

EXHIBITOR & SPONSOR PROSPECTUS

JANUARY 14 – 17, 2025 | EXPO: JANUARY 15 - 17
ORANGE COUNTY CONVENTION CENTER | ORLANDO, FLA

Our multi-channel network of education brands - **FETC®**, **District Administration**, and the **DA Leadership Institute** - offers your organization year-round opportunities to engage with our community of K12 District Leaders.

FETC.org | DistrictAdministration.com | DALeadershipInstitute.com



In partnership with:

DA District
Administration®
LEADERSHIP INSTITUTE

DA District
Administration®



FETC IS JUST THE BEGINNING

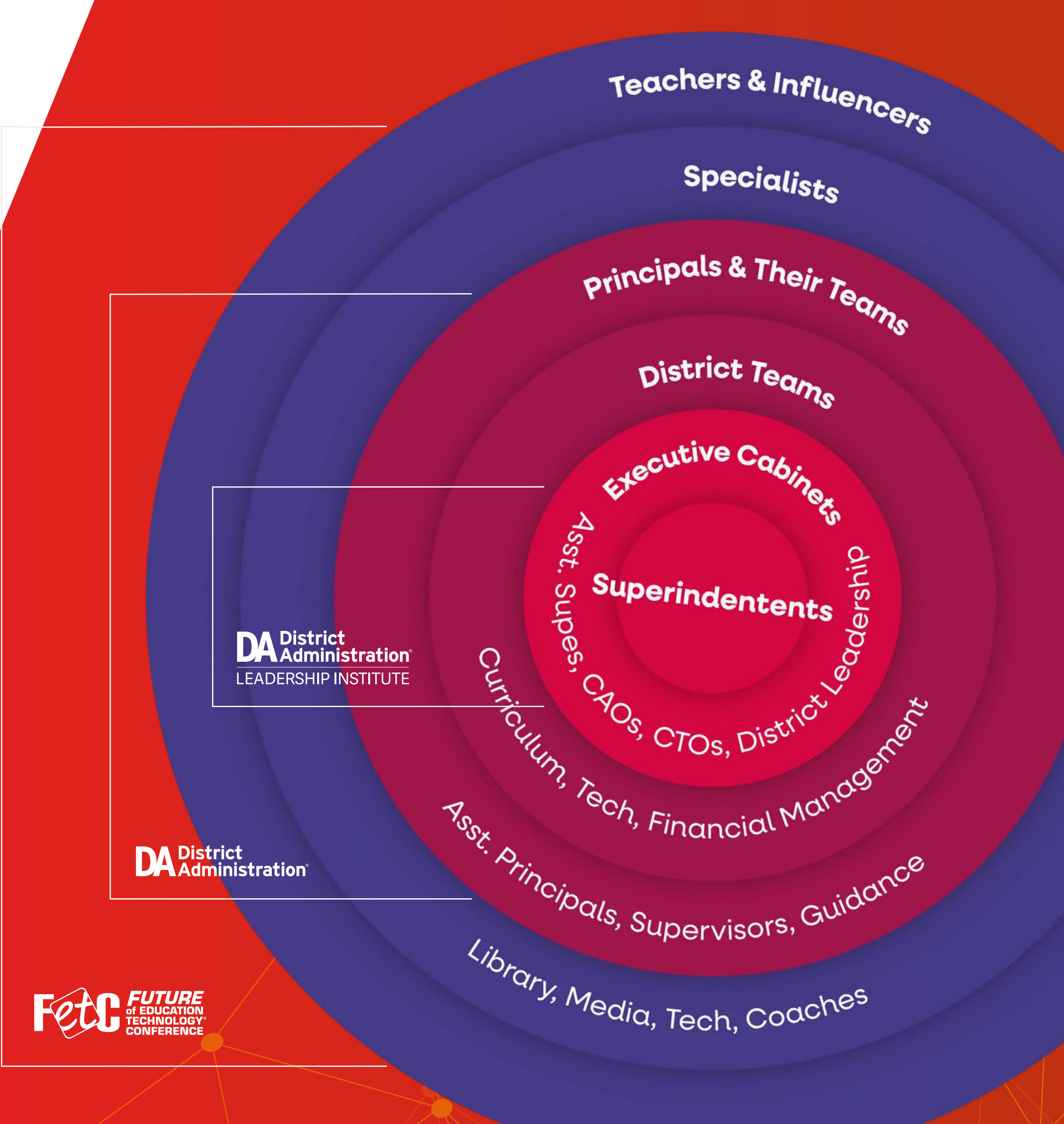
Fill your funnel all year long

Our network is powered by deep market expertise and strong, flexible audience engagement solutions. The combination of your content and our audience access turns awareness into brand preference and, ultimately, into leads and revenue.

Meet your buyers

Audience and attendee acquisition is our top priority. We are committed to delivering buying teams - Tech Leadership, District & Campus Leadership, and Teacher-Influencers from districts nationwide – and in doing so assemble the largest number of senior-level strategists.

Engage with the full district buying community of 180,000+ decision-makers



REACH THE K12 AUDIENCE AS THEIR NEEDS RAPIDLY EVOLVE

We address the shifting market with a commitment to interacting with our audience consistently – and with a dynamic, integrated marketing strategy. And so should you.



District Administration® digital and print media connects your brand with school district leaders at every step in their buying journey. Our media solutions, proprietary nurture streams, and curated content guide our audience to make informed decisions about best practices and research-based approaches that increase student achievement.



The DA Leadership Institute (DALI) delivers collaborative professional development summits and graduate-style academies for aspiring leaders, through boutique events at cities across the country. Attendance is by invitation only promoting a small, intimate setting with no more than 70 decision-makers and 10 Partner Sponsors present.



DA Media
Print and Digital Advertising – Magazine, Website, Newsletters

FETC
Print and Digital Branding Sponsorships, Exhibitor Listings

DA Media
Podcasts, Content Syndication, Content Creation, Research

FETC & DALI
Speaking Opportunities

DA Media
Webinars, DA Ed Talks, Account-Based Marketing

FETC
Exhibit Space, Meeting Rooms

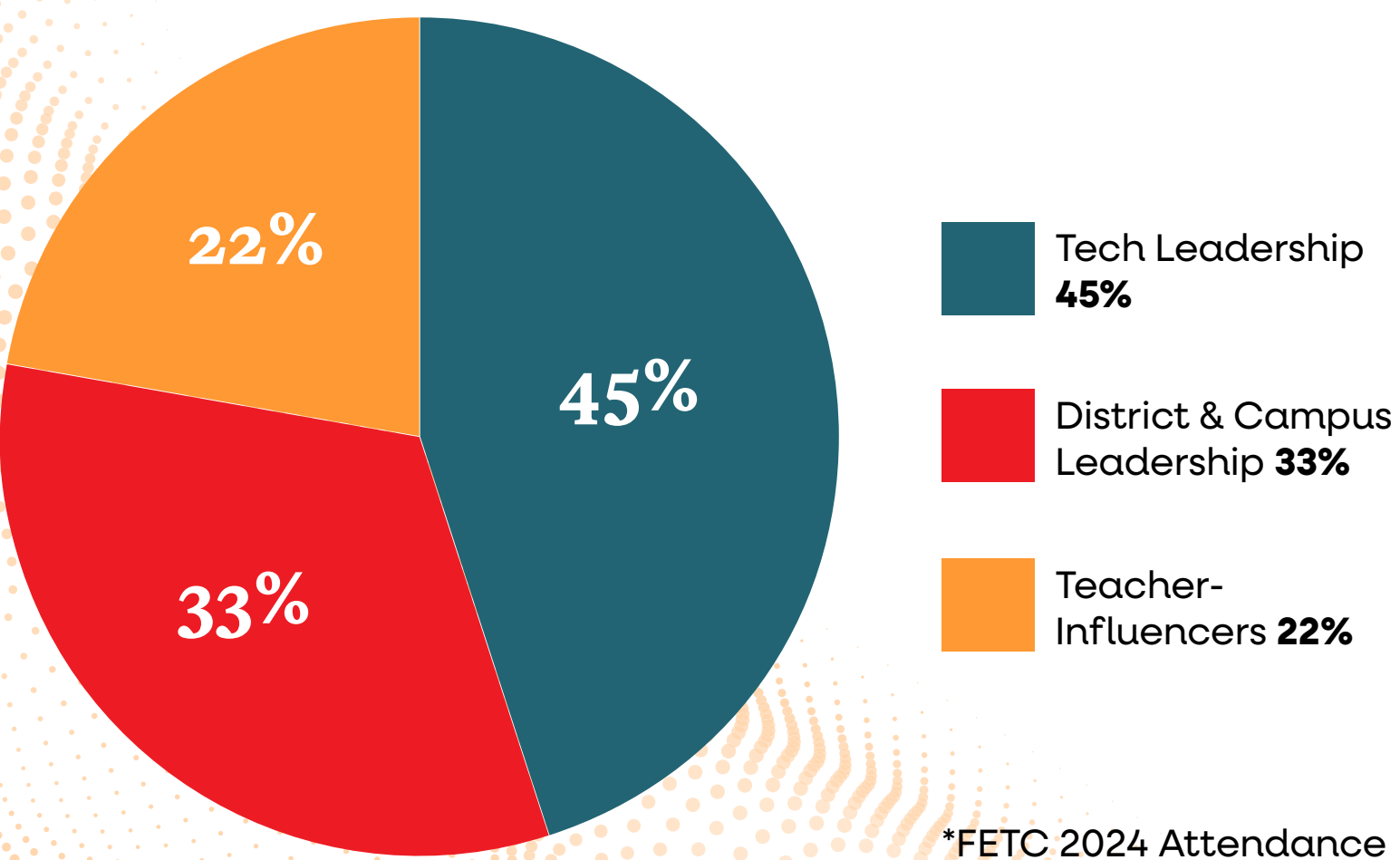
DALI
Summits, Academies

FETC'S ENGAGED COMMUNITY OF LEADERS

Connect with education decision-makers from across the country and around the world.

For almost 50 years, the Future of Education Technology Conference has gathered the most dynamic and innovative K12 education leaders and professionals for an intensive, highly collaborative exploration of new technologies, best practices and pressing issues.

Engage with the full district buying group from all 50 states and 25 countries*



Decision-Makers in the Room

8,929

TOTAL REGISTRANTS

\$300M+

TOTAL ATTENDEE BUYING POWER

90%

ATTENDEES WITH PURCHASING AUTHORITY OR INFLUENCE

Expo Hall Hours & Events

Monday, January 13	
Exhibitor Move-In	8 a.m. - 5 p.m
Tuesday, January 14	
Exhibitor Move-In	8 a.m. - 5 p.m
Wednesday, January 15	
Exhibitor Move-In	7 a.m. - 12 p.m.
Dedicated Expo Time	2:30 – 5:30 p.m
Keynote Signing	2:30 – 3:30 p.m
Theater Activities	2:45 – 5:30 p.m
Opening Reception	4 – 5:30 p.m
Thursday, January 16	
Expo Hall Open	9:30 a.m. – 5:30 p.m
Dedicated Expo Time & Coffee Break	9:30 – 10 a.m
Theater Activities	9:45 a.m. – 5:30 p.m
Attendee Lunch	11:30 a.m. – 2 p.m
Dedicated Expo Time	11:45 a.m. – 12:30 p.m
Dedicated Expo Time	4:15 – 5:30 p.m
Friday, January 17	
Expo Hall Open	9 a.m. - 1 p.m.
Coffee Break	9 – 9:30 a.m
Theater Activities	9 a.m. – 12:30 p.m
Dedicated Expo Time - Closing Festivities & Prize Giveaway	12:30 – 1 p.m

PRIME EXHIBIT SPACE SELLS OUT QUICKLY

Reserve NOW to kickstart your in-person lead generation strategy.

Space is available in 10' x 10' increments.

Booth Size	Investment
10' x 10'	\$3,900
10' x 20'	\$7,800
10' x 30'	\$11,700
20' x 20'	\$15,600
20' x 30'	\$23,400
30' x 30'	\$35,100

Your exhibit investment includes the following:

- Basic company profile to include an online and mobile app profile (300 characters and 3 product & service categories – upgrade available)
- One Exhibitor Session pass per 10' x 10' booth (up to a maximum 10) for your staff — \$525 value
- Four Exhibit Booth passes per 10' x 10' booth for your employees to staff your company's space – Additional passes \$40
- 10% discount code to invite your customers and prospects
- Access to the registered press list (pre-show)
- Access to the onsite Exhibitor Lounge in the Hall

Reserve
NOW

For an
up-to-date
floor plan, visit
www.FETC.org/exhibit



NEW TO THE MARKET?

Unlock your potential with critical exposure to K12 decision-makers

The Startup Pavilion showcases entrepreneurs who have newly developed innovative technologies.

Secure your startup space in the pavilion

10' X 10' FOR

10' X 20' FOR

\$2,050

OR

\$4,100

Receive two Exhibit Booth passes for your employees to staff your exhibit space.

All booth needs are secured and paid for by the exhibitor.

Are your innovative products or services on the verge of revolutionizing the Edtech market? Can you deliver a pitch that connects with the K12 community? If so, join us at FETC Pitchfest!

Pitchfest is an opportunity for edtech startups seeking market exposure and validation, investment, customers, and strategic partnerships to showcase their innovative products and services. Selected startups will pitch in front of a panel of industry experts, district administrators, front-line educators, parents, investors, and a live audience.

Visit our website for more details.

**Participating exhibitor must have been incorporated for less than 2 years to qualify. The company must provide data to support participation.*



MAXIMIZE YOUR PRESENCE WITH THESE SOUGHT-AFTER AND LIMITED SPONSORSHIP OPPORTUNITIES

Available	EXCLUSIVE SPONSORSHIP		
	Diamond \$49,950	Platinum \$19,950	Gold \$11,950
EdTech Spotlight (10-minute presentation immediately following Thursday's Keynote - topic to be mutually agreed upon)	✓		
Speaking Session - Session Room (45-minutes)		✓	
Speaking Session - Expo Hall Theater (30-minutes)			✓
Conference Center Meeting Room with Session Promotion	✓		
iPoster - exclusive - up to 3, 30-second rotating ads		✓	
iPoster - non-exclusive - 2, 30-second ads to rotate with up to 2 other sponsors' ads	✓	✓	✓
Complimentary Session Conference passes for exclusive use by customers or prospects - promotion code provided		5	3
Mobile app push notification	✓✓	✓	
Pre- or post-show sponsor-provided HTML distributed to all opt-in registered attendees - schedule based on availability	✓	✓	
Rotating 300x250 banner ad on conference home page	✓	✓	
Premium company profile on the conference website and Mobile App	✓	✓	✓
Recognition in all relevant marketing materials pre-show and onsite (online, social, signage, print)	✓	✓	✓
Extra priority points for onsite booth selection for 2026	✓	✓	✓

Exploring Infinite Edtech Paths:
Why Attendees Adore FETC

“FETC is the single most empowering event which I have attended. I appreciate immensely being able to collaborate with so many talented individuals from a broad variety of schools, and I always come away from the conference with a greater sense of motivation and purpose.”

- Eddie Cobb, Director of Technology, St. Timothy's School, North Carolina

THOUGHT LEADERSHIP AND LEAD GENERATION

DA Leadership VIP Lounge

Limited to 4 sponsors

Engage, present to, and network with members of the District Administration Leadership Institute (DALI) including nationwide superintendents, assistant superintendents, chief academic officers, chief information officers, chief technology officers, IT directors, and other cabinet-level K12 professionals. Access to the Lounge is invitation-only to DALI members and VIP buyers drawing the most senior-level attendees at FETC. These attendees enjoy meals, meet-and-greets with FETC's Keynote presenters, and other special events and activities in the Lounge as part of the VIP experience.

Your sponsorship includes:

- 1, 6-foot table and 2 chairs within the Lounge to network with District and School Leaders - includes electric
- Opportunity to host a private roundtable, research panel, or Product Demonstration for a select group of district purchasing decision-makers. Cabinet-level attendees selected to enjoy the VIP Experience at FETC can pre-register for your session taking place within the Lounge.
- Pre and Post Conference list of VIP attendees (full contact information- including emails)
- Two (2) invitations for your staff to attend and network during Lounge hours and events (includes meals)
- Up to five (5) VIP Experience passes for cabinet-level district leaders – current clients or top prospects
- Opportunity to provide marketing materials, gifts, or giveaways inside the lounge in your designated space
- Premium logo recognition in all relevant marketing materials (online, social, signage and print)

\$26,000

Speaking Sessions:

These sessions are advertised and promoted as part of the FETC conference agenda on the mobile app, website and onsite signage. Sponsors are given with up to 2 presenter passes per session in addition to allotted exhibit booth passes. Opt-in session scans will be sent post-conference.

Session Room (45-minutes) Expo Hall Theater (30-minutes)

Showcase your product or service with a powerful session that highlights the key features and benefits of some of your most sophisticated solutions and demonstrate how your company offers the latest technologies and applications for advancing student achievement and improving process management.

\$7,825
\$5,725

Technology Solutions Seminar

These 45-minute seminars are unopposed and take place prior to the Opening Keynote on January 15. The recommended topic should deliver an end-user test case with a customer partner who has successfully implemented your technology to transform the learning environment.

\$11,495



THOUGHT LEADERSHIP AND LEAD GENERATION

Attendee pre- and post-show opt-in mailing lists (no email addresses) are now available! **\$1,050**

New for 2025!

Leadership Roundtables Exclusive

\$15,950

Led by nationally recognized district administrators, these 1-hour roundtables attract district, state, and school-level leaders to participate in group discussions on timely, topical, practical content focused on policy, leadership strategies, technology initiatives, and more. Sponsor to receive opt-in leads from approximately 80 roundtable topic discussions post-conference as well as the opportunity to lead a roundtable within the topic of your choice. Recognition as the Roundtable Sponsor in all relevant marketing materials (online, social, signage, print) including branding on each table.

Expo Hall Themed Theaters

\$27,850

We have successfully expanded content on the Expo Hall Show Floor to further promote effective practices that transform learning for all students while increasing the opportunity for attendees to network with solution providers. Aligning your brand with our theaters and sessions on the Expo Hall Show Floor provides a unique opportunity to elevate your presence on these hot topics.

- **Emerging Technology**
- **Esports** **SOLD**
- **Information Technology** **SOLD**
- **Innovation Hub: Home of Pitchfest***

Theater deliverables include:

- 3 unopposed 30-minute speaking opportunities in the theater (one per day)
- Up to 3 presenter passes for session speakers (in addition to allotted exhibit booth passes)
- Sponsor-supplied literature placed in the theater for the duration of the conference (must lay flat)
- Recognition as theater sponsor in all relevant marketing materials (online, social, signage, print)
- Meter board signage, including sponsor logo, outside the theater promoting sessions
- All opt-in leads from theater sponsor sessions and programmed sessions

**modified sponsorship. Call for details.*

Meet the Author 2 available

\$8,950

Align your brand with the leading authors in the EdTech community. Drive booth traffic by hosting a post-keynote book signing at your booth. Your company will also be noted as one of the Meet the Author sponsors that will be also housing a series of book signings on a rotating schedule in the Meet the Author's Booth in the Expo.

Prize Giveaway 2 available

\$16,750

One of our most sought-after sponsorships, the prize giveaway delivers ROI in brand awareness, thought leadership, and lead generation. You provide the prize (subject to FETC approval) and we deliver a multi-channel promotional plan pre-show and onsite to drive hundreds of opt-in leads generated over the course of the contest.

Premium Company Profile

\$875

Expand beyond the Expo Hall floor by going wherever attendees are going before and after the show: Online. Upgrade from your basic listing online and in the mobile app to include a more robust listing including: 10 product and service categories, 4 product listings with images, 4 show specials, 4 press release uploads and 2 video uploads.

New for 2025!

Power Luncheon Exclusive

\$10,000

This 45-minute session allows companies to showcase their knowledge by presenting a deep-dive topic of their choice over lunch. FETC to provide pre-set room with AV, meal for 50 attendees, and related promotion to drive awareness. Sponsor will receive opt-in attendee leads and recognition as the Power Luncheon sponsor in all relevant marketing materials (online, social, signage, print).

NETWORKING AND RELATIONSHIP-BUILDING

Coffee Break in Expo Hall 2 available

\$4,250

Attendees love coffee at conferences, right? Get your logo and message in front of attendees as they get their morning cup. Your logo will be prominently featured on signage at each coffee station, and you'll be featured as the sponsor in a push notification immediately preceding the break. Boost your exposure with branded cups and napkins. Sponsor to provide cups and/or napkins if desired.

Create Your Own Experience

Whether you offer a coffee bar, bloggers café or simply a recharge area for attendees to get some much-needed time off their feet, this fully customizable marketing opportunity in the OCCC lobby or the Expo Hall provides a dedicated, high-traffic location allowing you to deliver a unique attendee experience of your choice. All furnishings and activities are to be arranged by the sponsor. We can create a custom solution for you.

Contact for pricing

Exhibitor Lounge

SOLD

\$8,950

Market to exhibitors as they take a break from the show action. We'll provide a panel featuring your company's logo as well as beverage stations, tables and chairs so be sure to provide promotional literature.

Meeting Room in Convention Center*

\$28,295

Whether you choose to create your own content and schedule your own sessions for attendees, meet with buyers and prospects away from the Expo Hall, or host a reception, breakfast or lunch, a private meeting room in the convention center offers a fully customizable opportunity. Includes access for 4 days (Tues - Fri). A meter board outside the room will display your company's message and schedule.

Session Promotion Add-On

\$6,250

Bring more traffic to your convention center meeting room sessions by including details of your sessions in the official online program agenda, and mobile app, drawing even more customers and prospects. One email, provided by you and sent before the conference to opt-in attendees, will give you even more exposure. Included is a lead retrieval device to scan each attendee throughout the conference. Opt-in leads will be aprovided post-conference.

Turn-Key Meeting Room*



Conveniently located on the Expo floor, these rooms enable exhibitors to hold individual, private meetings with clients during Expo hours. Each 10' x 10' room contains 1 table, 4 chairs, wastebasket and electric.

10' X 10'

\$4,625

10' X 20'

\$9,250

20' X 20'

\$18,500

**Requires Expo floor booth presence*



NETWORKING AND RELATIONSHIP-BUILDING

Attendee Bags

\$4,950

Each All-Access and Session conference attendee receives a bag co-branded with your company and the FETC logo at Registration. Attendees use this bag throughout the show to collect materials on and off the Expo Hall floor. This sponsorship provides great exposure long after the event has ended as the bags are reusable. Sponsor responsible for production and shipping.

Coffee Mugs

SOLD **\$3,950**

Sponsor the official FETC coffee mug and get exposure at the conference and years to come. These co-branded mugs will be distributed from your booth. FETC's promotional initiatives will drive traffic to your booth for attendees to pick them up, translating into leads for you. Sponsor responsible for production and shipping.

Badges

SOLD **\$7,200**

This always-on display item worn by every attendee, speaker and exhibitor is a high visibility opportunity to increase the awareness of your company at FETC. Your logo will appear on the front of the badge with a 4-color marketing message on the back. FETC to produce.

Expo Hall Hanging Signs

\$11,500

We'll incorporate your company's logo with our logo on drop-down aisle signs in the Expo Hall. This exclusive sponsorship is a terrific way to align your company with FETC and showcase your brand to attendees no matter where they are on the show floor.

Mobile App

\$9,450

Stay at attendees' fingertips before, during, and after the conference. Attendees use the app for all the session and exhibitor information as well as program materials. You will be recognized as the official app sponsor with logo placement on the splash/launch image and homepage masthead banner (nearly 45,000 page views in 2024!) Your provided banner ad will be integrated into the app — giving you several months of prime exposure. In addition, pre-show emails and onsite signage promoting app engagement will include your logo as the official app sponsor.

Badge Lanyards

SOLD **\$13,075**

Your company logo is displayed on FETC's official lanyard, and distributed to all attendees, speakers, and exhibitors upon arrival at FETC. Your logo will be reproduced on this double-sided lanyard. FETC to produce.

94%

of attendees
downloaded the
2024 app



INCREMENTAL SPONSORSHIPS TO AMPLIFY YOUR FETC PRESENCE

ENHANCED for 2025!

Registration Area

\$9,950

For the first time, registration will be at the entrance to the Expo Hall floor. Your logo will be prominently displayed on onsite Registration signage and counters, sure to be seen by attendees each time they enter the hall. It will also be featured on the registration page of the event website and the confirmation email sent to attendees with a link to your preferred URL.

Session Technology



Provide your technology solution throughout session rooms (i.e, projectors, computers, polling software, throwable mics etc.) offering attendees a “real world” application of your solution in select session rooms and theaters. Receive prominent logo placement and branding throughout the session rooms. We can create a custom solution for you.

Registration Pens

\$1,950

Boost and increase awareness onsite with your company branded pens being used and distributed from Registration. Sponsor responsible for production and shipping.

T-shirts

SOLD

\$16,750

Sponsor the official FETC T-shirt and get exposure at the conference and for years to come. This premium quality T-shirt, in a color of your choice, will feature your artwork on the back with the conference logo on the front. These shirts will be distributed from your booth. FETC’s promotional initiatives will drive traffic to your booth for attendees to pick them up, translating into leads for you. FETC to produce.

Session Notepads

\$1,950

Boost and increase awareness onsite with your company-branded notepads available to attendees at Registration. Attendees can use them throughout the conference to take notes, collect contacts and more. Sponsor responsible for production and shipping.



DIGITAL AND PRINT OPPORTUNITIES FOR BRAND AWARENESS

A limited number of high impact branding opportunities are available throughout the Convention Center to promote your brand as they make their way throughout the sessions and Expo. Contact us for more details on location and pricing to customize a solution to meet your needs and budget.

Print Branding

Escalator Gap Cling

\$9,450

Escalator Railing Cling

\$9,450

Expo Hall Entrance Banner (12' x 8')

\$8,400

Floor Decals

\$4,500

Decals are a high impact way to reach attendees as they travel the Expo. Sponsor to provide artwork and FETC to produce and install 4 decals (approx. 4' x 4') in the high-traffic areas of the Expo.

Seat Drop-in General Session

\$6,250

3 available

FETC's General Session Keynotes boast engaging speakers, meaningful content, and are a hot spot for attendees, making them an incredible opportunity to share your brand message. Your provided product or flyer will be placed on seats before your chosen session begins.

Digital Branding

iPosters

Exclusive

up to 3, 30-second rotating ads

\$7,300

Non-exclusive

up to 2, 30-second ads to rotate with up to 2 other sponsors' ads

\$2,950

Your brand and your message are on display via a single-sided digital sign. Placed in a key high-traffic location to ensure the message is seen as a traffic driver to your booth.

Digital Projection Wall

\$8,800

Located above the main entrance to the FETC Expo Hall, this sponsorship provides continuous brand exposure by using your digital advertising — either static (5 seconds) or video (15 seconds) — within a continuous loop throughout the day (non-exclusive).

Video Advertising in General Session

3 available

\$9,400

FETC's General Session Keynotes boast the conference's marquee speakers and attract the most attendees during the week, making them an incredible opportunity to share your brand message. Your company provides a video, up to 60 seconds in length, that will run immediately before the house announcements during this session selected.

Contact Your Sales Manager for Exhibiting and Sponsorship Opportunities!

Wendy Loew

FETC Brand/Event Director
Strategic Accounts

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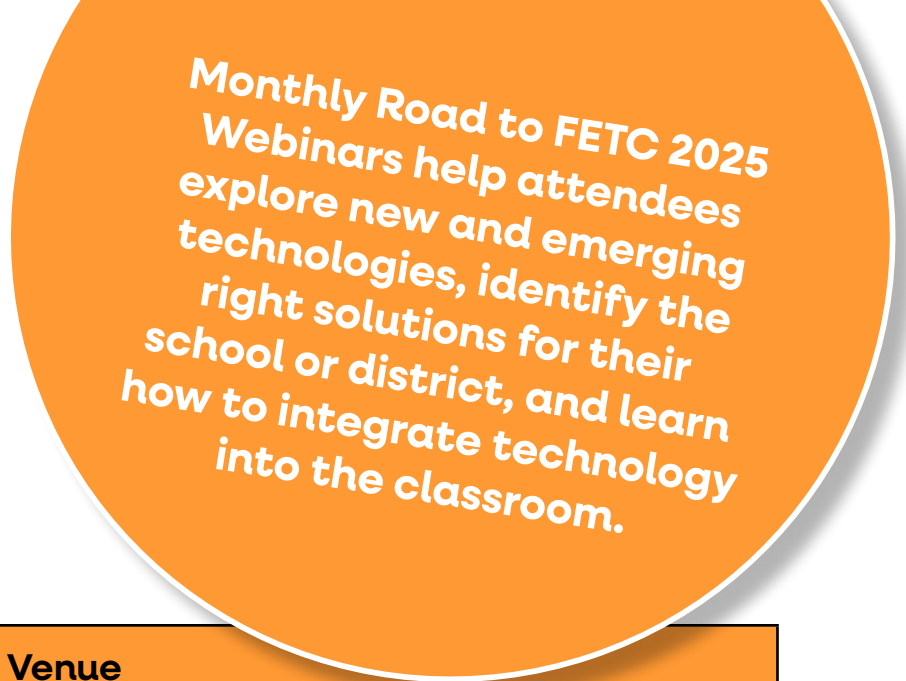
Sponsorship opportunities offered in this prospectus are only available to exhibiting FETC 2025 companies. Show management reserves the right to approve all related sponsorship marketing materials provided by the sponsor in advance of the event. Additional production, shipping or labor costs are noted. All rates, packages and terms subject to change for listed sponsorships.



To learn more about FETC's unique opportunities to foster engagement with K12 decision-makers, please contact us. We look forward to partnering with you.

FILL YOUR FUNNEL... ALL YEAR

We are dedicated to the education technology community and committed to your success. Our media network event calendar is designed to provide you with exceptional ongoing opportunities to showcase your solutions to K12 district leaders.



Event Type	Date	City	ST	Venue
FETC 24	January 23-26, 2024	Orlando	FL	Orange County Convention
Technology Leadership Academy	Feb 27-March 10, 2024	Virtual		
Principal Leadership Academy	Feb 28-March 1, 2024	Columbus	OH	Hilton Easton
National Superintendent Academy	Feb 28-March 1, 2024	Columbus	OH	Hilton Easton
DA Magazine	March 12, 2024	March/April Issue Mail Date		
Superintendent Summit	March 13-15, 2024	Nashville	TN	The Conrad
Superintendent Summit	April 17-19, 2024	Colorado Springs	CO	The Broadmoor
National Superintendent Academy	April 17-18, 2024	Colorado Springs	CO	The Broadmoor
DA Magazine	May 28, 2025	May/June Issue Mail Date		
Executive Cabinet Retreat	June 26-28, 2024	Napa	CA	The Meritage
DA Magazine	August 27,2024	September Issue Mail Date		
LeadHERship Summit	September 18-20, 2024	Chicago	IL	London House
DA Magazine	September 24, 2024	October Issue Mail Date		
Technology Leadership Academy	Oct 1-Oct 10, 2024	Virtual		
Superintendent Summit	October 16-18, 2024	Rancho Mirage	CA	Westin Rancho Mirage
DA Magazine	November 5, 2024	November/December Issue Mail Date		
Superintendent Summit	November 13-15, 2024	Park City	UT	Stein Eriksen
Superintendent Summit	December 18-20, 2024	Charlotte Harbor	FL	The Sunseeker
Technology Leadership Summit	December 16-18, 2024	Charlotte Harbor	FL	The Sunseeker
FETC 25	January 14-17, 2025	Orlando	FL	Orange County Convention

ACCESS AND ENGAGE A POWERFUL K12 AUDIENCE VIA OUR MULTI-CHANNEL NETWORK

FETC's relationship with District Administration and the DA Leadership Institute means it is the only large-scale edtech event that provides access to the full district buying collective of Superintendents, Chief Technology and Academic Officers and other District Leaders year-round and across all channels.



To activate your partnership with DALI, please contact:

Steve Bevilacqua

Director of Strategic Partnerships

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To customize your media program, please contact your account manager:



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