
EXHIBITOR & SPONSOR PROSPECTUS

ITEEA's **89th**

Annual Conference

Louisville, KY

March 31 – April 3, 2027

Explore opportunities to reach technology, engineering, and STEM educators at ITEEA's 2027 Annual Conference and beyond.

iteea.org



WHY YOU SHOULD SPONSOR

Reach the right educators. Make the right impact.



01 Reach a Targeted Audience

Nearly 1,000 T&E educators — classroom teachers, program leaders, and decision-makers from STEM and CTE

02 80+ Years of Trust

ITEEA is the go-to resource for technology and engineering educators, so your brand reads as a trusted partner.

03 Maximum Brand Visibility

Logo and message on the conference website, mobile app, email, social, on-site signage, and more.

04 Showcase Your Solutions

Demonstrate products through hands-on Action Labs sessions and high-visibility sponsorship activations.

05 Align With a Mission

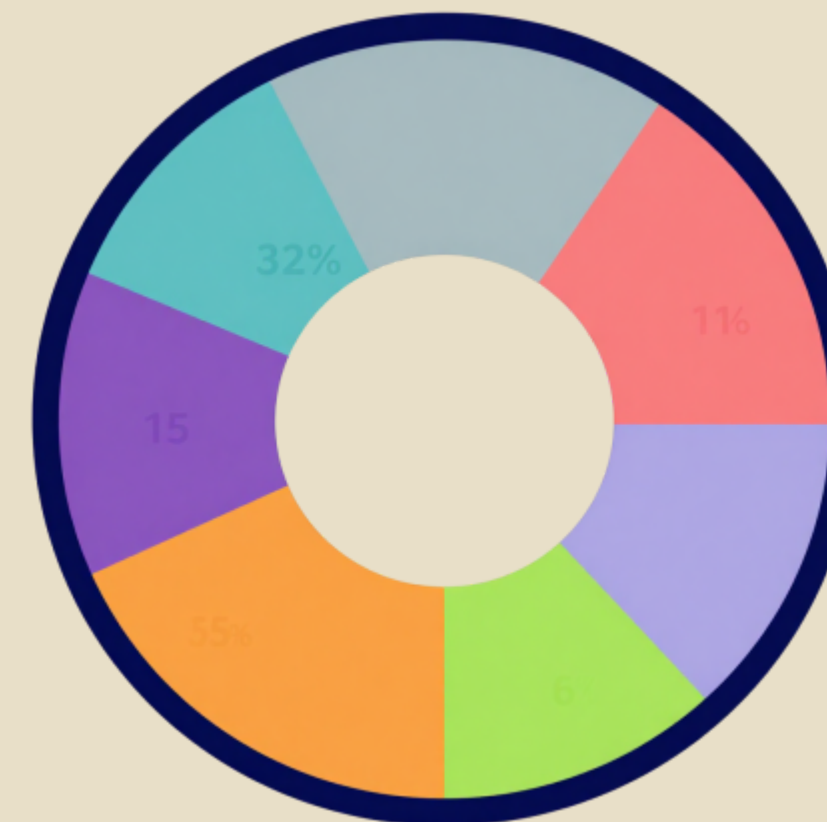
Champion the educators shaping the next generation of innovators, problem-solvers, and critical thinkers.

06 Measurable Engagement

Attendee lists, digital marketing features, and face-to-face networking that lead to real, traceable results.

WHY YOU SHOULD SPONSOR

Attendee mix



Undergrad/Grad Student	17%
High School Teacher	15%
University Professor	11%
Middle School Teacher	9%
Supervisor/Admin	6%
Elementary Teacher	5%
Non-Teacher/Consulting	1%
Other	6%

Questions? marketplace@iteea.org

Exhibit with Us! Booth Pricing.

Direct access to nearly 1,000 technology, engineering & STEM educators across two days on the exhibit floor.



Early Bird before 9/30/26 **Regular** 10/1/26 and after **Partner** rates require ITEEA corporate/non-profit partnership or institutional membership.

10' × 10' CORNER BOOTH				SAVE UP TO \$700	
PARTNER RATE		STANDARD			
Early Bird	\$1,899	Early Bird	\$2,299		
Regular	\$2,199	Regular	\$2,599		
One Complimentary Registration					

10' × 20' INCLUDES ACTION LAB				SAVE UP TO \$1,00	
PARTNER RATE		STANDARD			
Early Bird	\$2,999	Early Bird	\$3,499		
Regular	\$3,499	Regular	\$3,999		
Complimentary Action Lab + 2 Registrations					

20' × 20' INCLUDES ACTION LAB				SAVE UP TO \$1,400	
PARTNER RATE		STANDARD			
Early Bird	\$4,599	Early Bird	\$5,299		
Regular	\$5,299	Regular	\$5,999		
Complimentary Action Lab + 4 Registrations					

Activity Center Add-On		FEATURED UPGRADE	
Host a locally themed make-and-take activity in your booth in partnership with the Conference Planning Committee to attract hundreds of attendees. <i>Approval based on product and service relevance.</i>		Partners \$799	
		Non-Partners \$999	

Action Labs Add-On		FEATURED UPGRADE	
Showcase your offerings in our exclusive Action Labs, available only to exhibitors & sponsors. You'll receive a dedicated session room, visibility in the ITEEA website & conference app, & inclusion in pre-event promotions to all attendees.		One (1) 45-Minute Session	
		Partners \$499	Non-Partners \$599
		Two (2) 45-Minute Sessions	
		Partners \$899	Non-Partners \$1,099

All Exhibitors Receive These Valuable Benefits



01 Complimentary Exhibitor Registration

One free registration per 10'x10' booth. Additional exhibitor registrations available for \$450 each.

02 Standard Booth Furnishings

8' high back drape, 3' high side rails, a 44" x 7" identification sign, one 6' table, and two chairs – included at every booth.

03 Mobile App Profile & Logo Recognition on the Website

Editable company profile in the conference mobile app, including your assigned booth number. Your company logo featured on event website.

04 Pre-and Post-Conference Attendee List

Name, email, company, title, and mailing address, delivered before and after the event.

Not yet a Partner?

Become one today.

Corporate Partnership (for-profits)	\$499
Nonprofit Partnership	\$425
Institutional Member (colleges & universities)	\$425

Partners receive access to additional year-round benefits including complimentary advertising.

BONUS

Exhibitor booths **10' x 20' and larger** include one (1) complimentary Action Lab – a \$499+ value.

STEM Superhero Options

Includes (2) complimentary Action Labs



Exhibit Hall All-Attendee Lunch

(Exclusive)

- Provide lunch to all attendees on Friday in the Exhibit Hall
- Deliver remarks during the lunch hour and be featured on signage at the lunch stations
- Logo featured prominently for high-impact, event-long visibility

\$18,000

Opening Reception

(Exclusive)

- Sponsor the Opening Reception with complimentary beverage, hors d'oeuvres, and networking
- Capitalize on maximum attendee traffic with no competing programming Logo exclusively featured on signage

\$12,000

Registration Area and Giveaway

(Exclusive)

- The first brand attendees see — logo on kiosks and welcome signage
- Provide a custom-branded gift to every registered attendee
- Includes production with one-color imprint

\$8,000

Sponsors at all levels receive the following standard benefits:

- Complimentary Pre-and Post-Conference attendee lists, including name, email, company, title, and mailing address.
- Recognition as a sponsor on the ITEEA Conference website and in pre-conference marketing, including promotional emails and social media post(s).
- Acknowledgment in the signage/materials related to your sponsorship.
- Mobile app push notification related to sponsorship, if applicable.
- Complimentary rotating banner ad in the Conference mobile app.
- Recognition in *Technology and Engineering Education* (TEE) sponsorship ad (May issue).

STEM Supporter Options

Includes (1) complimentary Action Lab



Coffee/Snack Break

\$6,000
2-AVAILABLE

- **Friday AM** coffee break that energizes attendees for the day
- High-impact visibility with your logo featured at the snack station
- One event mobile app shout-out

Conference Opening Welcome Remarks

\$5,500
EXCLUSIVE

- Sponsor the Opening General Session, the most attended event of the Conference
- Provide welcome remarks and place branded giveaways on every seat
- Gain unmatched exposure in front of hundreds of attendees

Program / Teacher Excellence Awards & Lunch

\$6,500
2-AVAILABLE

- Sponsor the awards presentation recognizing top programs and educators in technology and engineering
- Join the ITEEA President on stage as logo-branded products are presented
- Your logo travels home with recipients, proudly displayed in schools across the country

Mentoring & Networking Workshop

\$5,000
EXCLUSIVE

- Sponsor the top-rated speed mentoring event for students and early career educators
- Provide welcome remarks, snacks, and join in the mentoring experience
- Connect directly with 100+ participants and share your expertise firsthand

Conference Bag

\$5,000
EXCLUSIVE

- Exclusive sponsor of official event tote bags distributed to all attendees
- Logo featured on one side for extended visibility in and beyond the Exhibit Hall
- Includes production with one-color imprint

Lanyards & Badge Holders

\$5,000
EXCLUSIVE

- Exclusive sponsor of official ITEEA 2027 lanyards and badge holders worn daily by all attendees
- Logo featured for high visibility exposure
- Includes production with one-color imprint

STEM Supporter Continued

Includes (1) complimentary Action Lab



Celebration of Award Winners Reception

\$5,000

EXCLUSIVE

- Sponsor the exclusive Friday evening awards reception with 200+ attendees, open bar, and hors d'oeuvres
- Your logo featured on all signage, invitations, and promotional materials
- Greet guests, deliver remarks, and network throughout the evening

ITEEA Foundation / Maley "Spirit of Excellence" Breakfast

\$4,500

EXCLUSIVE

- Sponsor the celebration of preservice teachers and emerging leaders receiving awards
- Give opening remarks and be recognized on event signage
- Your support funds scholarships, stipends, and meals for honorees

First-Time Attendees' Orientation

\$4,000

EXCLUSIVE

- Welcome 100–150 first-time attendees at the Wednesday orientation with snacks and prizes
- Deliver opening remarks and be featured on invitations and signage
- Receive a contact list of all first time attendees



At ITEEA's annual conference, I have come to expect adaptable projects for my teaching and to connect with passionate educators to share ideas and experiences. The exhibits area never fails to provide innovative technology ideas for the classroom.

Philippe Ouellette

Collège Charles-Lemoyne
Longueuil, Québec

STEM Enthusiast Options



GoBabyGo Dream Ride

\$3,500

EXCLUSIVE

- Sponsor the Thursday Go Baby Go Dream Ride, where kids receive adapted ride-on cars
- Recognition in event signage, the conference app, and a chance to serve as a race official
- Funds the vehicles and adaptive equipment for the builds

STEM Schools of Excellence Recognition

\$3,000

EXCLUSIVE

- Sponsor the awards ceremony
- Your logo featured on banners presented to dozens of honored schools
- Align your brand with innovation, inspiration, and best practices in STEM teaching

ITEEA Leaders Orientation

\$3,000

EXCLUSIVE

- Address ~50 top ITEEA leaders during an exclusive Wednesday orientation
- Recognition on event invitations and on-site signage
- Receive a contact list of key ITEEA decision-makers

Louisville Offsite Social

\$3,000

EXCLUSIVE

- Sponsor the lively Thursday night offsite social with food & drinks
- Get recognized on event signage and welcome guests in person
- Support enhanced entertainment and upgraded food/beverage offerings

Welcome Letter

\$2,500

EXCLUSIVE

- Personalized message in every attendee welcome letter at conference hotels
- Share registration details, event hours, and local tips
- Invite attendees to visit your booth or Action Lab session directly

ITEEA STEM Showcase

\$2,500

EXCLUSIVE

- Support ITEEA's showcase display of best practices and receive logo recognition on signage and certificates for 50+ educators
- Featured on the ITEEA website and conference app
- Promoted to all registered attendees

PARTNER PAVILION

Exclusively for Partners, Members & State Affiliate Associations



• DATE Friday, April 2	• HOURS 8:00am – 1:30pm	• LOCATION Exhibit Hall	Educators reached ~1,000
PARTNER TABLES \$500 Nonprofit Partners & Institutional Members • 6' or round table + one chair • One Friday "One-Day" registration (\$279+ value) • Logo recognition + editable online profile Direct access to nearly 1,000 educators		STATE AFFILIATE TABLES FREE Exclusively for State Affiliate Associations • 6' or round table + one chair • Logo recognition + editable online profile • Connect with members across states	
SETUP Thursday, April 1, 2:00 – 6:00pm Friday, April 2 before 8:00am		TEARDOWN Friday, April 2, 1:30 – 5:00pm	CONTACT marketplace@iteea.org

Let's talk sponsorship.

Looking for something more tailored?

Let us build a custom sponsorship package aligned with your goals and budget — we'll match you to the activations that fit how you want to show up.

EMAIL

marketplace@iteea.org

WEB

iteea.org/conferences

Save the date

Sep 30, 2026 Early-Bird Booth Deadline

Mar 31, 2027 Conference Opens

Apr 1, 2027 Expo Hall Opens

Apr 2, 2027 Partner Pavilion Opens

Apr 3, 2027 Post-Conference Optional Events (Off-Site)



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