



MassCUE Fall Conference

#MassCUE

In partnership with
M.A.S.S.

Oct 16-17

2024

Gillette
STADIUM

**EXHIBITOR & SPONSOR
OPPORTUNITIES**

On behalf of the Massachusetts Computer Using Educators (MassCUE), we invite you to exhibit at the **MassCUE 2024 Fall Conference**. The event will be held on Wednesday, October 16 through Thursday, October 17, 2024 at Gillette Stadium in Foxborough, MA.

MassCUE is committed to its mission of providing educators from across New England with exciting ways to enhance teaching and learning with technology. The MassCUE Fall Conference attracts a highly targeted market of 2500 - 3000 K-12 educators and edtech leaders in the active MassCUE community.

About MassCUE

MassCUE is the state's leading organization for educators with a passion for digital teaching and learning. Having served educators in Massachusetts for over four decades, MassCUE provides rich professional development, networking and learning opportunities for all educators - ranging from classroom teachers, school-based administrators, technology and digital learning directors and superintendents.



Exhibit Hours

Tuesday, October 15th

- Exhibitor Set-Up: 10:00 a.m. - 7:00 p.m.
- Vendor Reception: 5:00 p.m. - 6:00 p.m.

Wednesday, October 16th

- Exhibit Hall Open: 7:30 a.m. - 4:00 p.m.

Thursday, October 17th

- Exhibitor Hall Open: 7:30 a.m. - 3:00 p.m.
- Exhibit Tear Down: 3:00 p.m. - 5:00 p.m.

**TO BECOME AN EXHIBITOR
OR SPONSOR, REGISTER YOUR
BUSINESS [ONLINE](#) TODAY!**

Exhibit Opportunities

Exhibit Booths –\$2,500

8' x 10' exhibit booths are located on the Putnam Club level on the east side of the stadium. Each booth includes: one 6ft. skirted table, two chairs, a waste basket, a standard 5-amp electrical outlet, and 2 complimentary conference registrations for booth staff. All exhibitors will receive a listing in the conference app and access to lead retrieval services. You will select your booth location when completing the on-line exhibitor registration form. [Click here to see the floor plan.](#)

Vendor Sessions–\$1,000 per 55-minute session (limited to one session per vendor)

Hosting a vendor session is a great way to give a presentation showcasing your products and services. Your session will be listed in the conference program amongst the many sessions taking place throughout the two-day conference. You select the day and time of your session when you complete the on-line exhibitor registration form. Each vendor session comes with 2 complimentary one day conference registrations valid for the day of the session. *If you'd like to conduct more than one session, consider renting a Box Suite.

Box Suites - Small, Medium or Large

Reserve your own dedicated box suite, overlooking the Patriots field, for use all day Wednesday and Thursday. This is a great opportunity to get creative and do several informative sessions that showcase your products and services. Often vendors like to use their dedicated suite to set up several different product demos throughout the room giving educators hands-on opportunities to experience new technologies and tools.

SMALL SUITE (1 Day: \$2,500 / 2 Days: \$5,000) seats approximately 20-30 people theater style. Purchase of a small suite comes with 2 complimentary conference registrations for your staff.

MEDIUM SUITE (1 Day: \$3,500 / 2 Days: \$7,000) seats approximately 40-50 people theater style. Purchase of a medium suite comes with 3 complimentary conference registrations for your staff.

LARGE SUITE (1 Day: \$5,000 / 2 Days: \$10,000) seats approximately 50-60 people theater style. Purchase of a large suite comes with 4 complimentary conference registrations for your staff.

Nonprofit Exhibit–Table Only \$500, Table + 1 Presentation Session \$700

MassCUE welcomes nonprofit organizations, whose mission is to improve K-12 education, to exhibit at our two-day conference. Nonprofits will have the opportunity to be part of the conference and share with our educators their no cost resources. Two tiers of pricing allow you to select the option that best meets your needs. The \$500 exhibit space includes a 6' skirted table and two chairs, as well as 2 complimentary table staff registrations. If you would like to have the opportunity to make a presentation, the \$700 fee includes the exhibit table along with one 55-minute session (Wednesday or Thursday). All nonprofit tables will be located in the new GP Atrium.

Additional Staff Registrations–\$125 per person, per day (for booth staff)

Your booth registration entitles you to receive a discount code for registering 2 booth staff. Any additional staff must register and pay a discounted conference fee of \$125 per person, per day. All booth staff are welcome to partake in the coffee service, lunches, and refreshment breaks each day. **Instructions on how to purchase booth staff registrations will be included in the Exhibitor Guide which you will receive by early September.**



Draw Attention to Your Booth and Drive More Valuable Time with Customers!

We strongly encourage you to consider ways to stand out and make an impression in the exhibit hall. We expect high volumes of attendee traffic in the exhibit area throughout both days of the conference. How will you attract more attention to your exhibit booth, resulting in more viable business leads? The following opportunities have proven successful for MassCUE exhibitors in the past. Consider adding one of these options to your exhibitor registration.

Digital Signage Package—\$1,500 (2 opportunities)

Prominently display a static company ad on one of the large screens located on the Patriots' field, as well as on the large video wall and monitors throughout the exhibit hall.

Gillette Stadium Tour—\$1,200 (8 opportunities)

This is a rare opportunity that will surely entice attendees to visit your booth. Offer a select group of attendees a tour of Gillette Stadium and the field! This tour package includes a 30-minute guided tour for up to 25 guests. You can create a drawing or signup sheet at your booth for participants to enter to win a chance to be on your tour, or you can use this as an opportunity to invite your potential key customers. We will be happy to help you promote this by sending one sponsored push notification through the conference app.

Pat the Patriot—\$1,000 (4 opportunities)

You will be sure to draw a crowd when you invite Pat the Patriot to visit your booth for a photo-op! Pat the Patriot will hang out at your booth for one hour giving attendees a chance to snap photos and check out your products. This includes one push notification announcing the time that your company will be hosting Pat the Patriot at your booth.



Sponsorship Opportunities

Keynote Sponsorships—\$15,000

(2 exclusive sponsorships available, one for each day, Wednesday or Thursday)

Your company will be recognized as the primary supporter of the main highlight of the conference! The keynote speaker kicks off each day of the conference and energizes and inspires the attendees. By purchasing the keynote sponsorship, your company will have great exposure and connection to one of the best aspects of the MassCUE Fall Conference. [Click here for details on this year's Keynote speakers.](#)

Sponsorship benefits include:

- Company logo / ad on the large video screen on the Keynote stage before and after the presentation.
- Verbal recognition from MassCUE's Executive Director as the keynote speaker is being introduced.
- Slide of your design scrolling on the stadium jumbotron throughout the conference.
- Company logo on the conference website, in the mobile app, and on the agenda listing for the keynote address.
- Exposure on all MassCUE social media posts promoting the keynote speakers.
- Table tents with your company logo on all tables at the Keynote Address, acknowledging your company as the Keynote sponsor.
- Opportunity to place your company information on all tables at the Keynote Address.
- Opportunity to set up a display table on the West side of the stadium to welcome attendees as they arrive for the keynote presentation.
- 2 Complimentary Staff Registrations

Lunch Sponsorship—\$15,000 each

(2 Co-sponsors each day, Wednesday or Thursday)

MassCUE has traditionally provided a very nice hot buffet lunch for all attendees. This is a nice “perk” and shows appreciation to all educators who attend the conference. Your sponsorship will help keep this tradition going.

Sponsorship benefits include:

- Company logo / ad or video ad on the large video screen on the Keynote stage during lunch time.
- Company logo on the conference website, in the mobile app, and on the agenda listing for your sponsored lunch.
- Slide of your design scrolling on the stadium jumbotron throughout the conference.
- Exposure on all MassCUE social media posts promoting the conference.
- Table tents with your company logo on all tables at your sponsored lunch, acknowledging your company as the lunch sponsor.
- Opportunity to place your company information on all tables at your sponsored lunch.
- Opportunity to set up a display table in the lunch entry area to welcome attendees to your sponsored lunch and interact with them.
- 2 Complimentary Staff Registrations



Sponsorship Opportunities

Esports Arena—\$12,000

SOLD

MassCUE is excited to offer a new “ESports Arena” for educators to learn more about ESports and how it can be incorporated into their teaching. This extra-large space located in the north section of the exhibit hall, can be set up with 5-7 tables, each table displaying information from different ESports exhibitors.

The cost for sponsoring the ESports Arena is \$12,000 which can be paid by one, primary sponsor or you have the option as the primary sponsor, to bring 5 or 6 additional vendors along to help you offset the cost and really create a fun and engaging space. This is a perfect opportunity to get information about this new educational program of organized video game competition to the 2500 K-12 educators who attend the conference.

Sponsorship benefits include:

- Company logo on large signage highlighting the Esports area.
- 10-minute interview spot at MassCUE Live – Your chance to express your support of the Esports and of educators.
- Social Media exposure on all MassCUE promotional social media sites
- Company logo on the conference website, in the mobile app, and on the agenda listing for the Esports Arena.
- 6 complimentary conference registrations for staff to work in the Esports Arena

Custom Sponsor Areas—\$10,000 each

We’ve identified 6 extra-large areas on the show floor and throughout the stadium that are ideal for vendors who want to customize a space for their company beyond the limitations of the 8’ x 10’ booth space. Two of these areas are on the East Side Putnam Club level (where the exhibit booths are located) and we also have 4 mezzanine areas and 2 areas in the GP Atrium which are great spaces to do product demonstrations and really make an impact. For more details and set-up information please reach out to the Exhibitor/Sponsor Coordinator, Karen Forbes karen@delaneymeetingevent.com 802-448-9078.

Special Suite Package—\$10,000

Host a special suite for 2 full days of the conference. This package gets you a box suite on the 50-yard line overlooking the Patriots’ field. Use the suite to host product demos, informational sessions, or conduct meetings with your customers.

Package includes:

- Reserved box suite on the 50-yard line (all day Wednesday and Thursday)
- Sign with your company logo outside your suite
- Coffee service for up to 25 guests each day
- Visit by Pat the Patriot – Schedule a time for the Patriots Mascot to come to your suite.
- Company ad scrolling on the large screen prior to the Keynote address.
- 2 Complimentary Conference registrations

Conference Lanyard—\$5,000 (exclusive)

This exclusive sponsorship allows you to provide the conference lanyards with your company logo on them, to be worn by over 2500 attendees. This is a very effective way to have your company name and logo recognized during the conference and beyond!



Sponsor an Interactive Space!

Live at MassCUE Broadcast Booth—\$3,500 (exclusive)

MassCUE will be introducing our new interactive space, Live at MassCUE, to encourage active participation from our speakers and attendees. This exciting space will include livestreamed interviews, a selfie-station, and an informal gathering/viewing area.

Sponsorship of this area includes:

- Company logo on large signage (Live at MassCUE sponsored by XXX)
- Listing on our website, popup banner with your company logo (banner provided by the vendor) placed at the site
- Three one-minute live “infomercials” by your company per day scheduled as part of the program!
- Your company logo added to any interviews that are uploaded to MassCUE’s on-demand library as well as the MassCUE YouTube channel.

AI Playground - \$2,500 (exclusive) Located in the new GP Atrium

The AI Playground offers educators a dynamic, hands-on learning experience focused on integrating AI into education. Through tabletop presentations, poster sessions, and collaborative activities, educators will explore practical applications and ethical considerations of AI integration in teaching and learning. Support this exciting and challenging new technology by sponsoring the Playground for a transformative learning journey where ethical innovation and collaborative exploration drive the future of AI in education.

Sponsorship benefits include:

- Table-top display in the AI Playground
- A pop-up banner (provided by your company) placed in the AI Playground area
- Your company logo on the AI Playground listing in the conference agenda (in the app)
- Company listing on our website sponsorship page

Creativity Café—\$2,000 (exclusive) Located in the new GP Atrium

Educators are always looking for cutting-edge ways to be more creative in the classroom! Foster this opportunity to discover fresh ideas and to support, teach and learn with students by sponsoring the Creativity Café! In this interactive space, presenters will showcase their work in tabletop presentations and demonstrations. This is a great opportunity for educators to engage in discussions, build on ideas and leave with takeaways that will inspire curiosity and innovation.

Sponsorship benefits include:

- A high top table manned by sponsor to encourage informal chatting with educators in the café
- A popup banner (provided by your company) strategically placed in the Café
- Your company logo on the Creativity Café listing in the conference agenda (in the app)
- Company listing on our website sponsorship page

Educator Showcase Poster Session \$2,000 (exclusive) Located in the new GP Atrium

Educators from across New England will showcase their work utilizing a demonstration-style presentation. Your sponsorship will support this opportunity for educators to discover fresh perspectives and novel approaches as they come together to share their successful projects and engaging lessons. They will dive into interactive discussions and gain inspiration from a diverse array of subject areas, all aimed at igniting student curiosity and enhancing classroom experiences.

Sponsorship benefits include:

- A high top table manned by sponsor to encourage informal chatting with educators in this area
- A popup banner (provided by your company) strategically placed in the Educator Showcase area
- Your company logo on the Educator Showcase listing in the conference agenda (in the app)
- Company listing on our website sponsorship page.