

# METC Conference Sponsorship and Exhibitor Opportunities



**St. Louis, MO • February 9-11, 2015**  
**St. Charles Convention Center**

The METC draws thousands of teachers, principals and administrators, desiring to learn new and better ways to integrate technology into classrooms to improve student outcomes.

**Don't Miss This Opportunity  
To Meet With And Sell To This Group!**



A resource of  **educationplus**<sup>™</sup>  
Your Partner for Student Success

# Promote Your Business and Network with Thousands of Educators!

There are two great ways to reach educators at the 2015 METC Conference. You can sponsor the conference through one of our sponsorship packages or special opportunities. You can also exhibit at the conference and reach attendees through a breakout or demo session. Read below for much more on how you can take part and reach these tech-focused educators.

## Sponsor the Conference

Sponsorships are a great way to get your name in front of our attendees and show them that you support education. We have opportunities available on the following levels, as well as the special opportunities listed below.

### Platinum Sponsor (\$10,000)

Requires minimum monetary or in-kind contribution of \$10,000.00 or provide equivalent services.

Platinum Level Sponsors will receive:

- Four Premium booth spaces in the Exhibit Hall, which includes WiFi, electrical and meals.
- If desired, list as a sponsor of a METC keynote or featured speaker (upon permission from the speaker). Company's representative may introduce a keynote speaker.
- Company name and logo listed as a Platinum Level Sponsor in the conference program and website.
- Ad placed on conference mobile app.
- One item placed in attendee tote bags (Item must be received by EducationPlus by January 24, 2015).
- Special acknowledgement at keynote presentations.
- Four-color full-page ad with company name and logo in the conference program.
- Participation in the Exhibitor Game.
- Electronic transfer of all attendees' mail information.
- Special recognition on exhibit booth sign as a METC Sponsor/Partner.

### Gold Sponsor (\$5,000)

Requires minimum monetary or in-kind contribution of \$5,000.00 or provide equivalent services.

Gold Level Sponsors will receive:

- Three Premium booth spaces in the Exhibit Hall, which includes WiFi, electrical and meals.
- If desired, list as a sponsor of a keynote or featured speaker (upon permission from the speaker). Company's representative may introduce a keynote speaker.
- Company name and logo listed as a Gold Level Sponsor in the conference program and website.
- Ad placed on conference mobile app
- One item placed in attendee tote bags (Item must be received by EducationPlus by January 24, 2015).
- Special acknowledgement at keynote presentations.
- Two-color full-page ad with company name and logo in the conference program.
- Participation in the Exhibitor Game.
- Electronic transfer of all attendees' mail information.
- Special recognition on exhibit booth sign as a METC Sponsor/Partner.

### Silver Sponsor (\$3,000)

Requires minimum monetary or in-kind contribution of \$3,000.00 or provide equivalent services.

Silver Level Sponsors will receive:

- Two Premium booth spaces in the Exhibit Hall, which includes WiFi, electrical and meals.
- If desired, list as a sponsor of a keynote or featured speaker (upon permission of the speaker).
- Company name and logo listed as a Silver Level Sponsor in the conference program and website.
- One item placed in attendee tote bags (Item must be received by EducationPlus by January 24, 2015).
- Two-color half-page ad with company name and logo in the conference program. (Can upgrade to half or full-page for an additional cost.)
- Participation in the Exhibitor Game.
- Electronic transfer of all attendees' mail information.
- Special recognition on exhibit booth sign as a METC Sponsor/Partner.

### **Bronze Sponsor (\$1,000)**

Requires a minimum monetary or in-kind contribution of \$1,000.00 or provide equivalent services.

- One Premium booth in the Exhibit Hall, which includes WiFi, electrical and meals.
- Company name and logo listed as a Bronze Level Sponsor in the conference program and website.
- One item placed in attendee tote bags (Item must be received by EducationPlus by January 24, 2015).
- Two-color quarter-page ad with company name and logo in the conference program. (Can upgrade to half or full-page for an additional cost.)
- Participation in the Exhibitor Game.
- Electronic transfer of all attendees' mail information.
- Special recognition on exhibit booth sign as a METC Sponsor/Partner.

### **Charging Lounge Sponsor (\$2,000)**

Sponsor one of the three charging lounges offered at METC. Sponsorship will include signage and recognition in the program book and website.

### **Coffee Sponsor (approximately \$400)**

METC offers complimentary coffee and tea on both mornings of the general conference during the keynote presentation. Special recognition will be given at the coffee station. Sponsors are also recognized in the conference program and website.

### **Conference Tote Bag Sponsor (\$5,000)**

All conference tote bag sponsors will have their company logo on the bags that will be given to each attendee.

### **Energy Break Sponsor (approximately \$500)**

METC offers an afternoon beverage break to participants on both days of the general conference. Companies can sponsor an afternoon break for one or both conference days for participants. Recognition will be given at the break location and in the conference program and website.

### **Lanyard Sponsor (\$2,000)**

As a lanyard sponsor the logo of your company will be printed on the lanyards that will be given to each attendee.

### **Leadership Luncheon Speaker Sponsor (\$1,500)**

Sponsor the speaker for our Leadership Luncheon. Luncheon attendees are school and district leaders including administrators. Sponsorship will include signage and recognition in the program book and website.

### **Library & Media Literacy Luncheon Speaker Sponsor (\$1,500)**

Sponsor the speaker for our Library & Media Literacy Luncheon. Luncheon attendees are library and media specialists, librarians and teachers. Sponsorship will include signage and recognition in the program book and website.

### **Teacher Scholarships (\$250)**

Companies who sponsor teachers with scholarships are recognized on the teacher's conference name badge, on their exhibit booth sign as well as in the conference program. Contact Karen Vaughan for more information at 314.692.1250 or kvaughan@edplus.org.

### **Student Innovation Stations Sponsor (\$500)**

During the Reception on Tuesday evening, located in the Exhibit Hall, Student Innovation Stations are showcased. These STEM/STEAM projects could include anything from a robot to a MakerSpace.

### **Virtual Essay Contest Sponsor (\$500)**

Conference attendees are invited to create a virtual essay based on their experiences at METC. The essays are scored by the conference committee to determine a winner. This sponsor will be highlighted in an eNewsletter to all attendees announcing the winning entry.

### **Prize Package Sponsor (\$600)**

Winners of the conference game, Tuesday evening reception game (held in the exhibit hall) and evaluation drawing receive their choice of a prize package valued up to \$200 each.



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## Exhibit at the Conference

As an exhibitor, you will have access to a dedicated and informed audience of attendees, anxious to learn new and exciting ways to integrate technology into their classroom, school and district. Attendees are free to visit the exhibitor area before, between and after breakout sessions. On Tuesday, February 10, a Meet the Exhibitor event will be held in the Exhibit Hall offering refreshments for conference attendees to browse the exhibit hall and chat with vendors from 4:15 to 5:30 p.m.

**Standard single booth \$699 (10x10, 100 square feet)**

**Standard double booth \$1,210 (10x20, 200 square feet)**

**(Premium booths are only available to conference sponsors)**

### As an exhibitor you will receive:

- 8' draped table and two chairs (one table for single booth, two tables for double booth)
- 7" x 44" Exhibitor I.D. sign
- WiFi connectivity and 10 amps of electric
- A listing in the exhibitor section of the program and conference mobile app
- Your logo on the METC web site with a link to your web site
- Meet the Exhibitor special event, Tuesday afternoon – attendance required
- Name badges and lunch for two people per booth
- Security guard services

### Additional Exhibitor Services for Purchase

- Each additional person at a booth, above the first two, are \$50 each
- Exhibitor Game \$25
- Electronic transfer of mail information for all conference attendees (zip code order-provided before and after the conference) \$35
- Opportunity to place one item in all participant tote bags (2000 totes) \$349
- Lead Retrieval (equipment rental) \$200

## Reach Participants Beyond the Booth!

Register for an additional opportunity to showcase your product.

### Exhibitor/Presenter

**Single Booth with Breakout Presentation \$799**

**Double Booth with Breakout Presentation \$1310**

You will receive all the benefits of the exhibitor booth listed above, plus the opportunity to present a breakout session to our attendees. To be considered for this level, your presentation request must be submitted online, and be accepted. An educator must be the lead presenter during the session. During your breakout session, you are able to ask attendees to visit your booth, but no sales pitch will be permitted. Your proposal will be evaluated by a committee. If you are not selected to present, your registration will be reduced to the standard (single or double) booth price. Submit your presentation online at [METCconference.org](http://METCconference.org), presenters section. Deadline is September 13, 2014. Session will be listed in the conference program guide.

### Exhibitor/Demo Session

**Single Booth with Demo Session \$999**

**Double Booth with Demo Session \$1510**

You will receive all the benefits of the exhibitor booth listed above, and the opportunity to demo your product in a 50-minute session. The demo session will be listed in the program, as well as on a sign outside of the demo session room. There are a limited number of demo session time slots available. If you are not able to secure a demo session time slot, your registration will be reduced to the standard (single or double) booth price. Deadline is December 1, 2014.

# General Conference Information

## Exhibit Hours

METC will be held at the St. Charles Convention Center. The exhibit area will be open Tuesday, February 10, 9 a.m.-5:30 p.m., and Wednesday, February 11, 9 a.m.-3:30 p.m.

## Rental Charges and Space Reservation

Please indicate your first, second and third choice of location. See the map on page 6 of this document. Please note price difference based on space requested. Space will be assigned in the order in which contracts and payments are received. EducationPlus reserves the right to make any adjustments necessary throughout planning. With every booth purchased you receive:

- Aluminum framework and draperies
- One 8' draped table and two side chairs
- 7" x 44" sign listing company name and booth number
- Security guard services
- A listing in the exhibitor section of the program
- Electrical access 10 amp.
- Wifi
- Breakfast and lunch both days, two people each day
- Meet the exhibitor special event

Hardwire internet connectivity is available for \$50 per day through the St. Charles Convention Center. (See exhibitor package). Booth payment or written arrangements, approved by EducationPlus, must be made by December 7, 2014 in order for booth space to be held. Space is limited thereafter.

## Booth Set-up and Dismantle

Display space may be set up in the Exhibit Hall on Monday, February 9, 2-6 p.m. The exhibit hall opens Tuesday 9 a.m.- 5:30 p.m. and Wednesday 9 a.m.-3:30 p.m. Dismantling cannot begin before 3:30 pm, but must be completed by Wednesday 6 p.m.

## Selling from the Floor

Exhibitors may sell items during the exhibit. Neither EducationPlus nor the St. Charles Convention Center are responsible for any losses or liabilities that occur due to this activity.

## Conference Decorator

Contact Paramount Convention Services, Inc. at 800-883-6578 or [shaffert@paramountcs.com](mailto:shaffert@paramountcs.com). You will receive an exhibitors packet with all conference details.

## Lead Retrieval

Download attendee information after the show from those who visit your booth and swipe their ID badges. Elliott Data will be the provider of the hardware and will facilitate the download at the end of the show. Fee is \$200 for a Reader in your booth.

## Meet the Exhibitor Special Event

On Tuesday, February 10, a Meet the Exhibitor event will be held in the Exhibit Hall offering refreshments for conference attendees to browse the exhibit hall and chat with vendors from 4:15 to 5:30 p.m. This is another opportunity for you to demo your products to participants. During this exhibitor time, consider organizing a special demo, event or prize drawing in your booth! Bring ribbons as a give-away for participants. Student innovation stations are also highlighted during this reception in the exhibit hall. To donate an item for an attendance

prize, contact Karen Vaughan at [kvaughan@edplus.org](mailto:kvaughan@edplus.org) or 314.692.1250.

## Exhibitor Registration

Exhibitor fee includes two name tags and two lunches per booth per day (double booth includes four per day)—additional name tags are \$50 each—includes lunch. Vendors working a booth must wear an official conference name tag at all times. Tags identify vendors with company name, etc. Name tags will be available at the METC Exhibitor Registration Desk during the conference.

## Parking

Parking is free at the St. Charles Convention Center.

## Cancellation Policy

Cancellation of any portion of the exhibit contract must be made in writing to EducationPlus and will be effective on the date of receipt. If the cancellation is received by December 10, 2014, the refund amount will be 75 percent.

**There will be no refunds after January 20, 2015**

## Contact Information

EducationPlus  
1460 Craig Road  
St. Louis, MO 63146  
Karen Vaughan: [kvaughan@edplus.org](mailto:kvaughan@edplus.org)  
314-692-1250  
314-872-9128/fax  
800-835-8282 toll free

## Hotel Reservations

The following hotels are near the St. Charles Convention Center. Check rates and availability by calling and requesting METC rates.

### St. Charles Hotels

#### Embassy Suites Hotel (Connects to Convention Center)

Two Convention Center Plaza  
St. Charles, MO 63303  
Phone: 636-946-5544  
Day Rates: \$144 (single or double until January 10, 2014), plus taxes. No transportation provided from airport.

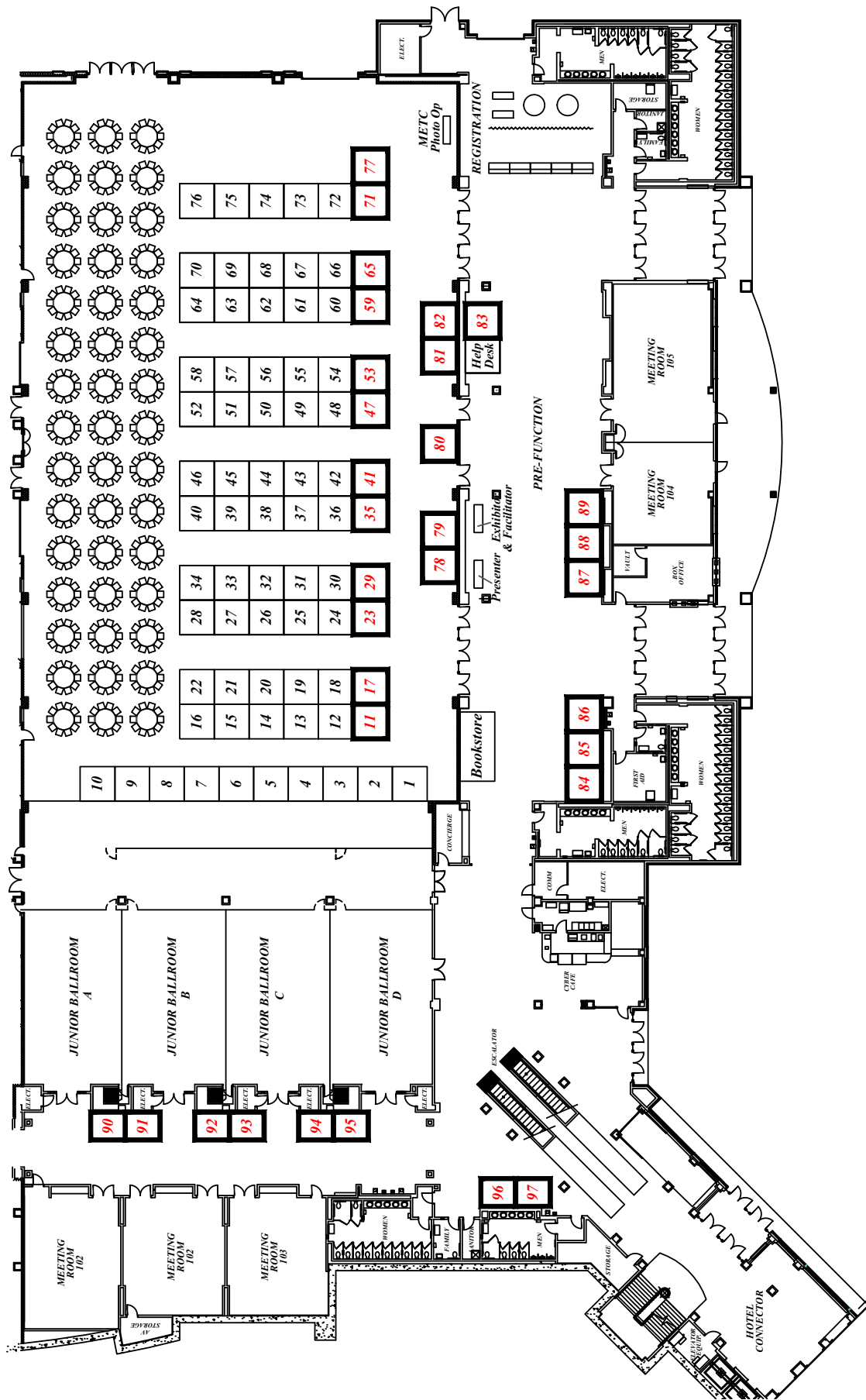
#### Fairfield Inn Saint Charles

801 Veterans Memorial Pkwy  
St. Charles, MO 63303  
Phone: 636-946-1900  
Day Rates: \$99 (single or double standard room until January 10, 2014), plus tax. No transportation provided from airport.

## About EducationPlus

Founded in 1928, EducationPlus is an educational consortium that provides technology training, staff development, cooperative purchasing, legislative and financial services to 62 public school districts in the greater St. Louis metropolitan area. EducationPlus services reach 515 schools and more than 300,000 students—or nearly one-third of Missouri's K-12 students. EducationPlus' mission is to enhance educational opportunities for all students by providing exemplary service to member districts.

View available booths at METCconference.org  
 red numbered booths are premium booths.





# METC Program Advertising

METC offers vendors the opportunity to advertise in the conference program that is distributed to participants.

**IMPORTANT:** A submission order to reserve your space must be received by November 14, 2014 with your payment. Print files must be submitted by December 1, 2014. Contact Joe Saputo at jsaputo@edplus.org or 314-692-1265 for help in preparing and sending files.

	PMS 355 (green) and Blk	4 color process
A-Full Page 7"w x 9.5"h (live area)	\$350	\$550
B-Half Page 7"w x 4 1/2"h (live area)	\$210	\$410
C-Quarter Page 3 1/4"w x 4 1/2"h (live area)	\$140	\$340
D-Business Card 3 1/2"w x 2 1/4"h (live area)	\$ 75	\$150
E-Business Card 2"w x 3 1/2"h (live area)	\$ 75	\$150
F-Scrolling Banner across mobile app	N/A	\$400
Inside front cover 7"w x 9.5"h (live area)	N/A	\$750 Premium space
Inside back cover 7"w x 9.5"h (live area)	N/A	\$750 Premium space
Back cover 7"w x 9.5"h (live area)	N/A	\$850 Premium space

One or two color ad files must be pms 355U green, and/or black.

Four color process files submit as cmyk.

Submit pdf files as press ready. Resolution (300 dpi halftone), (1200 dpi line art). Be sure to include all fonts and images with your pdf. If working in Illustrator, convert all type to outlines before saving pdf.

EducationPlus reserves the right to place advertisements according to overall aesthetics of the program and the right to reject ads and links deemed inappropriate by EducationPlus.

Ad fees will not be refunded after December 12, 2014. Ads are accepted on a first come basis. (See page eight for Program Advertising Insertion Order)

**Email a high resolution logo to [kvaughan@edplus.org](mailto:kvaughan@edplus.org).**

**Logo must be received no later than December 1, 2014 to be included in the program.**

## Some Tips To Increase Traffic To Your Booth!

**Exhibitor Bingo:** Sign up for this lively game to help bring interest to your booth. A \$25 entry fee is due in January.

**Door Prizes:** Encourage METC Participants to visit your booth with a door prize each day, name badge ribbon, or token pens, erasers, stress balls, calendars, etc. Educators flock to giveaways.

**Presenter Area:** Post a sign in your booth if you're giving a demo. The program book lists times of presentation, but your additional signage is always helpful.

**Direct Mail:** Market to registered METC participants with a postcard stating your booth number. Mention the exhibitor's game if you participate and any ad specialties you offer. An electronic list of registered participants is available. (See Registration Form)

**Web Links:** Provide a link from your website to METCconference to let your customers know you'll be at the conference on February 9-11, 2015.



## METC Conference Insertion Order for Advertising Program

Please hold (indicate your ad space) \_\_\_\_\_ for \$ \_\_\_\_\_

company \_\_\_\_\_

name \_\_\_\_\_

address \_\_\_\_\_

city, state, zip \_\_\_\_\_

email \_\_\_\_\_

phone \_\_\_\_\_

### Payment must accompany this form.

Check ( My check numbered \_\_\_\_\_ is enclosed for \$ \_\_\_\_\_ . )

Visa,  MasterCard,  Discover

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Three digit code on back \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

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