



MassCUE

Educate, Connect, Inspire

Join Us

MassCUE/ M.A.S.S. Fall Conference

October 14 – 15, 2020

Vendor Set-up October 13, 2020

Gillette Stadium at Patriot Place

Foxboro, MA

www.masscue.org | #MassCUE



EXHIBITORS & SPONSORS

General Information

On behalf of the **Massachusetts Computer Using Educators (MassCUE)** and the **Massachusetts Association of School Superintendents (M.A.S.S.)**, we invite you to exhibit at the 2020 Conference. The event will be held at Gillette Stadium in Foxboro, Massachusetts from Wednesday, October 14 to Thursday, October 15, 2020 with vendor set up on Tuesday, October 13. We hope you will join us to gain access to a highly targeted market of edtech leaders and an active MassCUE community.

About MassCUE

MassCUE is the state’s leading organization for educators with a passion for effectively integrating technology in education. Starting as a grassroots organization 38 years ago with 15 teachers meeting in a school library, we have grown to 1,200+ active members and 100+ corporate members.

About M.A.S.S

The Massachusetts Association of School Superintendents is the only statewide organization dedicated to the unique professional and advocacy concerns of school superintendents and assistant superintendents. The Association members include 277 superintendents and 148 Assistant Superintendents. M.A.S.S. works to provide all Massachusetts children with a world class education by; seeking strategies to continuously improve public education; speaking with a cohesive, powerful voice on behalf of laws, policies and funding; and supporting superintendents and assistant superintendents with information, including professional development and a network of peers.

Who Attends?

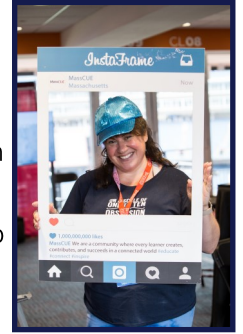
Here’s a glimpse of the 2,500 attendees from last year’s fall conference – decision makers, influencers, and educators from 346 school districts and beyond.



Job Title	% of 2,890 attendees
Principal/VP, Administrators/ Curriculum Leader	9%
Classroom Teacher/ K-12 Specialist	45%
Instructional Technology Specialist, Library/ Media Specialist	8%
Technology Director/ Coordinator, Network Administrator/ Tech Support	29%
Superintendent/ Asst. Super.	3%
Other (includes consultant, higher education students and professionals)	6%

Why Exhibit or Sponsor?

The Fall Conference offers you the opportunity to make face-to-face connections with administrators, classroom teachers, technology directors, and librarians. You’ll have access to people who need your products and services, and the exposure will reinforce your brand awareness and maximize visibility in the community.



Schedule at-a-Glance

Tuesday, October 13

1:00 p.m. – 7:00 p.m. Exhibitor Set Up
 5:00 p.m. – 6:00 p.m. Vendor Reception

Wednesday, October 14

7:00 a.m. Registration Opens
 7:30 a.m. - 4:30 p.m. Exhibits and Specialty Areas Open
 7:30 a.m. – 8:30 a.m. Visit Exhibitors
 8:30 a.m. – 9:45 a.m. Welcome and Keynote Address
 10:00 a.m. – 12:00 p.m. Student Showcase
 10:15 a.m. – 11:10 a.m. Session 1
 11:30 p.m. – 12:25 p.m. Session 2
 12:00 p.m. – 1:30 p.m. Lunch & Exhibits
 1:30 p.m. - 2:25 p.m. Session 3
 2:45 p.m. – 3:40 p.m. Session 4

Thursday, October 15

7:00 a.m. Registration Opens
 7:30 a.m. – 3:00 p.m. Exhibits and Specialty Areas Open
 7:30 a.m. – 8:30 a.m. Visit Exhibitors
 8:30 a.m. – 9:45 a.m. Welcome and CUEByte Speakers
 10:00 a.m. – 12:00 p.m. Student Showcase
 10:15 a.m. – 11:10 a.m. Session 5
 11:30 p.m. – 12:25 p.m. Session 6
 12:00 p.m. – 1:30 p.m. Lunch & Exhibits
 1:30 p.m. – 2:25 p.m. Session 7
 2:45 p.m. – 3:40 p.m. Session 8
 3:00 p.m. Exhibits Close
(subject to change)

Lodging

MassCUE has secured special overnight pricing. Refer to the conference website for additional details and online reservation links.

<http://www.masscue.org/accommodations/>

Exhibitors



Exhibit Booth – \$2,100

Exhibits are set up on the East Side Putnam Club Level of the stadium. Booth set up includes: 8' x 10' pipe and drape booth, one 6ft skirted table, two chairs, trash barrel, standard electrical (5 amps), exhibitor dedicated wi-fi and two complimentary staff registrations. An Exhibitor Services Manual with additional information on ordering booth materials, electrical, shipping instructions, etc. will be sent with your confirmation.

Conference Suite/ Breakout Package

Reserve your own dedicated Conference Suite to use all day Wednesday and Thursday to hold workshops or meet with school leaders. \$5,000 (Small/20-30 Theater Style, comes with 2 complimentary conference registrations), \$7,000 (Medium/40-50 Theater Style, comes with 4 complimentary conference registrations), \$10,000 (Large/50-60 Theater Style, comes with 6 complimentary conference registrations). There are a total of 10 suites available. Suites are located on the East and West sides of the Stadium, Red & Blue Levels.

Pre-Conference Suite (Tuesday)

Host a session or workshop on Tuesday to meet with school leaders prior to the conference. \$2,500 (Small/20-30 Theater Style, comes with 2 complimentary conference registrations), \$3,500 (Medium/40-50 Theater Style, comes with 4 complimentary conference registrations), \$5,000 (Large/50-60 Theater Style, comes with 6 complimentary conference registrations).

Nonprofit Exhibit Table – \$400

MassCUE welcomes nonprofit organizations whose mission is to improve K-12 education to exhibit at our two-day conference. Nonprofits will have the opportunity to be part of the conference and share with our educators their no cost resources. Nonprofits are entitled to one session per day (55 minutes) to present and give more information about the educational resources available to educators that support teaching and learning. Exhibit space includes a 6' skirted table, two chairs and two complimentary table staff registrations. Located on the Northeast Red Level Mezzanine.

LearnLaunch Innovators

LearnLaunch will host a special exhibit area for edtech startups at the MassCUE Conference – this year on the red mezzanine above the vendor hall. If you are an innovative edtech company (under a million dollars in revenue or still in that startup phase) and are seeking to help districts, schools, and educators to increase student achievement through the adoption of digital technologies, you can't afford to miss this opportunity to connect. \$400 per exhibit table. To find out more information or to sign up for a LearnLaunch Display contact Nathaniel Seelen, nat@learnlaunch.org

eSports Hub—New for 2020!

Is your company interested in explaining how eSports can be a valuable tool for student learning? New this year, the eSports Hub is a great space to demonstrate how eSports work and its benefits. Each exhibitor will have an 8 ft. by 10 ft. space in the exclusive eSports area set up in the Northwest Red Mezzanine section of the stadium. Limited to a maximum of 5 eSports vendors. \$2000 each (includes 2 complimentary conference registrations).



Additional Staff Registrations – \$100 per day

Your booth registration entitles you to receive a discount code good for registering 2 booth staff. Any additional staff (up to two per booth, per day) are charged \$100 per day. Specific instructions for registration will be sent to exhibitors from Delaney Meeting and Event Management by mid summer.

To Become an Exhibitor or Sponsor, Register your business Online Today!

Visit ([Insert Registration Link](#)) to register.

Have a question for us?

Call Delaney Meeting and Event Management at (802) 865-5202
or email karen@delaneymeetingevent.com

MassCUE

Sponsorship Opportunities

Consider adding a sponsorship to draw attendees to your booth and enhance your success at the 2020 MassCUE Fall Conference!



Keynote Address - \$3,500 (Exclusive)

The Keynote address kicks off the Conference and energizes and inspires attendees. This year's keynote speaker will be Dee Lanier. "Sociologist turned Technologist," Dee Lanier is a passionate and energetic educator and learner with over a decade of instructional experience on the K-12 and collegiate level. Dee holds Undergraduate and Master's degrees in Sociology with special interests in education, race-relations, and inequality. From 2007-2012 Dee served at Crossroads Charter HS as a full-time Vocational Studies teacher, Testing Coordinator, and Title I Director. Dee also served as the Technology Catalyst for the Lower School at Trinity Episcopal School and is currently the Director of Creative Instruction with Think Open and a STEM specialist at Charlotte Lab School in Charlotte, North Carolina.

Sponsorship Benefits:

- Company name associated with one of the best and most interesting parts of the conference
- Verbal recognition from the podium as the speaker is being introduced
- Slide of your design on the stadium jumbotron throughout the conference
- Company logo on the conference website
- Opportunity to place your company information on all tables at the Keynote Address event
- Table tents with your company logo on each table, acknowledging your company as the Keynote Sponsor
- Two complimentary staff registrations

Tech Directors Breakfast - \$1000

(7 Opportunities)

The Tech Directors Breakfast will take place from 7:30-8:30 Wednesday morning. This is a great opportunity for you to have direct access to approximately 60 tech directors, the decision makers who purchase your products & services.

Sponsorship Benefits:

- Company logo on conference website
- Company logo on signage at the breakfast event
- 2 company representatives to attend the Tech Directors Breakfast and give a 1 minute introduction.



CUEByte Speakers \$3,500 (Exclusive sponsorship)

Thursday morning kicks off with a series of inspiring talks given by educators in the field sharing their CUE experiences. This is a highlight event that attendees don't want to miss.

Sponsorship Benefits:

- Company name associated with one of the best and most interesting parts of the conference.
- Verbal recognition from the podium as the speaker is being introduced.
- Slide of your design on the stadium jumbotron throughout the conference
- Company logo on the conference website
- Opportunity to place your company information on all tables at the CUEByte event
- Table tents with your company logo on each table acknowledging your company as the CUEByte Sponsor
- Two complimentary staff registrations

Mobile App Sponsorship - \$3,000

(Exclusive Sponsorship)

The mobile app sponsorship is a great opportunity to gain exposure for your company and attract traffic to your booth. The Conference app is used by all attendees throughout the two day Conference. This is the only source for information about what is happening at MassCUE 2020 (attendees are not given a printed conference program). Your company's logo will be placed on the app splash page, and you will be given a rotating banner ad in the app, and 2 push notifications per day. You will also be given a listing on the Conference website.



Teacher Scholarship - \$500

(Ten Opportunities)

Gain exposure and show your support by becoming a Teacher Scholarship sponsor.

This \$500 sponsorship gives you recognition and a photo opportunity at your booth with a scholarship winner. The exhibitor can select the school system to which the scholarship will be awarded, and MassCUE will work with the Superintendent of the chosen school district to make sure a deserving teacher has this opportunity. The scholarship covers the costs for a teacher to attend both days of the Conference as well as overnight accommodations. Ten teacher scholarship sponsors will be accepted.

Not seeing an opportunity that fits within your budget?

Call Delaney Meeting and Event Management to customize a sponsorship package. (802) 865-5202

WANT TO "UP YOUR GAME" AT GILLETTE STADIUM?

Consider these fun additions to your booth package to draw attention to your booth and have more valuable time with customers!

Mobile App Push Notifications - \$250 (3 Opportunities)

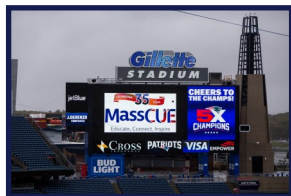
Get the word out about what is going on at your booth by planning push notifications to be sent out on the Conference app (prize drawings, food, give aways, demos, etc.). You get one push notification each day. You choose the time to deliver a message to all attendees!

Vendor Sessions - \$1,000

Host a vendor session to promote your products and services. Reserve a 780 square foot suite for a 55 minute vendor workshop. Sessions are assigned on a first-come, first-serve basis with a limit of one session per vendor per day. Sixteen sessions on Wednesday and twelve sessions on Thursday are available.

Video Package - \$1,000 (2 Opportunities)

Prominently display your company ad on the jumbotron located on the Patriot's field, as well as on the large video wall and the monitors throughout the exhibit hall.



Gillette Stadium Tour - \$1,000 (8 Opportunities)

This is a rare opportunity that will surely entice attendees to visit your booth. Offer attendees a tour of Gillette Stadium and the field! This tour package includes a 45 minute guided tour for 25 guests. You can create a sign up sheet at your booth and hand out a special ticket to potential key customers! You make the plan!

Pat the Patriot

Wednesday or Thursday - \$750 (4 Opportunities)

You will be sure to draw a crowd when you invite Pat the Patriot to visit your booth for a photo-op! Pat the Patriot will hang out with you for one hour, giving attendees a chance to snap photos



and check out your products. Pat will be available for two time slots on Wednesday and two on Thursday. MassCUE will be sure to let attendees know by sending out a push notification on the Conference app.

Patriots Super Bowl LIII Ring \$750 (4 Opportunities)

Plan a one hour photo-op at your booth for attendees to snap photos wearing the coveted Super Bowl Ring! MassCUE will be sure to let attendees know by sending out a push notification on the Conference app.

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