



Co-Located events powered by ISTE+ASCD.
JUNE 28 - JULY 1 • ORLANDO, FLORIDA

Corporate Engagement *Opportunities*

- Exhibit Space
- Meeting Rooms
- Advertising
- Sponsorship
& Membership





BOLD VISION. **BROAD GLOBAL AUDIENCE.**

ISTE+ASCD works with the global education community to empower educators to reimagine and redesign learning through impactful pedagogy and meaningful technology use. We combine technology-driven innovation with resources on transformative pedagogical practices to shape the future of education.

Double your reach at the co-located ISTE Live and ASCD Annual 26 expo in Orlando, Florida. This unified event maximizes your impact by bringing together two world-class audiences into a single, high-value exhibiting experience. As thousands of global educators gather for customized, flexible learning, your company will be at the heart of the conversation—connecting with innovators who are actively seeking the tools to transform education. Don't miss the year's most influential gathering of education's brightest minds.

Ways to Engage at ISTE Live and ASCD Annual Conference 26

Exhibit

Booking an exhibit space is your gateway to reaching this highly targeted market of educators looking to improve methodologies and integrate technology to advance student learning outcomes. Join us in Orlando to showcase your products and services.

Access Meeting Space

Optimize your dedicated face-to-face discussions by renting meeting rooms co-located with the expo hall.

Advertise

Magnify your message through facility, print and digital channels.

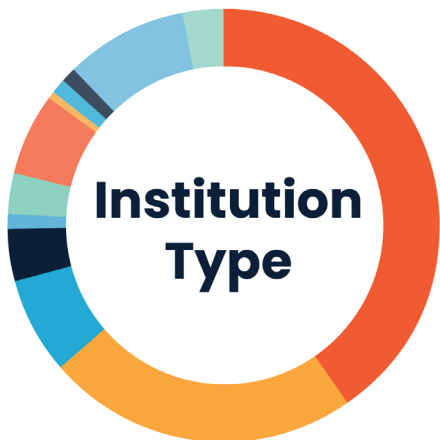
Become a Sponsor

In addition to allowing you to market your products and services to a vast audience of educators and edtech decision-makers, sponsorship opens the door to a host of other year-round marketing and engagement benefits. Sponsors take advantage of our most comprehensive partnership options, which include myriad opportunities to maximize your brand's exposure and leverage deep connections within the edtech and curriculum marketplaces. Email us at sponsorship@iste.org for more information.



Meet Your ISTE Live and ASCD Annual Audience

ISTE Live annually attracts thousands of attendees from around the world—half of whom are administrators, technology coordinators, library media specialists, and other key influencers in edtech purchasing decisions. The ASCD Annual Conference reaches a targeted group of dedicated and experienced educators, practitioners, and administrators involved in every aspect of education.

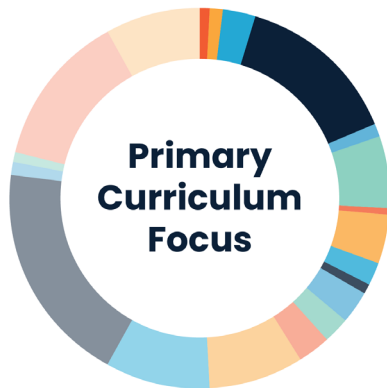


School	40%
District	23%
College/University	7%
Corporation	4%
Government Agency	1%
International School	3%
Non-profit Organization	6%
Ministry of Ed./Natl. Dept. of Ed.	<1%
State/Provincial Dept. of Ed.	1%
Service Agency/Regional Center	1%
Vendor/Solution Provider	9%
Other	3%

Unless otherwise noted, the data provided in this brochure is from ISTE Live and ASCD Annual 25, held in San Antonio, and online, and is representative of expected audience demographics at ISTE Live and ASCD Annual 26 in Orlando.

91% of attendees influence or drive technology purchasing decisions.

Audience Profile



- Arts (Performing/Visual) – 1%
- Business/Economics – 1%
- Computer Science – 3%
- Elementary/Multiple Subjects – 14%
- Engineering – 1%
- English Language Arts – 6%
- Health/Physical Education – <1%
- Mathematics – 4%
- Multi-Language Learners – 2%
- Music – <1%
- Science – 3%
- Social Studies or History – 2%
- Special Education – 3%
- STEM/STEAM – 8%
- Teacher Education – 9%
- Technology Education – 19%
- Vocational – 1%
- World Languages – 1%
- Not Applicable – 13%
- Other – 8%

- Recommend – 27%
- Explore/research – 25%
- Pilot/test – 18%
- Decide – 13%
- Purchase – 9%
- None – 9%

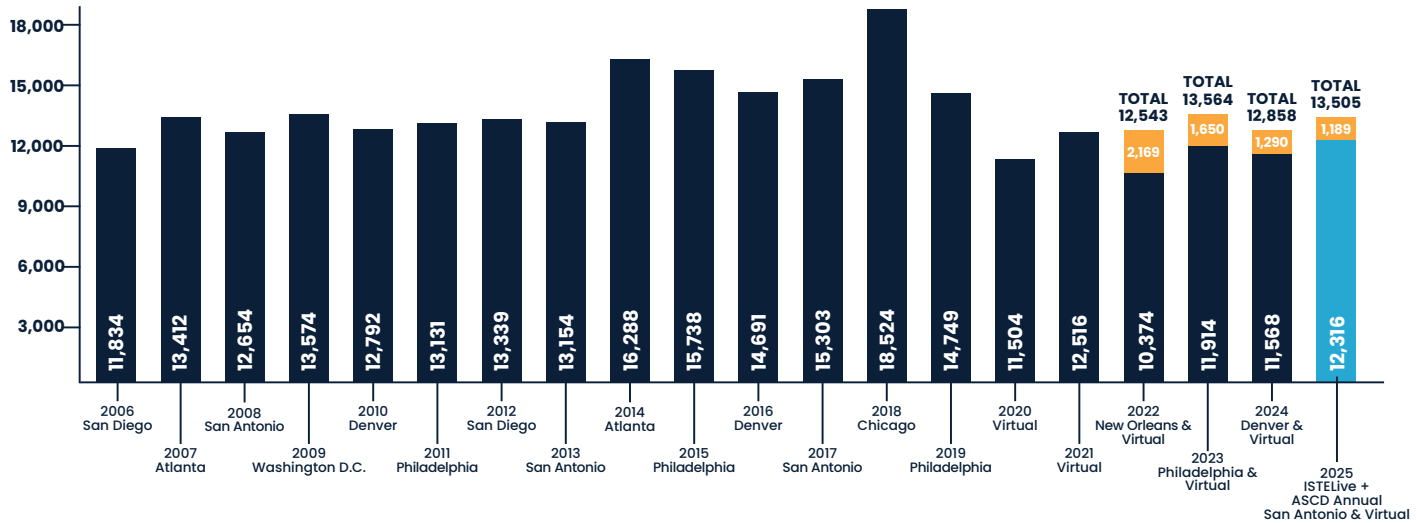
- Counselor – 1%
- Curriculum Developer/Designer/Director/Coordinator. – 6%
- Department Head/Chair – 2%
- District Executive Cabinet (CAO/Head of Instruction) – 1%
- District Executive Cabinet (Other) – 1%
- Higher Ed Administration/Leader – 1%
- Higher Ed Faculty/ Instructor/Professor – 3%
- Independent Consultant/Trainer – 3%
- Instructional Coach/Director – 8%
- Librarian/Media Specialist – 3%
- Nonprofit/NGO/Government Staff. – 3%
- Principal/Headmaster/Asst. or Vice Principal – 11%
- Retired – 1%
- School or District Staff Developer/Trainer – 1%
- Senior District Leadership (Asst./ Superintendent) – 3%
- Solution Provider (C-Level Executive/VP) – 3%
- Solution Provider (Staff) – 3%
- Student – 2%
- Teacher/Faculty (PK-12) – 23%
- Technology Director/ Coordinator/Coach – 12%
- Other – 10%

Visit conference.iste.org/demographics for an expanded set of audience demographics.

Attendance Totals

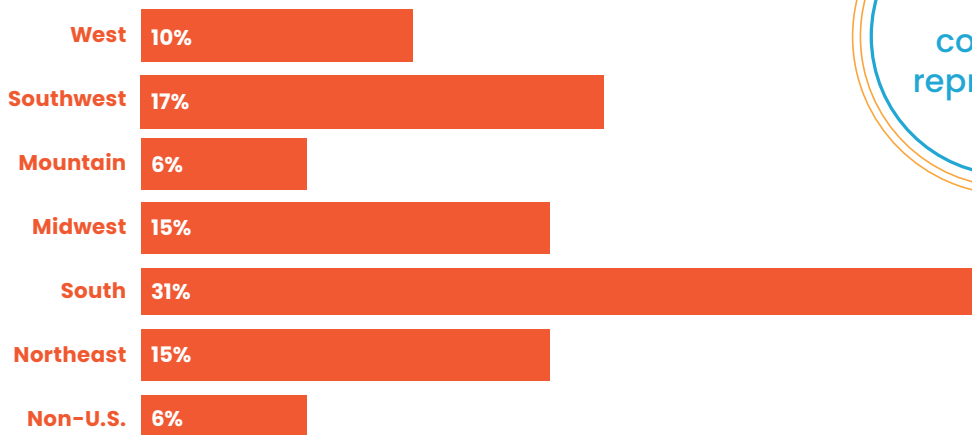
■ ISTE ■ ISTE+ASCD ■ Virtual

Does not include booth/sponsor staff participants



Geographic Region

Data from ISTE Live 25 and ASCD Annual 25, held in San Antonio, Texas and online



About the audience + expo

Connect with leaders from around the globe.

EXPO HALL

Solutions Hub



Explore the Blended Expo Hall

Connect with thousands of edtech leaders and industry professionals

Booking an exhibit space is your gateway to reaching an influential community of education decision-makers in this unparalleled global marketplace.

Expo Hall Summary



- Adaptive Technology – 3%
- Administrative and Assessment Technology – 3%
- Classroom Technologies – 17%
- Communication Technology – 5%
- Computer hardware – 5%
- Conferences and Workshops – 1%
- Curriculum and Instructional Tools – 15%
- Data Management and Storage – 2%
- Digital Convergence – 1%
- E-Learning – 11%
- Enterprise Solutions – 4%
- Furniture – 1%
- Higher Education Products and Services – 6%
- Library and Media Technology – 6%
- Managed Print Services – <1%
- Mobile Device Learning – 4%
- Open-source Products and Services – 1%
- Printers and Peripherals – 2%
- Professional Development, Credentials, and Continuing Education – 5%
- Publishers – 1%
- Remote/Cloud Computing – 2%
- Robotics – 3%
- Virtual Reality – 2%
- Wireless and Internet Infrastructure – 1%

Exhibitors by Location

Location	Exhibiting Companies	Net Sq. Ft.
San Antonio, 2002	426	111,400
Seattle, 2003	365	89,360*
New Orleans, 2004	450	121,020
Philadelphia, 2005	512	129,000
San Diego, 2006	494	124,800
Atlanta, 2007	482	129,100
San Antonio, 2008	479	134,000
Washington, D.C., 2009	439	125,300
Denver, 2010	456	128,200
Philadelphia, 2011	501	142,300

*sq. ft. based on 10'x10' booths

Location	Exhibiting Companies	Net Sq. Ft.
San Diego, 2012	503	130,600
San Antonio, 2013	499	127,300
Atlanta, 2014	539	136,000
Philadelphia, 2015	558	135,800
Denver, 2016	575	136,600
San Antonio, 2017	564	135,500
Chicago, 2018	565	141,600
Philadelphia, 2019	564	145,400
Virtual, 2020	279	N/A
Virtual, 2021	211	N/A

Location	Exhibiting Companies	Net Sq. Ft.
New Orleans, 2022	444	108,900
Philadelphia, 2023	485	117,000
Denver, 2024	419	107,500
San Antonio, 2025	506	111,750

Attendees spend an average of **four hours** exploring the expo.

Secure Your Space and *Amplify your Presence in Orlando*



Make your brand the one attendees remember, share, and recommend.





Exhibit With Us

Exhibitors are valuable contributors to the ISTE+ASCD global community. Exhibit at ISTE Live and ASCD Annual 26 for the opportunity to showcase your products and services to a highly targeted market of edtech and curriculum leaders.

Expo hours

The ISTE Live and ASCD Annual 26 expo opens Monday, June 29, at the Orange County Convention Center in Orlando, Florida.

Monday, June 29

9 a.m.–5 p.m.

Tuesday, June 30

9:30 a.m.–5 p.m.

Wednesday, July 1

8:30 a.m.–1 p.m.

Note: If we find it necessary to alter expo hours in the best interest of the event, exhibitors will receive as much advance notice as possible.

Exhibit space + meeting room rental

Booking an exhibit space is your gateway to reaching edtech decision-makers.

Booth Rental Pricing and Benefits

Early Rate

\$5,680 per 10' x 10' booth
Applications and deposits
received before August 31, 2025

Standard Rate

\$6,820 per 10' x 10' booth
Application and deposits
received after August 31, 2025

Booth Package:

Booth reservations include the following benefits, depending upon size of space purchased:

- 7" x 44" identification sign with company name and booth number (in-line and peninsula booths only)
- Pipe railing, 8' curtain back wall and 3' high curtain side rails (in-line booths only)
- Complimentary, full-conference registrations for each contracted company based on size of booth on the following schedule:
 - 50-300 sq. ft = 1 complimentary full registration
 - 400-800 sq. ft. = 3 complimentary full registrations
 - 900-1600 sq. ft. = 6 complimentary full registrations
 - 2,000+ sq. ft. = 8 complimentary full registrations
- Special exhibitor discounted pricing on additional full-conference registrations purchased (beyond the complimentary allotment)
- Seven complimentary booth staff (exhibitor) badges per 10' x 10' booth space; four complimentary booth staff (exhibitor) badges per 5' x 10' booth space
- Descriptive listing in conference digital resources
- General security guard service
- Daily aisle maintenance

Booth rental does not include storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, carpet, individual booth cleaning or any other special services orders by the exhibitor.*

**5' x 10' booths include carpet. Color determined by ISTE+ASCD and will be the same for all 5' x 10' booths.*

Pricing for 5 x 10 Booths:

In support of the newly combined expo experience, we've intentionally designed a new size option for booth space to create an easy on-ramp for exhibitor participation and to help ensure that pricing from each legacy exhibiting company can remain stable during this transition.

If you are new to exhibiting with us, first exhibited at ISTE Live and ASCD Annual 25, or previously exhibited at the ASCD Annual Conference, you may apply for a 5' x 10' booth space.

Note: You will be vetted for qualification for this option.

\$2,840 per 5' x 10' space - through August 31, 2025

\$3,410 per 5' x 10' space - after August 31, 2025

Setup and Dismantling

Display space will be available for setup on these days and times:

- Friday, June 26, 1–5 p.m.
- Saturday, June 27, 7:30 a.m.–6:30 p.m.
- Sunday, June 28, 7:30 a.m.–6:30 p.m.
- Monday, June 29, 7–8 a.m.

All exhibits shall remain in place until 1 p.m. on Wednesday, July 1.

Return of crates and packing cases and the dismantling of exhibits will begin at that time.





Rent Meeting Space

Order through May 20*

Optimize your dedicated face-to-face discussions by renting meeting rooms co-located with the expo hall.

Choose from three turnkey room packages – standard, deluxe or premium – all geared to save you time and effort, and to fit a variety of goals and budgets. Upon special request, custom room sizes are possible.

ROOM OPTIONS	EXHIBITOR PRICING		NON-EXHIBITOR PRICING	
	EARLY RATE Before Mar. 31	STANDARD RATE After Mar. 31	EARLY RATE Before Mar. 31	STANDARD RATE After Mar. 31
Standard room: Full conference (M-W)	\$6,915.00	\$7,940.00	\$9,205.00	\$10,545.00
Standard room: Two days only (M/T or T/W)	\$5,870.00	\$6,715.00	\$7,735.00	\$8,935.00
Deluxe room: Full conference (M-W)	\$8,295.00	\$9,545.00	\$11,025.00	\$12,660.00
Deluxe room: Two days only (M/T or T/W)	\$6,990.00	\$7,915.00	\$9,335.00	\$10,705.00
Premium room: Full conference (M-W)	\$11,025.00	\$12,450.00	\$14,620.00	\$16,825.00
Premium room: Two days only (M/T or T/W)	\$9,335.00	\$10,570.00	\$12,360.00	\$14,220.00

UTILITIES	PRICE**
Wired Internet: 1 drop with up to 4 IPs of shared ISTE network, minimum 3 Mbps of bandwidth	\$1,600.00
Electrical: 1 drop, 5 amp	\$175.00

**Labor included.

* Contact us after this date for availability.

For rental furnishings and other amenities beyond the package, please visit fernoneview.com.

Exhibit space + meeting room rental

Engage in deeper discussions in meeting spaces.

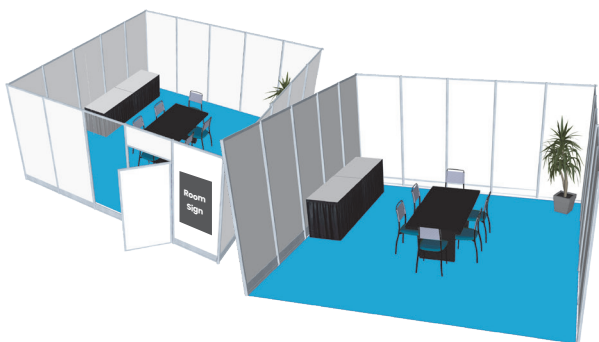
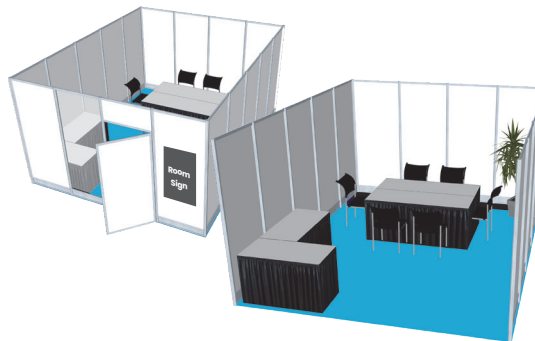
Meeting Space Options

Standard Room Package

Room size: 4m x 5m (13' x 16')

Amenities

- Private hardwall room
- Carpet
- Standard conference seating for 6
- (2) 4' draped tables
- Wastebasket
- Tree
- Sign with room number and company name (up to 22" x 28")
- Convenient location inside the expo hall



Deluxe Room Package

Room size: 5m x 5m (16' x 16')

Amenities

All standard room amenities, plus:

- Upgraded seating
Deluxe conference seating for 6

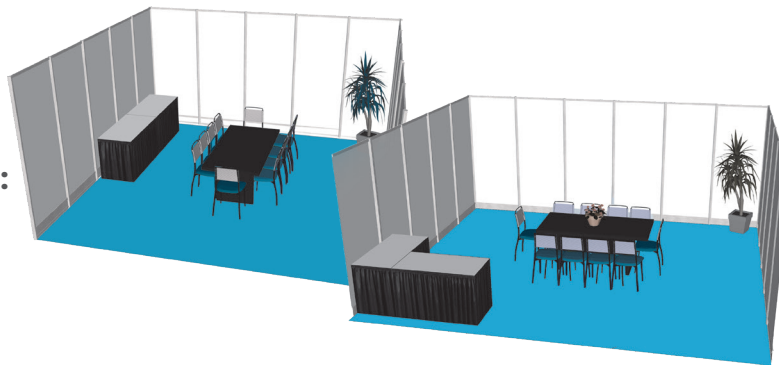
Premium Room Package

Room size: 6m x 5m (19.5' x 16')

Amenities

All standard room amenities, plus:

- Upgraded seating
premium conference seating for 10
- Floral centerpiece



Images are approximations. Colors and furnishings may vary from what is pictured.



Put Your Brand in the Spotlight

Elevate your brand presence with advertising opportunities designed to engage attendees and leave a lasting impression. From high-impact visual placements to immersive experiential moments, we offer meaningful ways to connect with your audience that align with your company goals.

Looking to boost
*attendee
engagement?*

- Public space activation opportunities
- Social-worthy photo ops
- Lead-generating Expo Hall Raffle Game

Focused on
*brand awareness
or launching a new
product?*

- Digital signage placements
- Escalator graphics
- Shuttle route branding

These are just a few
of the ways to show up.

The ISTE+ASCD event
is the place to get eyes—
and ears—on your brand.

Find more details
at conference.iste.org.

Maximize your presence.

Advertising opportunities

Featured Opportunity

Want Maximum Leads?

Start with a Fan Favorite.

You can't go wrong with the always-popular **Expo Hall Raffle Game**. The raffle book is distributed to **every attendee at registration**, ensuring wide exposure. Participating exhibitors purchase an inclusion coupon that highlights:

- Company name
- Booth number
- Brief description
- Prize being raffled

Attendees complete the coupon with their contact information and drop it off at your booth for a drawing at the end of the exhibit.

Additional participation rules apply. Please see our full list of guidelines online for more details.

The best part?

Exhibitors keep all coupons submitted to their booth—**leads guaranteed**.

We also offer **print advertising options** within the raffle book, including high-visibility cover placements. A raffle book ad bundle is available and includes a double-sided ad plus a coupon—all in one place.

Lots of excitement. Strong lead potential. Great investment.



Advertise in Ways That Count

We offer customizable advertising opportunities that help brands stand out and maximize exposure. From high-visibility placements to integrated brand moments, our packages are designed to align with your goals and budget. Bundle discounts are available.

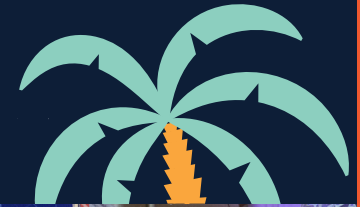
Let's create something that *resonates*.

More
advertising
options and details at
conference.iste.org.



SPONSORSHIP OPPORTUNITIES AT ISTE LIVE AND ASCD ANNUAL CONFERENCE

ISTE+ASCD sponsors and Solutions Network members are positioned front and center as leaders in the edtech and curriculum marketplaces with our global education audience.



Conference Tiered Sponsorships

Edtech innovators take advantage of exceptional marketing value and visibility at ISTE Live and ASCD Annual through a wide range of opportunities. Tiered level engagement packages (Mission through Bronze) offer high-impact visibility to showcase your brand, enable you to make powerful connections with thousands of education leaders and decision-makers from around the globe, and support you in leveraging influence and deep connections within the edtech marketplace.

Additional Sponsorship Opportunities

This year, we're offering a plethora of engagement opportunities to take advantage of. Options include, but are not limited to: sponsoring the ISTE Live+ASCD Annual Awards Luncheon (and year-long engagement program), conference scholarships. You can show your support to our influential and hardworking volunteers while on-site and put your logo on our T-shirts, as well as on our lanyards for every attendee. Consider hosting a public activation site to actively engage with educators in the convention center, as well as print and digital ads on-site and much more.

Instructional Leaders' Exchange

The Instructional Leaders' Exchange will bring in 300 attendees and focus on the issues all district instructional leaders face and provide time to collaborate to create actionable solutions.

Solutions Summit

The Solutions Summit will bring together edtech leaders, innovators, and experts from diverse industry perspectives to share best practices and insights, workshop new ideas, and make new connections. All infrastructure, relevant and recent research, and market trends take center stage this year, where leading-edge workshops, discussions, and panels focus on enabling transformational learning with edtech tools.

Become a Sponsor

Contact the sponsorship team at sponsorship@iste.org to learn more about sponsorship opportunities!

EdTech Index Premium Profile

ISTE+ASCD's EdTech Index is the one-stop-shop for tens of thousands of edtech decision-makers to find, evaluate, and compare products. With the newly launched premium profile, edtech organizations can take advantage of (1) featured product placements on the index, ensuring increased visibility to a niche audience with the intent to make decisions around edtech, (2) analytics and trends based on what users are searching for on the EdTech Index, (3) and lead generation and point-of-sale functionality with simple "Contact Us" and "Buy Now" buttons on organization product pages on the index. Contact ltd-info@iste.org to learn more about Edtech Index Premium Profiles.



Sponsorship Opportunities



EdTech Index Premium Profile



Sponsorship + Solutions Network

Expand your reach and credibility.



Engage with the *Leading Edtech Market in the World* at ISTE Live and ASCD Annual 26.



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JUNE 28 – JULY 1 • ORLANDO, FLORIDA



One
unparalleled
opportunity

to reach thousands
of edtech leaders
and industry
professionals.



CONTACT US

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541.346.3537

conf-exhibits@iste.org

conference.iste.org





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JUNE 28 – JULY 1 • ORLANDO, FLORIDA

Discounts available!**

Ask us about bundle pricing when purchasing multiple options

Advertising Price List

Facility Messaging

Photo Op Wall Cling

Showcase your company in the "Exhibitor Avenue" with a combined large-format sign display.

	Qty. avail	Exhibitors	Non-Exhibitors
Inside the expo along the front main aisle	16	\$2,540	\$5,025
Outside the expo in public space	6	\$3,810	\$7,610

Expo Hall Floor Clings

Highlight your company with 3' x 3' floor clings inside the expo hall or in public space at designated expo entrances (West Halls A and B). Clings inside the hall are limited to exhibitor's booth aisle or immediately around exhibitor booth.

In prefunction space to expo by entrances to the hall	10	\$1,650	\$3,300
Bundle 01 - 5 clings, 2 outside expo/3 inside expo	4	\$4,415	N/A
Bundle 02 - 5 clings, all inside expo	5	\$3,705	N/A
Front main aisle, inside expo	1/aisle	\$1,320	N/A
Cross-aisle, inside expo	1/aisle	\$1,115	N/A

Escalator Branding

Catch attendees at key access points as they move throughout the convention center. Options include runners and 3' x 4' floor clings at escalator bases. Contact us for more details on locations or to learn about escalator buy-out discounts.

Tier 1 package, 1 runner cling and two base clings (bottom and top of escalator)	2	\$15,750	\$31,500
Tier 2 package, 1 runner cling and two base clings (bottom and top of escalator)	1	\$11,750	\$23,500
Two additional base clings*	6	\$3,500	\$7,000

Public Space Activation

Host a high-traffic interactive activity in a public activation space within a 10' x 20' footprint, co-located with association and other public space activations. Help your brand stand out with this unique opportunity to connect and share joy with attendees, while also offering a social media moment.

An interactive activity in a public activation space is different from a booth activity and sponsor conference room programming. Interactive activity must be mutually agreed upon.

Tier 1 Location	1	\$28,250	N/A
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* Purchase of either Tier 1 or Tier 2 package required for this option.

**Discounts available for sponsors. First-time exhibitors qualify for special discounts on select items. Discounts cannot be combined.

Advertising Price List (cont'd)

Facility Messaging (cont'd)

Photo Op Wall Cling

Create some social buzz by designing a photo op wall cling as part of your branding campaign. Wall clings are 4'x5' and will appear in high-traffic areas as attendees move about the conference.

	Qty. avail	Exhibitors	Non-Exhibitors
Photo op: Wall cling in public space, 4'x5' landscape	5	\$5,250	N/A

Premium Digital Display

Appear on the "big screen" on premium digital displays located in the OCCC West Concourse outside of the exhibit hall.

Digital Display Bundle:

All 8 large-format screens in OCCC West Concourse, 5-second still image	10	\$2,750	\$5,500
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Digital Display Bundle:

All 8 large-format screens in OCCC West Concourse, 25-second video spot or still image	3	\$20,000	\$35,000
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Print Advertising

Expo Hall Raffle Book Ads

Advertise in the Expo Hall Raffle booklet—the exclusive print piece distributed to attendees at registration. All ads are full color. Cover positions are approximately 6"x9".

Cover position advertisement, inside front cover	1	\$5,660	\$11,310
Cover position advertisement, inside back cover	1	\$4,695	\$9,390
Cover position advertisement, outside back cover	1	\$5,660	\$11,310

Educational Leadership Ads

Reach readers in print by advertising in Educational Leadership (EL Magazine), the award-winning, flagship magazine of ISTE+ASCD, with a distinctive niche in the world of education publishing. A copy of the magazine will be distributed during mainstage at ISTE Live and ASCD Annual Conference 26.

Full spread	N/A	\$14,500	\$14,500
Full-page	N/A	\$8,500	\$8,500
Half-page	N/A	\$6,500	\$6,500
Third-page	N/A	\$4,500	\$4,500
Inside front	1	\$11,500	\$11,500
Inside back	1	\$10,500	\$10,500
Back cover	1	\$13,500	\$13,500



Advertising Price List (cont'd)

Games

Expo Hall Raffle Game

Experience guaranteed booth traffic—participate in the incredibly popular Expo Hall Raffle Game.

Bundle option - game participation coupon plus advertisement	8	\$4,130	N/A
Game participation coupon insert	45	\$1,150	N/A

Mailing List Rental

Purchase a one-time use of the postal mailing list to promote your upcoming exhibitor presence and/or to solidify your connections! **Mailing list is for one-time use and includes postal mailing addresses only. E-mail addresses and phone numbers are not included. Lists will not be sent to exhibitors but will go directly from our office to a bonded mail house of your choice for distribution. Exhibitors cannot access the full list but may request a restricted list of state and job title to review in advance to determine distribution set.**

Super early mailing list rental (available May 15)	500	\$910	N/A
Pre-conference mailing list rental (available June 5)	500	\$1,165	N/A
Post-conference mailing list rental (available July 15)	500	\$1,675	N/A

Deadline Reminders

	Order Deadline	Creative Deadline
Facility Messaging: Signs and Clings	5/4/26	5/11/26
Print: Expo Hall Raffle Ads	5/4/26	5/4/26
Expo Hall Raffle Insertion Coupon	5/4/26	5/4/26
Mailing List Rental	Super-early list: 5/15/26 Pre-conference list: 6/3/26 Post-conference list: 7/31/26	
Digital Ads	5/15/26	5/22/26
Public Space Activation	5/5/26	5/12/26

All payments due no later than May 31, 2026. Ads cannot be canceled. No refunds will be issued.