



Illuminate Education User Conference

## EVENT DETAILS:

# 2020 Illuminate Education User Conference - WEST

🕒 Friday, January 31 - Saturday, February 1

📍 Anaheim Marriott  
700 West Convention Way Anaheim, CA 92802

## ABOUT IEUC

The Illuminate Education User Conference (IEUC) brings together about 1800 educators for two-days of comprehensive professional development. Attendees will learn about the latest trends and gain knowledge around best practices in education.

Join us as a sponsor and get your products and services in front of teachers, superintendents, technology and assessment leaders, and instructional coaches. New to the 2020 IEUC West, we will be creating a high traffic space where attendees will be mingling in one area with lots of interactive opportunities such as a passport game where attendees will need to get a stamp by visiting your booth to be entered for a chance to win fabulous prizes from the conference and many other fun opportunities. This concept will guarantee you lots of foot traffic and face to face interactions! Our exhibitor area within this space is intimate and intentionally focused on products that complement our suite of software tools designed to promote bringing teachable moments to light.

## EXHIBITOR SPONSORSHIP

### Exhibitor Package: \$1,000

This package includes:

- One skirted table and two chairs
- Power at your table
- Wireless Internet
- 2 comped full conference passes
- Option to present one general session each day
- Social media promotion to attendees during the conference
- Passport Game participation

## BRONZE SPONSORSHIP (10)

### Bronze Package: \$2,000

This package includes:

- Exhibitor package options
- Thank you signage in the Registration area
- Acknowledgment in printed and digital conference materials



## SILVER SPONSORSHIP (4)

### Silver Package: \$5,000

This package includes:

- Exhibitor package options (with up to 4 comped full conference passes)
- Thank you signage in the Registration area
- Acknowledgment in printed and digital conference materials
- Co-sponsor of Friday, January 31 Lunch



## GOLD SPONSORSHIP (2)

### Gold Package: \$10,000

- Exhibitor package options (with up to 6 comped full conference passes)
- Thank you signage in the Registration area
- Acknowledgment in printed and digital conference materials
- Co-sponsorship of the Customer Appreciation 80's Celebration on Friday, January 31.
- Loop projection and voice-over recognition throughout the general sessions each day
- Registration Bag Insert (supplied by sponsor) up to 8 1/2" x 11" size
- Ad in Event Conference App looping throughout the event
- Removable Adhesive Logos for Carpet - (2) 3' x 3' logos



## EXHIBITOR SPONSORSHIP REQUIREMENTS

- Setup time is Friday, January 31 from 7am-8:30am
- The table should have a representative throughout the conference - January 31 - February 1
- Tear down time is Saturday from 3 p.m. - 4 p.m.
- Provide at least one educational item for donation to our raffle that an educator can use in their school/district.

## INTERESTED IN BECOMING AN EXHIBITOR AT THE IEUC WEST 2020?

Email Mike Oswald at [mikeo@illuminateed.net](mailto:mikeo@illuminateed.net) to begin the registration process.

## A LA CARTE SPONSORSHIP OPPORTUNITIES

### **BACKPACK (CONTAINING SCHOOL SUPPLIES) - \$50**

Donate \$50 during registration for us to provide a backpack for a child in need. All backpacks will be raffled off to teachers during the conference with acknowledgment of the sponsor.

### **TOTE BAG INSERT - \$1000**

Promotional items or literature (8.5" x 11" or smaller) you provide us will be placed in each official attendee tote bag.

### **NAPKINS WITH SPONSOR LOGO - \$1000**

Be the talk of the party with your company logo on beverage napkins during our Customer Appreciation 80's Celebration on Friday, January 31!

### **PASSPORT TO TEACHABLE MOMENTS GAME - \$1500**

Co-sponsoring this fun and interactive game, attendees will be visiting various areas throughout the conference to collect stamps and turn in a completed passport for a chance to win fabulous prizes! Your company logo will be displayed on the printed cards!

### **COFFEE BREAK SPONSOR - \$2500**

Attendees will be sure to thank you for providing an afternoon coffee break on Friday morning. We'll produce and prominently display signs with your logo at each coffee break line. Plus, you'll be recognized as a break sponsor on the large screens during the break!

### **HOTEL KEYCARDS - \$2500**

Your company could be the KEY to a great event! Get your company's logo on keycards handed out to the entire IEUC room block! Each attendee will see your company as they let themselves in and out of their room.

### **MORNING REFRESHMENT BREAK - \$2,500 (LIMITED TO THREE SPONSORS) OR (1) SPONSOR BUY-OUT FOR \$8,000**

Attendees will appreciate this morning pick-me-up during the conference! We will produce and prominently display your company's name and logo on signage at the break.

### **SPONSORSHIP OF THE EVENT CONFERENCE APP - \$3,000**

About 95% of our attendees utilize our event conference app. Why not have your company prominently displayed on a rotating banner for more visibility?

### **CHARGING STATION - \$4,000**

Who doesn't need a charge during the event? Your company name will be prominently displayed on the charging station.

### **REMOVABLE ADHESIVE LOGOS FOR THE CARPET - \$4,000**

Eye-catching and hard to miss! Place your artwork strategically on the main walkways of our event space. We'll adhere 5 of your 3' x 3' decals on the carpet areas in high-traffic areas. A great way to reach attendees as they head to their sessions! You provide the artwork and we'll do the rest!

### **MAGNETIC CELLPHONE HOLDER FOR CAR ATTENDEE GIFT - \$5,000**

Your company will be prominently displayed on a cool gadget that everyone could use! All we need is your artwork and we'll create and distribute this cool gift in the conference registration bag!