

# Sponsorship, Exhibition, and Advertising Opportunities



## 2019 EDUCATORS RISING NATIONAL CONFERENCE

There's power in teaching



June 22-25, 2019 | Hyatt Regency Dallas | Dallas, Texas



**EDUCATORS  
RISING**  
There's power in teaching

A Division of  
**PDK**  
INTERNATIONAL

## ABOUT EDUCATORS RISING

Educators Rising is a student organization dedicated to supporting young people interested in education-related careers. We are a national network of more than 21,000 student and teacher leader participants in grow-your-own-teacher programs in high schools across the nation.

### MISSION

Educators Rising cultivates highly skilled educators by guiding young people on a path to becoming accomplished teachers, beginning in high school and extending through college and into the profession.

### VISION

Every teacher in America has the skills and experience to help all students achieve their potential.

## ABOUT THE NATIONAL CONFERENCE

The Educators Rising National Conference is a unique, annual celebration of inspired rising educators. Each year, nearly 1,300 conference participants come from across the country to take advantage of a diverse array of networking and professional learning opportunities. This three-day, action-packed event is filled with networking, learning, competing, and celebrating. It's an opportunity for students and their teacher leaders to:

- ▶ Connect and learn from each other through breakout workshops;
- ▶ Compete for national titles in 20+ competitive events designed to allow students to develop and showcase their teaching skills; and
- ▶ Be inspired by keynote presentations from national education leaders.

## OUR NETWORK

### RACE & ETHNICITY

White **49%**

Hispanic of any race **27%**

Black or African American **12%**

Two or more races **5%**

Asian **3%**

Other **3%**

American Indian or Alaskan Native **1%**

Native Hawaiian or other Pacific Islander **<1%**

### GENDER

Female **85%**

Male **14%**

Other **1%**

### REACH



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## WHY GET INVOLVED?

- ▶ **Capture the attention of** more than 1,000 aspiring educators who are open to enrolling in your institution and learning about your program, product, or service.
- ▶ **Enhance your visibility** among the best and brightest high school students in the country who are interested in education-related careers.
- ▶ **Establish relationships** with hundreds of teacher leaders and state/regional coordinators who are inspiring and preparing the next generation of educators.
- ▶ **Contribute** to the advancement of the teaching profession.

There are a variety of opportunities from which to select to gain exposure for your product(s), service(s), or school/college of education. From sponsorship and exhibition packages to co-branding opportunities, Educators Rising has promotional options to accommodate your marketing objectives, resources, and budget.

## WHAT MAKES THIS EVENT SO UNIQUE?

- ▶ **The explicit focus** on education and teacher preparation
- ▶ **The caliber of attendees;** sponsors/exhibitors share that students are very motivated and fully invested in the teacher education field and undergraduate teacher education programs
- ▶ **The opportunities for engagement;** sponsors/exhibitors value having multiple opportunities to speak with students throughout the conference
- ▶ **The inspiring atmosphere;** sponsors/exhibitors cherish the opportunity to be surrounded by the next generation of educators

## WHAT OUR SPONSORS & EXHIBITORS SAY

*75% of those surveyed after the 2018 conference were extremely or very likely to recommend sponsoring or exhibiting at the Educators Rising National Conference to a friend or colleague (n=12).*

*67% of those surveyed after the 2018 conference rate their return on sponsorship/exhibitor investment excellent or above average.*



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# SPONSORSHIP OPPORTUNITIES

Get involved with the nation's leading conference for aspiring educators.

## LEADERSHIP LEVEL

Make a big splash. Reach the most attendees with these opportunities.

Presenting Sponsor	General Session Sponsor	Social Event Sponsor
\$50,000	\$20,000	\$12,000
Limit: 1	Limit: 4	Limit: 1
Reach our entire 22,000+ person network	Reach 1,300+ conference attendees	Reach 1,300+ conference attendees
Speaking opportunity	Speaking opportunity	Exhibiting space
Present a session	Exhibiting space	Exclusive logo recognition
Prime exhibiting space	Exclusive logo recognition	Distribute branded items
Exclusive logo recognition	Conference t-shirt branding	Program book ad
... and more!	... and more!	... and more!

## ENGAGING EDUCATORS LEVEL

Leave a lasting impression with a captive, engaged audience.

Teacher Leader Luncheon Sponsor & Speaker	Breakout Session Sponsor & Presenter	Competition Sponsor & Award Presentation
\$10,000	\$5,000	\$2,500
Limit: 1	Limit: 5	Limit: 21
Reach 150 practicing teacher leaders	Reach 100 aspiring educators and teacher leaders	Exclusive logo recognition
Speaking opportunity	Choose between student track or teacher leader track	Serve as competition judges
Exhibiting space	Exhibiting space	Award the winner
... and more!	... and more!	... and more!



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# SPONSORSHIP OPPORTUNITIES cont.

## COMMUNITY BUILDER LEVEL

Make the conference a memorable one by investing in an attendee experience..

Limited Edition Water Bottle	Charging Station	Photo Booth
\$5,000	\$3,000	\$2,500
Limit: 1	Limit: 3	Limit: 1
Distributed to all 1,300+ conference attendees	Exclusive logo recognition	Exclusive logo recognition
Program book ad	Program book ad	Program book ad
Bag drop opportunity	Bag drop opportunity	Bag drop opportunity
... and more!	... and more!	... and more!

Social Media Wall	Wi-Fi Sponsor
\$2,500	\$2,000
Limit: 1	Limit: 1
Exclusive logo recognition	Use your org.'s name as event Wi-Fi password
Program book ad	Bag drop opportunity
Bag drop opportunity	Bag drop opportunity
... and more!	... and more!

### Want more details?

Not finding what you're looking for? Contact Boosaba at 571-814-5417 or [btan@pdkintl.org](mailto:btan@pdkintl.org) to learn more and develop an opportunity that's perfect for you.



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## EXHIBITION OPPORTUNITIES

### College and Innovation Exhibit Fair

Join us at the Educators Rising College and Innovation Exhibit Fair, a high-energy expo where nearly 1,300 fired-up future educators are looking for knowledge about teacher education programs at higher education institutions and information about the greater education ecosystem. Colleges and universities, as well as nonprofit, for-profit, and public sector organizations focused on education, are invited to exhibit and engage with students and teacher leaders from across the country. Attract and connect with exceptional students who have expressed an interest in education careers.

#### College and University Rates

\$400 *Early rate (on or before Feb. 1, 2019)*  
\$500 *Regular rate (after Feb. 1, 2019)*  
\$1,000 *Prime location*

#### Nonprofit/Public Sector and For-profit Rates

\$500 *Nonprofit/public sector rate*  
\$1,000 *For-profit rate*  
\$1,500 *Prime location*

#### Benefits:

- ▶ One 6' table with linen
- ▶ Two chairs
- ▶ Lunch on June 23 for two attendees
- ▶ Organization name listed on sponsor page of the [Educators Rising National Conference website](#)
- ▶ Organization name listed as an exhibitor in the conference program book

#### PRELIMINARY SCHEDULE:

##### Sunday, June 23

7 a.m. – 9 a.m.	Setup
9 a.m. – 5 p.m.	Exhibit Hall open



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## ADVERTISING OPPORTUNITIES

### National Conference Program Book Ads

AD SIZE	AD-ONLY RATE	DISCOUNTED AD RATE WITH EXHIBIT TABLE	AD SPECIFICATIONS
Full-page ad	\$800	\$750	<ul style="list-style-type: none"> <li>▶ 7" W x 9 3/8" H</li> <li>▶ Black and white</li> </ul>
Half-page ad	\$425	\$375	<ul style="list-style-type: none"> <li>▶ 7" W x 4 1/2" H</li> <li>▶ Black and white</li> </ul>

### EdRising Virtual Campus Ads – \$3,000 (Limit 5)

The Educators Rising Virtual Campus has more than 21,000 active users that include both students and their teacher leaders. By placing a banner ad on the Virtual Campus, companies and universities have the unique opportunity to highlight their programs and services to our membership for one full year. **To learn more, please contact Boosaba Tan, at [btan@pdkintl.org](mailto:btan@pdkintl.org) or 571-814-5417.**

#### SAMPLE BANNER AD



### Sponsored Social Media Posts – \$500 (Limit 5)

Educators Rising has nearly 1,500 Instagram followers who are all interested in education. This package includes five sponsored Instagram posts to reach passionate students and teacher leaders. Advertisers will work closely with Educators Rising staff to develop co-branded ads and schedule them for maximum impact throughout the year.



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## TENTATIVE CONFERENCE SCHEDULE

### Saturday, June 22

1:00 PM - 7:00 PM Competitions  
7:00 PM Opening Ceremony  
with Keynote

### Sunday, June 23

8:00 AM - 12:00 PM Competitions  
9:00 AM - 10:45 AM Breakout sessions  
9:00 AM - 5:00 PM College & Innovation Fair  
11:00 - 11:45 PM Dedicated time to visit  
exhibit hall  
12:00PM Lunch with Keynote  
2:00 - 3:45 PM Breakout sessions  
2:00 - 7:00 PM Competitions  
8:00 - 11:00 PM Lip Sync Battle & Dance

### Monday, June 24

8:00 AM - 12:00 PM Competitions  
9:00 AM - 11:45 AM Breakout Sessions  
After 2:00PM Dallas Social Event

### Tuesday, June 25

9:00 - 11:45 AM Breakout sessions  
12:00 - 1:00 PM Networking Lunch  
(Teachers)  
12:00 - 1:00 PM Networking Luncheon  
(Students)  
1:30 - 3:30 PM Closing General Session  
& Awards Celebration

## DEADLINES

### FEBRUARY 1, 2019

- ▶ Reservations due for exhibit tables at early rates

### FEBRUARY 25, 2019

- ▶ Reservations due for breakout session sponsorships

### MAY 8, 2019

- ▶ Reservations due for all other sponsorships, exhibit tables, or advertisements

### MAY 24, 2019

- ▶ Sponsorship/exhibition/advertising payments due (to be included in the program book)

### MAY 24, 2019

- ▶ Sponsor logo and program book ad due

## CONTACT INFORMATION

For more information on sponsorship, exhibition, or advertising opportunities, please contact Boosaba Tan at [btan@pdkintl.org](mailto:btan@pdkintl.org) or 571-814-5417.



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