

GAIN REAL ACCESS TO TRUE DISTRICT LEADERS AT THE

EDUCATION WEEK LEADERSHIP FORUMS

MAKING DATA MATTER Tools to Accelerate Achievement

SPONSOR TODAY! CHICAGO, IL 4.7.2010 WASHINGTON, DC 4.19.2010



WHY SHOULD YOU BE A PART OF THE LEADERSHIP FORUMS?

Now more than ever, selling to school districts requires real access to decisionmakers who have the authority to release budgets and select vendors. Our interactive, intimate, one-day Education Week Leadership Forums draw together 100-150 district leaders for a discussion of real solutions that advance student achievement. The forums feature expert panelists and presenters within the education field and include moderated peer-to-peer roundtable lunch sessions.

In spring 2010, *Education Week* will host two distinctive Leadership Forums, each in a conveniently located city: Chicago, IL and Washington, DC. Your sponsorship of an Education Week Leadership Forum guarantees your access to a high-value target audience.

APRIL 2010 AGENDA—MAKING DATA MATTER: TOOLS TO ACCELERATE ACHIEVEMENT



Joel Klein, Chancellor, NYC DOE

In a recent Education Week Leadership Forum survey, the majority of our respondents demonstrated substantial interest in the use of data-driven strategies and tactics. Our event will focus specifically on practical and attainable solutions for data-driven achievement across districts, schools, and classrooms.

Session Topics Include:

- Best data practices for data leaders
- Leveraging already-collected data
- Teaching teachers to use data effectively
- Innovative data strategies to reach AYP & graduation goals
- Technology that spurs data-driven achievement

A Perfect Platform for Organizations in:

- Curriculum
- Testing
- Professional development
- Learning management systems
- Ed-tech
- And much more

WHY SPONSOR?

The Education Week Leadership Forums provide your company the ability to develop key relationships with purchasing influencers. Position yourself, your sales leaders, solutions, and brands before an influential audience as they gather to discuss solutions with top industry experts and their cutting edge peers.

WHO WILL ATTEND?

District superintendents, assistant superintendents, curriculum directors, instruction directors, chief state school officers, CIOs, and other district and school-based administrators.

For exclusive sponsorship opportunities, see back for details.



Panelists & Audience, May 2009

Please contact Sharon Makowka, Associate Publisher, at smakowka@epe.org or (815) 436-5149 for additional information about Education Week Leadership Forum sponsorships. Please also visit www.edweekevents.org.

EDUCATION WEEK LEADERSHIP FORUMS

	PLATINUM	WHITEBOARD	GOLD PLUS	CYBER CAFÉ	GOLD
SPONSORSHIPS AVAILABLE PER FORUM	1 Must sponsor both cities	1	2	1	6
DISPLAY AREA	10x10	Table top display in main room	10x10	Exclusive display area*	Table top display (6ft.)
FORUM STAFF PASSES	5	5	3	2	2
COMPLIMENTARY PASSES (for district or school-based administrator guests)	4	4	2	2	2
PODIUM INTRODUCTION	1st Keynote Speaker	2nd Keynote Speaker			
WORKING LUNCH ROUNDTABLE MODERATOR ROLES	2	1	1	1	1
BRANDING (all signage, conference materials, attendee promotions, and event website)	PREMIUM	PREMIUM	✓	✓	✓
PROGRAM GUIDE CORPORATE PROFILE & LOGO	500 words max.	500 words max.	250 words max.	250 words max.	250 words max.
PROGRAM GUIDE ADVERTISEMENT (full color)	Full-page	Full-page	Half-page	Half-page	Half-page
COMPLETE LIST OF ATTENDEES WITH CONTACT INFORMATION	Exclusive Access Pre-Event** & Post-Event***	Post-Event	Post-Event	Post-Event	Post-Event
TOTE BAG INSERT	✓				
TOTAL COMMITMENT	\$30,000 Total for both cities	\$15,000 per city	\$9,750	\$8,750	\$7,500

*3 laptops for attendees to check emails, flight information, etc. **Pre-Event Attendee Registration List includes: name, title, organization, mailing, and phone number ***Post-Event Attendee Registration List includes: name, title, organization, mailing, phone, and email

Registration Sponsorship

- Registration lanyards with company name and/or logo distributed to all attendees and speakers (lanyards provided by sponsor)
- Forum staff pass (1)
- Exclusive branding at respective area (e.g. "Lunch sponsored by...")
- Corporate logo placement on event website
- Corporate logo and profile in Program Guide (Logo + 50 words max.)
- 1 page insert in tote bag

Total commitment: \$2,750 per forum, \$4,500 for both

Breakfast/Lunch/Afternoon Refreshment

- Forum staff pass (1)
- Exclusive branding at respective area ("Registration sponsored by...")
- Corporate logo placement on event website
- Corporate logo and profile in Program Guide (Logo + 50 words max.)
- 1 page insert in tote bag

Total commitment: \$2,750 per forum, \$4,500 for both

Miscellaneous Opportunities

- Tote Bag Sponsorship
- Pen Sponsorship

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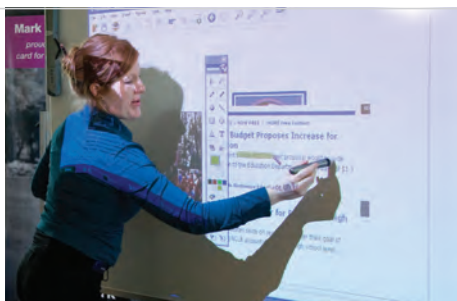


THE DIGITAL WHITE BOARD & STUDENT RESPONSE SPONSORSHIP

Given the influential audience, intimate setting and highly strategic topics of our 2009 events, we are offering a unique opportunity that places your product in the hands of the entire Leadership Forum audience. **The Digital White Board & Student Response Sponsorship** is an exclusive opportunity that demonstrates the usability of your product and its power to positively impact student achievement. (1 sponsorship available per Leadership Forum)

- Podium introduction of second keynote speaker, including introduction of sponsor executive by *Education Week* executive
- 2 Whiteboards used in fabric of Leadership Forum and 1 at attendee registration
- All district and school-based administrator attendees are provided a student response device at registration (will be returned once the Leadership Forum concludes if desired by sponsor)
- 5 staff passes at each Leadership Forum (recommend 3 executives, 1 display area, 1 whiteboard support tech)
- Up to 4 complimentary passes for district or school-based administrator guests
- Instant polling in audience at beginning and end of every panel—results displayed on whiteboards in main conference room
- Tabletop Display area in main conference room (adjacent to conference whiteboard)
- Premium branding on all relevant signage, event website, conference materials, and attendee promotions
- Post-event attendee registration list (name, title, organization, mailing address, phone, and email)
- Full-page ad in Program Guide
- Full-page (500 words max.) corporate profile in Program Guide
- Working lunch roundtable moderator role (1)
- Sponsor both cities! (April 7, 2010: Chicago, IL and April 19, 2010: Washington, DC)
- The whiteboard tool will display pre-event survey findings and live event insta-polls

Total Commitment per event: \$15,000



Whiteboard Interactivity, 2009



Carlos Garcia, Superintendent, San Francisco USD, May 2009

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EDUCATION WEEK LEADERSHIP FORUMS



VIP INTERVIEW VIDEO SPONSORSHIP (1 sponsorship available per Leadership Forum)

- EPE will conduct exclusive onsite panelist interviews and will produce an event video
- Pre-roll ad (15-seconds max) on each video segment in the series. The ad can be provided by the client or produced for the client by EPE. In the latter case, the client must provide EPE with a high-resolution logo and copy to be read as a voice-over by an EPE producer (Copy subject to EPE approval)
- High-impact exposure on the individual web pages that feature the video series with ownership of the 728x90 and 160x600 banner ad spots and a “sponsored by” 120x60 logo banner adjacent to the video player
- Exclusive sponsorship of the e-blast that promotes the video series to edweek.org registered users via a 300x250 banner ad
- “Sponsored by” logo banner (120x60) adjacent to all promotions of the video series, including home page exposure, e-newsletters, etc.
- Sponsorship package will run for 3 months
- Branding on event website
- Post-event attendee registration list (name, title, organization, mailing, phone, email)
- Half-page ad in Program Guide
- Half-page (250 words max.) corporate profile in Program Guide
- 1 staff pass at each Leadership Forum

SOLD

Total Commitment: \$9,995



CYBER CAFÉ SPONSORSHIP (1 sponsorship available per Leadership Forum)

- Exclusive display area consisting of 3 laptops for attendees to check emails, flight information, etc.
- Laptops wired by Ethernet to the Internet (laptops provided by sponsor; EPE accepts no liability for the laptops in shipment or event usage; EPE arranges Internet service)
- Exclusive branding at respective area (“Cyber Café sponsored by...”)
- Premium branding on all relevant signage, event website, advertisements, and attendee promotions
- Post-event attendee registration list (name, title, organization, mailing, phone, email)
- Half-page ad in Program Guide
- Half-page (250 words max.) corporate profile in Program Guide
- 2 staff passes at each Leadership Forum (recommend 1 executives and 1 display area)
- Up to 2 complimentary passes for district or school-based administrator guests
- Working lunch roundtable moderator role (1)

Total Commitment: \$8,750



MOBILE DEVICE SPONSORSHIP (1 sponsorship available per Leadership Forum)

- First 100 district and school-based administrators to register for the event and all district and school-based administrator speakers provided a complimentary mobile device at registration
- Devices pre-loaded with content and applications from our Mobile Device sponsor and other sponsors (if desired)
- Post-event attendee registration list (name, title, organization, mailing address, phone, & email)
- Half-page ad in Program Guide
- Half-page (250 words max.) corporate profile in Program Guide
- 2 staff passes at each Leadership Forum (recommend 1 executives and 1 display area)
- Up to 2 complimentary passes for district or school-based administrator guests
- Podium recognition of the Mobile Device sponsorship

Total Commitment: \$5,000 + 100 devices per Leadership Forum