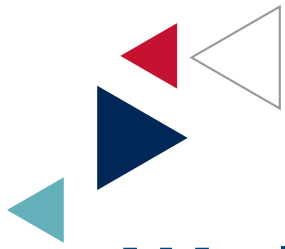




PLTW²⁰¹⁶
SUMMIT
ENGAGE • INSPIRE • EMPOWER

Sponsorship Prospectus

March 20–23, 2016
Indianapolis, IN



Welcome

Project Lead The Way (PLTW) extends our sincere thanks to our partners for the 2014 PLTW Summit: Learning Together. Inspiring America. Without your generous support, this breakthrough educational event would not have been possible. It is our hope you will join us for another remarkable experience in 2016.

PLTW would also like to extend a warm welcome to those who will join us in hosting the 2016 PLTW Summit. We are excited to begin this engagement and create a valuable experience for our guests and partners.

About the PLTW Summit

The PLTW Summit brings together educators and leaders in the corporate, nonprofit, and government sectors who work together every day to help America's students develop the knowledge and skills they need to succeed. The conference affords guests countless opportunities to learn and network through quality offerings including high-caliber keynotes, interactive workshop sessions, and lively networking events. This national gathering inspires collaboration and engages guests in designing strategies that can help solve the education and workforce development challenges facing our nation.

As PLTW looks ahead to 2016, we are eager to deliver another premier conference experience where PLTW advocates and supporters connect, learn from one another, and break new ground together.

We invite you to join us and 1,500-plus 2016 PLTW Summit guests for an inimitable experience, outstanding visibility, and countless opportunities to connect.



5 Reasons to Sponsor the 2016 PLTW Summit



- 1 Gain access to the PLTW Network of educators, students, collegiate institutions, policymakers, and corporate partners.
- 2 Elevate your company's visibility and establish a reputation as a high-level supporter of PLTW.
- 3 Help inspire and inform our network so that educators and students are aware of resources and opportunities available.
- 4 Help meet your company goals and objectives and fulfill the PLTW mission of preparing students for the global economy.
- 5 Learn how other companies support PLTW and see the value in the communities where they operate and within their organization.

Guest Feedback:

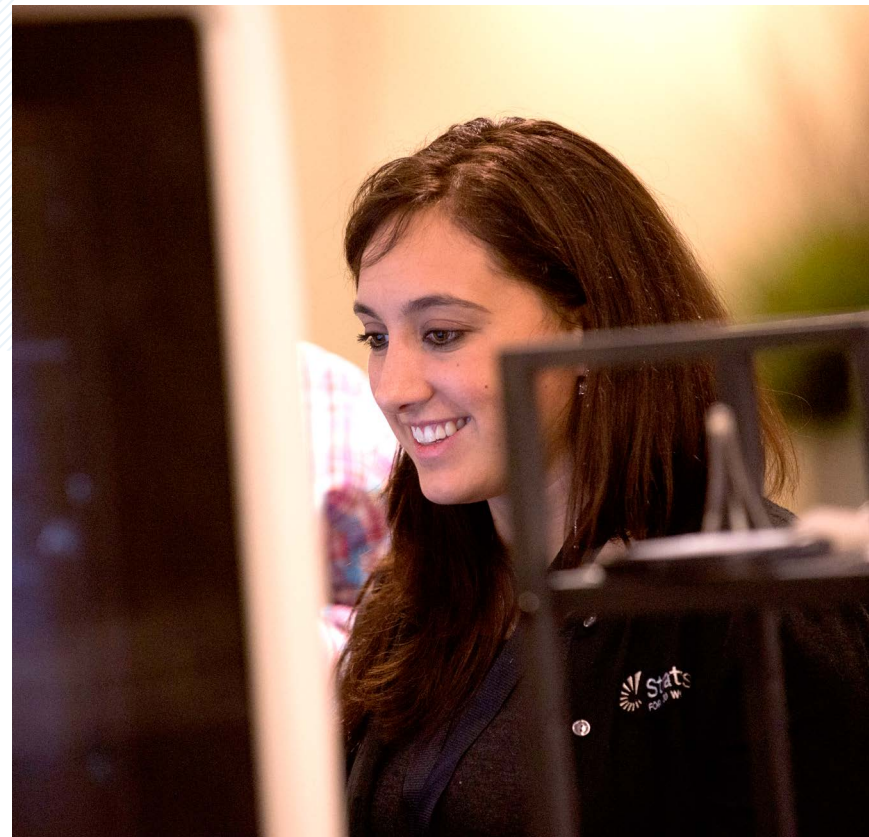
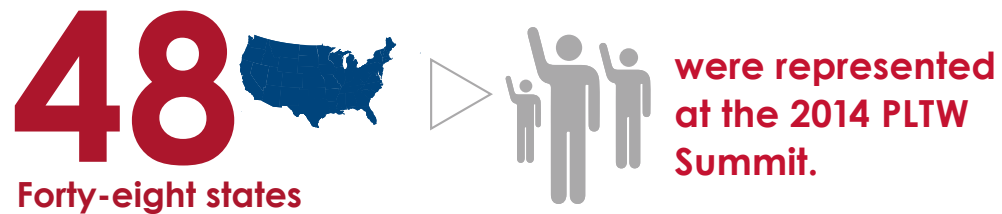
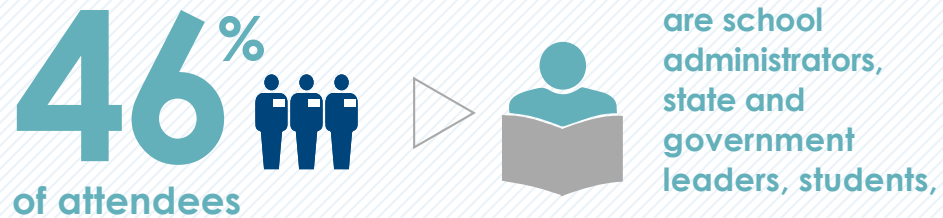
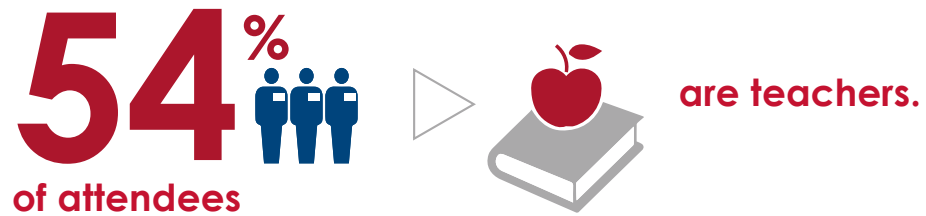
The collage features five tweets from different users, each with a profile picture, name, handle, and a 'Following' button. The tweets are as follows:

- Kelly Garcia (@Mrskgarcia)**: As always, @PLTWorg made me feel appreciated and challenged! Thank you for excellent experience at the #PLTWSummit
- JC Park (@cpark202)**: Still connecting with those I met #PLTWSummit. Such a stunning experience has a lasting impression! #PLTWProud #PLTWAlumni
- Jessica Wolfrey (@MrsWolfrey)**: Thanks @PLTWorg For the opportunity to do and teach what I love! #PLTWSummit #pltwproud #happiestteacher
Caption: Vince Bertram and Jessica Wolfrey
Image: A photo of a man in a suit and a woman in a red jacket standing together, next to a large mural with the word 'SPEEDWAY' and various handwritten notes.
- Gina Greil (@ginagreil)**: Inspiring weekend with amazing colleagues! Now to get the kids #PLTWSummit
- Gina Richard (@GinaRich_1111)**: @PLTWorg #PLTWSummit was an amazing experience! Can't wait until 2016! Thanks for your support!

2:26 PM - 5 Nov 2014

Guest Profile:

Our attendees want to network with exhibitors, review resources for their classrooms, learn about new products, and discuss best practices.





Sponsorship Packages

\$200,000
2 Available

Technology Sponsorship

Our Technology Sponsorship Package includes the following:

Pre-Event Marketing

Monthly Run-of-Site Web Banner Ad—120 x 240
Corporate Logo on Event Website and Mobile App
Banner Ad and Linked Landing Page on Event
Mobile App
Event Email Newsletter Sponsorship
Promotion on Social Media Outlets Prior to Summit

Exhibit Space

20' x 30' Exhibit Space Booth
New Product Showcase
Product Information Center

Summit Access Details

Summit Registration for Sponsor Staff (6)
Booth Staff Passes (2)

Message Delivery

General Session Speaking Opportunity
Featured Workshop Speaking Session
60-Minute STEM Theater Speaking Opportunity
Enhanced Web and Event App Listing Package

On-Site Marketing

Digital Signage
Logo on Main Stage Set
Logo on General Session Bulkhead
Workshop Handouts
Booth Listed on Exhibit Space Map
Recognition on Partner Spotlight Banner
Promotion on Social Media Outlets During Event

Reaching Our Virtual Audience

Visibility to Our Virtual Guests at Various Times
During and After the PLTW Summit

Post-Summit Marketing

Promotion on Social Media Outlets Post-Event
Recognition on General Session Recordings
Posted Online
Description Included in Post-Event Thank-You Email

\$ 50,000
8 Available

Major Sponsors

Boost visibility with an exhibit hall speaking opportunity, enhanced listings, and more!

Our Major Sponsor Package includes the following:

Pre-Event Marketing

Monthly Run-of-Site Web Banner Ad—120 x 240
Corporate Logo on Event Website and Mobile App

Exhibit Space

10' x 20' Exhibit Space Booth
New Product Showcase
Product Information Center

Summit Access Details

Summit Registration for Sponsor Staff (1)

Message Delivery

30-Minute STEM Theater Speaking Opportunity

On-Site Marketing

Recognition on Partner Spotlight Banner
Promotion on Social Media Outlets During Event

Post-Summit Marketing

Promotion on Social Media Outlets Post-Event



\$ 35,000
6 Available

Food and Beverage Sponsors

Extend your brand during the show by having your company logo displayed during meal functions. As part of the Food and Beverage Package, your organization can provide resources and information for guests at their tables and open the meal function with a 10-minute presentation.

Our Food and Beverage Sponsor Package includes the following:

Pre-Event Marketing

Banner Ad and Linked Landing Page on Event Mobile App

Exhibit Space

20' x 20' Exhibit Space Booth

Message Delivery

30-Minute STEM Theater Speaking Opportunity

On-Site Marketing

Booth Listed on Exhibit Space Map
Recognition on Partner Spotlight Banner
Promotion on Social Media Outlets During Event
Sponsor Items at Tables
10-Minute Speaking Opportunity at Meal



\$ 35,000
2 Available

Tuesday Networking Sponsors

Share your company's vision for the next year, unveil a new product, or announce a new initiative at your company-hosted State Leader and Affiliate Director Briefing Breakfast or Luncheon.

Our Tuesday Networking Sponsor Package includes the following:

Pre-Event Marketing

Event Email Newsletter Sponsorship
Promotion on Social Media Outlets Prior to Summit

Exhibit Space

20' x 20' Exhibit Space Booth

Message Delivery

30-Minute STEM Theater Speaking Opportunity

On-Site Marketing

Booth Listed on Exhibit Space Map
Recognition on Partner Spotlight Banner

Reaching Our Virtual Audience

Visibility to Our Virtual Guests at Various Times
During and After the PLTW Summit



3 Options

Exhibit Booths

Are you looking for space to showcase your brand prominently in the exhibit area? An exhibit booth is an excellent choice.

Exhibit Booth Pricing:

- 10' x 10' Booth for \$4,000
- 10' x 10' Corner Booth for \$4,200
- 10' x 20' Booth for \$8,000

All Exhibit Booths include the following:

Pre-Event Marketing

Corporate Logo on Event Website and Mobile App

Message Delivery

30-Minute STEM Theater Speaking Opportunity

On-Site Marketing

Booth Listed on Exhibit Space Map
Recognition on Partner Spotlight Banner





à La Carte Sponsorship Opportunities

PLTW wants our PLTW Summit partners to have ultimate flexibility when it comes to sponsorship options. With our à La Carte offerings, partners have the freedom to pick and choose sponsorship opportunities that fit their visibility goals and budget. Choose from a range of options, including marketing opportunities in the hotel, branding on transportation, social media presence, and more.

Hotel Branding

Facility Visibility Options | 5 Available at \$2,500 ea.

Put your company logo and product information on banners, column wraps, floor or window clings throughout the JW Marriott. Call for sizing and pricing information.

Column Wraps in Exhibit Space | 4 Available at \$5,000 ea.

Extend your brand outside of your booth. Draw attention to your products and bring guests to your booth with unique column wraps in the PLTW exhibit space.

Summit Hospitality

Charging Stations/Lockers | 4 Available at \$2,000 ea.

Guests will need to charge their phones while at the PLTW Summit. As the Charging Lockers sponsor, your provided artwork will be printed on a kiosk with 36 lockers that guests can use to charge their devices. Sponsorship includes the branded kiosk and 1 Ambassador staffer to assist guests and answer any questions. Sponsor to provide artwork. Graphics subject to approval by PLTW.

Message Delivery

Media Room Sponsorship | 1 Available at \$5,000

Get noticed by the press! Sponsorship includes on-site signage, distribution/product table in press room, guaranteed press conference slot (deadlines apply), special mention in the show program and website.

Transportation

Airport Shuttle Route | 2 Available at \$15,000 ea.

Sponsor shuttles running from JW Marriott to IND airport on the last day of the PLTW Summit. Distribute tickets to guests when they visit your booth in the exhibit space. Sponsorship includes 2 shuttles, co-branded wrap artwork on bus, and shuttle tickets. All artwork subject to approval.

Tour Shuttles | 4 Available at \$5,000 ea.

Help get our guests to the PLTW Summit off-site tours, while having all eyes on your brand on the way to and from the destination.

Social Media Marketing

Sponsor Feature on PLTW Blog | 5 Available at \$2,000 ea.

Bring your company and industry insight to the PLTW Summit conversation. Help drive dialogue and conversation on the STEM topic with a specific focus tied to your expertise.

Top Storyteller: Instagram | 1 Available at \$5,000

Partner with PLTW to host an online storyteller contest! Work with a member of our social team to judge the best picture uploaded to Instagram of PLTW with a co-branded hashtag. Winners will be featured on PLTW social accounts. Sponsors may provide an additional prize for the winners.

Top Storyteller: Twitter | 1 Available at \$5,000

Partner with PLTW to host an online storyteller contest! Work with a member of our social team to judge the best picture uploaded to Twitter of PLTW with a co-branded hashtag. Winners will be featured on PLTW social accounts. Sponsors may provide an additional prize for the winners.

Food and Beverage

Themed Coffee Break | 6 Available at \$3,000 ea.

Host your own coffee break right in the conference area for an audience of highly qualified attendees. Exhibitor will have the opportunity to display brochures and will receive signage by the coffee station in the conference area. Limited availability. Exhibitor is responsible for cost of beverage and for providing all sponsorship materials for break. Coffee break and sponsor signs are provided by show management.

Summit Snacks | 4 Available at \$1,800 ea.

Extend your brand during the show by having your company logo displayed during meal functions. Imagine all of our guests enjoying a good meal provided by you!

Snack Cart | 18 Available at \$1,800 ea.

Give our guests a little snack in a fun and creative way.

- Frothy cappuccinos and creamy lattes for our guests. Rental of espresso machine includes supplies and staff to prepare and serve beverages. Includes 900 cups per day. Sponsorship includes signage and branded cups. Location to be determined.
- Provide PLTW Summit guests with hot dogs while promoting your brand. Includes 250 hot dogs per day. Sponsorship includes signage and branded napkins. Location to be determined.
- Serve ice cream bars. Includes 250 ice cream bars per day. Sponsorship includes signage and branded napkins. Location to be determined.
- Hot pretzels. Includes 30 dozen (360) pretzels per day. Sponsorship includes signage and branded napkins. Location to be determined.
- Popcorn stand with branded cups. Sponsorship includes signage and 200 servings per day. Location to be determined.
- The Smoothie Mobile Cart includes signage, branded cups, juice, staffing, and equipment for 200 smoothies per day. Location to be determined.





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Thank You

Bryan Kelley

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[Click here to download sponsorship agreement](#)

[Click here to request more information](#)