

FREE LIVE@ISTE Video Interview

# Drive More Buzz for Your Edtech Brand

ISTELive 25 | June 29 – July 2  
San Antonio, TX



Book this ISTE promotional package by 5/31/25 and receive a LIVE@ISTE Video Interview...for FREE!

## Get 150 Sales Leads + Email and Brand Exposure

### 150 Qualified Sales Leads via Content Syndication

eSchool News will fill your sales funnel with high quality leads by promoting your company's white papers, case studies, and more to our engaged audience, including Superintendents, CIOs/CTOs, Principals, Curriculum Directors, and more.

### Chaperoned eMail to 25,000 Qualified Titles

We'll put your custom email message in front of 25,000 targeted education titles to boost brand awareness and drive traffic to your products and services.

### Two eNewsletter Sponsorships

eSchool News will feature your company message alongside its trusted editorial content – delivered directly to the inboxes of 25,000+ K-12 leaders.

### Website Advertising – 50,000 Banner Impressions

Announce your show participation and drive booth traffic with a ROS banner ad on the eSchool News website.

### Special ISTE Package Includes:

- 150 qualified sales leads\* including all relevant data from downloads of your company-supplied asset
- 1 Chaperoned email of 25,000 to qualified titles
- 2 eNewsletter sponsorships (max 1 per month)
- 50,000 banner ad impressions (300x250 or 728x90)

Rates: \$7,500 (a savings of over 50%)

### Special Bonus Offer!

#### FREE LIVE@ISTE Video Interview

with ISTE Package purchase by 5/31/25.

Drive booth traffic and sales with a **FREE video interview** before or during ISTE Live 25 – posted and promoted on our LIVE@ISTE webpage. **A \$2,500 Value!**

\* IT titles must be combined with additional title selects.