

MassCUE Fall Conference

#MassCUE
In partnership with
M.A.S.S.

Oct 18-19
2023

Gillette
STADIUM

**EXHIBITOR & SPONSOR
OPPORTUNITIES**

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 **MassCUE 2023 Fall Conference**. The event will be held on Wednesday, October 18 through Thursday, October 19, 2023 at Gillette Stadium in Foxborough, MA.

MassCUE is committed to its mission of providing educators from across New England with exciting ways to enhance teaching and learning with technology.

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 digital teaching and learning. Having served educators in Massachusetts for over four decades, MassCUE provides rich professional development, networking and learning opportunities for all educators - ranging from classroom teachers, school-based administrators, technology and digital learning directors and superintendents.



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.



Exhibit Hours

Tuesday, October 17th

- Exhibitor Set-Up: 10:00 a.m. - 7:00 p.m.
- Vendor Reception: 5:00 p.m. - 6:00 p.m.

Wednesday, October 18th

- Exhibit Hall Open: 7:30 a.m. - 4:00 p.m.

Thursday, October 19th

- Exhibitor Hall Open: 7:30 a.m. - 3:00 p.m.
- Exhibit Tear Down: 3:00 p.m. - 5:00 p.m.

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

Exhibit Opportunities

Exhibit Booths –\$2,400

8' x 10' exhibit booths are located on the Putnam Club level on the east side of the stadium. Each booth includes: one 6ft. skirted table, two chairs, a waste basket, a standard 5-amp electrical outlet, and 2 complimentary conference registrations for booth staff. All exhibitors will receive a listing in the conference app and access to lead retrieval services. You will select your booth location when completing the on-line exhibitor registration form. [Click here to see the floor plan.](#)

Vendor Sessions–\$1,000 per 55-minute session (limited to one session per vendor, per day)

Hosting a vendor session is a great way to give a presentation showcasing your products and services. Your session will be listed in the conference program amongst the many sessions taking place throughout the two-day conference. You select the day and time of your session when you complete the on-line exhibitor registration form. Each vendor session comes with 2 complimentary one day conference registrations valid for the day of the session.

Box Suites–Small Suite \$5,000, Medium Suite \$7,000, Large Suite \$10,000

Reserve your own dedicated box suite, overlooking the Patriots field, for use all day Wednesday and Thursday. This is a great opportunity to get creative and do several informative sessions that showcase your products and services. Often vendors like to use their dedicated suite to set up several different product demos throughout the room giving educators hands-on opportunities to experience new technologies and tools.

Small Suites (\$5,000) seat approximately 20-30 people theater style. Purchase of a small suite comes with 2 complimentary conference registrations for your staff.

Medium Suites (\$7,000) seat approximately 40-50 people theater style. Purchase of a medium suite comes with 3 complimentary conference registrations for your staff.

Large Suites (\$10,000) seat approximately 50-60 people theater style. Purchase of a large suite comes with 4 complimentary conference registrations for your staff.

Nonprofit Exhibit–Table Only \$450, Table + 2 Presentation Sessions \$650

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. Two tiers of pricing allow you to select the option that best meets your needs. The \$450 exhibit space includes a 6' skirted table and two chairs, as well as 2 complimentary table staff registrations. If you would like to have the opportunity to make a presentation, the \$650 fee includes the exhibit table along with one 55-minute session each day (Wednesday and Thursday). All nonprofit tables will be located upstairs on the northeast red level of the stadium, a convenient location near the session suites.

Additional Staff Registrations–\$100 per person, per day (for booth staff)

Your booth registration entitles you to receive a discount code for registering 2 booth staff. Any additional staff must register and pay a discounted conference fee of \$100 per person, per day. All booth staff are welcome to partake in the coffee service, lunches, and refreshment breaks each day. **Instructions on how to purchase booth staff registrations will be included in the Exhibitor Guide which you will receive by early September.**



Draw Attention to Your Booth and Drive More Valuable Time with Customers!

We strongly encourage you to consider ways to stand out and make an impression in the exhibit hall. We expect high volumes of attendee traffic in the exhibit area throughout both days of the conference. How will you attract more attention to your exhibit booth, resulting in more viable business leads? The following opportunities have proven successful for MassCUE exhibitors in the past. Consider adding one of these options to your exhibitor registration.

Video Package—\$1,000 (2 opportunities)

Prominently display your company ad on the jumbotron located on the Patriots' field, as well as on the large video wall and 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 a select group of attendees a tour of Gillette Stadium and the field! This tour package includes a 30-minute guided tour for up to 25 guests. You can create a drawing or signup sheet at your booth for participants to enter to win a chance to be on your tour, or you can use this as an opportunity to invite your potential key customers. We will be happy to help you promote this by sending one sponsored push notification through the conference app.

Pat the Patriot—\$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 at your booth for one hour giving attendees a chance to snap photos and check out your products. This includes one push notification announcing the time that your company will be hosting Pat the Patriot at your booth.



Sponsorship Opportunities

Keynote Sponsorships—\$15,000

(2 exclusive sponsorships available, one for each day, Wednesday or Thursday)

Your company will be recognized as the primary supporter of the main highlight of the conference! The keynote speaker kicks off each day of the conference and energizes and inspires the attendees. By purchasing the keynote sponsorship, your company will have great exposure and connection to one of the best aspects of the MassCUE Fall Conference. Visit the following links for information on [Wednesday's Keynote Speaker: Ken Shelton](#) and [Thursday's Keynote Speaker: Dr. Liza Talusan](#).

Sponsorship benefits include:

- Company logo / ad on the large video screen on the Keynote stage before and after the presentation.
- Verbal recognition from MassCUE's Executive Director as the keynote speaker is being introduced.
- Slide of your design scrolling on the stadium jumbotron throughout the conference.
- Company logo on the conference website, in the mobile app, and on the agenda listing for the keynote address.
- Exposure on all MassCUE social media posts promoting the keynote speakers.
- Table tents with your company logo on all tables at the Keynote Address, acknowledging your company as the Keynote sponsor.
- Opportunity to place your company information on all tables at the Keynote Address.
- Opportunity to set up a display table on the West side of the stadium to welcome attendees as they arrive for the keynote presentation.
- 10-minute interview spot at MassCUE Live – Your chance to express your support of the keynote and of educators.
- 2 Complimentary Staff Registrations

Lunch Sponsorship—\$15,000 each

(2 Co-sponsors each day, Wednesday or Thursday)

MassCUE has traditionally provided a very nice hot buffet lunch for all attendees. This is a nice “perk” and shows appreciation to all educators who attend the conference. Your sponsorship will help keep this tradition going.

Sponsorship benefits include:

- Company logo / ad or video ad on the large video screen on the Keynote stage during lunch time.
- Company logo on the conference website, in the mobile app, and on the agenda listing for your sponsored lunch.
- Slide of your design scrolling on the stadium jumbotron throughout the conference.
- Exposure on all MassCUE social media posts promoting the conference.
- Table tents with your company logo on all tables at your sponsored lunch, acknowledging your company as the lunch sponsor.
- Opportunity to place your company information on all tables at your sponsored lunch.
- Opportunity to set up a display table in the lunch entry area to welcome attendees to your sponsored lunch and interact with them.
- 10-minute interview spot at MassCUE Live – Your chance to express your support of the conference and of educators.
- 2 Complimentary Staff Registrations



Sponsorship Opportunities

Esports Arena—\$12,000

MassCUE is excited to offer a new “ESports Arena” for educators to learn more about ESports and how it can be incorporated into their teaching. This extra-large space located in the north section of the exhibit hall, can be set up with 5-7 tables, each table displaying information from different ESports exhibitors.

The cost for sponsoring the ESports Arena is \$12,000 which can be paid by one, primary sponsor or you have the option as the primary sponsor, to bring 5 or 6 additional vendors along to help you offset the cost and really create a fun and engaging space. This is a perfect opportunity to get information about this new educational program of organized video game competition to the 2500 K-12 educators who attend the conference.

Sponsorship benefits include:

- Company logo on large signage highlighting the Esports area.
- 10-minute interview spot at MassCUE Live – Your chance to express your support of the Esports and of educators.
- Social Media exposure on all MassCUE promotional social media sites
- Company logo on the conference website, in the mobile app, and on the agenda listing for the Esports Arena.
- 6 complimentary conference registrations for staff to work in the Esports Arena

Custom Sponsor Areas—\$10,000 each

We’ve identified 6 extra-large areas on the show floor and throughout the stadium that are ideal for vendors who want to customize a space for their company beyond the limitations of the 8’ x 10’ booth space. Two of these areas are on the East Side Putnam Club level (where the exhibit booths are located) and we also have 4 mezzanine areas which are great spaces to do product demonstrations and really make an impact. For more details and set-up information please reach out to the Exhibitor/Sponsor Coordinator, Karen Forbes karen@delaneymeetingevent.com 802-448-9078.

Special Suite Package—\$10,000

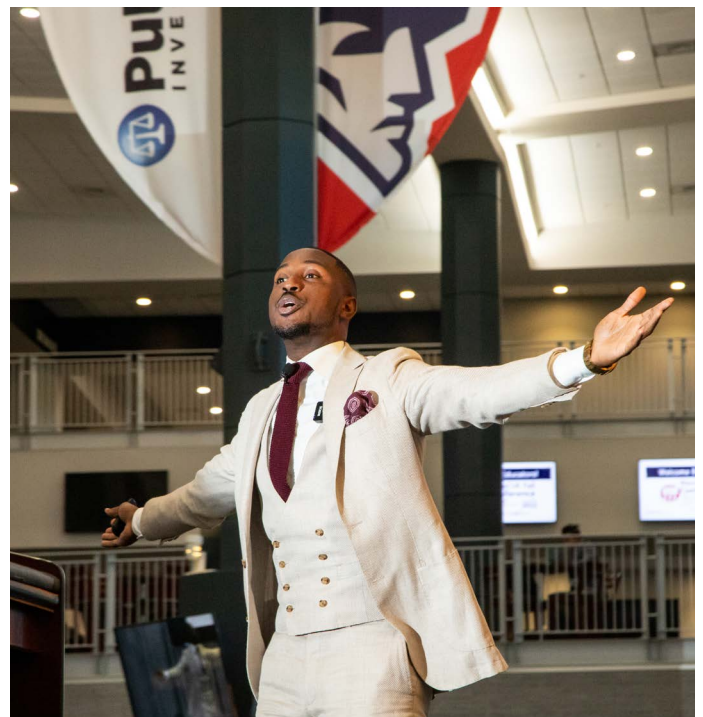
Host a special suite for 2 full days of the conference. This package gets you a box suite on the 50-yard line overlooking the Patriots’ field. Use the suite to host product demos, informational sessions, or conduct meetings with your customers.

Package includes:

- Reserved box suite on the 50-yard line (all day Wednesday and Thursday)
- Sign with your company logo outside your suite
- Coffee service for up to 25 guests each day
- Visit by Pat the Patriot – Schedule a time for the Patriots Mascot to come to your suite.
- Company ad scrolling on the large screen prior to the Keynote address.
- 2 Complimentary Conference registrations

Conference Lanyard—\$5,000 (exclusive)

This exclusive sponsorship allows you to provide the conference lanyards with your company logo on them, to be worn by over 2500 attendees. This is a very effective way to have your company name and logo recognized during the conference and beyond!



Sponsorship Opportunities

Live at MassCUE Broadcast Booth—\$3,500 (exclusive)

MassCUE will be introducing our new interactive space, Live at MassCUE, to encourage active participation from our speakers and attendees. This exciting space will include livestreamed interviews, a selfie-station, and an informal gathering/viewing area.

Sponsorship of this area includes:

- Company logo on large signage highlighting the Esports name of sponsor on the title (Live at MassCUE sponsored by XXX)
- Listing on our website, popup banner with your company logo (banner provided by the vendor) placed at the site
- Three one-minute live “infomercials” by your company per day scheduled as part of the program!
- Your company logo added to any interviews that are uploaded to MassCUE’s on-demand library as well as the MassCUE YouTube channel.

Registration Check-In Kiosk—\$2,500 (exclusive)

Interested in having your company logo and name in front of every attendee as soon as they walk in the door? Our registration check in kiosks can be wrapped with vendor branding. Every attendee will see your logo and graphics as they check in to the conference and print their name badge. This is great brand exposure for your company!

Creativity Café—\$1,500 (exclusive)

This informal space gives educators the opportunity to capture and share ideas through visual thinking.

Sponsorship benefits include:

- A high top table manned by sponsor to encourage informal chatting with educators in the café
- A popup banner (provided by your company) strategically placed in the Café
- Your company logo on the Creativity Café listing in the conference agenda (in the app)
- Company listing on our website sponsorship page

Student Voice Village—\$1,500 (exclusive)

New this year, the Student Voice Village will be an area reserved exclusively for student presentations. This area will be located on the Blue Level with a casual seating area designed to engage with students. Students will give presentations and there will be a student panel all showcasing student experiences using technology in the classroom.

Sponsorship benefits include:

- A high top table manned by sponsor to encourage informal chatting with students in the Mezzanine area
- A popup banner (provided by your company) strategically placed in the student area
- Your company logo on the Student Voice Village listing in the conference agenda (in the app)
- Company listing on our website sponsorship page.

Educator Showcase—\$1,500 (exclusive)

This area is a place for attendees to learn new ideas and network with top notch educators who will share successful lessons and projects that engage students. Your company name will be associated with this popular feature of the conference with great opportunities to interact with educators.

Sponsorship benefits include:

- A high top table manned by sponsor to encourage informal chatting with educators in this area
- A popup banner (provided by your company) strategically placed in the Educator Showcase area
- Your company logo on the Educator Showcase listing in the conference agenda (in the app)
- Company listing on our website sponsorship page.

NOT SEEING AN OPPORTUNITY THAT FITS WITH YOUR GOALS OR BUDGET?

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

Karen@delaneymeetingevent.com

(802) 448-9078