

# Call for Exhibitors

Join the 31<sup>st</sup> 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
<b>3-Day &amp; 2-Day Exhibitors</b> <b>Mon.</b> Nov. 27 ~ 12:00 - 6:00 p.m. <b>Tues.</b> Nov. 28 ~ 6:00 - 7:30 a.m. <b>Thurs. Exhibitors</b> <b>Wed</b> Nov. 29 ~ 6:00 – 7:30 p.m. <b>Thurs</b> Nov. 30 ~ 6:00 – 7:30 a.m.	<b>Tues.</b> Nov. 28 ~ 7:30 a.m. - 4:30 p.m. <b>Wed.</b> Nov. 29 ~ 7:30 a.m. - 4:30 p.m. <b>Thurs.</b> Nov. 30 ~ 7:30 a.m. - 3:00 p.m.	<b>2-Day Exhibitors ONLY</b> <b>Wed.</b> Nov. 29 ~ 4:30 - 6:00 p.m. <b>3-Day &amp; Thurs. Exhibitors</b> <b>Thurs.</b> Nov. 30 ~ 3:00 - 5:00 p.m.

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

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

Please contact Carl Ladd at [carl@nh saa.org](mailto: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](http://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**

<b>EXHIBITOR SPACE OPTIONS</b> <i>(includes carpet &amp; wireless internet access)</i>		
<b>Storefront Classroom</b> (AV included; sizes vary, multiple room set-up options, contact Jen for details)	3 days	= \$3,500
<b>3-Day Exhibit Space</b> – Limited availability: <i>Single</i> (draped 6' table in 10' x 8' space) <b>Green on map</b>	3 days	= \$1,800
<b>3-Day Exhibit Space</b> – Limited availability: <i>Double</i> (draped 6' tables in 20' x 8' space) <b>Green on map</b>	3 days	= \$3,500
<b>3-Day Exhibit Space</b> – Limited availability: <i>Triple</i> (draped 6' tables in 30' x 8' space) <b>Green on map</b>	3 days	= \$5,200
<b>3-Day Exhibit Space</b> – Limited availability: <i>Quad</i> (draped 6' tables in 40' x 8' space) <b>Green on map</b>	3 days	= \$6,900
<b>2-Day Exhibit Space</b> – Tues/Wed only: <i>Single</i> (draped 6' table in 10' x 8' space) <b>Blue on map</b>	2 days	= \$1,200
<b>2-Day Exhibit Space</b> – Tues/Wed only: <i>Double</i> (draped 6' tables in 20' x 8' space) <b>Blue on map</b>	2 days	= \$2,300
<b>2-Day Exhibit Space</b> – Tues/Wed only: <i>Triple</i> (draped 6' tables in 30' x 8' space) <b>Blue on map</b>	2 days	= \$3,400
<b>2-Day Exhibit Space</b> – Tues/Wed only: <i>Quad</i> (draped 6' tables in 20' x 16' space) <b>Blue on map</b>	2 days	= \$4,500
<b>1-Day Library/Media Exhibit Space</b> – Thursday only: <i>Single</i> (draped 6' table in 10' x 8' space)	1 day	= \$600
<b>1-Day Library/Media Exhibit Space</b> – Thursday only: <i>Double</i> (draped 6' tables in 20' x 8' space)	1 day	= \$1,100
<b>1-Day Library/Media Exhibit Space</b> – Thursday only: <i>Triple</i> (draped 6' tables in 30' x 8' space)	1 day	= \$1,600
<b>1-Day Library/Media Exhibit Space</b> – 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		
<b>1-Day Non-Profit Exhibit Space</b> – 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>
<b>Exhibitor Classroom</b> (seats approximately 25 participants) Includes a screen and projector	1 hour	= \$500
<b>EdTech Playground Table</b> (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 14<sup>th</sup>** 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 13<sup>th</sup>** 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](mailto:jennifer@nhsaa.org)  
or call at **(603) 225-3230**

*Visit [www.nhcmtc.org](http://www.nhcmtc.org) for more information*

CHANGE SERVICE REQUESTED

## Join the 31<sup>th</sup> 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

## 2017 Christa McAuliffe Technology Conference



### 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*