

## Drive more booth traffic & increase your sales!

Being a Sponsor at an SDE national conference is the best way to increase brand loyalty, create product awareness and boost sales. With four national conferences to choose from, you can target your high-impact, high-visibility messaging to specific categories of educators. Or sign-on as a Major Conference Sponsor for all four conferences and maximize your exposure and reach the greatest number of educators.

**I teach K! National Kindergarten Conference, National Conference on Singapore Math Strategies** and the **National Conference on Differentiated Instruction** will be held on July 10-13, 2012 in the luxurious Venetian/Palazzo Hotel & Casino in Las Vegas. The expanded exhibit hall will be the popular hang-out spot for the 6,000-9,000 attendees of the three conferences.

The Midwest Conference on Differentiated Instruction will once again be held in beautiful downtown Chicago on July 22-25, 2012. This popular location attracts educators from the Midwest and beyond.

Sponsorship opportunities are limited. The deadline is quickly approaching call today to sign-up!

### Major Sponsor – Deadline: December 6, 2011

As a Major Sponsor, your company will sponsor the Midwest Conference on Differentiated Instruction, the National Conference on Singapore Math, I teach K! and the National Conference on Differentiated Instruction. Sponsorship benefits include:

- An opportunity to present up to four 75-minute sessions, one session for each of the conferences
- A premium location for your free double booth in the conference exhibit halls
- Your company logo on all four conference brochures that will be mailed to more than 1,500,000 educators
- Your company logo on each of the four conferences websites
- A full-page ad in each of the participants resource binder
- A half-page ad in each of the conference program guides
- Special discount rate for list rental
- Four complimentary registrations for each conference 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
- A one-year special 20% discount when exhibiting at any other SDE event
- Major Sponsor for SDE's four national conferences: \$30,000
- Additional opportunities to be negotiated

### Conference Sponsor – Deadline: December 6, 2011

Sponsor the national conference of your choice. Sponsorship benefits include:

- An opportunity to present one 75-minute session at the conference
- A premium location for your double booth in the conference exhibit hall
- Your company logo on the conference brochure, website and program guide
- A full-page ad in the participants resource binder
- A half-page ad in the conference program guide
- Special discount rate for 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
- A one-year special 20% discount when exhibiting at any other SDE event
- Additional opportunities to be negotiated

## Exhibitor Presenter – Deadline: December 6, 2011

As an Exhibitor Presenter, you'll have the opportunity to present one 75-minute session at the conference of your choice. Only one Exhibitor Presenter session is available for each day of the conference, and each is pending SDE approval. Other benefits include:

- A free single booth space in the conference exhibit hall
- Your company logo next to your session description in the conference brochure
- Your company logo next to your session title in the conference program guide
- Two complimentary conference registrations—to give away to your top clients
- A participant tote bag insert, flyer or give-a-way
- Special discount rate for list rental

For a copy of our Exhibitor Proposal form go to [www.sde.com/exhibitproposal2012](http://www.sde.com/exhibitproposal2012).

## Promotional Opportunities

Event	Administrators Summit	Technology Strategies in Your Classroom Pre-Conference	I teach K! National Kindergarten Conference	National Conference on Singapore Math	National Conference on Differentiated Instruction	Midwest Conference on Differentiated Instruction
<b>Dates</b>	July 9, 2012	July 9, 2012	July 9-12, 2012	July 10-13, 2012	July 10-13, 2012	July 22-25, 2012
<b>Projected Attendance</b>	300	500	1,400	1,200	4,500	2,500
<b>Grade Levels</b>	K-12 Administrators	K-12	Kindergarten	K-6 plus Administrators	K-12 plus Administrators	K-12 plus Administrators
<b>Location</b>	Venetian/Palazzo Las Vegas, NV	Venetian/Palazzo Las Vegas, NV	Venetian/Palazzo Las Vegas, NV	Venetian/Palazzo Las Vegas, NV	Venetian/Palazzo Las Vegas, NV	Marriott Downtown Chicago, IL
<b>Conference Sponsor</b>	\$4,000	\$4,000	\$10,000	\$10,000	\$15,000	\$10,000
<b>Exhibitor Presenter</b>	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
<b>10' x 10' Exhibit Booth</b>	N/A	N/A	1 Booth \$1295 2 Booths \$2,000 3 Booths \$3,250 4 Booths \$4,500	1 Booth \$1295 2 Booths \$2,000 3 Booths \$3,250 4 Booths \$4,500	1 Booth \$1295 2 Booths \$2,000 3 Booths \$3,250 4 Booths \$4,500	1 Booth \$750 2 Booths \$1,065 3 Booths \$1,430 4 Booths \$1,700
<b>Tote Bag Insert</b> (deadline 4/15/11)	\$200	\$200	\$300	\$300	\$500	\$350
<b>Mailing List Rental</b> (e-mail list not available)	\$125/Thousand Names	\$125/Thousand Names	\$125/Thousand Names	\$125/Thousand Names	\$125/Thousand Names	\$125/Thousand Names
<b>Program Guide Space Ad</b> (Black & White only-deadline 5/1/11)	N/A	N/A	\$600 Full-page \$375 Half-page \$250 Quarter-page	\$600 Full-page \$375 Half-page \$250 Quarter-page	\$1,175 Full-page \$775 Half-page \$475 Quarter-page	\$600 Full-page \$375 Half-page \$250 Quarter-page

SDE's 2012 National Conference Sponsorship opportunities are limited. Call Sally Christensen at 1-603-924-1155 or e-mail [schristensen@sde.com](mailto:schristensen@sde.com) today to discuss which sponsorship would best meet your sales and marketing objectives.