



*Transforming Learning*

AUGUST 9, 2018  
SAINT PAUL RIVERCENTRE

## SPONSOR & EXHIBITOR PROSPECTUS



***Don't miss this one-of-a-kind opportunity to share your products or services with hundreds of Minnesota educators who make assessment relevant for ALL students.***



Register to be a sponsor or exhibitor [here](#).

For more information, contact Terri Swanson, [tswanson@mngts.org](mailto:tswanson@mngts.org).

# A+ Education Conference

## ABOUT THE CONFERENCE

*An opportunity for practitioners, leaders and stakeholders in the Minnesota education community to come together and advance learning, share best practices and find the resources and solutions they need to be successful for their school, classroom and students!*

In its second year, the 2018 annual A+ Education Conference will build upon the successes and learnings of the 2017 conference while continuing to grow in the areas of people it serves and content it offers. Held in Saint Paul, Minnesota, this year's conference will include a variety of session offerings and formats including workshops, case studies, lectures, panel discussions and rapid fire sessions. Additionally, the conference will feature an exhibit hall, and sponsors will have the opportunity to present educational sessions and/or case study sessions. The conference will offer other formal and informal networking sessions.

The A+ Education Conference strives to transform systems and practice for the success of ALL students by making student assessment relevant and meaningful.

**"I appreciate being able to speak to vendors."**

**— 2017 attendee**



***Do more than just exhibit at the A+ Education Conference!***

## WHY YOU SHOULD JOIN US

- + Position yourself as a learning leader in the state of Minnesota
- + Discover emerging trends in the Minnesota K-12 market and identify market needs
- + Generate business opportunities with current and prospective partners
- + Showcase current products, services and programs
- + Launch new products, services and programs
- + Establish your institution or organization
- + Forge new partnerships

**More than 86% of 2017 conference attendees said they had 1-5 meaningful conversations.**



## WHO WILL BE THERE

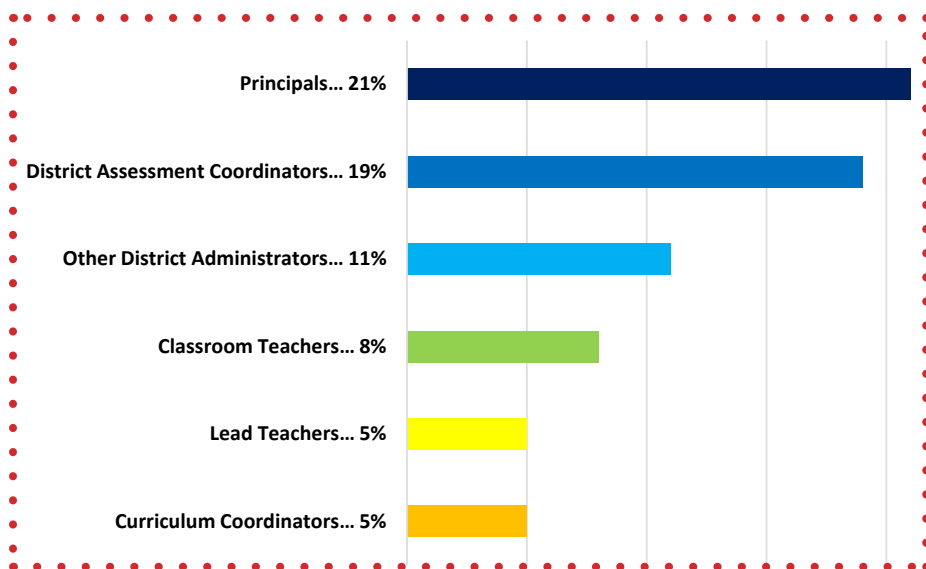
### Attendees come from:

- Public and Charter Schools
- Schools Districts
- Nonprofit/Advocacy Groups
- State Agencies
- Education Professional Associations
- Postsecondary Institutions
- Minneapolis/St. Paul metro and outstate

### Attendees will be looking for products and solutions like:

- Using Data to Inform Policy and Decision Making
- Instructional Strategies
- College Readiness
- Curriculum
- Reporting Tools
- Educational Technology
- Testing Tools
- Classroom or School Supplies
- Administrative Operations (Staffing, Legal, Facilities)
- Special Education
- English Language Learning
- Diversity, Inclusion and Equity

### 2017 Attendee Position Titles



**90% of 2017 Sponsors & Exhibitors said they received the booth traffic they hoped for.**

## SPONSORSHIP OPPORTUNITIES AT-A-GLANCE

Sponsor Benefits	Platinum Sponsor \$10,000 (1 available)	Gold Sponsor \$5,000 (4 available)	Silver Sponsor \$3,000 (10 available)	Bronze Sponsor \$2,000 (20 available)	Exhibitor \$950 \$450 nonprofit
Signage/banner	Exclusive	Shared	Shared	n/a	n/a
Exhibit booth*	Premier Location in Main Corridor 10x20, two skirted tables & four chairs	Main Corridor Location 8x10, one skirted table & two chairs	Prime Location in Exhibit Hall 8x10, one skirted table & two chairs	8x10, one skirted table & two chairs in Exhibit Hall Bronze section	8x10, one skirted table & two chairs in Exhibit Hall
Education session presentation opportunities	2 sponsored sessions	1 sponsored session	n/a	n/a	n/a
Pre-conference email promotion	✓	✓	✓	n/a	n/a
Logo and hot link from conference website to sponsor site	✓	✓	✓	n/a	n/a
Logos on large screen during keynote and plenary sessions	✓	✓	✓	✓	n/a
Banner ad in official conference app	1	1	1	n/a	n/a
Conference app ad	Ad on splash page of app	n/a	n/a	n/a	n/a
Conference app push notifications, promoting education session or booth number	2	1	n/a	n/a	n/a
Program or conference app ad	Full page	Half page	n/a	n/a	n/a
Conference passes	6 full passes with lunch	4 full passes with lunch	3 full passes with lunch	2 full passes with lunch	2 lunch tickets only
Company listing & 50-word description in program/app	✓	✓	✓	✓	✓
Access to attendee opt-in email list after conference	✓	✓	✓	✓	✓
Sponsor ribbons	✓	✓	✓	✓	n/a

**\*Booth space and location are assigned on first-come, first-served basis. All booths are fully piped, draped and carpeted throughout.**

## EXCLUSIVE ADD-ON BRANDING OPPORTUNITIES



### MOBILE APP

Logo streamed on footer of most pages of app; one push notification



### LUNCH

Name where lunch is promoted, logo displayed on large screens during lunch



### CONFERENCE BAG

Name on one side of conference bag



### BADGE LANYARD

Name on lanyard worn by all attendees and vendors



### EXHIBITOR SHOWCASE

15-minute presentation during break held in exhibit hall (2 available)

**All 2018 sponsors are also offered an early bird discount and first-right of refusal for 2019.**

[Click here to register as a sponsor or exhibitor!](#)

## SPONSOR OPPORTUNITIES

### Platinum Sponsor \$10,000 - 1 available

- Exclusive signage/banner at event
- Premier location for double wide (10X 20) exhibit booth with two skirted tables and four chairs
- Two sponsored education session presentation opportunities
- Pre-conference email promotion
- Logo and link from conference website to sponsor site
- Logo on large screen during keynote and plenary sessions
- Banner ad in official conference app
- Ad on conference app splash page
- 2 conference app push notifications, promoting education session or booth number
- Full page program or app ad
- 6 conference passes with lunch
- Company listing & 50-word description in program/app
- Access to attendee opt-in email list after conference
- Sponsor ribbons

### Gold Sponsor \$5,000 - 4 available

- Shared signage/banner at event
- 8x10 exhibit booth with skirted table and two chairs
- One education session presentation opportunity
- Pre-conference email promotion
- Logo and link from conference website to sponsor site
- Logo on large screen during keynote and plenary sessions
- Banner ad in official conference app
- 1 conference app push notification, promoting education session or booth number
- Half page program or app ad
- 4 conference passes with lunch
- Company listing & 50-word description in program/app
- Access to attendee opt-in email list after conference
- Sponsor ribbons

### Silver Sponsor \$3,000 - 10 available

- Shared signage/banner at event
- 8x10 exhibit booth with skirted table and two chairs
- Pre-conference email promotion
- Logo and link from conference website to sponsor site
- Logo on large screen during keynote and plenary sessions
- Banner ad in official conference app
- 3 conference passes with lunch
- Company listing & 50-word description in program/app
- Access to attendee opt-in email list after conference
- Sponsor ribbons

### Bronze Sponsor \$2,000 - 20 available

- Shared signage/banner at event
- 8x10 exhibit booth with skirted table and two chairs
- 2 conference passes with lunch
- Company listing & 50-word description in program/app
- Access to attendee opt-in email list after conference
- Sponsor ribbons

### Exhibitor for profit company \$950; Nonprofit \$450

- 8x10 exhibit booth with skirted table and two chairs
- Two lunch tickets for booth staff
- Company listing and 50-word description in conference program/app
- Access to attendee opt-in email list after conference

### Add-on Branding Opportunities \$1,500, plus cost of sponsorship

- Mobile App – Company name/logo on bottom of most conference app pages and one push notification
- Lunch – Name/logo wherever lunch is promoted, prior and during event. (The sooner you register for this sponsorship, the more promotion you'll receive!)
- Conference Bag – Name/logo on one side of conference bag. Bag handed out to each attendee and vendor!
- Conference Nametag Lanyard – Name/logo on each lanyard worn by all attendees and vendors during conference.
- Exhibitor Showcase (only two available) – Opportunity to conduct a 15-minute presentation on your company, product or service during exhibit hours at the conference. The more compelling the topic, the more drop-in visitors you'll get.

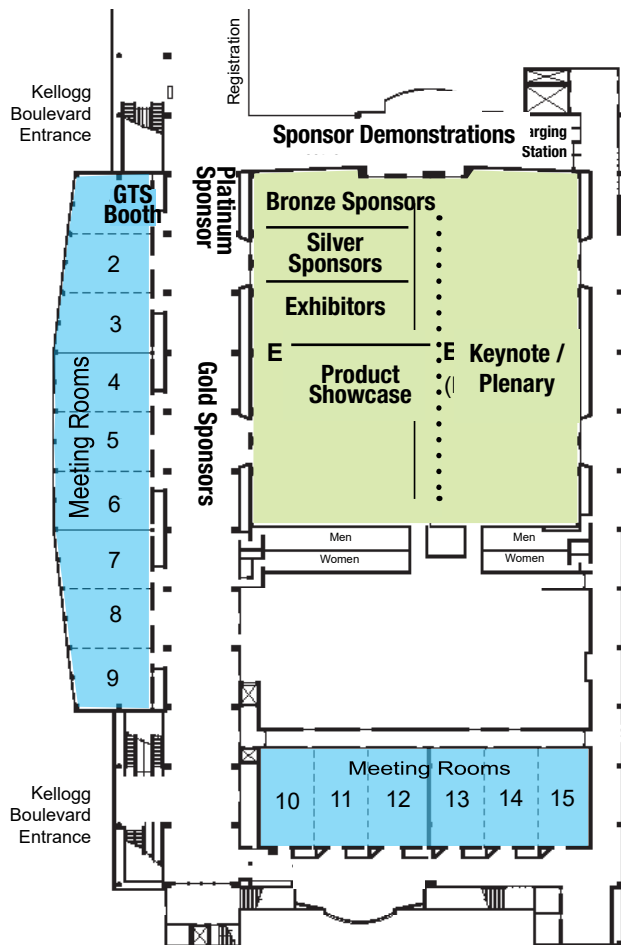
*Booth space and location assigned on first-come, first-served basis.*

**"Good show that met our expectations.  
The event was very organized and the  
trivia game directed a lot of traffic  
through our booth."**

**— 2017 exhibitor**



# A+ EDUCATION CONFERENCE FLOOR PLAN SAINT PAUL RIVERCENTRE



*Tentative and subject to change.*

## 2017 Sponsors & Exhibitors

- ACT, Inc.
- CTV North Suburbs
- Curriculum Associates
- Diversified
- Edmentum
- EMC School
- FastBridge Learning
- Fresh Color Press
- Hamline University
- Matific
- Minnesota Department of Education
- Minitex
- MSTP - UMN
- MyON
- National Joint Powers Alliance
- Now Micro, Inc
- PCs for People
- Pearson
- Public Consulting Group
- Saint Mary's U of M
- SWWC Service Cooperative
- TIES
- United Educators Credit Union
- Visit Saint Paul
- Voyager Sopris Learning
- Wells Fargo

## SPONSOR & EXHIBITOR REGISTRATION

Register now to get the best sponsorship and booth location!

All 2018 sponsors also have first right of refusal for 2019.

To register, visit

<https://events.mngts.org/Events/35741/2018-a-education-conference-sponsors-and-exhibitors>.

For more information or to discuss the opportunity that is best for you contact:

Terri Swanson, [tswanson@mngts.org](mailto:tswanson@mngts.org) or 952-885-4323.

*GTS Educational Events is a nonpartisan organization, and does not take positions on any legislation or ballot measures, nor does it endorse or oppose any candidates in elections to public office.*

[REGISTER  
HERE!](https://events.mngts.org/Events/35741/2018-a-education-conference-sponsors-and-exhibitors)



GTS Educational Events is a nonprofit organization dedicated to helping government, civic organizations and educational organizations build knowledge, drive innovation and improve collaboration. GTS does this through its dedication and work to bring together innovative thinking and expertise to solve the most pressing community challenges. Visit [mngts.org](https://mngts.org) for more information.