



# Forward!

**EDUCATE · CONNECT · INSPIRE**  
Mass CUE Fall Conference 2025

**EXHIBITOR &  
SPONSOR  
OPPORTUNITIES**

On behalf of the **Massachusetts Computer Using Educators (MassCUE)**, we invite you to exhibit at the MassCUE 2025 Fall Conference. The event will be held on Wednesday, October 15 and Thursday, October 16, 2025 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. The MassCUE Fall Conference attracts a highly targeted market of 1500 - 1700 K-12 educators and edtech leaders in the 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.

# MassCUE

Educate, Connect, Inspire

## Exhibit Hours

### Tuesday, October 14th

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

### Wednesday, October 15th

- Exhibit Hall Open: 7:30 a.m. - 3:00 p.m.

### Thursday, October 16th

- Exhibit Hall Open: 7:30 a.m. - 3:00 p.m.
- Exhibit Teardown: 3:00 p.m. - 5:00 p.m.



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

# Exhibit Opportunities

## Exhibit Booths—\$2,500

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 session (limited to one session per vendor)

Hosting a vendor session is a great way to give a presentation showcasing your products and services. New this year: All vendor sessions will take place during the first session time block of each day immediately following the Keynote presentation. Sessions will be scheduled for 45 minutes and will be listed in the conference program with other vendor sessions during the first session time block. To draw the best audience, be sure to bring an educator who has successfully used your product. Each vendor session comes with 2 complimentary one-day conference registrations valid for the day of the session. \*If you'd like to conduct more than one session, consider renting a Box Suite. Nonprofit organizations are welcome to submit a session request at no cost by completing and submitting the Request for Proposals (RFP) form.

## Box Suites—Small, Medium or Large

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

**SMALL SUITE** (1 Day: \$2,500 / 2 Days: \$5,000) seats approximately 20-30 people theater style. Purchase of a small suite comes with 2 complimentary conference registrations for your staff.

**MEDIUM SUITE** (1 Day: \$3,500 / 2 Days: \$7,000) seats approximately 40-50 people theater style. Purchase of a medium suite comes with 3 complimentary conference registrations for your staff.

**LARGE SUITE** (1 Day: \$5,000 / 2 Days: \$10,000) seats approximately 50-60 people theater style. Purchase of a large suite comes with 4 complimentary conference registrations for your staff.

## Nonprofit Exhibit Table—\$500

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. The \$500 exhibit space provides a great opportunity for visibility and direct engagement with attendee. It includes a 6' skirted table and two chairs in a high-traffic area, along with 2 complimentary registrations for your exhibit staff.

As an added benefit, you'll also receive two 55-minute presentation slots — one on Wednesday and one on Thursday. These sessions are a fantastic opportunity to showcase your work, engage directly with attendees, and share your organization's mission, programs, or innovations with a targeted audience. All nonprofit tables will be located along the main traffic corridor in the GP Atrium.

All Nonprofit Exhibitors are required to [submit an RFP](#). When filling out your RFP, please include the letters "NP" at the beginning of your session title.

## Additional Staff Registrations—\$125 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 \$125 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.

## Digital Signage Package—\$1,500 (5 opportunities)

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Prominently display a static company ad on one of the large screens located on the Patriots' field, as well as on the large video wall and monitors throughout the exhibit hall.

## Gillette Stadium Tour—\$1,200 (8 opportunities)

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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 sign-up 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—\$1,200 (4 opportunities)

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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.

## **NEW THIS YEAR!** Custom Friendship Bracelets—\$1,275 for 1,000

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Friendship bracelets are having a moment, and they're not just for concerts! Get your brand noticed with a fun, shareable keepsake to hand out at your booth. Encourage connections and booth visits with a custom collectible (and tradeable) bracelet that represents your brand's vibe—whether it's inspiring, clever, or just plain fun. MassCUE will help you to create your design (up to 3 colors and 14 characters per design) and have it delivered to your booth during setup hours, ready for you to hand out when the doors open to attendees.



# Sponsorship Opportunities

## ESports Arena—\$12,000

MassCUE is excited to offer the “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 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 of this area includes:

- 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

## Customer Sponsor Areas—\$10,000 (6 opportunities)

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 and 2 areas in the GP Atrium 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, McClean Coleman [mcclean@delaneymeetingevent.com](mailto:mcclean@delaneymeetingevent.com), 802-865-5202.

## 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!

## MassCUE Classrooms of Tomorrow (Mass-COT)—\$5,000 (5 opportunities per classroom) *Located in the GP Atrium*

**NEW OPPORTUNITY!** Join the MassCUE Classrooms of Tomorrow Showcase Pavilion—an extraordinary opportunity for visionary vendors to highlight their cutting-edge educational solutions at the heart of MassCUE’s annual conference.

Showcase your latest innovations in artificial intelligence, immersive learning, AR/VR, IoT-enabled smart classrooms, adaptive learning platforms, classroom layouts, and flexible architectural designs. During the two-day event, vendors will have the unique opportunity to demonstrate how their solutions integrate into the classrooms of tomorrow, alongside other innovative products.

The showcase area provides high-top tables and dedicated spaces to effectively demonstrate your products, display furniture solutions, and engage attendees through interactive experiences. Connect directly with educators, school leaders, and industry influencers eager to experience transformative technologies firsthand. Position your brand at the forefront of educational innovation, contributing to dynamic discussions, live demonstrations, and engaging hands-on sessions. Be part of shaping the classrooms of the future, where your solutions inspire, engage, and empower the next generation of learners.

If you’ve already purchased an exhibit booth, you’re eligible to add the Classrooms of Tomorrow at a discounted rate of \$3,500. For more information please contact Leo Brehm at [lbrehm@masscue.org](mailto:lbrehm@masscue.org).

## MassCUE Connections—\$1,500 (Exclusive)

**NEW OPPORTUNITY!** At this year’s MassCUE Fall conference, we’re introducing 1:1 knowledge-sharing opportunities that connect education innovators with experienced practitioners. These focused micro-conversations allow participants to engage in meaningful dialogue around specific topics, challenges, or ideas. Whether they’re seeking guidance from a seasoned professional or hoping to exchange insights with peers facing similar situations, these structured connections create space for authentic learning and thought partnership.

Sponsorship of this area includes:

- Company Logo on large signage (MassCUE Connections sponsored by XXX)
- Company logo on the MassCUE website and conference app
- Pop-up banner with your company logo (provided by the sponsor) placed outside the MassCUE Connections Suite.

# 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 (Live at MassCUE sponsored by XXX)
- Listing on our website, pop-up 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

## MassCUE Student Forward: Digital Learning Frontiers—\$2,500 (Exclusive)

*Located on the East Red Level Mezzanine*

The Student Forward: Digital Learning Frontiers is a dynamic space at the MassCUE Fall Conference where students take center stage, showcasing their innovative use of technology in learning. Students from across the Commonwealth will share presentations that highlight the transformative power of technology in education.

Sponsorship benefits include:

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



## MassCUE Forward Thinking Playground—\$2,000 (Exclusive)

*Located in the Atrium*

The Playground is not a traditional session – it’s a flexible, informal presentation space led by educators who love to share empowering instructional practices. There are opportunities for hands-on exploration, demonstration, discussion and collaborative learning.

- Interact with emerging digital tools and practices.
- Experience sandbox-style experimentation in different educational applications
- Engage in discover-based learning that educators can bring back to their schools

Sponsorship benefits include:

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

## Professional Photo Head Shots—\$3,000 (Exclusive)

*Located in a Suite at Gillette Stadium*

**NEW OPPORTUNITY!** Educators will have the opportunity to have a professional photo (head shot) taken in our Head Shot Suite. This is a great way to support educators and connect with them throughout the conference. The suite will include high quality lighting, backdrop, and camera equipment. Educators will receive real-time image review to select preferred head shots as well as post event professional editing of selected images and digital delivery of high-resolution headshots via an online gallery.

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 Head Shot Suite
- Your company logo on the Head Shot Suite listing in the conference agenda (in the app)
- Company listing on our website sponsorship page