

>> Unleashing Technology to Personalize Learning



SPONSOR TODAY! WASHINGTON, DC OCTOBER 5, 2010 GREATER BOSTON OCTOBER 8, 2010

WHY SPONSOR THE EDUCATION WEEK LEADERSHIP FORUMS?

Our informative, interactive, one-day **Education Week Leadership Forums** provide your company the ability to develop key relationships with ed-tech purchasing influencers and decisionmakers. The forums draw together 150-250 various district leaders to discuss real education technologies and practices that advance individual learning.

In fall 2010, *Education Week* will host two distinctive Leadership Forums, each in a convenient locale: Washington, DC and the Greater Boston Area. Position yourself, your sales leaders, solutions, and brands before an influential audience as they gather to discuss solutions with top industry experts and their innovative peers.



Joel Klein, Chancellor, NYC DOE, April 2010 



Early Confirmed Keynote: Karen Cator, Director of the Office of Educational Technology & Former Apple executive



 April 2010 Forum Attendees

OCTOBER 2010 AGENDA: UNLEASHING TECHNOLOGY TO PERSONALIZE LEARNING

A recent **Education Week Leadership Forum** survey revealed that district leader respondents were overwhelmingly interested in the use of education technology to personalize the learning experience.

EVENT FOCUS

- >> The relevance and importance of personalizing learning through technology
- >> Ed-tech strategies for individualizing education
- >> Technology trends in assessments and student achievement
- >> The importance of engaging technology from a live student panel
- >> Incorporating tech tools (whiteboards, video, 1-to-1, digital textbooks, etc.) into learning

A PERFECT PLATFORM FOR THESE SEGMENTS

- >> Ed-tech
- >> Learning management systems
- >> Online AP or credit recovery
- >> E-learning
- >> Laptops/Netbooks/PCs
- >> Mobile Learning
- >> Whiteboards
- >> Virtual Schools
- >> Curriculum
- >> Testing
- >> Professional Development
- >> And much more

WHO WILL ATTEND?

OUR FORUMS PLAY HOST TO A VARIETY OF DISTRICT LEADERS

- >> Superintendents
- >> Technology Directors
- >> Curriculum Directors
- >> Teacher-Leaders
- >> CIOs/CTOs
- >> Assistant Superintendents
- >> Instruction Directors
- >> And Other District and School-based Administrators

>>> FOR EXCLUSIVE SPONSORSHIP OPPORTUNITIES, SEE BACK FOR DETAILS. <<<

Please contact your sales representative or **SHARON MAKOWKA** at smakowka@epe.org or (815) 436-5149 for additional information about Education Week Leadership Forum sponsorships. To learn more please also visit www.edweekevents.org.

SPONSORSHIP OPPORTUNITIES

	PLATINUM	WHITEBOARD/STUDENT RESPONSE SYSTEM	GOLD PLUS	CYBER CAFÉ & WIRELESS ACCESS	GOLD
SPONSORSHIPS AVAILABLE PER FORUM	1 Must sponsor both cities	1 WB; 1 SRS Must sponsor both cities	2	1	6
DISPLAY AREA	10x10	Table top display (6ft.)	10x10	Exclusive display area*	Table top display (6ft.)
FORUM STAFF PASSES	4	4	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	N/A	N/A	N/A
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	✓	N/A	N/A	N/A	N/A
TOTAL COMMITMENT	\$30,000 Total for both cities	\$30,000 Total for both cities	\$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	BREAKFAST/LUNCH/AFTERNOON REFRESHMENT
<ul style="list-style-type: none"> >> 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 ("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 	<ul style="list-style-type: none"> >> 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
	MISCELLANEOUS OPPORTUNITIES
	<ul style="list-style-type: none"> >> Tote Bag Sponsorship >> Conference Material Sponsorship (USB Flash Drive with Logo)
Total commitment \$2,750 per forum, \$4,500 for both	

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DIGITAL WHITEBOARD SPONSORSHIP

(1 sponsorship available per Leadership Forum)

Given the influential audience, innovative energy, and highly strategic topics of our 2010 events, we are offering an exclusive opportunity that places your product in front of the entire Leadership Forum audience.

- >> Podium introduction of a keynote speaker
- >> 2 Whiteboards used in fabric of Leadership Forum and 1 at attendee registration (3 total)
- >> 4 staff passes at each Leadership Forum (recommend 1 whiteboard support tech)
- >> Up to 4 complimentary passes for district or school-based administrator guests
- >> Poll results displayed on white boards 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)
- >> The whiteboard tool will display pre-event survey findings and live event insta-polls

TOTAL COMMITMENT PER EVENT: \$15,000 (Must sponsor both cities)



STUDENT RESPONSE SYSTEM SPONSORSHIP

(1 sponsorship available per Leadership Forum)

 Student Response System
Engagement, April 2010

- >> Podium introduction of a keynote speaker
- >> 4 staff passes at each Leadership Forum (recommend 1 support tech)
- >> Up to 4 complimentary passes for district or school-based administrator guests
- >> Instant audience polling during every panel
- >> Tabletop Display area in main conference room
- >> 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

TOTAL COMMITMENT PER EVENT: \$15,000 (Must sponsor both cities)

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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 ads
- » High-impact exposure on the individual web pages that feature the video series
- » Exclusive sponsorship of the e-blast that promotes the video series
- » "Sponsored by" logo banner adjacent to all promotions
- » Sponsorship 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

TOTAL COMMITMENT: \$9,995



CYBER CAFÉ & WIRELESS SPONSORSHIP

(1 sponsorship available per Leadership Forum)

- » Exclusive display area consisting of 3 laptops for attendees to check emails, flight information, etc.
- » Laptops provided by sponsor (*Education Week* accepts no liability for the laptops in shipment or event usage; *Education Week* arranges Internet service)
- » Exclusive branding at respective area ("Wireless access 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 executive 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 executive 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