

2019 Pennsylvania Department of Education Data Summit

Sponsor & Exhibitor Information Kit

March 24-27, 2019
Hershey Lodge
325 University Drive
Hershey, PA 17033

Included in this packet:

- 2019 PDE Data Summit Overview
- Sponsorship Opportunities
- Exhibitor Information
- Advertising Opportunities
- Certificate of Insurance Requirements for Exhibitors

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2019 PDE Data Summit

The Pennsylvania Department of Education's (PDE) annual Data Summit offers attendees an opportunity to learn, network, ask questions about, and discuss education data with peers and leaders from across the state and nation. Keynote speakers and breakout sessions are strategically coordinated to provide attendees with information, resources, and tools on a wide variety of topics that change each year. From data governance, to reporting school data, to improving data quality, to making data decisions and more, dozens of topics are explored at PDE's Data Summit each year. Our goal is for each attendee to experience impactful professional learning opportunities, gain technical skills, and return to their school community with a better understanding of data and how they can use it to support and benefit the students they serve.

Who Attends?

Over 1,000 education leaders from across Pennsylvania attended the last four PDE Data Summits. More than 90 percent of the 2018 participants said they found value in summit and would attend the 2019 conference, even going as far as saying it was the best yet. This summit is open to everyone involved in education data or decision making – from kindergarten through postsecondary. Superintendents, school administrators, school board members, institutes of higher education, career and technical centers, and local education agency (LEA) data staff, including: PIMS administrators, child accounting coordinators, curriculum directors, special education data managers, special education directors, assessment coordinators, and technology staff and directors.

Theme: *Color Your World with Quality Data*

Learning Objectives:

- Understand how your data is reflected in the Future Ready PA Index and what the major impacts are;
- Use data to deepen a schoolwide culture that supports more focused and intentional instruction;
- Learn about new tools and resources that will integrate and improve your data culture;
- Increase knowledge of the tools and techniques to generate quality and timely data;
- Build and support consistent policies, practices, and quality control procedures in data governance.
- Increase the use of data-driven decision making to improve school performance.

Session Topic Strands:

- Future Ready PA Index
- PIMS Collections & PIMS Administrators
- STEM Data & Programs
- Data Usage & Outcomes
- Data Governance & Data Quality
- Technical Skills

Sponsorship and Advertising Opportunities

Sponsorship is your chance to reach an audience of hundreds of LEAs from across the state of Pennsylvania. These sponsorships offer a variety of tailored promotional benefits and VIP privileges making this a valuable and cost-effective experience, including an opportunity to present a session on Monday or Tuesday at 4 pm.

Sponsorship Levels

Gold Sponsorship Level \$3,000

- Sponsorship of one Breakfast
- Preferred 8 x 10 exhibition space in the main hallway
- 2 Individual Single Sided Pull-up Banners – 33 ½ by 80 (staged throughout the breakout room areas)
- 4 Conference Registrations, including all meals and sessions (lodging not included)
- Listing as a Gold Sponsor in the conference program
- Opportunity to present a session Monday or Tuesday at 4 pm (PDE approval required)
- Mobile App Advertising Banner in HelloCrowd linked to your website
- Marketing literature and/or promotional item placed in registration bags (to PDE by March 19, 2019)
- Opportunity to raffle items or gift cards to attendees

Silver Sponsorship Level \$2,000

- Sponsorship of one Break
- 1 Individual Single Sided Pull-up Banner
- 3 Conference Registrations, including all meals and sessions (lodging not included)
- Preferred 8 x 10 exhibition space in the main hallway (first 4 only, additional Silver Level Sponsors will have a standard 8 x 10 booth in the exhibition hall)
- Listing as a Silver Sponsor in the conference program
- Opportunity to present a session Monday or Tuesday at 4 pm (limited availability, PDE approval required)
- Marketing literature and/or promotional item placed in registration bags (to PDE by March 19, 2019)
- Opportunity to raffle items or gift cards to attendees

Bronze Sponsorship Level \$1,500

- Logo Placement on Bronze Sponsor Banner
- 2 Conference Registrations, including all meals and sessions (lodging not included)
- Standard 8 x 10 booth in the exhibition hall
- Listing as a Bronze Sponsor in the conference program
- Opportunity to present a session Monday or Tuesday at 4 pm (limited availability, PDE approval required)
- Marketing literature and/or promotional item placed in registration bags (to PDE by March 19, 2019)
- Opportunity to raffle items or gift cards to attendees

Regular Exhibition Booth \$900 (*Early Bird \$800 through Thursday, January 31, 2019*)

- 2 Conference Registrations, including all meals and sessions (lodging not included)
- Standard 8 x 10 booth in the exhibition hall
- Listing as an Exhibitor in the conference program
- Marketing literature and/or promotional item placed in registration bags (to PDE by March 19, 2019)
- Opportunity to raffle items or gift cards to attendees

Exhibition Dates and Times

Monday, March 25, 2019	06:00 a.m. to 10:00 a.m. – Exhibitor setup
Monday, March 25, 2019	10:00 a.m. to 04:00 p.m. – Exhibition hours (nearly 2-hour lunch)
Monday, March 25, 2019	04:00 p.m. to 06:00 p.m. – Happy Hour/Vendor Sessions (optional)
Tuesday, March 26, 2019	07:30 a.m. to 04:00 p.m. – Exhibition hours (nearly 2-hour lunch)
Tuesday, March 26, 2019	04:00 p.m. to 06:00 p.m. – Happy Hour/Vendor Sessions (tentative/optional)
Tuesday, March 26, 2019	06:00 p.m. to 08:00 p.m. – Teardown
Wednesday, March 27, 2019	07:30 a.m. to 10:00 a.m. – Additional teardown time

Advertising Opportunities

Exhibitor Advertising Banners: Individual Company Banner \$300

Conference Banners will be located throughout the event space giving advertisers the chance to reach out to every attendee directly. Each sponsorship offers varying levels of exposure through conference banners, but exhibitors also have the opportunity to purchase banner space.

Mobile App Advertising Banner: \$75

Clickable and linked to your website from inside the HelloCrowd App used at the summit.

Other Advertising Opportunities

For the following advertising opportunities, Sponsors will have at least one 23” x 29” poster located near the meal or break station or in the event space on Monday or Tuesday. In addition to signage, we will also promote the sponsor in the section of the program of their event.

Multiple sponsorship opportunities will be available for each meal, break, and event.

Meal/Break Sponsor:

- \$2,500 Sunday Dinner (3 signs included)
- \$ 500 Lunch (2 signs included)
- \$ 300 Breakfast
- \$ 200 Break

Event Sponsor:

- \$ 250 PDE Paint Night - Monday

Other Event Sponsorship Options

For further details and costs contact the PDE Data Summit Team at RA-EDPDEDATASUMMIT@PA.GOV

Tuesday Sponsor/Exhibitor Happy Hour

- Exhibitor Happy Hour will be held Tuesday following sessions at 4pm in the exhibitor area
- This event will be marketed to all attendees prior to and during the summit
- Sponsorship will include contracting with Hershey for hors d’oeuvres and beverages

Attendee trip to Chocolate World (*details to come*)

- This trip will include a shuttle bus to Chocolate World Tuesday at 6pm
- Attendees must sign up in advance

Attendee trip to Troeg’s Brewery (*details to come*)

- This trip will include a shuttle bus to Troeg’s Brewery Tuesday at 6pm
- Attendees must sign up in advance

Important Notes: Advertising reservations and payment must be submitted by Friday, February 15, 2019.

Submission: Company logo files must arrive by the closing date of Wednesday, February 20, 2019. Logos cannot be inserted after the closing date, but advertisers will be charged the full rate for the reserved ad. Files smaller than 5 MB may be emailed to RA-EDPDEDATASUMMIT@PA.GOV. You may stuff files over 5 MB (.sit, .sitx, or .zip files accepted).

Any questions concerning advertising should be directed to:

PA Department of Education

Attention: Adrian Huber

Subject: PDE Data Summit Advertising

Email: RA-EDPDEDATASUMMIT@PA.GOV

More Exhibitor Information

Why Exhibit?

Build relationships through face to face discussions with your target market of school district data teams, technical directors, program coordinators, leadership, and administrators. The PDE Data Summit offers a great opportunity to network with other service providers and prospective customers as well.

Additional Charges

Electricity at your booth: A fee of \$50 includes an outlet run directly to your assigned exhibition space (this amount is paid directly to the Hershey Lodge)

Additional Setup: There are various costs for any optional setup requests: phone, Internet access (other than wireless), etc. (Arrangements for optional equipment are the responsibility of the exhibitor and are to be made directly with the Hershey Lodge)

What will be provided for Exhibitors?

One 8 x 10 exhibition space including pipe and drape, one 6-foot table, two chairs, and a waste basket will be at each exhibition space. Complimentary wireless internet access will be available throughout the exhibit area. Exhibitors confirmed by Wednesday, February 13, 2019, will be included on all exhibitor listings provided to the attendees.

Exhibits may not extend more than 12 inches from the front of the table. Exhibits or promotional materials may not block any aisles or access ways. Any music or lights displayed may not interfere with other exhibitors.

Additional Exhibit Hall Table: A fee of \$300 includes adding a second 6-foot table to your company's setup in the Exhibit Hall. The table will come with pipe and drape and an additional chair. (Italicized disclaimer above applies to all tables in your exhibit space).

Internet Access: Wireless internet access is provided for the entire summit.

Shipping: Exhibitors are solely responsible for shipping and handling of their materials.

The shipping address is as follows:

Hershey Lodge & Convention Center

c/o PDE Data Summit

325 University Drive, Hershey, PA 17033

Packages **MUST** be labeled as follows:

Hold for Pennsylvania Department of Education Data Summit

March 24, 2019

(Onsite company contact name)

Contact arrival date (xx/xx/2019)

A package receiving charge will apply for the receiving and handling of goods shipped to the Hershey Lodge. Please contact the Lodge at (717) 508-1957 to make package arrangements.

Exhibitor Confirmation and Contact Information

Please visit the 2019 PDE Data Summit registration site at <http://teampa.com/datasummit-sponsors> to complete the Exhibitor Agreement and payment information. Submit this information by **Friday, March 15, 2019**.

Please send marketing literature or promotional/raffle items by **Tuesday, March 19, 2019**, to:

PA Department of Education
Division of Data Quality – Attention: Adrian Huber
333 Market Street, 13th Floor Harrisburg, PA 17126-0333
Subject: PDE Data Summit
Email: RA-EDPDEDATASUMMIT@PA.GOV

General Information

PDE reserves the right to determine the appropriateness of any organization to be an exhibitor. Except for those spaces specified in the opportunities described above, space assignments will be on a first-come, first-served basis. An email confirmation will be sent after receipt and review of necessary paperwork.

Cancellation and Refund Policy

Refunds (minus a \$100 administrative/processing fee) will be granted to exhibitors who cancel by email at RA-EDPDEDATASUMMIT@PA.GOV at least 20 business days prior to the event. Cancellation notices must be received by 4:00 p.m. on Monday, February 25, 2019, to receive full refund less administrative/processing fee.

Refunds will not be provided to exhibitors who neither cancel nor attend the event. Confirmed exhibitors who are unable to attend the event may send a substitute in their place at no additional cost. Substitution information must be received by the Pennsylvania Department of Education (RA-EDPDEDATASUMMIT@PA.GOV) two full business days before the start of the event.

Inclement Weather Procedure

Unless the Governor declares a state of emergency, the 2019 PDE Data Summit will run as scheduled, and the above cancellation policy will apply.

ADA Special Needs Accommodations

Participation by all individuals is encouraged. Advance notice of any special needs will help us provide better service. Please notify us of your needs at least two weeks in advance of the conference by contacting Adrian Huber via email at RA-EDPDEDATASUMMIT@PA.GOV.

Certificate of Insurance Requirements for Exhibitors

The following outlines the insurance requirements for Exhibitors.

Applicants must provide:

- Event Liability coverage of \$1,000,000 per occurrence and \$1,000,000 aggregate

OR

- Standard Liability coverage of \$1,000,000 per occurrence and \$2,000,000 aggregate

AND

- All insurance certificates shall list Team Pennsylvania Foundation as an Additional Insured
- All certificates must be signed by a licensed insurance broker or insurance representative
- Sub-limits shall not be less than the per occurrence limit amount required

Certificate of insurance must be received no later than Friday, March 15, 2019.