

STEM20

VIRTUAL EVENT / JULY 27-30

Virtual Exhibits, Workshops & Sponsorship Prospectus





STEM20 Event Overview

STEM20: Virtual Event is a series of four consecutive days of programming, exhibits, and networking, dedicated to the following grade bands

July 27

Elementary educators
and administrators/ecosystems

July 28

Middle level educators
and administrators/ecosystems

July 29

High school educators
and administrators/ecosystems

July 30

Post-secondary educators
and administrators/ecosystems

All 4 Days include substantial programming for Administrators



STEM20 Event Schedule

STEM20

JULY 27-30

 **Programming:** 12pm-7pm each day

 **Exhibits open:** 1pm-7pm

 **Exclusive Expo time:** 40 minutes each day

Exhibits staffing is at the exhibitor's discretion. We strongly recommend having staff live online during exclusive expo time each day and during the Exhibits open hours. Remember, exhibits are available 24/7 and you're welcome to staff your exhibit as often as you like.

STEM20 Attendee Profile

Anticipated attendance for **STEM20: Virtual Event** includes attendees at all grade levels and discipline categories with roles including:

-  Teachers
-  Administrators
-  Professors
-  Department Heads
-  Supervisors/Coordinators
-  Principals

Virtual Exhibits & Sponsor Advantages

Generate Leads

Create new business opportunities by connecting with new prospects

Showcase thought leadership

Position your brand at the forefront of innovative thinking

Launch a product or service

Tell a captivating story about the development of your new product and service

Brand repositioning

Share a new brand mission and message

Idea mining

Find and tell stories and information that is often overlooked

Insight gathering

Tap into our audience to ponder what's new and what's next (listen, share and learn)

Trusted partner

Align with a trusted, mission-oriented partner



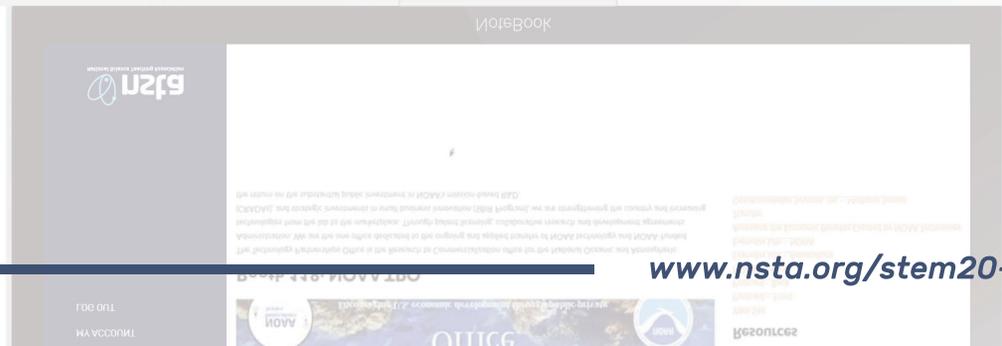
Virtual Sponsor Advantages

Our goal is to work with each partner individually to ensure **personalized and impactful programs** that leverage NSTA's myriad solutions.



Virtual Exhibit

- Create a custom, interactive virtual exhibit
- Meet with prospects and customers LIVE in real-time via your Virtual Exhibit. Demo videos, share presentations, private meetings and more!



Virtual Exhibit Features

A **Virtual Exhibit** is a customizable, branded space within the Expo Hall to include:

- Contact information
- Company description
- Logo
- Upload video (max 1), resource links (max 6), images (max 6)
- Meeting scheduler tool
- Create custom background
- Up to 99 Exhibit Staff in booth (Does not include access to conference programming)
- Live video chat with Attendees in your Exhibit
- Lead Capture tools
- Ability to create breakout meeting rooms in your Exhibit to chat with Attendees
- Inclusion in Digital Vendor Directory
- Exhibit live for 30 days from start of the event
- Exclusive Exhibits time each day of the event
- Eligible to purchase exclusive additional marketing such as Virtual Workshops

Virtual Exhibit Packages

Base	Silver Sponsor	Gold Sponsor
\$695	\$1,595	\$3,995
<ul style="list-style-type: none"> • Virtual Exhibit • Two (2) registrations to full programming for STEM20: Virtual Event 	<ul style="list-style-type: none"> • Virtual Exhibit • Logo on event home page in Silver Sponsor section • One (1) video in On-Demand library • One (1) Banner Ad in a Session Listing • Two (2) registrations to full programming for STEM20: Virtual Event 	<ul style="list-style-type: none"> • Virtual Exhibit • Logo on event home page in Gold Sponsor section • Logo in all event emails to registrants • Logo in all marketing emails for event • Commercial package (5 plays, :30 commercial) • Dedicate email blast to all registered attendees • One (1) Virtual Workshop on Event Program • Five (5) videos in On-Demand library • One (1) Banner Ad in a Session Listing • One (1) Banner Ad on a main page of event site • Five (5) registrations to full programming for STEM20: Virtual Event

Special Events Sponsorship

Elementary STEM Showcase

\$750

- :30 commercial played at start of event
- Logo displayed on Event listing
- Logo in Marketing emails for this event
- Max 3 sponsors

Robot Roundup

\$750

- :30 commercial played at start of event
- Logo displayed on Event listing
- Logo in Marketing emails for this event
- Limited to 3 sponsors

Marketing Opportunities

	Price	Description
Virtual Workshop on Program	\$750	40-minute presentation scheduled on the official event program. Exhibitors limited to maximum of one (1) per day of event. Limited space available. All workshops need to be pre-recorded, they will not be delivered live.
Video in On-Demand Library	\$250	Video with maximum length of 40 minutes will be included in the on-demand library accessible to all event attendees
Email Blast	\$995	NSTA will send your HTML or text email to all registered event attendees
Banner Advertisement Main Page	\$500	Banner ad posted on event main pages, rotated with other advertisers
Banner Advertisement Sub Page	\$250	Banner ad posted alongside one (1) session's description and speaker content
New Product Gallery	\$150	Showcase of a new product or service in the New Product Gallery resource center



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Learn More about Virtual Exhibits & Sponsor Solutions

Contact Us Today!

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