



2021 Virtual Conference Packages

CSTA Annual Conference

partnerships are the premier opportunity to help empower teacher choice and energize our 18,000+ CSTA member community.



48
Sponsors
and exhibitors

2,908
Registered
attendees

92%
Attendee
turnout



I was more than amazed by the conference format and platform. I honestly felt like I was moving from room to room as though the conference was in person. Everything from the breakout rooms, to the exhibit hall, to the networking was put in place to really make the conference fun, engaging, and interesting.



- Randy Tucker

98.5%

Attendee
satisfaction

98.4%

Agree that attending was a good use of time

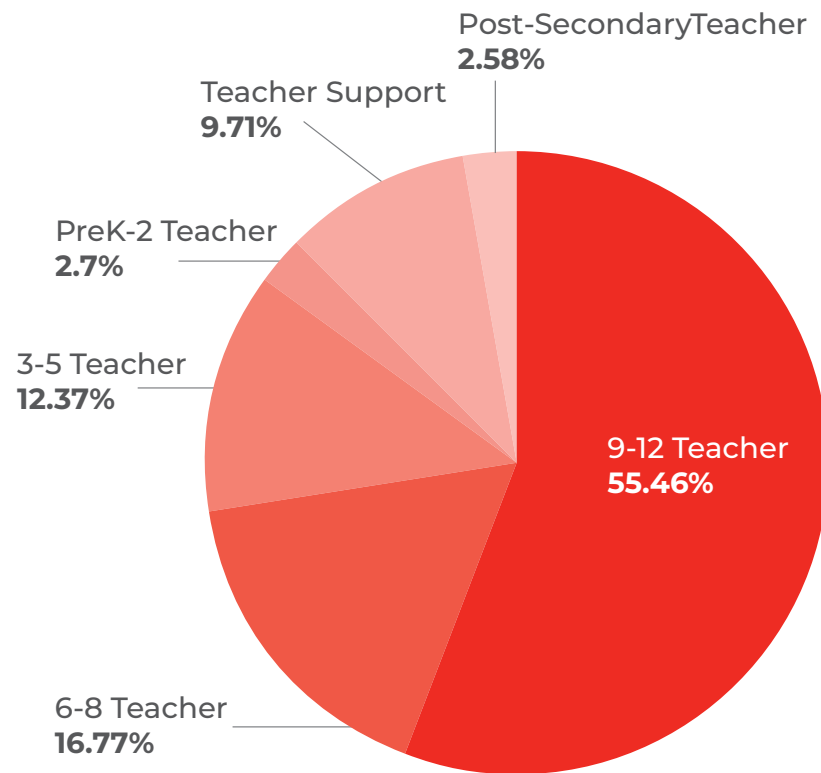
98.7%

Left with at least one action, idea, or lesson to implement

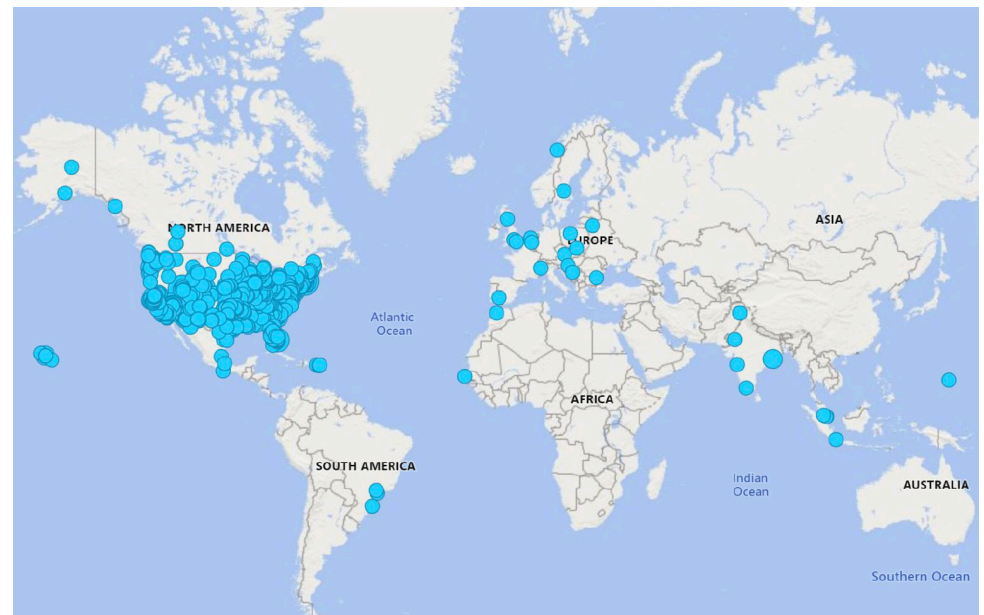
97.1%

Felt energized and inspired after attending

July 2020 Attendee Breakdown by Professional Role



23 Countries Represented



Partnership Opportunities*

Sapphire - \$175,000 | Diamond - \$75,000 | Platinum - \$50,000 | Gold - \$25,000 | Silver - \$7,500 | Bronze - \$5,000

Opportunities	Sapphire	Diamond	Platinum	Gold	Silver	Bronze
Sponsor of one CSTA keynote	X					
Partner message during keynote		X				
Introduction of one CSTA keynote		X				
Pre-show slide recognition on main stage	X	X	X			
Main stage advertising loop collateral	1 minute	30-sec	15-sec			
Logo on registration landing page	X	X				
Recognized as a CSTA swag box sponsor##	X					
One co-branded item included in swag box##	X					
Send a sponsored item in swag box##	X	X	X	X		
Promotion of sponsored activity	X	X				
45-minute session##	X	X	X	X	X	X
Sponsor of CSTA presenter scholarships	40	25	15	10		
Conference passes included	25	15	12	10	8	5

*Packages are based on platform capabilities as of Oct. 2020 and we reserve the right to make changes based on the 2021 Conference event platform and capabilities. ##More details about these features available on page 13.

SAPPHIRE PARTNER PACKAGE | \$175,000

Signature Features

- ▶ Sponsor of (1) keynote, which includes a five (5) minute opening presentation by the sponsor
- ▶ One (1) large spotlight level booth with the ability to switch between pre-recorded and live video based on the sponsor's schedule
- ▶ Two (2) minute introduction of one (1) CSTA keynote by a sponsor representative while slots last
- ▶ One (1) minute main stage greeting played during advertising loop between keynote sessions
- ▶ Recognition in pre-show sponsor graphic on the main stage prior to the beginning of program streaming
- ▶ Choice of one co-branded, pre-determined item by CSTA to be included in the attendee swag box
- ▶ Opportunity to send a sponsor branded item to be included in the swag box. While availability lasts
- ▶ Listed as one of the sponsors of CSTA swag box
- ▶ One (1) sponsored virtual activity promoted in CSTA Conference program
- ▶ Three (3) company-designed 45-minute sessions
- ▶ Sponsor of 40 CSTA presenter scholarships
- ▶ 25 conference passes for your team to attend the full two-day program
- ▶ 1:1 pre-event walkthrough of program platform with CSTA team

Promotional Features

- ▶ Two (2) dedicated emails to attendees pre- or post-conference
- ▶ One (1) minute video announcement prepared by sponsor included in CSTA before-you-go-email
- ▶ List your booth/session programming in the before-you-go email, daily attendee emails, and conference agenda
- ▶ Four (4) banner ads on sponsors page of event registration website
- ▶ Contact information included in sponsor representative directory of the event registration website
- ▶ Two (2) pre-conference social media posts and two (2) post-conference social media posts
- ▶ Company logo on registration landing page
- ▶ Company logo, linked to company website on attendee emails
- ▶ Company logo on conference event website, on sponsored session breakout cover images, and in post-conference session video edits
- ▶ Recognition in remarks by CSTA leadership during opening and closing general sessions

Analytics

- ▶ Event: Turnout percentage, sponsored session and keynote evaluations
- ▶ Booth: Attendee contact information for anyone who registered interest, average time spent in booth, chat history

DIAMOND PARTNER PACKAGE | \$75,000

Signature Features

- ▶ Three (3) minute message from a partner or sponsor featured on the main stage during a keynote
- ▶ Two (2) minute introduction of one (1) CSTA keynote by a sponsor representative while slots last
- ▶ One (1) medium spotlight level booth
- ▶ 30-second main stage greeting played during advertising loop between keynote sessions
- ▶ Recognition in pre-show sponsor graphic on the main stage prior to the beginning of program streaming
- ▶ Opportunity to send a sponsor branded item to be included in the swag box. While availability lasts
- ▶ One (1) sponsored virtual activity promoted in CSTA Conference program
- ▶ Two (2) company-designed 45-minute sessions
- ▶ Sponsor of 25 CSTA presenter scholarships
- ▶ 15 conference passes for your team to attend the full two-day program
- ▶ 1:1 pre-event walkthrough of program platform with CSTA team

Promotional Features

- ▶ One (1) dedicated emails to attendees pre- or post-conference
- ▶ Contact information included in sponsor representative directory of the event registration website
- ▶ 30-second video announcement prepared by sponsor included in CSTA before-you-go-email
- ▶ List your booth/session programming in the before-you-go email and daily attendee emails
- ▶ Three (3) banner ads on sponsors page of of event registration website
- ▶ Two (2) pre-conference social media posts and two (2) post-conference social media posts
- ▶ Company logo on registration landing page
- ▶ Company logo, linked to company website on attendee emails
- ▶ Company logo on conference event website, on sponsored session breakout cover images, and in post-conference session video edits
- ▶ Recognition in remarks by CSTA leadership during opening and closing general sessions

Analytics

- ▶ Event: Turnout percentage, sponsored session and keynote evaluations
- ▶ Booth: Attendee contact information for anyone who registered interest, average time spent in booth, chat history

PLATINUM PARTNER PACKAGE | \$50,000

Signature Features

- ▶ One (1) medium spotlight level booth
- ▶ 15-second main stage greeting played during advertising loop between keynote sessions
- ▶ Recognition in pre-show sponsor graphic on the main stage prior to the beginning of program streaming
- ▶ Opportunity to send a sponsor branded item to be included in the swag box. While availability lasts
- ▶ One (1) company-designed 45-minute session
- ▶ Sponsor of 15 CSTA presenter scholarships
- ▶ 12 conference passes for your team to attend the full two-day program
- ▶ 1:1 pre-event walkthrough of program platform with CSTA team

Promotional Features

- ▶ Contact information included in sponsor representative directory of the event registration website
- ▶ 15-second video announcement prepared by sponsor included in CSTA before-you-go-email
- ▶ List your booth/session programming in the before-you-go email and daily attendee emails
- ▶ Two (2) banner ads on sponsors page of event registration website
- ▶ Two (2) pre-conference social media posts
- ▶ Company logo, linked to company website on attendee emails
- ▶ Company logo on conference event website, on sponsored session breakout cover images, and in post-conference session video edits
- ▶ Recognition in remarks by CSTA leadership during opening and closing general sessions

Analytics

- ▶ Event: Turnout percentage, sponsored session and keynote evaluations
- ▶ Booth: Attendee contact information for anyone who registered interest, average time spent in booth, chat history

GOLD PARTNER PACKAGE | \$25,000

Signature Features

- ▶ One (1) medium spotlight level booth
- ▶ Opportunity to send a sponsor branded item to be included in the swag box. While availability lasts
- ▶ One (1) Company designed 45-minute session
- ▶ Sponsor of 10 CSTA presenter scholarships
- ▶ 10 conference passes for your team to attend the full two-day program
- ▶ 1:1 pre-event walkthrough of program platform with CSTA team

Promotional Features

- ▶ Contact information included in sponsor representative directory of the event registration website
- ▶ 10-second video announcement prepared by sponsor included in CSTA before-you-go-email
- ▶ List your booth/session programming in the before-you-go email and daily attendee emails
- ▶ Company logo, linked to company website on attendee emails
- ▶ Company logo on conference event website, on sponsored session breakout cover images, and in post-conference session video edits
- ▶ Recognition in remarks by CSTA leadership during opening and closing general sessions

Analytics

- ▶ Event: Turnout percentage, sponsored session and keynote evaluations
- ▶ Booth: Attendee contact information for anyone who registered interest, average time spent in booth, chat history

SILVER PARTNER PACKAGE | \$7,500

Signature Features

- ▶ One (1) medium spotlight level booth
- ▶ Opportunity to send a sponsor branded item to be included in the swag box. While availability lasts
- ▶ One (1) company-designed 45-minute session
- ▶ Sponsor of 5 CSTA Presenter scholarships
- ▶ 8 conference passes for your team to attend the full two-day program
- ▶ 1:1 pre-event walkthrough of program platform with CSTA team

Promotional Features

- ▶ Contact information included in sponsor representative directory of the event registration website
- ▶ 1 high-resolution promotional image prepared by sponsor included in CSTA before-you-go-email
- ▶ List your booth/session programming in the before-you-go email and daily attendee emails
- ▶ Company name on attendee emails
- ▶ Company logo on conference event website, on sponsored session breakout cover images, and in post-conference session video edits
- ▶ Recognition in remarks by CSTA leadership during opening and closing general sessions

Analytics

- ▶ Event: Turnout percentage, sponsored session and keynote evaluations
- ▶ Booth: Attendee contact information for anyone who registered interest, average time spent in booth, chat history

BRONZE PARTNER PACKAGE | \$5,000

Signature Features

- ▶ One (1) medium spotlight level booth
- ▶ Opportunity to send a sponsor branded item to be included in the swag box. While availability lasts
- ▶ One (1) company-designed 45-minute session
- ▶ 5 conference passes for your team to attend the full two-day program
- ▶ 1:1 pre-event walkthrough of program platform with CSTA team

Promotional Features

- ▶ Contact information included in sponsor representative directory of the event registration website
- ▶ List your booth/session programming in daily attendee emails
- ▶ Company name on attendee emails
- ▶ Company logo on conference event website, on sponsored session breakout cover images, and in post-conference session video edits
- ▶ Recognition in remarks by CSTA leadership during opening and closing general sessions

Analytics

- ▶ Event: Turnout percentage, sponsored session and keynote evaluations
- ▶ Booth: Attendee contact information for anyone who registered interest, average time spent in booth, chat history

EXHIBITOR OPPORTUNITIES

Spotlight Booths \$3,500



- ▶ Priority placement in virtual expo hall
- ▶ Live or pre-recorded video option
- ▶ (1) 5-second image promoting partner's presence on main stage loop
- ▶ Complimentary pinned chat inside booth during each dedicated booth period
- ▶ Company logo linked on partners page
- ▶ Add booth programming schedule to exhibitors event page and before-you-go email
- ▶ Sponsor of 5 CSTA 2021 speaker scholarships



Enhanced Booths \$1,500



- ▶ Small booth
- ▶ Live or pre-recorded video option
- ▶ 1 Complimentary pinned chat inside booth per day
- ▶ Add booth programming schedule to exhibitors event page and before-you-go email
- ▶ Company logo linked on partners page



Entry Booths \$1,000



- ▶ Small booth
- ▶ Pre-recorded video option only. No live features
- ▶ 1 Complimentary pinned chat inside booth during event
- ▶ Booth chat history report only
- ▶ Company logo unlinked on partners page



Confirmed 2021 exhibitors will receive the following benefits:

1. Virtual exhibitor booth featuring: logo, custom cover image, company details and custom offers
2. Notification when attendees enter booth and dedicated expo hall hours
3. Secondary content loaded for live booths when no live presentation is occurring. Not available for pre-recorded videos.
4. Pinned chats to promote special attendee opportunities
5. Recognition on partners page with company logo and link to company website
6. Opportunity to add booth programming schedule to exhibitors event page and before-you-go email
7. Contact information included in sponsor representative directory of the event registration website
8. Analytics: attendee visitor activity (contact information and time spent for anyone entering and spending 1+ minutes in booth)

ADDITIONAL PARTNERSHIP OPPORTUNITIES

Opportunity	Value	Description
Banner ad recognition on sponsors page of www.cstaconference.org	\$2,000 per additional banner ad	Attendees recognize your support and presence at the conference anytime they visit the event page. CSTA will run a rotating banner ad of sponsored non-clickable images on the event registration sponsors page. Each image will run for 5 seconds before transitioning to the next image. The image must be relevant to sponsor's participation in CSTA 2021 and the dimensions must fit 728x90 pixels per the registration platform guidelines. CSTA has the right review and approve all submitted images. Sponsors will be provided with pageview analytics.
Company designed 45-minute session with post-session attendee analytics	\$3,500	Partner develops a 45-minute conference session listed in the program that follows CSTA Virtual Conference program guidelines. Sponsor receives a virtual session, organized by CSTA with session title and description. Up to 500 people can view a session at one time. 1-10 people can be on live video if this feature is being used. Attendee analytics and reporting along with session recording to be shared with sponsor within a month following the event. Any additional sessions beyond what is offered in a sponsor package are \$3,500 per session. Sessions are only available if you are a registered sponsor or exhibitor organization and limited to (1) per company.
E-gift cards	\$16,000	Show your support for teachers and enhance their CSTA 2021 experience by sending them a \$5 gift card to purchase a coffee or treat at their nearest coffee shop. CSTA will distribute the gift card on the sponsor's behalf with messaging encouraging attendees to check out your booth and/or session (specifics of distribution will be determined at a later date). This opportunity will be provided to all registered attendees (est. 3,200).
Networking Sponsor (2) slots available	\$5,000	CSTA will list the partner as sponsor of (1) Networking Break on the program agenda, in the daily attendee emails and through a pinned chat in the general event chat window thanking the sponsor. Limit of 1 sponsored networking break per day.
Opportunity to sponsor attendee swag box with company logo	\$5,000	The rollout of attendee swag boxes was incredibly popular in 2020. CSTA will run social media posting opportunities to get attendees excited about the swag box, offering increased visibility. Partner will have the white version of their company logo included on the flap of the attendee swag box. Flap will include printed text: Thank you to our swag box partners.
Social media	\$1,000	CSTA had between 47,000 and 50,000 impressions daily on social media during the 2020 Virtual Conference , our most impressions to date. CSTA will post a social media message from the sponsor. All social media must be approved by CSTA prior to posts going live on CSTA social media channels. All posts must include "#CSTA2021 Partner Message" in their text. Posts will be published on a first-come, first-served basis until July 6.
Snack or Swag Item for Attendee Swag Box	Price TBD	Sponsor to purchase and co-brand one snack or swag item from a menu predetermined by CSTA. Quote will cover all product, design management and shipping costs. Note that attendees must register by June 15, 2021, to be eligible to receive an attendee swag box before the conference.
Send (1) branded item to be included in the attendee swag box.	\$1,000	Partner has an opportunity to produce one swag item that will be shipped to the swag box distribution center and packed in the official CSTA attendee swag box. Weight limitations apply.

FURTHER PARTNER BENEFIT DETAILS

Advertising Loop	Receive ongoing recognition for your partnership during the program. Partner submits a pre-recorded video or static image based on partnership level that will run in the advertising loop on the Virtual Conference main stage in between general session programming.
Booth location	Virtual Conference platform to be determined. Booths are arranged in the following order: Large booth reserved for Sapphire sponsor; medium-sized booths reserved for sponsors and small-size booths reserved for exhibitors. The sequence is determined by the conference partnership level.
Live video stream in your booth	Partners can go live with guests with a maximum of 10 people on camera live at a time. Partners can choose live-feed to hybridize their booth and stream programming from that booth.
Raffle of attendee giveaway	Raffling giveaways create excitement and enthusiasm for attendees to stop by your booth and learn more about what you have to offer. Partners are invited to raffle a giveaway for attendees and have that giveaway listed in one of the daily attendee digests. The raffle is to be managed by the sponsor. A maximum of 10 giveaways will be listed in the attendee daily digest.
Recorded content post session	Attendees can have ongoing access to your presentations beyond the program. Sponsor may obtain a copy of their recorded sponsored session(s) after completion of the conference. CSTA will send sponsors these copies in August 2021.

Packages are based on platform capabilities as of Oct. 2020 and we reserve the right to make changes based on the 2021 Conference event platform and capabilities. Additional partnership opportunities are reserved for 2021 Virtual Conference Sponsors and/or exhibitors who have confirmed their participation with one of sponsor and/or exhibitor packages. These opportunities are not available as standalone a la carte purchase options.

THANK YOU FOR BEING A CSTA 2021 CONFERENCE PARTNER

