



ENGAGE

FALL 20

VIRTUAL CONFERENCE
NOVEMBER 13-15

Event Overview

NSTA Engage: Fall 20 features three consecutive days of exciting Keynote Speakers, Networking Events, Topical Sessions, Live Demos, Marketplace Partner Workshops, and more!

November 13-15, 2020

Marketplace Partners

Event Schedule

Friday, November 13

Programming: 4:00–7:15 PM EST

Live Marketplace Partner Demos: 4:05–4:50 PM EST

Marketplace Partner Featured Workshops: 4:50–5:35 PM EST

Live Marketplace Partner Demos: 5:45–6:30 PM EST

Saturday, November 14

Programming: 11:00 AM–4:00 PM EST

Live Marketplace Partner Demos: 12:15–1:00 PM EST

Marketplace Partner Featured Workshops: 1:00–1:45 PM EST

Live Marketplace Partner Demos: 2:00–2:45 PM EST

Sunday, November 15

Programming: 11:00 AM–3:00 PM EST

Marketplace Partner Featured Workshops: 11:30 AM–12:15 PM EST








Live Marketplace Partner Demos: 12:15–1:00 PM EST

Live Marketplace Partner Demos: 1:30–2:15 PM EST

*Live Marketplace Partner Demos and Featured Workshops available for Silver and Gold Partners only.

Attendee Profile

Anticipated attendance for NSTA Engage: Fall 20 is 2,000+ total attendees at all grade levels and discipline categories with roles including:

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

Marketplace Partners

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

Live Leads

You receive lead information for everyone that clicked into your Resource Page

Live Conversations with Attendees

Via the chat tool, attendees can message live during the event and your designated staffer can respond without having to actively manage a "booth"

It's All About Engagement & Education

The concept of exhibitors sitting in a booth waiting for attendees to stop by simply doesn't work in a Virtual Environment. We're flipping the script with NSTA Engage by providing passive resource information while allowing for live demos, chat, and visibility for your brand.

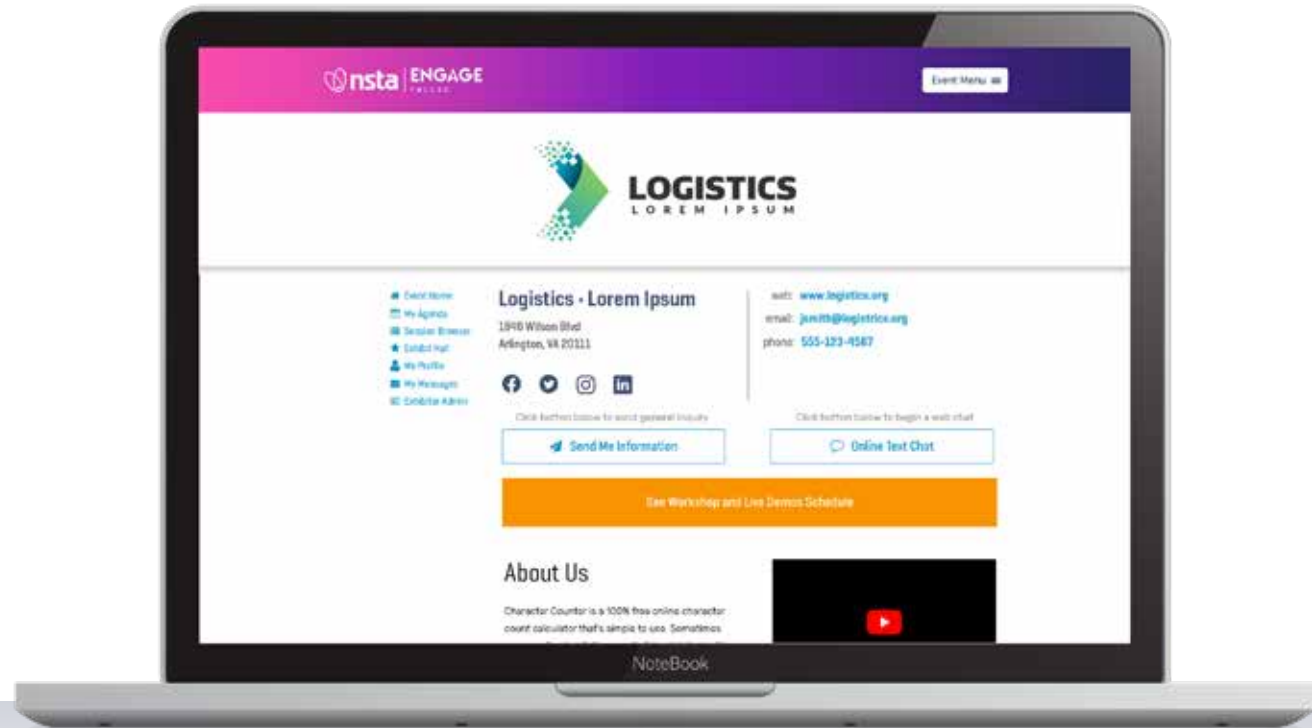
We're focused on helping your team demonstrate how your amazing products and services can help them. We've taken traditional exhibits time and turned it into live Workshop time.

Attendees can still visit your Resource page, explore your materials, and interact with your team, yet the star of the show is education and thought leadership.

Marketplace Partner

Resource Pages

Tell Your Brand Story



Marketplace Partners

Resource Page Features



Your Marketplace Partner Resource page is a dedicated, branded space within the event platform showcasing your products, programs and services. It also includes a number of tools for your team to interact live with attendees, and at higher levels, conduct live demonstrations and workshops throughout the event.

Features include:

- Company Logo
- Company Contact Information
- Social Media Links
- Company Description
- Sales Contact Information
- Product Categories, Grade Levels Served
- Live Text Chat
- Upload Video, Resource links
- Lead Capture & Live Reporting of all Attendees who visited your page
- Inclusion in Marketplace Partner Directory
- Live Zoom Room for Demos and to meet with Attendees
- Marketplace Partner Workshop Schedule*
- Live Demos Schedule
- Opportunity to participate in Gamification Activity*

* Included in Silver/Gold Partner Packages, see pages 9 for details

Marketplace Partner Opportunities

Base	Silver Partner Sponsorship	Gold Partner Sponsorship
\$1,495	\$2,995	\$4,995
<ul style="list-style-type: none"> • Partner Resource Page • Two (2) Registrations to full programming for NSTA Engage: Fall20 • One (1) Featured Video (max 30 minutes in length) • Two (2) PDF's or URL Links • Two (2) Product/Service Showcases • Private Zoom Room to host demonstrations during concurrent session times; host client meetings at other times 	<ul style="list-style-type: none"> • Partner Resource Page • Four (4) Registrations to full programming for NSTA Engage: Fall20 • One (1) Featured Video + Three (3) Bonus Videos (max 30 minutes in length) • Six (6) PDF's or URL Links • Four (4) Product/Service Showcases • Private Zoom Room to host demonstrations during concurrent session times; host client meetings at other times • One (1) Marketplace Partner Featured Workshop • Logo inclusion in Sponsor "Thank You" email to all attendees • Gamification–Opportunity to be visible in the activity and supply a prize to winner(s) 	<ul style="list-style-type: none"> • Partner Resource Page • Eight (8) Registrations to full programming for NSTA Engage: Fall20 • One (1) Featured Video + Seven (7) Bonus Videos (max 30 minutes in length) • Ten (10) PDF's or URL Links • Eight (8) Product/Service Showcases • Three (3) Featured Marketplace Partner Workshops • Email list of all Attendees who did not opt-out (available 2 weeks prior to show) • Private Zoom Room to host demonstrations during concurrent session times; host client meetings at other times • Logo on Event Homepage • Logo inclusion in Event Marketing Emails • Logo inclusion in Sponsor "Thank You" email to all attendees • Gamification–Opportunity to be visible in the activity and supply a prize to winner(s) • Up to :90 second promo video on Marketplace page (nsta.org)

Special Event Sponsorships



Expand Your Brand

	Price	Description
Virtual Workshop on Program	\$750	45-minute block scheduled on the official event program. Exhibitors limited to maximum of one (1) per day of event. Limited space available, must be Silver partner to purchase.
Email Blast	\$995	E-mail Blast sent to Registered Attendees who have not opted out of receiving partner e-mails. Partner is responsible for providing copy/images to NSTA who will create the e-mail based on our template.
Banner Advertisement	\$750	970x250 Banner ad posted on event main pages, rotated with other advertisers
Session Banner Advertisement	\$400	300x250 Banner ad posted in Session Browser, rotated with other advertisers
Featured Social Media Post	\$500	Dedicated Social Media Post during the event highlighting your Partner Resource page/activities



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Learn More about being a Marketplace Partner and Sponsor Options

Contact Us Today!

www.nsta.org/nsta-engage-fall20

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