

Extraordinary Exhibiting Opportunities!



JULY 9–13, 2018 • LAS VEGAS, NEVADA

National Conference ²⁰¹⁸

Exhibit. Sponsor. Sell.

This summer, SDE will host over 6,000 passionate PreK-12 educators at our national conference.

→ Take advantage of this extraordinary opportunity.
It's never been easier to reach your core audience!

 Staff Development for
EDUCATORS™
www.SDE.com/Exhibit

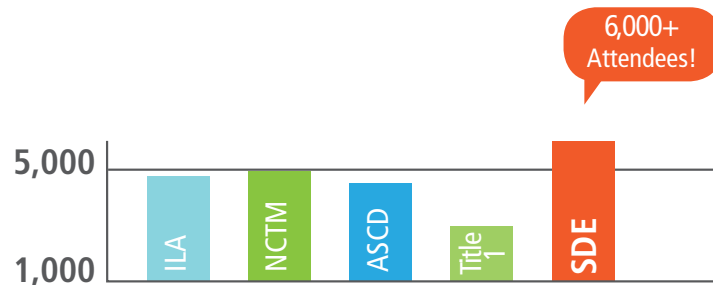
Who Attends the SDE National Conference?

Our conference attendees are classroom teachers, principals, administrators, and curriculum innovators who recommend and influence purchasing at the classroom, school-wide, and district levels, across all areas of curriculum. Now is your opportunity to personally connect with these decision makers. They are looking for:

- Manipulatives
- Professional Books
- Children’s Books
- Computer Hardware
- Computer Software
- Mathematics Products
- Science Products
- Music Products
- Art Supplies
- Fund-Raising Program Ideas
- Classroom Products
- Technology Products
- Literacy Products
- PreK Solutions
- Learning Games
- And More!



The SDE National Conference is the “Hidden Gem” in the Education Market



Our National Conference delivers attendance numbers that rival the largest events in the education market...giving you direct access to educators who are actively buying products and programs. And our event is priced competitively so you can add it to your conference calendar affordably. It’s a great way to launch your back-to-school marketing season early...ahead of the pack!

Opportunities that Will Boost Your Bottom-Line Sales & Marketing Results!

Our conference gives you opportunities to reach multiple educator market segments at once. In Las Vegas, invest in one booth, and you'll have traffic, leads, and visibility from six unique strands. It's smart, efficient, strategic sales and marketing outreach for your 2018 programs.

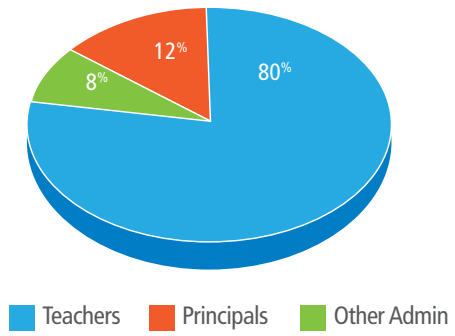
- Meet the educators who are prime prospects for your products
- Increase company and product visibility by reaching 6,000+ educators at our annual conference
- Showcase your products/services with hands-on demonstrations for interested customers
- Build and solidify customer relationships in interactive and trusted venues



Meet Your Future Customers! SDE Conferences Draw Thousands of Qualified and Enthusiastic Educators From All Across the Country:

- PreK-12 Teachers
- Administrators
- Curriculum Coordinators
- Special Education Teachers
- Superintendents
- Coaches and Mentor Teachers
- Principals
- Staff Developers
- Lead Teachers

SDE National Conference Demographics





National Conference

1 CONFERENCE • 6 STRANDS • 5 DAYS • 6000+ EDUCATORS

Las Vegas, NV

Exhibiting dates:
July 9–12

Exhibitors Set-Up:
July 8



Reserve your exhibiting space at SDE's 2018 National Conference taking place at the five-star THE VENETIAN® | THE PALAZZO® resort in Las Vegas from July 9-13, 2018. Have your brand positioned in a premium location in front of the 6,000+ PreK-12 educators (*teachers AND administrators!*) shopping throughout the four days of exhibiting. The six strands and two pre-conferences* that make up this exciting event all share one centralized and vibrant exhibit hall.

Pre-Conference Events



SDE JULY 9–13, 2018 • LAS VEGAS, NEVADA

National Conference 2018



*Final conference content/strands subject to change.

Exhibit—A Smart Strategy for Education Companies

Our unmatched attendance puts your company in front of enthusiastic and qualified educators ready to buy innovative, effective teaching and learning solutions.

Las Vegas Booth Information

Each standard exhibit includes 10' x 10' draped booth, one six-foot table, two chairs, 44" x 7" identification sign, one wastebasket, and Exhibit Hall raffle.

Exhibit Dates:	July 9-12, 2018 • Las Vegas, NV	
One Booth	\$1,500	
Two Booths	\$2,250	
Three Booths	\$3,000	
Four Booths	\$3,750	
Corner Booth Fee	\$150 additional charge per corner	



Early Bird
DISCOUNTS
Available Until
1/15/18

Contact SDE
for details.

Contact Faulkner Wright for Exhibit & Sponsorship Details
 E-Mail: fwright@sde.com
 Direct Phone: 603.924.1143
 Website: www.SDE.com/Exhibit

Sponsorships at a Glance

Looking to make a serious impression, at impressive savings?
Choose from our bundled sponsorship levels to maximize your spend:

Sponsorship	Description	Specs	Due Date	A La Carte Cost	Platinum Level \$20,000	Gold Level \$10,000	Silver Level \$5,000	Bronze Level \$2,500
Exhibit Booth Space	Booth space in the National Conference Exhibit Hall	Increments of 10'x10'	—	Price varies	20x30	10x20	10x10	10x10
Exhibit Hall Raffle	A fun exhibit hall driver, Exhibit Hall Raffle allows attendees to enter raffles with participating exhibitors at the exhibitor's booths.	<ul style="list-style-type: none"> • Booth number(s) • Exhibitor name • Name of prize • Value of prize 	5/19/18	Exhibitor Exclusive	Y	Y	Y	Y
Logo/link to sponsor website on National Conference site	Link to your company website will be included in SDE's National Conference website		5/1/18	Sponsor Exclusive	Y	Y	Y	Y
Press release announcing sponsorship	SDE will announce your conference sponsorship in an official SDE press release.		TBD	Sponsor Exclusive	Y	Y		
App Sponsorship	Conference app will be live April 2018 to March 2019. Reach our Las Vegas attendees for 4 months prior to the event and for 7 months after the event!	Platinum Level	3/1/18	\$2,500	Y			
		Gold Level	3/1/18	\$1,500		Y		
		Silver Level	3/1/18	\$1,000			Y	
		Bronze Level	3/1/18	\$500				Y
Conference Bag Insertion	Get your flyer, catalog, or promotional premium directly in the hands of Las Vegas attendees.	Attendee totebag insertion of 7,000 pieces (provided by sponsor)	TBD	\$1,500	Y	Y	Y	

Details subject to change.

— DON'T SEE A SPONSORSHIP OPTION YOU LIKE? JUST ASK! —

Sponsorships (continued)

Looking to make a serious impression, at impressive savings?
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Sponsorship	Description	Specs	Due Date	A La Carte Cost	Platinum Level \$20,000	Gold Level \$10,000	Silver Level \$5,000	Bronze Level \$2,500
Program Guide Ad	Program guides are distributed onsite to all conference attendees. Choose the right ad space that fits your budget.	Full Page, No Bleed 7½"x10" Process 4-Color or B&W Resolution: 300 dpi	5/25/18	\$1,300	Y	Y		
		½ Page, Horizontal 7½"x4¾" Process 4-Color or B&W Resolution: 300 dpi	5/25/18	\$800			Y	
		¼ Page, Square 3½"x4¾" Process 4-Color or B&W Resolution: 300 dpi	5/25/18	\$500				Y
		Spot Ad, 3½"x2 ¼" Process 4-Color or B&W Resolution: 300 dpi	5/25/18	\$275				
Attendee Passes	Complimentary full-conference attendee registrations to the National Conference for you to distribute to customers.		6/15/18	\$679/per	Y (6)	Y (4)	Y (2)	Y (1)
Daily Coffee Station Signage	Greet folks in the morning with messaging and branding signage placed near coffee stations.	One 11"x17" easel sign at each breakfast station.	6/3/18	\$500 (1 per day)	Y (5)			
Daily Water Station Signage	Remind attendees you're just a few feet away with every visit to the water cooler. As they hydrate themselves, you can remind them to visit your booth!	One 8.5"x11" easel sign at each water station within the exhibit hall.	6/3/18	\$500 (1 per day)	Y (2)	Y (2)		
"Exhibitor Spotlight" Email	Let us do the work for you! We will create and send an exhibitor spotlight email to attendees highlighting your company/product information, booth location, etc.	100 word description plus PNG, GIF, or JPEG; provide URL link Limit one email per week.	5/24/18	\$200/M	Y (2)	Y (1)	Y (1)	

Details subject to change.

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Sponsorships (continued)

Looking to make a serious impression, at impressive savings?
Choose from our bundled sponsorship levels to maximize your spend:

Sponsorship	Description	Specs	Las Vegas Due Date	A La Carte Cost	Platinum Level \$20,000	Gold Level \$10,000	Silver Level \$5,000	Bronze Level \$2,500
Direct Mail List	Get your message to attendees before or after the event. Choose by conference or mail to all location attendees.	One-time use. Sample mailing piece required with all rental orders.	Upon Request	Base price: \$125/M address Program select premium: \$15/M additional Minimum: \$150 per order	Y (2)	Y		
Administrator Summit Luncheon Collateral Distribution	Target Administrators in one shot! Opt in for us to distribute one collateral piece to each administrator attendee during the Admin Luncheon!	Item must fold down to 8.5"x11". (Small tchotchke items may be submitted for approval.)	6/3/18	\$500	Y	Y		
Stanchion Signage	Drive booth traffic and build your brand with signage strategically placed throughout the event!	22"x28" Sign in Chrome Stand: Doubled	6/3/18	\$350	Y (6)	Y (2)		

Also Available	Description	Specs	Las Vegas Due Date	A La Carte Cost
Exhibitor Workshop Presentations	Submit 75-minute session proposals for "exhibitor presentations" for our national conferences in Las Vegas that demonstrate the use of your product or service.	Materials must be presented in context, giving teachers specific strategies and creative ideas for their classrooms. Sessions should not be commercials for your products. Accepted sessions pay a fee which includes a 10'x10' booth in the exhibit hall, two complimentary conference registrations, one-time mailing list rental, insert of one flyer or one give-away in all participants tote bags, and your name/logo in the conference brochure and program guide.	TBD	Contact SDE for information
Host a Meet & Greet or Reception	Sponsor a pre-planned SDE attendee event or host your own. SDE will do all of the logistics for you to host a reception. We will organize the room and food.	Pricing depends on event. Contact SDE for more information.	Contact SDE for information	Pricing varies

Details subject to change.

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Sponsorships (continued)

Las Vegas App Sponsorship Levels

Features	Bronze	Silver	Gold	Platinum
Sponsor Listing (text, image/logo, link)	✓	✓	✓	✓
Enhanced Exhibitor Listing	✓	✓	✓	✓
Targeted Offer (text, image/logo, link; analytics of your content)	✓	✓	✓	✓
App Banner Ads	✓ (1x)	✓ (1x)	✓ (2x)	✓ (3x)
Promoted Post* (30 minutes at top of activity feed; text, image/logo, link)		✓ (1x)	✓ (3x)	✓ (5x)
Survey* (get attendee input on your questions)		✓ (1x)	✓ (1x)	✓ (3x)
Live Poll* (instant feedback from attendees)			✓ (1x)	✓ (3x)
Push Notification* (message push to user mobile device)			✓ (2x)	✓ (3x)
App Splash Screen (image/logo in main menu)				✓
Availability	30	15	4	1
Sponsorship Cost	\$500	\$1000	\$1,500	\$2,500

Conference app will be live April 2018 to March 2019. Reach our Las Vegas attendees for 4 months prior to the event and for 7 months after the event! www.SDE.com/app

Sponsor Listing



Surveys & Polling



Banner Ad



App applies to Las Vegas event only. Limited opportunities are filled on a first come, first serve basis.

Splash Screen



Push Notification



*Features occur between 7/9/18-7/13/18.

Don't Miss Out... Reserve Your Booth Today!

Booth space goes quickly so be sure to reserve your exhibit area now. For additional visibility and promotion punch, consider a sponsorship opportunity to make sure your message remains front and center for the multi-day conference schedule!

Contact Faulkner at
603.924.1143
for exhibit & sponsorship details!

“ I am grateful to be here. I appreciate the chance to exhibit my products to a large number of potential customers. Thank you for making it a pleasant experience. ”

—Sherry Killam, Quality Learning Enterprises

For more information go to www.SDE.com/Exhibit

TOP 10 REASONS TO EXHIBIT WITH SDE

1. Reach thousands of qualified educator buyers in one place.
2. Build new relationships with educators who may not attend other national conferences.
3. Build efficiency into your marketing budget. Ship your booth once and be visible throughout multiple strands.
4. Reach educators during the summer, when they have more time to focus on their needs for the upcoming school year.
5. Conference schedule includes exhibits-only time slots so educators will have plenty of opportunities to spend quality time in the exhibit hall.
6. Reach new education market segments to build incremental sales for your programs, products, and services.
7. Use these venues for additional customer research, product introductions, and special events outside the regular conference schedule. We can help you set up special demo sessions, focus groups, or other special events.
8. Launch your back-to-school promotions here to break through the typical August/September marketing crunch.
9. Make personal connections with buyers that last far beyond the conference dates.
10. Leverage the strength of SDE's relationships with this select group of highly responsive educator buyers.

Additional Year-Long Opportunities in 2018

Partner with SDE to Showcase Your Company and Products!

With more than 70 unique SDE professional development events during 2017–2018, now is your chance to join us for year-round visibility through exciting partnership opportunities!

State Conferences

SDE hosts more than 50 state educator conferences across the U.S. each year.

Generally grade-specific, state conferences:

- Run for 2 days
- Attract as many as 500 educators
- Allow plenty of exhibiting time to get your products in front of an enthusiastic audience

Seminars

More than 20 SDE one- and two-day seminars are available to choose from for exhibiting.

To get the most out of your time and dollars, you can:

- Select seminars based on topics that best match your product or service
- Customize your product offering for a smaller audience—each seminar enrolls between 50 and 250 teachers
- Gain the undivided attention of your audience—each location is limited to three or four exhibitors

At Every SDE Event, Exhibitors Receive:

- A chance to focus your marketing efforts on a unique audience.
- An opportunity to build or solidify customer relationships.
- A ready-made venue for educating qualified customers about your products.
- Access to educational leaders to identify trends and obtain valuable feedback.

Contact Faulkner Wright for Exhibit & Sponsorship Details

E-Mail: fwright@sde.com

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