

# What Are YOU Waiting For?

Our Can't-Miss Summer 2012 Conferences  
Draw Thousands of Enthusiastic and Qualified Educators

**Exhibit. Sponsor. Sell.**

Ship your exhibit once and reach attendees at all 5 Vegas Conferences!



# SDE 2012 National Conferences

July 9-13 • Las Vegas, Nevada

We've combined our five National Conferences into one bigger-than-ever venue—the Venetian/Palazzo Hotel & Casino in Las Vegas! And now, exhibitors and sponsors will get more value with an extra day of exciting preconference events. That's 5 days of exhibiting at 5 different conferences, all in one place, at one time—an incredible marketing value you won't find anywhere else!

JUL 9, 2012



## Power Up! Connecting Technology to Today's Learners

Over 500 educators attend this exciting one-day preconference event to learn and discuss best practices for incorporating technology into the classroom to engage and motivate students.

JUL 9, 2012



## Differentiated Instruction Administrator Summit

More than 300 administrators converge for a full day of engaging, strategy-packed breakout sessions that will explore a range of leadership topics.

JUL 10-13, 2012



## National Conference on Differentiated Instruction

3,600+ K-12 educators who are actively seeking products, programs, and services to support individualized and personalized instruction to boost achievement across the curriculum.

JUL 10-13, 2012



## National Conference on Singapore Math Strategies

1,000+ K-6 teachers who are open to new approaches to teaching math more effectively. These educators are innovative, influential, and in the market for technology, supplemental, and hands-on products.

JUL 9-12, 2012



## I teach K! National Kindergarten Teacher Conference

1,200+ teachers with a unique and special commitment to making sure young learners have a successful start in school. They purchase with both school and personal funds and they're dedicated to making a real difference.

# 8 Conferences, 2 Venues, 9000+ Educators

## July 21-25 • Chicago, Illinois

Educators throughout the Midwest asked us to host events for them so we've expanded our Midwest conference lineup this year to include three conferences including the newly launched "I Teach 1st" event. As an exhibitor and sponsor, you'll have the opportunity to connect with forward-thinking, results-focused teachers, curriculum leaders, and administrators who are actively looking for programs, products, and partners to address their teaching and learning needs.

**Exhibit.**  
**Sponsor. Sell!**

Ship once and reach attendees at our 3 Midwest Conferences!

JUL 21, 2012



### Power Up! Connecting Technology to Today's Learners

Over 500 educators attend this exciting one-day preconference event to learn and discuss best practices for incorporating technology into the classroom to engage and motivate students.

JUL 22-25, 2012



### Midwest Conference on Differentiated Instruction

2,200+ K-12 educators who are actively seeking products, programs, and services to support individualized and personalized instruction to boost achievement across the curriculum.

JUL 21-24, 2012



### I teach 1st! National First Grade Teacher Conference

New this year, this conference will welcome 600+ dedicated 1st grade teachers who focus on the importance of reading and literacy to launch young learners' early success in school.



**Top-Attended  
Educational  
Events – Year  
After Year!**

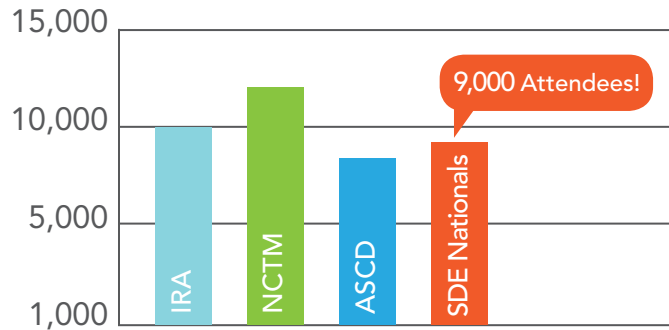
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# Who Attends SDE National Conferences?

Our conference attendees are classroom teachers, principals, administrators, and curriculum innovators who recommend and influence purchasing at the classroom, school-wide, and district levels, across all areas of curriculum. Now is your opportunity to personally connect with these decision makers. They are looking for:

- Manipulatives
- Professional Books
- Children's Books
- Computer Hardware
- Computer Software
- Mathematics Products
- Science Products
- Music Products
- Art Supplies
- Fund-Raising Program Ideas
- Classroom Products
- Technology Products
- Literacy Products
- PreK Solutions
- Learning Games
- And More!

## SDE National Conferences are the "Hidden Gem" in the Education Market



Our National Conferences deliver attendance numbers that rival the largest events in the education market...giving you direct access to educators who are actively buying products and programs. And our events are priced competitively so you can add them to your conference calendar affordably. It's a great way to launch your back-to-school marketing season early...ahead of the pack!

## Opportunities that Will Boost Your Bottom-Line Sales & Marketing Results!

Our National and Midwest conferences give you the opportunities to reach multiple educator market segments at once. In Las Vegas, you invest in one booth, and you'll have traffic, leads, and visibility from **five** unique conferences. Our Midwest conferences give you access to the region's leading educators who will be attending **three distinct conferences**. It's smart, efficient, strategic sales and marketing outreach for your 2012 programs.

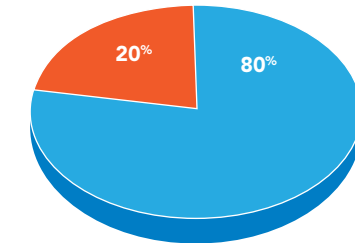
- **Meet the educators** who are prime prospects for your products
- **Increase company and product visibility** by reaching 9,000+ educators at our annual conferences
- **Showcase your products/services** with hands-on demonstrations for interested customers
- **Build and solidify customer relationships** in interactive and trusted venues



Meet Your Future Customers! SDE Conferences Draw Thousands of Qualified and Enthusiastic Educators From All Across the Country:

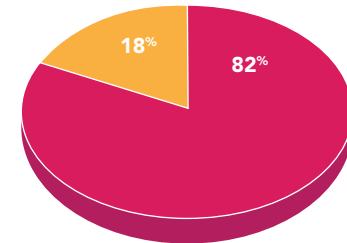
- K-12 Teachers
- Administrators
- Curriculum Coordinators
- Special Education Teachers
- Superintendents
- Coaches and Mentor Teachers
- Principals
- Staff Developers
- Lead Teachers

SDE National Conference Demographics



Teachers Administrators

SDE Midwest Conference Demographics



Teachers Administrators

# Exhibit —A Smart Strategy for Education Companies

Our unmatched attendance puts your company in front of the enthusiastic and qualified educators who want to buy innovative, effective teaching and learning solutions.

## Booth INFORMATION

Each standard exhibit includes 10' x 10' draped booth, one six-foot table, two chairs, 44" x 7" identification sign, and wastebasket.

	July 9-13 • Las Vegas, Nevada	July 21-25 • Chicago, Illinois
<b>One Booth</b>	\$1,295	\$750
<b>Two Booths</b>	\$2,000	\$1,065
<b>Three Booths</b>	\$3,250	\$1,430
<b>Four Booths</b>	\$4,500	\$1,700
<b>Corner Booth Fee</b>	\$100 additional (limited availability)	\$100 additional (limited availability)

A nonrefundable \$200 deposit is required to reserve space. Full payment is due by May 1, 2012. Payment is due in full for all applications received after May 1, 2012.

## Don't Miss Out...Reserve Your Booth Today!

Booth space is selling quickly so be sure to reserve your exhibit area now. For additional visibility and promotion punch, consider a sponsorship opportunity to make sure your message remains front and center for the four-day conference schedule!

Email Sally Christensen for more information at [schristensen@sde.com](mailto:schristensen@sde.com), or call **800.299.3067**, or visit [www.sde.com/exhibiting/nationals.asp](http://www.sde.com/exhibiting/nationals.asp).

*I am grateful to be here. I appreciate the chance to exhibit my products to a large number of potential customers. Thank you for making it a pleasant experience.*

*- Sherry Killam, Quality Learning Enterprises*

## TOP 10 REASONS TO EXHIBIT WITH SDE

1. Reach thousands of qualified educator buyers in one place.
2. Build new relationships with educators who may not attend other national conferences.
3. Build efficiency into your marketing budget with our multi-conference format. Ship your booth once and be visible throughout multiple conferences.
4. Reach educators during the summer, when they have more time to focus on their needs for the upcoming school year.
5. Our conference schedule includes ample exhibits-only time slots so educators will have plenty of opportunities to spend quality time in the exhibit halls.
6. Reach new education market segments to build incremental sales for your programs, products, and services.
7. Use these venues for additional customer research, product introductions, and special events outside the regular conference schedule. We can help you set up special demo sessions, focus groups, or other special events.
8. Launch your back-to-school promotions here to break through the typical August/September marketing crush.
9. Test new programs and promotions now for the upcoming school year.
10. Leverage the strength of SDE's relationships with this select group of highly responsive educator buyers.

# Sponsorships

## Maximize Your Exposure to THOUSANDS of Educators... Become a Conference Sponsor

SDE National Conferences present a unique and focused venue that enables you to personally interact with your target audience. Educators from across the country know and trust Staff Development for Educators (SDE) and now you can leverage our trusted brand to reach this key group of education buyers. Increase your brand visibility and drive customers to your booth with these results-producing sponsorship packages:

**PLATINUM SPONSOR**—A comprehensive package that guarantees you will BE SEEN.

Our ultimate package guarantees top billing and visibility for your company and your products at all **eight** of our National and Midwest conferences in July. It's a great way to leverage your promotions and special offers across two powerful venues...so you have the advantage of consistency and cost savings too!

### Sponsorship benefits include:

- An opportunity to present up to four 75-minute sessions
- A premium location for your **FREE** double booth in the conference exhibit halls
- Your company logo on all conference brochures that will be mailed to a total of 1.5 million educators
- Your company logo on each of the conference websites
- A full-page ad in each of the conference program guides
- Signage at food/beverage stations
- Use of our attendee mailing list
- Six complimentary registrations to share with your staff or customers
- Opportunity to host a VIP lunch/dinner for key district leaders at the Chicago and Las Vegas events
- Recognition and signage at the podium during keynote presentations
- One piece of your company's collateral material or give-away in each participant's tote bag
- Special sponsor ribbons for your staff
- A one-year special 20% discount when exhibiting at any other SDE event
- Additional opportunities to be negotiated

**PRICE:** \$45,000 (can be split between 2 Platinum Sponsors at cost of \$25,000 each)

**GOLD SPONSOR**—An exceptional value.

As a Gold Sponsor at either our National or Midwest conference series, you receive top sponsor visibility for all events at that venue, including the pre-conference and core conference schedules. It's a remarkable value and the best way to connect with the thousands of educators who attend these conferences each year.

**Sponsorship benefits include:**

- An opportunity to present two 75-minute sessions at the conference
- A premium location for your double booth in the conference exhibit hall
- Opportunity to host a VIP lunch/dinner for key district leaders
- Recognition and signage at the podium during keynote presentations
- Your company logo on the conference brochure, website, and program guide
- A half-page ad in the conference program guide
- Special discount rate for mailing list rental
- Four complimentary registrations to share with your staff or customers
- One piece of your company's collateral material or give-away in each participant's tote bag
- Special sponsor ribbons for your staff
- A one-year special 20% discount when exhibiting at any other SDE event
- Additional opportunities to be negotiated

**LAS VEGAS PRICE:** \$25,000 // **CHICAGO PRICE:** \$10,000

Contact Sally Christensen at  
[schristensen@sde.com](mailto:schristensen@sde.com) or 800.299.3067  
for sponsorship details!



# Sponsorships

SILVER SPONSOR—Make sure your brand is in front of thousands of educators.

Choose one of our National or Midwest conferences to sponsor, based on your specific target market.

## Sponsorship benefits include:

- A free single booth space in the conference exhibit hall
- Present one 75-minute session at the conference of your choice
- Your company logo in the conference brochure
- Your company logo in the conference program guide
- Two complimentary conference registrations to share with your staff or customers
- One piece of your company's collateral material or give-away in each participant's tote bag
- Special discount rate for mailing list rental

**LAS VEGAS PRICE: \$12,000 // CHICAGO PRICE: \$8,000**

**Contact Sally Christensen at  
schristensen@sde.com or 800.299.3067  
for sponsorship details!**

## Sponsorships at a Glance

BENEFIT	PLATINUM	GOLD	SILVER
Company visibility	2 locations 9,000+ attendees	1 location 6,000 attendees	1 location 3,600 attendees
Opportunity to present 75-minute session at conference	4	2	1
Premium location for your free booth	double booth	double booth	single booth
Company logo on conference brochures	X	X	X
Company logo on conference websites	X	X	
Ad in conference program	full-page	half-page	
Signage at food/beverage stations	X		
Use of attendee mailing list	X	discounted rate	discounted rate
Complimentary registrations	6	4	2
Opportunity to host VIP lunch/dinner	X	X	
Podium recognition at keynote presentations	X	X	
Company collateral placed in tote bag	X	X	X
Sponsor ribbons	X	X	
One-year special 20% discount when exhibiting at other SDE events	X	X	

# Build More Visibility...

If you are looking for more ways to **build brand awareness** or **drive booth traffic**, check out our additional promotional opportunities available to exhibitors:

## Room Key Sponsorship

Las Vegas: \$5,000  
Chicago: \$3,500

## Ice Cream Social

Las Vegas: \$10,000 / 1000 attendees  
Chicago: \$7,500 / 500 attendees

## Cyber Nook Sponsorship

Las Vegas: \$5,000 / nook  
Chicago: \$3,000

## Program Guide Advertising

Las Vegas: Starting at \$500  
Chicago: Starting at \$300

## Lanyard/Badge Sponsorship

Las Vegas: \$7,500  
Chicago: \$5,500

## Exhibit Hall Coupon Book Sponsorship

Las Vegas: \$7,500  
Chicago: \$5,500



## Become a Partner Sponsor

In addition to offering all the benefits of our Platinum Sponsorship program for the National and Midwest Conferences, this program gives you visibility and outreach through other SDE events and promotions throughout the year. It's a custom program and we will work closely with you to develop visibility strategies and tactics that deliver consistent market presence and brand awareness throughout the year.

Contact Sally Christensen for a custom proposal at [schristensen@sde.com](mailto:schristensen@sde.com) or call 800.299.3067.

# Year-Long Opportunities

## More Powerful Ways to Showcase Your Company and Products!

With over 400 unique SDE professional development events, now is your chance to join us for year-round visibility through exciting partnership opportunities!

### State Conferences

SDE hosts more than 100 state educator conferences across the U.S. and in Canada each year. Generally grade-specific, state conferences:

- Run for 2 days
- Attract as many as 500 educators
- Allow plenty of exhibiting time to get your products in front of an enthusiastic audience

### Seminars

Over 300 SDE one-day seminars are available to choose from. To get the most out of your exhibiting time and dollars, you can:

- Select seminars based on topics that best match your product or service
- Customize your product offering for a smaller audience – each seminar enrolls between 50 and 250 teachers
- Gain the undivided attention of your audience – each location limited to three or four exhibitors

### At Every SDE Event, Exhibitors Receive:

- A chance to focus your marketing efforts on a unique audience.
- An opportunity to build or solidify customer relationships.
- A ready-made venue for educating qualified customers about your products.
- Access to educational leaders to identify trends and obtain valuable feedback.



“ *Very good. Lots of traffic from the conferences. That’s a winning formula!* ”

*- SDE National Conference Exhibitor*



For more than 35 years, it has been the privilege of Staff Development for Educators (SDE) to offer the best in training and resources to help all educators achieve success. We are your dedicated partner to bridge the gap between theory and implementation.

### Our Offerings

We offer a variety of products and services to aid teachers in their journey toward lifelong achievement.

- Seminars and Conferences
- On-Site Training
- Online Courses
- Teacher Resources

### Our Methodology

We understand that professional development is a process, so we ensure each training session and/or publication adheres to instructional principles that lead to meaningful connections to the content and sustained application of the new learning.

- Research-based and classroom-tested content
- Practical and theoretical training
- Active and engaging participation
- Relevant and innovative instruction

### Our Mission

Our mission is to develop long-term partnerships with educators that create meaningful improvement in student attainment, teacher fulfillment, and school success. We aim to fuel the flame that inspires teachers and leads to lifelong achievement.

### Our Philosophy

We believe that all students can learn when provided with developmentally appropriate instruction.

We hold the highest esteem for the teaching profession and recognize that teachers learn best from other teachers.

## Seminars and Conferences

SDE's local, regional, and national PreK to 12 conferences and seminars span multiple content areas, or focus on a single key topic. Leading education experts provide teachers and administrators with the confidence and know-how to help their students become successful, independent, and enthusiastic learners.



## On-Site Training

SDE brings quality professional development directly to your school, district, or organization. Select from hundreds of topics PreK to 12, with proven SDE training modules and a dynamic cadre of presenters.



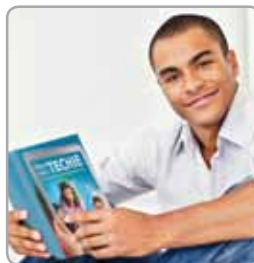
## Online Courses

Learn proven strategies, effective techniques, and valuable tips – anytime, anywhere, with SDE Online Courses. Each six-week course offers interactive learning from an accessible instructor.



## Teacher Resources

Crystal Springs Books publishes innovative books and resources that help teachers implement new teaching strategies easily and effectively. Crystal Springs Books materials help teachers put theory into practice on a daily basis.



For a complete listing of all SDE seminars and conferences, visit [www.SDE.com](http://www.SDE.com) or call to request a seminar schedule. **1-800-462-1478**



# Don't Miss Your Chance to Meet Thousands of Educators at Our One-of-a-Kind Events.

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