

BrainStorm Poconos 2020 Sponsorship Opportunities

October 25 - 27, 2020 at the Kalahari Resort and Convention Center, Pocono Manor, PA

BrainStorm is a conference for K20 technology directors, network administrators, and other IT personnel. This is NOT a conference about curriculum but instead for the bits'n'bytes warriors that support and drive technology in schools. **A typical attendee has a high degree of decision-making authority for their school district, college or university.** 2020 marks our 21st year of this conference in Wisconsin. We expanded to Ohio in 2017 so that region of the country can take advantage of this great way for IT personnel in education to connect, and starting in 2020 we are adding a third location in Pennsylvania to reach schools in the East Coast region. We are proud of our conference and invite you to join us as a sponsor. We are offering a **Ramp-Up Rate** for 2020 as we look to grow the event in this location. For more information, please visit www.brainstormk20.com/poconos

- BrainStorm Team

Package Sponsorships	Diamond	Gold
Regular Pricing	\$15,000	\$6,950
Ramp-Up Pricing	\$12,000	\$5750
Availability	2	4
Window Cling on window or door near registration area	x	
Welcome Reception	x	
Logo on give-away item	x	
Logo displayed prior to Conference Welcome	x	
Flyer made available at registration table	x	
Prominent identification as sponsor in Mobile App	x	
Prominent identification as sponsor on website	x	x
Full color ad in event PowerPoint during meals	full page	¼ page
Premium location Vendor Expo booths	20ft x 20ft	20ft x 10ft
Complimentary full conference registrations	10	4
Logo displayed in prominent area throughout conference	x	x
À La Carte Sponsorships	# available	
Conference Opportunities		
Table Tents in Vendor Expo	2	\$500
Meal Table Sponsor	25	\$500
Ice Cream/Cookie Break	2	\$2000
Tech Support Lounge	1	\$1650
Breakout Room Advertising	9	\$1000
Conference Scholarship	Unlimited	\$600
Full color ad in event PowerPoint during meals (1/4 page)	10	\$450

Contact us if your company desires other opportunities not listed here

BrainStorm logo may appear along with your company logo

Sponsorships are not guaranteed until payment in full is received and no later than August 31st.

Only one "Package Sponsorship" per vendor

Any items created for the conference by BrainStorm become the property of BrainStorm

Package Sponsorships

Diamond – ~~\$15,000~~ **\$12,000** (2 available)

- Four (4) booths at the Vendor Expo in a premium location, total space 20ft x 20ft – chosen during registration
- Ten (10) complimentary full conference passes which allow you to attend all events, breakout sessions, and meals.
- Large window cling will be displayed on a door or window near the registration table
- Welcome Reception - Be a host for the Sunday night Welcome Reception party. Rooms, food & drinks, entertainment and email invitations identifying you as a host are included.
- Your company logo will be placed on an item selected by the BrainStorm committee that will be given to each attendee
- A slide with your company logo looped prior to the Conference Welcome
- Sponsor provided flyer distributed at registration table
- Prominent identification as sponsor in Mobile App
- Prominent identification as sponsor on website
- Full color, full page sponsor provided advertisement displayed in the PowerPoint during all meals
- Logo displayed proportionally to level of sponsorship in prominent areas throughout conference

Gold – ~~\$6,950~~ **\$5,750** (6 available)

- Two (2) booths at the Vendor Expo in a premium location, total space 20ft x 10ft - chosen during registration
- Four (4) complimentary full conference passes which allow you to attend all events, breakout sessions, and meals.
- Prominent identification as sponsor on website
- Full color, ¼ page sponsor provided advertisement displayed in the PowerPoint during all meals
- Logo displayed proportionally to level of sponsorship in prominent areas throughout conference

À La Carte Sponsorships

- Vendor logo is limited to a single color

Conference Opportunities:

Table Tents in Vendor Expo – \$500 (2 available)

- Your company will have extra visibility by having table tents on the high-boy tables in the Vendor Expo area on Monday. Sponsorship details:
 - **Vendor provided** table tents will be put out on 15-30 high-boy tables throughout the Vendor Expo on Monday (table tents cannot exceed 4" x 6" in size)
 - Only table tents are allowed to be put on the table, no other literature may be left on the tables

Meal Table Sponsor – \$500 (25 available)

- This is your chance to meet with the attendees between sessions at meals. Invite customers and potential customers to join you at your table to have an in-depth conversation. Your sponsorship includes:
 - Sign on designated table stating your table sponsorship (table number will be assigned prior to the conference so you can market out to your customers to arrange a meeting time).
 - Full conference pass for one employee to participate in the meals and sit at the designated table
 - Company listed in the PowerPoint displayed during all meals stating which table number your representative can be found at to visit with.
 - Ability to provide literature to attendees (a stack of business cards and 1 hand-out item will be allowed on the table, any additional would need to be provided to attendees on an as-needed basis and not displayed on the table)

Ice Cream/Cookie Break – \$2,000 (2 available)

- They say that the way to a person's heart is through their stomach. So take advantage of the Brainstorm breaks to become a favorite with the attendees. We'll roll out the ice cream and/or cookies at break time and hand out a napkin with each yummy treat. Your sponsorship includes:
 - Ice cream and/or cookie for each attendee
 - Your logo on napkins

Tech Support Lounge – \$1,650 (Exclusive Opportunity)

- Centrally located, the Tech Support Lounge will feature opportunities to recharge yourself and your laptop with comfortable seating. A place that attendees can gather to discuss ideas about technology with others, check their email or just visit. Sponsors promote their company name, graphics and flyers. Your sponsorship includes:
 - Sponsor may provide takeaway materials in the room. Materials must be setup by company rep or mutually agreed upon actions through the Steering Committee member in charge of sponsorships.

Breakout Room Advertising – \$1,000 (15 available)

- Sponsor a high traffic breakout session room to show your commitment to BrainStorm and the overall idea that sharing information and ideas among school districts, colleges, universities, vendors and presenters strengthens our school technology programs and that in turn supports education. Sponsorship includes:
 - o Sponsor provided banner approx 3ft wide by 6ft tall
 - o Sponsor may provide takeaway materials in the room. Materials must be setup by company rep or mutually agreed upon actions through the Steering Committee member in charge of sponsorships
 - o NOTE: This sponsorship does not guarantee your call for presentations submission will be chosen, nor does it reserve the room for your exclusive use.



Conference Scholarships – \$600 (Unlimited)

- Demonstrate your commitment to helping schools improve their use of technology by sponsoring scholarships for those who would not otherwise be able to attend. Your scholarship sponsorship will support registration and hotel accommodations for one attendee. Your sponsorship includes:
 - o Recognized in meal area PowerPoint as a conference scholarship sponsor
 - o Grateful scholarship attendees and a lot of goodwill

Advertisement in the meal area PowerPoint – \$450 (10 available)

- Advertise your company with a full color 1/4-page advertisement displayed in the PowerPoint during all meals. Your sponsorship includes:
 - o 1/4-page (full color) sponsor provided advertisement in the meal area PowerPoint