

Call for Exhibitors

Join the 31st Annual New England

Christa McAuliffe Technology Conference ~ 2017



Reach for the
STARS

*"I Touch the Future,
I Teach..."*

You are invited to join us

November 28 – 30, 2017

Radisson Hotel & Expo Center
Manchester, NH

Reach Your Marketing Audience – Reach for the Stars with Us!

Join us if **your company PROVIDES** the following **PRODUCTS** or **SERVICES**

Hardware and software, networking and infrastructure, curriculum and assessment, consulting, professional development, school furniture, eBooks, eLearning, network safety and security, legal or architectural services, administrative management systems, school equipment/supplies, mobile computing devices, peripherals, decision-support systems, library automation systems, online educational databases, printed book vendors, or makerspace resource vendors.

Join us if you need to **REACH 1,500 people** and access **DECISION-MAKERS**

Superintendents, assistant superintendents, school board members, library/media specialists, directors of technology, business managers, technology integration specialists, special education directors, principals, curriculum specialists, technology-savvy educators, Department of Education staff, and more.

Co-Sponsored by

NH School Administrators Association (NHSAA) & NH Affiliate of ISTE (NHSTE)

In collaboration with

NH School Library Media Association (NHSLMA)

Exhibitor Information and Show Details

We listened to your feedback and have incorporated the following to enhance your exhibitor experience:

- All exhibitors will be provided with a [contact information sheet](#) for all attendees who agree to release their information
- A **full hour** on Tuesday and Wednesday following the keynote presentation scheduled exclusively for visiting our exhibitors and **45-minutes** before the final concurrent session for the afternoon health break and exhibitor networking
- **Wireless internet** – we are committed to providing a quality wireless network and infrastructure for our exhibitors
- Wall-to-wall **carpet** covering the entire expo hall, including all booth spaces
- **Prizes** distributed daily for attendees participating in exhibitor engagement activity in the Expo Center
- **Exhibitor classroom** and **EdTech Playgrounds** available for presentations
- **Non-profit booths** – special 50% discount on Thursday to share what your organization has to offer educators onsite & online
- **Library/Media Exhibitors** – in collaboration with the NH School Library Media Association (NHSLMA), we invite you to join us on Tuesday, Wednesday, and Thursday – or just Thursday for a Library/Media-focused day

Booth Space Includes:

- 10' x 8' space with pipe & drape (8' back wall and 3' side wall) and identification sign
- 6' long, skirted exhibit table, two chairs, and one 110v outlet
- Carpet & wireless internet access
- Two free exhibitor badges and lunch tickets per day
- The ability to bring engaging activities to help draw attendees into your booth
- Company name, contact information, hyperlinked website, and 100-character description listed on the [CMTC website](#) and [Sched.org](#), the CMTC online planner & mobile app

Exhibitor Presentation Options:

- **Exhibitor classroom sessions**, suitable for hosting approximately 25 participants, are available by the hour.
- **EdTech Playground** ~ On Thursday, exhibitors are invited to join us alongside educators to participate in our playground. Topics will change between the morning and afternoon playground times. Registration includes a table and plenty of space to set up an interactive area for 2 hours for attendees to “engage and learn.” Potential topics include: Digital Age Library, MakerSpaces, Assistive Technology, Technology & the Early Learner, Coding & Robotics, GAFE, Augmented/Virtual Reality, and Video Production. Lunch is also included for 2 representatives.

SET-UP HOURS	SHOW HOURS	TEARDOWN HOURS
3-Day & 2-Day Exhibitors Mon. Nov. 27 ~ 12:00 - 6:00 p.m. Tues. Nov. 28 ~ 6:00 - 7:30 a.m. Thurs. Exhibitors Wed Nov. 29 ~ 6:00 – 7:30 p.m. Thurs Nov. 30 ~ 6:00 – 7:30 a.m.	Tues. Nov. 28 ~ 7:30 a.m. - 4:30 p.m. Wed. Nov. 29 ~ 7:30 a.m. - 4:30 p.m. Thurs. Nov. 30 ~ 7:30 a.m. - 3:00 p.m.	2-Day Exhibitors ONLY Wed. Nov. 29 ~ 4:30 - 6:00 p.m. 3-Day & Thurs. Exhibitors Thurs. Nov. 30 ~ 3:00 - 5:00 p.m.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Platinum Sponsorship (2 available) \$5,500 each Includes these exclusive options: <ul style="list-style-type: none"> • Prime booth location at conference (based on availability) • Full-page ad on the inside cover of the conference program guide • Logo displayed on CMTC website, all conference signage, and at conference opening presentation prior to keynote each day • Your logo included in all email blasts to attendees • Exclusive inclusion of Logo on Mobile App for attendees • Option to distribute lanyard/conference bag to all attendees 	Gold Sponsorship (2 available) \$4,500 each Includes these exclusive options: <ul style="list-style-type: none"> • Prime booth location inside the main entrance of the Expo Hall (based on availability) • Full-page ad in the conference program guide • Logo displayed on CMTC website, all conference signage, and at conference opening presentation prior to keynote each day • One sponsored email blast to all attendees with important conference information
Keynote Sponsorship – YOUR company name & logo highlighted before the keynote (3 available)	\$2,000 each
Lunch Sponsorship – YOUR company name & logo posted on the tables or lunch boxes (6 available)	\$1,500 each
Parking Sponsorship – Parking validator machine located in YOUR booth (2 available per day)	\$1,000 each
Health Break Sponsorship – YOUR company name & logo posted on health break tables (2 available)	\$1,000 each
Closing Session & Raffle – YOUR company name & logo posted on refreshment tables (1 available)	\$1,000

Please contact Carl Ladd at carl@nh saa.org to discuss sponsorship and advertising opportunities.

2017 Christa McAuliffe Technology Conference

Registering Your Organization: Registrations must be submitted using the **online Call for Exhibitors process**. It is as easy as 1, 2, 3...

- 1) Go to www.nhcmtc.org and click on **Exhibit** in the top right-hand corner
- 2) Hover over the **Registration** tab and select **Exhibitor Registration Process**
- 3) **Follow the instructions** for each step of the registration process

You will receive an email confirming receipt of your registration

Registration Deadline for 10% discount: Friday, July 14, 2017

EXHIBITOR SPACE OPTIONS <i>(includes carpet & wireless internet access)</i>		
Storefront Classroom (AV included; sizes vary, multiple room set-up options, contact Jen for details)	3 days	= \$3,500
3-Day Exhibit Space – Limited availability: <i>Single</i> (draped 6' table in 10' x 8' space) Green on map	3 days	= \$1,800
3-Day Exhibit Space – Limited availability: <i>Double</i> (draped 6' tables in 20' x 8' space) Green on map	3 days	= \$3,500
3-Day Exhibit Space – Limited availability: <i>Triple</i> (draped 6' tables in 30' x 8' space) Green on map	3 days	= \$5,200
3-Day Exhibit Space – Limited availability: <i>Quad</i> (draped 6' tables in 40' x 8' space) Green on map	3 days	= \$6,900
2-Day Exhibit Space – Tues/Wed only: <i>Single</i> (draped 6' table in 10' x 8' space) Blue on map	2 days	= \$1,200
2-Day Exhibit Space – Tues/Wed only: <i>Double</i> (draped 6' tables in 20' x 8' space) Blue on map	2 days	= \$2,300
2-Day Exhibit Space – Tues/Wed only: <i>Triple</i> (draped 6' tables in 30' x 8' space) Blue on map	2 days	= \$3,400
2-Day Exhibit Space – Tues/Wed only: <i>Quad</i> (draped 6' tables in 20' x 16' space) Blue on map	2 days	= \$4,500
1-Day Library/Media Exhibit Space – Thursday only: <i>Single</i> (draped 6' table in 10' x 8' space)	1 day	= \$600
1-Day Library/Media Exhibit Space – Thursday only: <i>Double</i> (draped 6' tables in 20' x 8' space)	1 day	= \$1,100
1-Day Library/Media Exhibit Space – Thursday only: <i>Triple</i> (draped 6' tables in 30' x 8' space)	1 day	= \$1,600
1-Day Library/Media Exhibit Space – Thursday only: <i>Quad</i> (draped 6' tables in 20' x 16' space)	1 day	= \$2,100
These spaces will surround our Thursday showcases in booths 35 - 51		
1-Day Non-Profit Exhibit Space – Thursday only: <i>Single</i> (draped 6' table in 10' x 8' space)	1 day	= \$300
These spaces will surround our Thursday showcases in booths 67 - 74		
		<i>a 50% discount!</i>
Exhibitor Classroom (seats approximately 25 participants) Includes a screen and projector	1 hour	= \$500
EdTech Playground Table (2 morning & 2 afternoon options available)	2 hours	= \$500

NOTE: If you have a "Free Standing Exhibit Booth," it must fit within the dimensions noted on the Registration Form. Please contact the Radisson staff directly at (603) 625-1000 by **Monday, November 13, 2017** if you require any special adaptations (i.e. telephone, extra electrical) and to define your space layout. This is your responsibility and **IS NOT INCLUDED** in the registration fee. Booth assignments are made on a first-come, first-served basis. CMTC reserves the right to move any booth for logistical purposes.

★ ★ ★ Deadlines ★ ★ ★

July 14th Registration and payment are due in order to appear in the Conference Program Guide and receive the **10% discount**.
Presentation/concurrent session description(s) are due, if applicable, to appear in the Conference Program Guide.

November 13th Contact the Radisson for special arrangements. The hotel may assess a late fee for ALL REQUESTS received after Monday, November 13, 2017.

Questions??? Please feel free to email Jen Mensah at jennifer@nhsaa.org or call at **(603) 225-3230**

Visit www.nhcmtc.org for more information

CHANGE SERVICE REQUESTED

Join the 31th Christa McAuliffe Technology Conference!

Please open and respond immediately. Dated materials enclosed!

Hit Your Target Market - Reach for the Stars with Us

Call for Exhibitors

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EXHIBIT SPACE OPTIONS

- **3-Day Booths** ~ Tues.-Thurs.
limited availability (green)
- **2-Day Booths** ~ Tues. & Wed.
approximately 65 (blue)
- **Library/Media & Non-profit Booths**
 Thurs. only
approximately 25 total