

**VIRTUAL**

# MassCUE 2021 CONFERENCE

February 9-12, 2021 | In partnership with M.A.S.S

## EXHIBITOR & SPONSOR BROCHURE

[www.masscue.org](http://www.masscue.org)

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 **2021 MassCUE Virtual Conference**. The event will be held online from Tuesday, February 9 to Friday, February 12, 2021. This will be an extraordinary experience as we provide our first ever virtual conference!

MassCUE is committed to its mission of providing educators from across New England with exciting ways to enhance teaching and learning with technology. Teaching has never been more challenging than it is right now during this COVID19 pandemic, and teachers need the resources of our loyal conference vendors, now more than ever. With the tremendous challenges educators are facing at the start of the 2020 school year, the MassCUE conference committee and Board of Directors thought it would be best to postpone the fall conference to February, with the hope that educators will be more available to engage in the conference and will be seeking resources to enhance their professional roles in the classroom and beyond.

Additionally, we are partnering with Connecticut (CECA) and Rhode Island (RISTE) to make this year's conference a regional conference. This is of great benefit to our vendors. By participating in the virtual conference you will be able to reach attendees from across the New England region, rather than just Massachusetts.

We hope you will join us to gain access to a highly targeted market of edtech leaders and an active MassCUE community.

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## About the Virtual Venue

MassCUE has partnered with **Tech & Learning** to develop a customized virtual platform complete with a virtual trade show. Vendors will be able to set up a virtual exhibit booth, purchase vendor sessions, as well as interact directly with attendees. Once you register your company as an exhibitor or sponsor we will walk you through all of the details so that you get the most out of your investment in the virtual event.



## 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 39 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.



## Benefits of Participating in a Virtual Conference

- Save money on travel!
- Save money on booth and giveaways!
- Similar interactions available—live chats, scheduled appointments, etc.
- Business cards swapped with just a keystroke!
- More qualified leads—virtual events statistically bring more attendees.
- Analytical data tracked and information captured that is shared with you post-event.
- Reach a broad audience! In addition to Massachusetts, this year’s conference will be marketed to educators in Connecticut and Rhode Island. Virtual conferences are known to attract attendees from all over the country and beyond!
- Extended exposure beyond the conference dates! The conference site will be available to registered attendees until the end of the school year.



## 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 Attendees
Classroom Teacher/K-12 Specialist	45%
Technology Director/Coordinator, Network Administrator/Tech Support	29%
Principal/VP, Administrators/ Curriculum Leader	9%
Instructional Technology Specialist, Library/Media Specialist	8%
Other (Includes Consultant, Higher Education Students and Professionals)	6%
Superintendent/Assistant Supervisor	3%

**TO BECOME AN EXHIBITOR OR SPONSOR, REGISTER YOUR BUSINESS ONLINE TODAY!**

# EXHIBITORS

## Virtual Exhibit Booth–\$950

Your virtual exhibit booth will include your company logo, company description, and contact information. You will be able to upload documents for attendees to take, schedule appointments and even upload videos. Each booth comes with 2 complimentary conference registrations.

## Vendor Sessions–\$500

Host a vendor session to promote your products and services. Your 50 minute session will be scheduled in the Vendor Session track. Sessions are assigned on a first-come, first-served basis with a limit of one session per vendor per day. There are a total of 26 vendor session timeslots available. Each vendor session comes with 2 complimentary conference registrations to use for your presenters.

## Virtual Conference Package–\$3,000

*(3 Packages Available)*

Enhance your virtual Exhibit Booth with the ability to conduct a total of 4 vendor sessions throughout the conference dates. These 50 minute sessions will be scheduled in the Vendor Session track and once completed, may be uploaded to your virtual exhibit booth so that attendees may view them on demand. This package includes 1 virtual exhibit booth, 4 scheduled vendor sessions and 6 complimentary conference registrations (for booth reps and presenters).

## Nonprofit Virtual Exhibit–\$200

MassCUE welcomes nonprofit organizations, whose mission is to improve K-12 education, to participate as a virtual exhibitor. This is a great opportunity share your no cost resources with our educators. Virtual nonprofit exhibits will include your organization's logo, description, contact information, and up to 3 PDF documents of your choice. Each nonprofit will also be entitled to have one 30 minute video in your virtual exhibit section that may be viewed on demand. (You will record your video using YouTube, Vimeo, Twitch, or Wistia and provide us with the link.) 2 complimentary conference registrations will also be included.

## Teacher Scholarship–\$100 each

Gain exposure and show your support by becoming a Teacher Scholarship sponsor. School districts are struggling to allocate funds for teacher professional development, and this is a time when teachers need it the most. Each \$100 sponsorship will cover the cost for one teacher to attend the conference. You select the school system to which the scholarship will be awarded, and MassCUE will work with the Superintendent of the chosen school district(s) to make sure a deserving teacher is given this opportunity. Purchase as many teacher scholarships as you'd like. Your company will be recognized on the MassCUE conference website with a link to your company website. We will also include photos of each teacher and recognition of your support on your virtual exhibit booth page in the virtual conference platform.

# SPONSORS

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

## Keynote Address—\$950 *(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 Lovett School at Trinity Episcopal School and currently the Director of Creative Instruction with their Open and STEM specialist at Charlotte-Mecklenburg School in Charlotte, North Carolina. Sponsorship benefits include:

- Company name associated with one of the best and most interesting parts of the conference
- Verbal recognition as the keynote session is beginning
- Slide of your design on screen 5 minutes prior to the start of the keynote session.
- Company logo on the conference website
- Company logo on the keynote intro screen "Today's keynote sponsored by..."
- Company logo on virtual conference landing page
- (2) complimentary company registrations

## CUEByte & Featured Speaker

### Sponsorships—\$500 *(5 opportunities remaining)*

There will be a series of 3 inspiring talks given by educators in the field sharing their experiences. This is a highlight event that attendees don't want to miss. Sponsorship benefits include:

- Company name associated with one of the best and most interesting parts of the conference.
- Verbal recognition as the speaker is being introduced.
- Slide of your design on the screen 5 minutes prior to the start of the CUE Byte speaker session
- Company logo on the conference website
- Company logo on the CUE Byte intro screen "Today's CUE Byte speaker sponsored by..."
- (1) complimentary staff registration

## Speaker Lounge—\$3,000

Attendees are often very interested in continuing the conversation with presenters beyond the scheduled session time. The speaker lounge will be a dedicated room with scheduled times for each speaker to be available to talk with attendees face to face. Sponsorship benefits include:

- Company logo on screen "Speaker Lounge sponsored by..."
- Opportunity to display a promo video (up to 3 minutes)
- Up to 4 highlights of your new products or information you'd like to promote
- Company logo on virtual conference landing page
- Company logo on the conference website
- (2) complimentary conference registrations

**NOT SEEING AN OPPORTUNITY THAT FITS WITHIN YOUR BUDGET?**

Contact Karen Forbes at Delaney Meeting & Event Management to customize a sponsorship package.

[Karen@delaneymeetingevent.com](mailto:Karen@delaneymeetingevent.com) | (802) 865-5202

# SPONSORS

## Sponsor an Educational Session \$150 per session

Review the conference schedule and pick a session that you'd like to be associated with. Your company logo will appear on the session listing in the conference schedule, and on a banner at the top of the session screen. You will also receive verbal recognition as the session begins.



## VIRTUAL PLATFORM

We realize that exhibiting virtually may be new to you. Don't worry, we will walk you through all of the details! You will be given a timeline and a complete list of assets that will be required. Once the conference platform is further developed, we'll also be providing sample images of the virtual exhibit hall and a virtual exhibit booth. In the meantime, we encourage you to get creative and think of ideas to attract attendees to your virtual exhibit booth such as raffle drawings, games, polls, etc. The possibilities are endless!

**[CLICK HERE TO WATCH A BRIEF DEMO OF A SAMPLE VIRTUAL EXHIBIT BOOTH!](#)**

## Get Creative, Attract Attendees, and Drive Traffic to Your Virtual Exhibit Booth!

- Participate in the **Passport to Prizes** program – virtual scavenger hunt that encourages attendees to search for hidden buttons throughout the conference platform. Each time an attendee clicks on a hidden button, they are entered into a prize drawing for a chance to win a prize. Vendors who participate and donate prizes (maximum of \$50 value) will have a hidden button in their booth.
- Write a special message in your booth description **announcing a promotion** that you are doing in your booth. This could be a prize drawing to attendees who schedule a meeting or chat with you, or you could conduct a photo contest and choose a winner at the end of the conference. Get creative, your options are limitless!
- Host a **virtual morning coffee break or evening happy hour** in your booth.
- Schedule a demo or activity in your booth during the vendor exhibit hours and we will promote it in the Vendor Activities tab on the main conference landing page.
- Promote your presence at the conference by sending out your marketing message to your customer contact list with a direct link to your virtual exhibit booth (the virtual exhibit hall will be open to anyone interested in visiting, they don't have to be registered to attend the conference).

# SCHEDULE AT-A-GLANCE

## FRIDAY, JANUARY 15

All vendor assets due for virtual booth construction. Specifics will be provided by MassCUE's Sponsorship Coordinator.

## SUNDAY, FEBRUARY 7

6:00 PM - 7:00 PM	Virtual CUE-Up: Preview of virtual platform and build your own schedule
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## TUESDAY, FEBRUARY 9

5:00 PM - 6:00 PM	Virtual CUE-Up: Preview of virtual platform and build your own schedule
6:00 PM - 7:00 PM	Virtual Exhibit Hall Open (Vendor reps in attendance to interact with attendees)
7:00 PM - 8:00 PM	Conference Kick-off / Opening Keynote
8:00 PM - 9:00 PM	Virtual Exhibit Hall Open (Vendor reps in attendance to interact with attendees)

## WEDNESDAY, FEBRUARY 10

8:30 AM - 11:30 AM	Virtual Exhibit Hall Open (Vendor reps in attendance to interact with attendees)
1:00 PM - 4:50 PM	Concurrent Sessions
5:00 PM - 6:00 PM	Virtual Exhibit Hall Open (Vendor reps in attendance to interact with attendees)
6:00 PM - 9:00 PM	Concurrent Sessions

## THURSDAY, FEBRUARY 11

8:30 AM - 11:30 AM	Virtual Exhibit Hall Open (Vendor reps in attendance to interact with attendees)
1:00 PM - 4:50 PM	Concurrent Sessions
5:00 PM - 6:00 PM	Virtual Exhibit Hall Open (Vendor reps in attendance to interact with attendees)
6:00 PM - 9:00 PM	Concurrent Sessions

## FRIDAY, FEBRUARY 12

8:30 AM - 11:30 AM	Virtual Exhibit Hall Open (Vendor reps in attendance to interact with attendees)
1:00 PM - 4:50 PM	Concurrent Sessions
5:00 PM - 6:00 PM	Virtual Exhibit Hall Open (Vendor reps in attendance to interact with attendees)
6:00 PM - 9:00 PM	Concurrent Sessions

Schedule is preliminary and subject to change.

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