

# BrainStorm 2021 Sponsorship Opportunities

March 7-9, 2021 at the Kalahari Resort and Convention Center, Wisconsin Dells, WI

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 conference attendance was over 800 attendees from the Midwest with most from Wisconsin, Minnesota, Illinois, Indiana, Iowa and Michigan. We are proud of our conference and invite you to join us as a sponsor. For more information, please visit [www.brainstormk20.com](http://www.brainstormk20.com)

- META (Midwest Educational Technology Association)

Package Sponsorships	Diamond	Platinum	Gold	Silver	Virtual
Pricing	\$15,000	\$9,000	\$6,950	\$4,950	\$3300
Availability	2	4	6	8	10
Window Cling on main window or door of conference center	x				
Welcome Reception	x				
Logo on give-away item	x				
Logo displayed in event PowerPoint during meals	x	x	x	x	x
Flyer made available at registration table	x	x			
Prominent identification as sponsor in Mobile App	x	x			
Prominent identification as sponsor on website/virtual hub	x	x	x	x	x
Full color ad in event PowerPoint during meals	full page	½ page	¼ page		
Premium location Vendor Expo booths	20ft x 20ft	20ft x 10ft	20ft x 10ft	20ft x 10ft	
Virtual booth	X	X	X	X	x
Complimentary full conference registrations	10 (onsite)	8 (onsite)	4 (onsite)	2 (onsite)	1 (virtual)
Logo displayed in prominent area throughout conference	x	x	x	x	x
À La Carte Sponsorships	# available	Price			
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	15	\$1000			
Conference Scholarship	Unlimited	\$600			
Full color ad in event PowerPoint during meals (1/4 page)	10	\$450			
Vendor Showcase	1	\$2500/day			
<i>Contact us if your company desires other opportunities not listed here</i>					
BrainStorm logo may appear along with your company logo					
Sponsorships are not guaranteed until payment in full is received and no later than February 1					
Only one "Package Sponsorship" per vendor					
Any items created for the conference by META become the property of META					

# Package Sponsorships

## Diamond – \$15,000 (2 available)

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- Four (4) booths at the Vendor Expo in a premium location, total space 20ft x 20ft - location determined at time of registration
- Virtual booth
- 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 main door or window of the conference center
- 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 a giveaway item chosen by the BrainStorm Steering 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

## Platinum – \$9,000 (4 available)

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- Two (2) booths at the Vendor Expo in a premium location, total space 20ft x 10ft - location determined at time of registration
- Virtual booth
- Eight (8) complimentary full conference passes which allow you to attend all events, breakout sessions, and meals.
- 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, ½ 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 (6 available)

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- Two (2) booths at the Vendor Expo in a premium location, total space 20ft x 10ft - location determined at time of registration
- Virtual booth
- 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

## Silver – \$4,950 (8 available)

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- Two (2) booths at the Vendor Expo in a premium location, total space 20ft x 10ft - location determined at time of registration
- Virtual booth
- Two (2) complimentary full conference passes which allow you to attend all events, breakout sessions, and meals.
- Logo displayed proportionally to level of sponsorship in prominent areas throughout conference

## Virtual – \$3,300 (10 available)

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- Virtual booth
- One (1) complimentary full conference virtual pass which allows you to attend all virtual events and sessions.
- Logo displayed proportionally to level of sponsorship in prominent areas throughout conference

# À La Carte Sponsorships

- Vendor logo is limited to a single color

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

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- 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

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## Meal Table Sponsor – \$500 (25 available)

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- 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 for all meals during the 3 days of the event. These meals include Sunday Dinner, Monday Breakfast, Monday Lunch, Tuesday Breakfast, and Tuesday Lunch. (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)

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

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- 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

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

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- 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 provided banner approx 3ft wide by 6ft tall
  - Recognized in meal area PowerPoint as the Tech Lounge sponsor
  - 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.

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

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- 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:
  - Sponsor provided banner approx 3ft wide by 6ft tall
  - 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
  - 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)

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- 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)

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- 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) vendor provided advertisement in the meal area PowerPoint

## Vendor Showcase – \$2500/day – 2 day minimum (1 available)

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- Meeting space to promote your company and products in a prime location. This would be located in one of the lounges in the new atrium of the Kalahari expansion. The space is 28' x 38' and is open to the atrium and will be located in close proximity to the event registration, Sunday Welcome Reception, and Monday's Vendor Expo.
- Your sponsorship includes:
  - o Exclusive use of the lounge space on the days selected.
  - o Kalahari comfy seating if desired (all Kalahari furniture can be removed if you wish to bring your own to display)
- Terms of the sponsorship:
  - o Sound levels need to be maintained at conversation levels within the lounge
  - o No projecting outside the lounge area
  - o No outside food and drink (all food and drink must be sourced from the Kalahari)
  - o The area is not secure, so it is the sponsor's responsibility to provide security (sourced from either the Kalahari or a third party) when sponsor's staff is not present (if deemed necessary to leave equipment, etc.)
  - o One floor sign (no larger than 3' wide x 6' tall) placed in the Africa Ballroom Foyer within 10 feet of the Lounge. All other signage must remain within the Lounge.
  - o You must adhere to the event Legal Contract and Code of Conduct