



MassCUE Spring Conference

#MassCUE
Polar Park
Worcester, MA

May 31-June 1
2024

HIT IT OUT OF THE PARK AT THE
MASSCUE SPRING CONFERENCE 2024!

Exhibitor & Sponsor Opportunities

We invite you to exhibit at the MassCUE Spring Conference, which will be held **May 31 to June 1, 2024, at Polar Park in Worcester, Massachusetts**. This event will feature sessions, hands-on workshops, and keynote presentations for educators with a passion for digital teaching and learning. If you've got a product or service in the edtech space to pitch, you won't want to miss this newly expanded event for educators from across the region.

The theme of the MassCUE Spring Conference is *Leveling the Playing Field*, with presentations and sessions designed for both veterans and rookies. We expect approximately 500 attendees including edtech decision-makers, classroom teachers, librarians, pre-service teachers and more. The MassCUE Spring Conference is a great opportunity to reinforce your brand awareness and network with the educators and thought leaders who are changing the game in education.

Schedule at-a-Glance

Friday, May 31st	
7:00 AM - 8:30 AM	Exhibitor Set-Up
8:30 AM - 3:30 PM	Exhibits Open
8:30 AM - 9:00 AM	Registration, Light Breakfast, and Visit with Exhibitors
9:15 AM - 10:30 AM	Welcome & Keynote
10:45 AM - 11:35 AM	Concurrent Session 1
11:45 AM - 12:35 PM	Concurrent Session 2
12:35 PM - 1:35 PM	Visit with Exhibitors
12:55 PM - 1:35 PM	Lunch
1:35 PM - 2:25 PM	Concurrent Session 3
2:35 PM - 3:25 PM	Concurrent Session 4

Saturday, June 1st	
8:30 AM - 3:30 PM	Exhibits Open
8:30 AM - 9:00 AM	Registration, Light Breakfast, and Visit with Exhibitors
9:15 AM - 10:30 AM	Welcome & Keynote
10:45 AM - 11:35 AM	Concurrent Session 1
11:45 AM - 12:35 PM	Concurrent Session 2
12:35 PM - 1:35 PM	Visit with Exhibitors
12:55 PM - 1:35 PM	Lunch
1:35 PM - 2:25 PM	Concurrent Session 3
2:35 PM - 3:25 PM	Concurrent Session 4
3:30 PM - 4:30 PM	Exhibitor Tear-Down

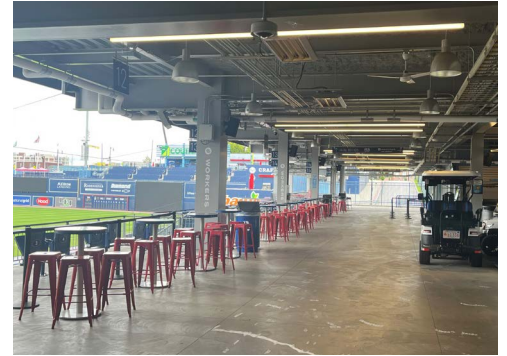


Exhibit Opportunities

Table-top Displays - \$550 (Corporate Partners \$500)

Non-Profit Table-top Displays - \$400 (Corporate Partners \$350)

Table-top exhibits will be located on the concourse level of the stadium. This is a covered but outdoor/open area overlooking the ball field. Table-top exhibits include one 6' draped table, and 2 chairs. You will have approximately 2 feet of space around your table. The ceiling height is at least 8 ft, so a reasonably sized pop-up banner behind your table may be used. Please keep in mind that this is an open, outdoor area, so you will be required to pack up your display at the end of the day on Friday and reset it on Saturday morning. One complimentary conference registration is included for your exhibit staff.



Premium Displays - \$900 (Corporate Partners \$850)

We will have a limited number of Premium Displays which are 8' x 10' exhibit booths located in the DCU Club area. This is a central, fully indoor area, on the upper level, overlooking the ballfield. Premium Displays include pipe & draped area, one 6' table, and two chairs. The ceiling height is at least 8 ft, so a reasonably sized pop-up banner behind your table may be used. One complimentary conference registration is included for your exhibit staff.

****IMPORTANT:** We encourage you to develop plans for a simple display that requires minimum set-up and tear-down. All booth supplies and items will need to be shipped to the show decorator or you may bring your items to the venue yourself. Polar Park will not receive any advance shipments.



Add-On Exhibit Options

Consider these great add-on options to help attract more attention to your exhibit table, resulting in more viable business leads!

Sponsored Ballpark Concession Stand - \$3,000

Going to the ballpark often includes the fun of eating Ballpark Franks, huge Bavarian Pretzels, and Cotton Candy. Sponsor the concession stand for 4 hours and you have the opportunity to hand out 200 value loaded tickets to attendees which they can use at the concession stand to purchase snacks. Tickets will be printed with your company name on them, recognizing your company as the sponsor. We will also have signage with your company logo at the concession stand.

Sponsored Ballpark Tour - \$1,000

This is a rare opportunity that will surely entice attendees to visit your exhibit table. Schedule a behind the scenes tour of Polar Park and the field to offer to a select group of attendees. 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 through posts on MassCUE's social media sites.

Sponsored Mascot Visit - \$500

You will be sure to draw a crowd when you invite one of the WooSox mascots to visit your booth for a photo-op! The mascot will hang out at your exhibit table for 30 minutes giving attendees a chance to snap photos and check out your products. We will be happy to help you promote this through posts on MassCUE's social media sites.

Vendor Presentation at an Innovation Fair - \$450 for a 90-minute presentation

The Innovation Fairs will take place twice each day, Friday morning, Friday afternoon, Saturday morning and Saturday afternoon. This will be an area with a total of 8 tables, for 8 simultaneous, 90-minute presentations centered around a specific theme. Two of these tables will be reserved for vendor presentations. This will be an informal presentation format that should have a hands-on activity, materials, and/or slides to share your expertise that corresponds with the theme. You select which themed fair best fits your products or services.

Themes will include:

- AI Innovation Fair
- Coaching Innovation Fair
- Early Learning Innovation Fair
- Multi-lingual Learners Innovation Fair

These themed fairs will provide an opportunity for attendees to gather a variety of resources, inspiration, and information related to a single topic, but from multiple viewpoints. This will be a great opportunity to network with educators who are specifically interested in the theme of your presentation.

Sponsorship Opportunities

Conference T-Shirt - \$4,000

(exclusive opportunity*)

T-Shirts are a great way to remember a fun event. Conference T-Shirts will have the MassCUE Spring Conference logo on the front and sponsor logos on the back. This sponsorship must be confirmed before March 1st.

**A custom sponsorship may be arranged for multiple sponsors to share this sponsorship. Please reach out to us if you are interested in pursuing a shared sponsorship with sponsor partners.*

Keynote Sponsorship - \$2,500

(exclusive opportunity)

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 Spring Conference. [Click here](#) for information on this year's Keynote Speakers.

Sponsorship benefits include:

- Verbal recognition from MassCUE's Executive Director as the keynote speaker is being introduced.
- Brief opportunity (2 minutes) to address the audience before the keynote begins
- Company logo / ad on the large video screen on the Keynote stage before and after the presentation.
- 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.
- 2 Complimentary Staff Registrations

Lunch Sponsorship-\$2,000

(multiple opportunities)

Lunch is an important part of the day, and your company will be recognized as the one that made this a great event. Show your appreciation to all educators by being recognized as the sponsor of the ballpark lunch!

Sponsorship benefits include:

- Brief opportunity (2 minutes) to address the audience before the lunch begins
- Company logo / digital ad on the large jumbotron screen on the field during lunch time.
- Company logo on the conference website, in the mobile app, and on the agenda listing for your sponsored lunch.
- Digital ad / 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.
- 2 Complimentary Staff Registrations

Conference Lanyard - \$2,000

(exclusive opportunity)

This exclusive sponsorship allows you to provide the conference lanyards with your company logo on them, to be worn by over 500 attendees. This is a very effective way to have your company name and logo recognized during the conference and beyond!

Sponsor an Educator - \$200

Gain exposure and show your support by sponsoring an educator to attend their first MassCUE Conference! The scholarship covers the costs for a teacher to attend both days of the Conference. You will receive a copy of the congratulatory email that is sent to the recipient of your sponsorship acknowledging your support.

Ready to Reserve Your Spot?

[CLICK HERE](#) to complete the Exhibitor &
Sponsor Registration form.

Questions?

Contact Karen@delaneymeetingevent.com
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