertisement, within first 6 pages	4	\$3,400	\$6,815
Standard position full page advertisement	6	\$2,000	\$4,000

Mobile App Opportunities

Mobile App Banners

Place rotating banner ads on the headers of high-profile menus—all ads will appear in the mobile app.

	Qty. avail	Exhibitors	Non-Exhibitors
Mobile app banner ad premium position	10	\$2,985	\$5,975
Mobile app banner ad standard position	15	\$2,675	\$5,355

**Order
by April 30
to receive an
early bird
discount!**

Games

Expo Hall Raffle Game

Experience guaranteed booth traffic—participate in the incredibly popular Expo Hall Raffle Game.

	Qty. avail	Exhibitors	Non-Exhibitors
Bundle option - game participation coupon plus advertisement	8	\$4,070	N/A
Game participation coupon insert	45	\$1,025	N/A

Mailing List Rental

Purchase a one-time use of the postal mailing list to promote your upcoming exhibitor presence and/or to solidify your connections! Mailing list is for one-time use and includes postal mailing addresses only. E-mail addresses and phone numbers are not included. Lists will not be sent to exhibitors but will go directly from our office to a bonded mail house of your choice for distribution. Exhibitors cannot access the full list but may request a restricted list of state and job title to review in advance to determine distribution set.

Super early mailing list rental (available May 15)	500	\$895	N/A
Pre-conference mailing list rental (available June 5)	500	\$1,150	N/A
Post-conference mailing list rental (available July 15)	500	\$1,650	N/A

Educator Support

Attendance Scholarship Underwriter

Support educators who couldn't attend without this program by underwriting a conference registration for educator attendees.

Underwrite conference attendance at ISTE Live for educators	unl.	\$3,000	\$3,000
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LEVEL UP YOUR ENGAGEMENT

ISTE sponsors and Education Industry Network members are positioned front and center as leaders in the edtech marketplace with our global education audience.

Sponsorship

In addition to allowing you to market your products and services to a vast audience of edtech decision-makers and influencers, sponsorship opens the door to a host of other year-round marketing and engagement benefits. Sponsors take advantage of our most comprehensive partnership options, which include myriad opportunities to maximize your brand's exposure and leverage deep connections within the edtech marketplace.

ISTE Year-Round Mission Sponsors earn top-level presence at our conference and expo as well as exclusive in-depth engagement with the ISTE community all year. Conference sponsorships deliver high-impact connections to the decision-makers who attend the ISTE Conference & Expo. Five conference sponsorship levels are available – mission, platinum, gold, silver and bronze – each with a generous benefits package. If you're interested in learning more about how your organization can be a part of one of the world's most influential edtech events, please email us at sponsorship@iste.org.

ISTE Solutions Network

At ISTE, we're proud to serve a worldwide community of educators and work alongside a diverse group of edtech companies to solve tough problems. Through a collaborative effort with solution providers, we believe we can overcome current challenges and build solid foundations for the future of edtech and education as a whole. This hope led us to create a unique community experience for solution providers – the Solutions Network. The network provides opportunities to connect and engage with peer leaders from edtech companies around the globe, hear from educators and experts about industry trends, challenges and important strategies, and deepen engagement through special events and conversations to identify and implement solutions that improve the industry's overall success.

To apply to become part of the network and learn more visit iste.org/solutions-network.



Expand your reach **and credibility.**

ISTE
LIVE 24
JUNE 23-26
DENVER

ENGAGE

with the Leading Edtech Market
in the World at ISTE Live 24

ONE
UNPARALLELED
Opportunity
to reach thousands of
edtech leaders and
industry professionals

CONTACT US

800.280.6218

541.346.3537

conf-exhibits@iste.org

isteconference.org

