ENGAGE
SPRING 21
VIRTUAL CONFERENCE
APRIL 12 - MAY 8
Event Overview

NSTA Engage: Spring 21 features four weeks of exciting Keynote Speakers, Networking Events, Topical Sessions, Marketplace Partner Workshops, and more!

April 12 – May 8, 2021

- April 12–17: Elementary
- April 19–24: Middle Level
- April 26–May 1: High School Level
- May 3–8: Post-secondary and Informal Education

www.nsta.org/nsta-engage-spring21
Weekly Program Schedule (4 weeks)

Monday
5:30-7:00 pm
Keynote Speaker

Tuesday
4:00-7:00 pm
Academic Programming

Wednesday
11:00 am-2:45 pm
Marketplace Partner Workshops
4:00-7:00 pm
Academic Programming

Thursday
11:00 am-2:45 pm
Marketplace Partner Workshops
4:00-7:00 pm
Academic Programming

Friday
11:00-11:45 am
Marketplace Partner Keynote
12:00-4:45 pm
Marketplace Partner Workshops

Saturday
4:00-7:15 pm
Academic Programming

ALL TIMES EASTERN
Featured Workshops Schedule

Weekly Program Schedule (4 weeks)

Wednesday
- 11:00-11:45 am
- 12:00-12:45 pm
- 1:00-1:45 pm
- 2:00-2:45 pm

Thursday
- 11:00-11:45 am
- 12:00-12:45 pm
- 1:00-1:45 pm
- 2:00-2:45 pm

Friday
- 12:00-12:45 pm
- 1:00-1:45 pm
- 2:00-2:45 pm
- 3:00-3:45 pm
- 4:00-4:45 pm

ALL TIMES EASTERN

www.nsta.org/nsta-engage-spring21
NSTA Engage: Spring21 will bring together educators from all grade levels, discipline categories and roles including:

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

Attendee Profile

www.nsta.org/nsta-engage-spring21
What our Attendees Say about NSTA Engage

My boss said “I highly recommend you attend this.”

I work at Washington University and provide PD to teachers in the metropolitan St. Louis area. So I am always looking out for better ways to support teachers. Thank you! It was all great!!!

I thought the virtual aspect of the conference went incredibly smoothly. I was impressed with how easy everything was, and I am very glad to have the recordings so I can go back and watch the sessions I missed.
NSTA Engage: Spring21 will bring together educators from all grade levels, discipline categories and roles including:

- Grades K-6 • 580
- Grades 7-8 • 548
- Grades 9-12 • 609
- College/University • 274

*Attendees may select all grade levels that apply*
**Attendee Profile**

### NSTA Engage: Spring21 • Disciplines

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Count</th>
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<tbody>
<tr>
<td>Biology/Life Science</td>
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<tr>
<td>General Science</td>
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<td>Environmental Science</td>
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<tr>
<td>Physical Science</td>
<td>876</td>
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<td>Chemistry</td>
<td>825</td>
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<td>Earth/Space Science</td>
<td>677</td>
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<td>Physics</td>
<td>616</td>
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<tr>
<td>Engineering</td>
<td>525</td>
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<tr>
<td>Technology Education</td>
<td>408</td>
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<tr>
<td>Mathematics</td>
<td>324</td>
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<tr>
<td>Computer Science</td>
<td>316</td>
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*Attendees may select all disciplines that apply*

**www.nsta.org/nsta-engage-spring21**
Attendee Profile

NSTA Engage: Spring21 • Positions

*Attendees may select all positions that apply

- Teacher • 1,027
- Consultant • 259
- Supervisor/Coordinator • 258
- Dept. Head/Chairperson • 187
- Professor • 160
- Scientist • 117
- Student • 90
- Administrator • 74
- Principal • 23

www.nsta.org/nsta-engage-spring21
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 or your new product and service

**Brand repositioning**
Share a new brand mission and message

**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

**No Booth Staffing Required**
You receive lead information for everyone that clicked into your Resource Page
It’s All About Engagement & Education

- Host a live workshop where the star of the show is education and thought leadership.
- Build an engaging Partner Resource page where attendees can explore your materials and interact with your team.
- We’re focused on helping your team demonstrate how your amazing products and services can benefit educators.
Tell Your Brand Story
Your Marketplace Partner Resource page is a dedicated, branded space within the event platform showcasing your products, programs and services. Features include:

**Features include:**

- Company Logo (400x125)
- Company Contact information
- Social Media Links
- Company description
- Sales Contact information
- Product Categories, Grade Levels Served
- Marketplace Partner Workshop Schedule
- Upload Video, Resource links
- Lead Capture & Live Reporting of all Attendees who visited your page
- Inclusion in Marketplace Partner Directory
Marketplace Partner

Demonstrate expertise and thought-leadership
<table>
<thead>
<tr>
<th>Base</th>
<th>Silver Partner Sponsorship</th>
<th>Gold Partner Sponsorship</th>
</tr>
</thead>
<tbody>
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<td>$1,495</td>
<td>$2,495 Member; $3,495 Non-Member</td>
<td>$4,995 Member; $6,495 Non-Member</td>
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- **Base**
  - 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
  - One (1) Marketplace Partner Featured Workshop

- **Silver Partner Sponsorship**
  - Partner Resource Page
  - Four (4) Registrations to full programming for NSTA Engage: Spring21
  - 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
  - One (1) Featured Social Media Post
  - Two (2) Marketplace Partner Featured Workshops

- **Gold Partner Sponsorship**
  - Partner Resource Page
  - Eight (8) Registrations to full programming for NSTA Engage: Spring21
  - 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
  - Two (2) Featured Social Media Posts
  - Four (4) Marketplace Partner Featured Workshops
  - Email list of all Attendees who did not opt-out (available 2 weeks prior to show)
  - Logo on Event Homepage
  - Logo inclusion in Event Marketing Emails
  - Up to :90 second promo video on Marketplace page (nsta.org)
Special Event Sponsorships

- KEYNOTE SPEAKERS
- ELEMENTARY EXTRAVAGANZA
- MEET ME IN THE MIDDLE SHARE-A-THON
- SPEED SHARING CHATS
- UNCONFERENCE Sessions
- HOT TOPIC SPONSORED PANELS
- DISTRICT DIRECTORS Happy HOUR
- ATTENDEE SCHOLARSHIPS

Inquire for details

www.nsta.org/nsta-engage-spring21
Become a Year-Round Marketplace Partner

Year-Round Marketplace Partner

$7,495 For-Profit • $6,495 Non-Profit

- Resource Page in NSTA Marketplace on NSTA.org (12 months)
- Corporate Membership (12 months)
- 1 Virtual Workshop (over the course of 12 months – not related to Engage)
- Marketplace Partner Resource Page in NSTA Engage events (minimum 3 events in 2021)
- Resource Page includes:
  - Company Information
  - Send a Message feature
  - 8 Videos (1 Featured Video + 7 Additional Videos)
  - 10 Material Listings (Name, Description, Add to User Library)
  - 8 Product/Service Showcases (Image, Title, Description, Link to Site, Option to mark as new)

Contact us today for more details!
Learn More about being a Marketplace Partner and Sponsor Options

Contact Us Today!

www.nsta.org/nsta-engage-spring21

Jeffrey LeGrand-Douglass
jldouglass@nsta.org

Jason Sheldrake
jsheldrake@nsta.org

Kim Hotz
khotz@nsta.org