



EXHIBITOR & SPONSOR OPPORTUNITIES

Wednesday, October 14 & Thursday, October 15, 2026
Gillette Stadium | Foxborough, MA

On behalf of the Massachusetts Computer Using Educators (MassCUE), we invite you to join us as an exhibitor or sponsor at the [MassCUE 2026 Fall Conference](#)—New England’s premier gathering for K–12 educators and district decision-makers who are actively looking for solutions that enhance teaching and learning in the rapidly-progressing world we live in.

Each year, the MassCUE Fall Conference brings together over 2,500 K–12 educators, school leaders, and edtech decision-makers from across New England. This highly engaged audience is actively seeking tools, services, and partnerships that support teaching, learning, and innovation.

About MassCUE

MassCUE is Massachusetts’ leading organization for educators focused on effective and innovative uses of technology in teaching and learning. For more than four decades, MassCUE has supported educators through high-quality professional learning, networking, and collaboration opportunities.

Our community includes:

- Classroom teachers
- Technology & digital learning leaders
- School- and district-level administrators
- Superintendents and system leaders

MassCUE

Educate, Connect, Inspire

Exhibit Schedule

Tuesday, October 13th

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

Wednesday, October 14th

- Exhibit Hall Open: 8:00 a.m. - 4:00 p.m.

Thursday, October 15th

- Exhibit Hall Open: 8:00 a.m. - 3:00 p.m.
- Exhibit Tear-Down: 3:00 p.m. - 5:00 p.m.



How to Participate

To become an exhibitor or sponsor, register online. Booth locations are selected during the registration process. Review the [Exhibit Hall map](#) and the [G-P Atrium map](#).

Exhibit Hall Opportunities & Sponsorships

Your booth registration includes a discount code for two booth staff registrations per traditional booth exhibit. Additional staff may register at a discounted rate of \$140 per person, per day. All booth staff may participate in daily coffee service, lunch, and refreshment breaks. Registration details will be provided in the Exhibitor Guide, distributed in early September.

Exhibit Hall Booths—\$3,000

Traditional Exhibit Hall booths offer high-impact visibility and direct access to educators, technology leaders, and decision-makers throughout both days of the conference. Located on the Putnam Club Level (East Side of the stadium), this high-traffic area is designed to maximize engagement and meaningful conversations. This dynamic environment sparks conversations, builds relationships, and influences purchasing decisions.

Details:

- Size: 8' x 10'
- Location: Putnam Club Level (East Side)
- Quantity: 157 available

Includes:

- One 6' skirted table
- Two chairs
- Waste basket
- Standard 5-amp electrical outlet (vendor must provide their own power strip)
- 8' high back wall and 3' side rails
- Listing in the conference app
- Two complimentary (2-Day) registrations

Lead retrieval is available for an additional fee. Details will be provided in September. **Additional Booth Staff Registration:** \$140 per person, per day.

Professional Headshots—\$3,300 (Exclusive)

Support educators by sponsoring the Professional Headshot area, a popular destination offering high-quality professional photos for attendees.

Details:

- Location: Exhibit Hall
- Quantity: Exclusive (1 available)

Benefits:

- High-top table staffed by sponsor
- Sponsor-provided pop-up banner
- App listing
- Website recognition
- Conference map inclusion
- Social media/newsletter promotion
- Indoor video display ad
- Two complimentary (2-Day) registrations

Specialty Activation Space—\$11,000 (Exclusive)

For companies seeking expanded presence beyond a traditional booth, this custom activation space on the East Side Putnam Club Level offers a larger footprint for immersive product demonstrations, interactive experiences, collaborative meeting areas, or branded installations.

Details:

- Size: 22' x 40'
- Location: Putnam Club Level (East Side)
- Quantity: Exclusive (1 available)

Benefits:

- High-top table staffed by sponsor
- App listing
- Website recognition
- Conference map inclusion
- Social media/newsletter promotion
- Indoor video display ad
- Six complimentary (2-Day) registrations

ESports Arena—\$13,200 (Exclusive)

Located in a prominent area of the Exhibit Hall, the ESports Arena provides attendees with the opportunity to see competitive gaming in action and learn how to successfully implement and sustain ESports programs in their districts. This expansive space, featuring a large video wall display, accommodates 5-7 activation tables for live gameplay demonstrations, equipment showcases, curriculum integration ideas, and coaching or league resources—creating an energetic destination within the conference.

Details:

- Size: 35' x 35'
- Location: North section of Exhibit Hall
- Quantity: Exclusive (1 available)

Benefits:

- Prominent logo placement on Esports Arena signage
- Listing in conference app
- Website sponsorship page recognition
- Conference map inclusion
- Social media/newsletter promotion
- Indoor video display ad
- Six complimentary (2-Day) registrations

G-P Atrium Special Exhibits & Sponsorships

The G-P Atrium is the experiential heart of the MassCUE Fall Conference and the place where Forward and Beyond comes to life. This is where the theme moves off the page and into your hands. From AR/VR/XR and AI tools to innovative CTE resources, attendees engage directly with the technologies and practices shaping classrooms today and tomorrow.

Beyond Starts Here means every corner of the G-P Atrium is designed for doing. The Educator Playground and CUEKids Student Showcase put real-world innovation in action. The Drawn Together Lounge captures the energy of the conference in real time. The Gym for the Brain invites educators to build the focus and resilience that sustains the work. And a dedicated stage brings energy and inspiration throughout both days. This isn't a space you walk through. It's a space you experience. Come ready to explore, experiment, and leave with something you can bring back to your school, your classroom, and your community.

G-P Atrium Booths—\$3,000

G-P Atrium Booths feature vendors who thrive in interactive, hands-on settings—organizations offering solutions that invite attendees to explore, experiment, and engage. Ideal partners include those providing STEM and robotics tools, AR/VR/XR experiences, AI-powered learning applications, CTE resources, and innovative classroom technologies. Vendors should be ready to create immersive, memorable experiences that showcase the practical impact of their products while inspiring educators and students to imagine the future of learning.

Details:

- Size: 8'x10'
- Location: G-P Atrium
- Quantity: 10

Includes:

- One 6' skirted table
- Two chairs
- Waste basket
- Standard 5-amp electrical outlet (vendor must provide power strip)
- 3' side rails
- App listing
- Two complimentary (2-Day) registrations

Gym for the Brain—\$4,000 (4 Opportunities)

The Gym for the Brain promises to be one of the most distinctive and talked-about experiences at the MassCUE Fall Conference. This dedicated wellness space invites educators to build the brain-body skills that support focus, regulation, and resilience through evidence-based STARR (Stress and Trauma Active Release and Rewiring) exercises. Interactive stations guide attendees through hands-on practice, while dedicated programming explores mental health and wellness (including digital wellness) strategies educators can apply personally and bring back to their school communities.

Sponsoring the Gym for the Brain places your brand at the center of a high-traffic, high-impact experience that speaks directly to what educators need most.

This is an opportunity to demonstrate your commitment to the whole educator and connect authentically with an audience that values innovation, well-being, and forward-thinking approaches to teaching and learning.

Details:

- Location: G-P Atrium
- Quantity: 4 available

Includes:

- Pop-up banner placement
- Prominent logo placement on Gym for the Brain signage
- Skirted table outside the area staffed by sponsor
- Access to lead retrieval list for Gym for the Brain
- App listing
- Website recognition
- Conference map inclusion
- Social media/newsletter promotion
- Indoor video display ad
- Two complimentary (2-Day) registrations

Drawn Together Hub—\$2,200 (3 Opportunities)

Support an unique conference experience by sponsoring the Drawn Together Hub, a one-of-a-kind interactive experience where a professional illustrator captures conference ideas in real time and creates personalized doodle portraits for attendees.

Details:

- Location: G-P Atrium
- Quantity: 3 available

Includes:

- High-top table staffed by sponsor
- Sponsor-provided pop-up banner
- App listing
- Website recognition
- Conference map inclusion
- Social media/newsletter promotion
- Indoor video display ad
- Two complimentary (2-Day) registrations

G-P Atrium Special Exhibits & Sponsorships

Chill & Charge Lounge—\$3,300 (Exclusive)

The Chill & Charge Lounge is a high-traffic, highly visible space where participants can relax, recharge their devices, and refresh their energy between sessions. Light snacks, coffee, and water will be available, making it a natural gathering spot throughout the day. This area will also host MassCUE 1:1 Connections, a unique networking opportunity that brings educators together in meaningful, focused conversations. Your brand will be front and center in this comfortable, engaging environment that naturally draws attendees, providing ample opportunity for exposure and recognition. From charging stations to immersive lounge elements, this sponsorship allows you to connect with educators in a welcoming, interactive setting while supporting their conference experience.

Details:

- Location: G-P Atrium
- Quantity: Exclusive (1 available)

Includes:

- Pop-up banner placement
- Prominent logo placement on lounge signage
- High-top table staffed by sponsor
- App listing
- Website recognition
- Conference map inclusion
- Social media/newsletter promotion
- Indoor video display ad
- Two complimentary (2-Day) registrations

Educator Playground & CUEKids Student Showcase—\$2,200 (2 Opportunities)

Located in the G-P Atrium, the CUEKids Student Showcase & Educator Playground shines a spotlight on students and educators across the state. The CUEKids Student Showcase highlights K–12 students as creators, problem-solvers, and leaders. With interactive tables, IGNITE-style presentations, and high attendee traffic, your brand will gain exceptional visibility among educators who value innovation and hands-on learning. The Educator Playground is a multi-presenter, hands-on space where educators explore emerging tools, share practical strategies, and engage attendees in 50-minute interactive sessions across AI, CS, Digital Literacy, STEM, Accessibility, Leadership, and Universal Design for Learning. Sponsorship puts your brand at the center of innovation, offering high visibility, meaningful engagement, and alignment with cutting-edge learning experiences that inspire both students and educators.

Details:

- Location: G-P Atrium
- Quantity: Two opportunities

Includes:

- Pop-up banner placement
- Prominent logo placement on area signage
- High-top table staffed by sponsor
- App listing
- Website recognition
- Conference map inclusion
- Social media/newsletter promotion
- Indoor video display ad
- Two complimentary (2-Day) registrations



Mezzanine & Specialty Spaces

Nonprofit Table—\$500

Designed for mission-driven nonprofits focused on improving K–12 education, this dedicated showcase area offers an affordable, high-impact opportunity to connect with educators, school leaders, and district decision-makers. Share your programs, services, and innovative solutions in a collaborative, community-centered environment where meaningful conversations and authentic engagement drive real impact. If your organization is working to transform teaching and learning, this is your space to connect, inspire, and grow your reach at the Fall Conference.

Details:

- Location: Red Level NE Mezzanine
- Quantity: 18 available

Includes:

- One 6' skirted table
- Two chairs
- Waste basket
- Standard 5-amp electrical outlet (vendor must provide power strip)
- 8' high back wall and 3' side rails
- App listing
- Two complimentary (2-Day) registrations



Tech Dept. Future Ready Office—\$3,000 (6 Opportunities)

Tech Dept. Future Ready Office is a dynamic demonstration area showcasing the latest system technologies essential for today's school and district technology offices. This high-visibility space offers sponsors the chance to highlight solutions across critical categories, including cybersecurity, identity and system access, network management, facilities and device management, communication systems, and security management.

Sponsoring the Tech Dept. Future Ready Office places your brand at the forefront of innovation, giving you direct access to decision-makers, hands-on engagement opportunities, and alignment with the tools and technologies shaping the future of K–12 IT.

Details:

- Location: Blue Level SE Mezzanine
- Quantity: 6 vendors representing 6 different system types

Includes:

- One 50-minute demonstration session in nearby suite
- One 6' skirted table
- Two chairs
- Waste basket
- Standard 5-amp electrical outlet (vendor must provide their own powerstrip)
- 8' high back wall and 3' side rails
- Listing in the conference app
- Social media/newsletter promotion
- Indoor video display ad
- Two complimentary (2-Day) registrations*

***Additional Booth Staff Registrations—\$140 per person, per day**



Mezzanine & Specialty Spaces

Mezzanine Custom Programming—\$8,800 (Exclusive)

Take your MassCUE Fall Conference presence to the next level with a premium mezzanine space. Purpose-built for organizations ready to move beyond the standard booth, this expansive footprint gives you the freedom to design a fully customized, immersive brand experience — on your terms.

Whether you envision large-scale product demonstrations, interactive installations, a lounge-style engagement area, or a multi-station activation, this highly visible location delivers the space and flexibility to make a lasting impression. With only one opportunity available, don't miss your chance to create an environment that authentically reflects your brand and drives meaningful engagement with educators and decision-makers from across the region.

Details:

- Location: Blue Level NE
- Quantity: 1 available

Includes:

- Flexible layouts (tables, theater seating, demos)
- Sponsor-determined programming
- App listing
- Website recognition
- Conference map inclusion
- Social media/newsletter promotion
- Indoor video display ad
- Ten complimentary (2-Day) registrations



Sessions & Suites

Vendor Sessions—\$1,000

Hosting a Vendor Session is a powerful opportunity to showcase your products and services to an engaged audience of educators and decision-makers. Sessions are 50 minutes in length and will be listed in the conference program app. To attract the strongest audience, we encourage you to co-present with an educator who has successfully implemented your solution and can share authentic classroom impact. Each Vendor Session includes **two complimentary one-day conference registrations** valid for the day of your presentation. Interested in hosting more than one session? Consider reserving a Box Suite for additional presentation opportunities.

- Limited to one session per vendor per day
- 30 opportunities (15 per day)
- Session only available for vendors with booths
- Two complimentary one-day conference registrations (valid for day of session)

Nonprofit Sessions—\$250

Hosting a Nonprofit Session is a meaningful opportunity to highlight your mission, programs, and impact with an engaged audience of educators and school leaders. Sessions are 50 minutes in length and will be listed in the conference program app. To draw the strongest audience, we encourage you to co-present with an educator or partner school who can share authentic stories of collaboration and real-world impact. Each session includes two complimentary one-day conference registrations valid for the day of your presentation.

- Limited to one session per non-profit per day
- 20 Opportunities (10 per day)
- Session available for nonprofits with tables
- Two complimentary one-day conference registrations (valid for day of session)

Sessions & Suites (Cont.)

Box Suites

Reserve a private Box Suite overlooking the field at Gillette Stadium for exclusive use on Wednesday and/or Thursday. This premium space allows you to host multiple sessions, schedule targeted meetings, and create hands-on product demonstrations in a dedicated setting. Move beyond the traditional booth and design a flexible, high-impact experience that showcases your solutions in action. Half-day pricing available upon request.

Small Suites (5 Opportunities)

- \$2,750 (1 day) | \$4,125 (2 days)
- Seats 10–15 theater style
- Two complimentary registrations for the days the suite is booked

Medium Suites (5 Opportunities)

- \$3,850 (1 day) | \$5,775 (2 days)
- Seats 25–45 theater style
- Three complimentary registrations for the days the suite is booked

Large Suites (2 Opportunities)

- \$5,500 (1 day) | \$8,250 (2 days)
- Seats 50–60 theater style
- Four complimentary registrations for the days the suite is booked



Additional Marketing Opportunities

Digital Signage Package—\$1,100 (5 Opportunities)

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.

Pat the Patriot Appearance—\$1,320 (4 Opportunities)

You're guaranteed to attract attention when you invite Pat the Patriot to make a special appearance at your booth! During this one-hour visit, attendees can stop by for photos, connect with your team, and explore your products and services. This package also includes a dedicated push notification in the conference app announcing the time of Pat the Patriot's appearance at your booth—helping you maximize visibility and traffic.

Conference Lanyard—\$4,000 (Exclusive)

This premium sponsorship places your company front and center by providing the official conference lanyards, featuring your logo, to be worn by over 1,500 attendees. The sponsor is responsible for producing and supplying the branded lanyards. It's a highly visible way to showcase your company and ensure lasting recognition throughout the event and beyond.

Conference Bag—\$4,000 (Exclusive)

Showcase your brand by serving as the official conference bag sponsor, providing the bags to be carried by over 2,500 attendees. The sponsor is responsible for producing and supplying the branded bags featuring your logo. Your brand will be front and center throughout the event—and continue to be seen long after—providing lasting exposure for your company.

Unique Sponsorship Opportunity

Presidents Dinner—\$5,500 (2 Opportunities)

The Presidents Dinner is an exclusive event honoring innovation in education technology, featuring nearly 200 guests, including edtech leaders, conference presenters, and decision-makers. As a sponsor, your company will provide a speaker and gain premium visibility, including a popup banner and a listing on the website sponsorship page. As part of this sponsorship, you will receive two Full Conference (2-Day) registrations.

Exhibitor & Sponsorship Payment Guidelines

We're excited to have you join us! Payment for your exhibit booth or sponsorship can be made by credit card through the online registration form or by check sent to the address on your invoice. A minimum deposit of 50% of your total order is due by August 15, 2026, with full payment required by Sept. 30, 2026. Please note, booth space will be released if full payment is not received by this date.

Booth Tear-Down Policy: To ensure a smooth conference experience for all attendees and exhibitors, booths must remain set up until the official tear-down time of Thursday, Oct. 15, 2026, at 3 p.m. Early tear-down will incur a \$250 fine. Thank you for helping us keep the event running smoothly.

Questions & Custom Opportunities

Lead Retrieval

Lead retrieval will once again be provided by 1st Sales. Purchasing details will be sent to all exhibitors in the fall.

Pricing is as follows:

- **Unlimited Licenses:** \$375*
- **Single-User License:** \$275*
- **Mobile Device Rental:** \$100

*Prices increase by \$50 on October 1, 2026, and an additional \$25 on October 14, 2026.

For custom sponsorships or large-scale branded areas, contact:

McClellan Coleman

Exhibitor & Sponsor Coordinator

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