

# Corporate Partnership Opportunities 2019-2020

Increase visibility of your products and services with edtech leaders responsible for school system technology buying decisions

***Access and Visibility at the CoSN Annual Conference***

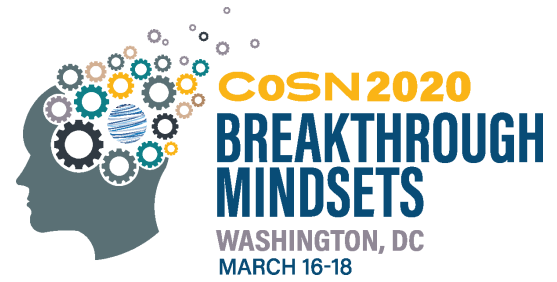


Consortium for School Networking 1325 G St, NW, Suite 420, Washington, DC 20005

[cosn.org](http://cosn.org)

Contact [sponsorship@cosn.org](mailto:sponsorship@cosn.org)

# Access and Visibility at the CoSN Annual Conference



Build connections with key decision makers and gain visibility at our CoSN2020 Annual Conference, the premier event for school system education technology leaders. The [CoSN2020 Annual Conference, Breakthrough Mindsets: Leading Meaningful Change](#), will take place from March 16-18, 2020 at the Washington Hilton in Washington, DC. The conference brings together over 1,000 North American school system technology leaders for three+ days of information sharing, networking and learning.

- 84% of educator attendees make the purchasing decision or recommend new products and services.
- 58% of the school system leaders have technology budgets between \$500,000 and \$1 million.

## CoSN National Awards

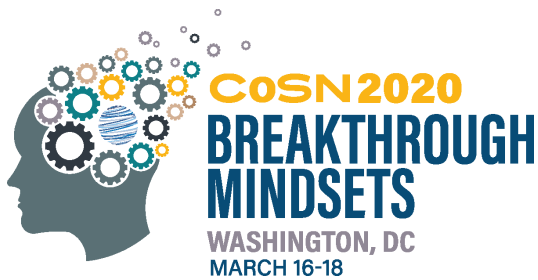
**\$15,000 (per award)**

CoSN annually celebrates the achievements of individuals and team who demonstrate outstanding vision in K12 education.

1. **[Withdraw CTO of Year Award](#)**, named for longtime pioneer and champion of K-12 education technology, recognizes an individual CTO or equivalent in a U.S. K-12 school district, consortium of school districts, or education agency who is a true technology champion.
2. **[The Team Award](#)** acknowledges a team in a school district or educational service agency serving multiple school districts who has had a significant impact on technology's role in transforming learning.
3. **[EmpowerED Superintendent Award](#)** is for an exceptional district Superintendent who leverages and champions technologies in the classroom to transform their school district.
4. **[Community Leadership Award for Digital Equity](#)** recognizes a district working to eliminate inequities and narrow the digital Homework Gap.

### *Partner benefits:*

- High visibility at the CoSN Annual Conference helping to present the Award at a general session
- Acknowledgment on all appropriate materials and in the conference program
- Two complimentary conference registrations
- Meeting with award recipients
- Pre- and post- CoSN2020 opt-in registration lists



# Access and Visibility at the CoSN Annual Conference

## Global Symposium

**\$10,000**

CoSN works to promote a global dialogue focused on the strategic uses of technology for the improvement of teaching and learning in elementary and secondary schools. Our Global Symposium brings together thought leaders from across the U.S. and around the world to explore issues, learn from each other, and determine how they can ensure student success in their individual learning communities.

*Partner benefits:*

- Visibility with opportunity to offer brief welcome remarks during the Symposium, moderate a panel, or present an Ignite session
- Access to the international VIP attendees during the Symposium and at a special social event for these guests and the CoSN Board of Directors
- Two complimentary full conference registrations to continue the dialogue
- Branding with acknowledgement on all relevant marketing materials, announcements, invitations, website and program book
- Electronic copy of the symposium pre-registration and attendee lists for one-time use

## NextGen: Emerging EdTech Leaders

**\$10,000**

Each year at our Annual Conference we invite and recognize selected [NextGen: Emerging EdTech Leaders](#). The focus is on describing the essential skills for technology leadership, offering tips on professional advancement, and building a network of support throughout the year. Partner fees support complimentary conference registration and one night of lodging for the recipients.

*Partner benefits:*

- Build connections with recipients at CoSN2020 and throughout the year
- Participate in special events planned for them
- Gain visibility with branding opportunities at CoSN2020 and with our media partner, [EdScoop](#)

## Crystal Sponsorship

**\$7,500**

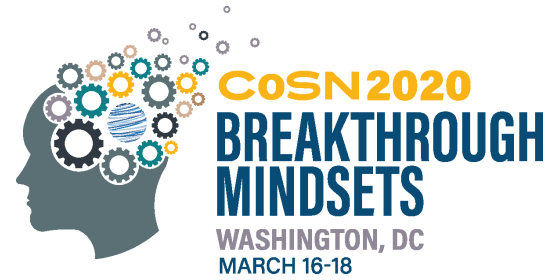
Maximize awareness with conference attendees as a Crystal-level supporter.

*Partner benefits:*

- Two complimentary conference registrations
- Pod in @InnovationCentral with opportunity to distribute information to attendees
- 90-minute Executive Briefing - a facilitated focus group discussion on a new product release or to gain feedback on current products and services. CoSN will work with you on recruiting, moderating, coordinating and reporting

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# Access and Visibility at the CoSN Annual Conference



## Crystal Sponsorship cont'd

*Partner benefits cont'd:*

- Pre- and post-CoSN2020 opt-in registration lists with emails for follow-up (one time use)
- Logo placement as a Crystal Sponsor on conference website and marketing materials

## Large District Summit *NEW!*

**\$7,000 (per event)**

Large school districts face unique challenges – and CoSN is working with large district leaders to provide the resources necessary for them to meet these challenges successfully. Our *Large District Summit* brings together district teams for a day and half of problem solving, networking, discussion, learning and resource development. Two Summits will be held this school year – one at CoSN2020 Annual Conference and another standalone event (Fall 2019).

*Partner benefits (limited spots available):*

- Expanded outreach and involvement with large school district leaders
- Participation in planning for the event
- Interaction with the attendees throughout the event
- Introduction of speakers and opportunity to moderate discussions
- Attendee list for follow up

## CoSN Camp

**\$6,000**

CoSNCamp, our version of an “un-conference” is a place for attendees and their ideas to congregate in an informal setting. Here is a chance for partners to engage in dialogue with educators and dig deeper on items of mutual interest.

*Partner benefits:*

- Visibility with branding opportunities on all appropriate materials including, electronic media, conference website, signage, and program
- Get input on ideas by organizing a “campfire session”
- Two complimentary conference registrations

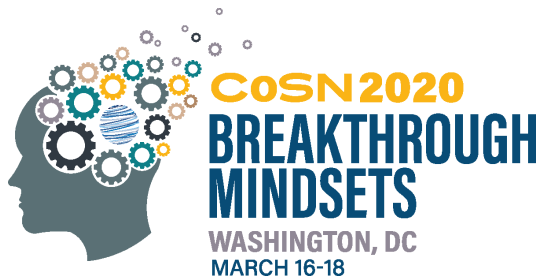
## VIP Reception

**\$5,000 one sponsor/\$2,500 each for two**

Kick-off CoSN2020 and enjoy meeting CoSN leaders in a casual social setting.

*Partner benefits:*

- Host and network at a reception for CoSN VIPs at Conference. Invited guests include CoSN Board of Directors, key chapter leaders, and international guests.
- Offer briefing welcoming remarks
- Branding as a partner



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## Pod in @InnovationCentral

**\$2,500**

CoSN continues to pioneer an innovative approach to bring our educator members and private sector partners together. [@InnovationCentral](#) integrates open space with dedicated time for thought provoking conversations. No more chopped up blocks of time for exhibit hours. No shipping your booth. Just provide the graphics you want for your Pod, and it will be ready when you arrive. @InnovationCentral's structure allows your team to participate in the learning sessions and become part of the conversations.

*\*Only CoSN corporate members are eligible to participate in @InnovationCentral to allow connections throughout the year.*

*When you purchase a pod, you receive:*

- Opportunity to distribute company literature at your Pod
- Listing on the conference website, program and mobile app
- One complimentary conference exhibitor registration
- Pre- and post- CoSN2020 opt-in registration list with mailing address information (one time use only)

## Corporate Membership with CoSN

This prospectus is filled with a number of advantageous opportunities, but the most vital of all is CoSN Corporate Membership.

As a Corporate Member you will maintain lasting connections throughout the year. CoSN corporate membership is designed for companies who wish to:

- Keep up-to-date on emerging trends through advance access to key professional advancement resources
- Increase visibility and brand awareness among CoSN's growing network of 7,000+ edtech professionals
- Interact with a built-in community of edtech professionals at yearly national and regional events

To join or learn more about member benefits and fees, visit our [Corporate Membership page](#) or contact [membership@cosn.org](mailto:membership@cosn.org).