PARTNERSHIP OPPORTUNITIES

STEAM SYMPOSIUM

Celebrating 10 Years

OCTOBER 1-2, 2022

ANAHEIM CONVENTION CENTER
Anaheim, California

SPONSORSHIP CONTACT
Glennon Stratton
Director, STEAM Initiatives
Glennon@cdefoundation.org
866.259.0521

steamcalifornia.org
Facebook: California STEAM Conference
Twitter: STEAM_symposium

#CASTEAM22 @cdefoundation
99.5% of attendees surveyed in 2021 would recommend the Symposium to others.

“This was one of the best conferences I’ve ever been involved with. So many rich and usable resources!”

“Great presentations and variety of speakers. Very nice to see and hear from a variety of women on STEAM. Inspirational.”

“Keynote speakers were inspirational, positive, fun, and most of all they provided a lot of what we have been missing during the pandemic, communication, self care, motivation, perseverance and unity. Can’t wait for next year’s conference.”

“I can easily see implementing what I saw and heard into my own classroom and feel that the students would be highly engaged.”
California STEAM Symposium provides best-in-class, peer-led, industry-leading professional development events, as well as year-round programming, including webinars, podcasts, peer mentoring networks, professional learning communities, and special events.

**Year-Round Global Community Engagement Map**

Our reach includes all 50 United States, as well as the following countries:

- Albania
- American Samoa
- Argentina
- Australia
- Belgium
- Canada
- Chile
- China
- Colombia
- Czech Republic
- Egypt
- El Salvador
- Finland
- France
- Germany
- Ghana
- Greece
- Guatemala
- Hong Kong
- India
- Indonesia
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Jordan
- Kazakhstan
- Kenya
- Lithuania
- Macedonia
- Mexico
- Moldova
- Oman
- Pakistan
- Phillipines
- Puerto Rico
- Russia
- Saudi Arabia
- Singapore
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Turkey
- Ukraine
- United Arab Emirates
- United Kingdom
- United States

**STEAM COMMUNITY SNAPSHOT**

**Virtual Symposia Participants (2020 & 2021)**

- 2,900+
- Representing More Than
- 2-3 Million
  - In Student Enrollment

**Session Streams**
- Webinars
- Podcasts
- Symposia Recordings

**School & District Participation**

- 346 Schools
- 173 Districts
- 35 County Offices of Education
- 92 Charter Schools
Our event demographics reflect the education practitioners and decision-makers best positioned to engage with your brand.

STEAM Discipline Distributions

- STEAM/STEM/Multidisciplinary: 58%
- Science (including Environmental Literacy): 16%
- Technology (including CTE): 4%
- Engineering (including Computer Science): 5%
- Arts: 5%
- Math: 5%
- Other: (CTE, Computer Science, Curriculum, Early Learning, Language Development, Special Education): 5%

Types of Attendees

- Partners: Industry and Non-Profit Partners, Higher Education: 36.4%
- STEAM Education Influencers: School Site Teachers, STEAM Specialists, Students: 29%
- Decision Makers: Principals, County and District-Level Leadership: 34.6%
This data point is particularly meaningful in terms of STEAM teacher retention and the impact of quality professional development to continuously improve and empower the current teacher workforce.
Data from 2019 in-person California STEAM Symposium

**STEAM COMMUNITY SNAPSHOT**

**2600**
PARTICIPANTS IN 2019
Representing approximately
**3.5 MILLION**
in student enrollment

**240+**
Districts

**113**
Exhibitors
in 2019

**550**
SCHOOLS

**31**
County offices of education
top-level leadership

**57**
Higher-education institutions

**23**
Additional states, including
3 Canadian provinces

**EXHIBITORS IN 2019**

**SCHOOL & DISTRICT PARTICIPATION**
PARTNER WITH US IN 2022!

INCREASE NAME RECOGNITION AS A SPONSOR
The Symposium’s high-impact engagement options will give your company the competitive edge to stand out in the crowd and be recognized as a leading partner in STEAM education.

SHOWCASE YOUR ORGANIZATION AS AN EXHIBITOR
The Symposium is a rich environment to demonstrate your products and services to leaders in education. This is your chance to provide participants with solutions to some of their biggest challenges.

EXTEND BRAND AWARENESS VIA MARKETING OPPORTUNITIES
Expand your organization’s message beyond your exhibit booth to capture our participants attention when you take advantage of additional engagement opportunities.

❏ REACH the largest concentration of STEAM education influencers in California, inclusive of all STEAM disciplines.
❏ CONNECT with a well-networked audience of passionate and trusted messengers.
❏ BUILD on existing relationships with industry leaders and develop new relationships with key decision makers.
❏ CREATE a high-quality forum dedicated to sharing knowledge and emerging ideas.

“So many resources, lessons, videos, etc. Cannot wait to try it all. COLOR ME INSPIRED!”
The 10th anniversary of the California STEAM Symposium offers multiple options to partner and achieve your objectives. Become a sponsor and create strategic sales opportunities, establish market leadership, and enhance brand recognition with your target audiences.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRESENTING SPONSOR $150,000</strong></td>
</tr>
<tr>
<td>- First-position recognition as Presenting Sponsor in all Symposium promotions, branding, and marketing</td>
</tr>
<tr>
<td>- Keynote speaker introduction by Sponsor</td>
</tr>
<tr>
<td>- Highlight of Sponsor's STEAM support during general session via Sponsor remarks</td>
</tr>
<tr>
<td>- One custom activation highlighting Sponsor (additional costs may apply)</td>
</tr>
<tr>
<td>- Curating and leading up to three breakout presentations</td>
</tr>
<tr>
<td>- Premium exhibitor booth</td>
</tr>
<tr>
<td>- Two banner ads in mobile app and online digital schedule</td>
</tr>
<tr>
<td>- Two sponsored emails to attendees</td>
</tr>
<tr>
<td>- Inclusion in follow-up materials after Symposium</td>
</tr>
<tr>
<td>- 10 VIP registrations, including preferred general-session seating and VIP networking</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>PARTNER $50,001-100,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Priority recognition in all Symposium promotions, branding, and marketing</td>
</tr>
<tr>
<td>- Keynote speaker introduction by Sponsor (based on availability)</td>
</tr>
<tr>
<td>- One custom activation highlighting Sponsor (additional costs may apply)</td>
</tr>
<tr>
<td>- Curating and leading up to two breakout presentations</td>
</tr>
<tr>
<td>- One banner ad in mobile app and online digital schedule</td>
</tr>
<tr>
<td>- One sponsored email to attendees</td>
</tr>
<tr>
<td>- Inclusion in follow-up materials after Symposium</td>
</tr>
<tr>
<td>- 6 VIP registrations, including preferred general-session seating and VIP networking</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>MENTOR $25,001-50,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Recognition in all Symposium promotions, branding, and marketing</td>
</tr>
<tr>
<td>- Curating and leading one breakout presentation</td>
</tr>
<tr>
<td>- One ad included in a marketing email to entire 11,000+ member STEAM community</td>
</tr>
<tr>
<td>- One banner ad in mobile app and online digital schedule</td>
</tr>
<tr>
<td>- 4 VIP registrations, including preferred general-session seating and VIP networking</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>FRIEND $15,000-25,000</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Recognition in all Symposium promotions, branding, and marketing</td>
</tr>
<tr>
<td>- One banner ad in mobile app and online digital schedule</td>
</tr>
<tr>
<td>- 2 VIP registrations, including preferred general-session seating and VIP networking</td>
</tr>
</tbody>
</table>

Don't see what you're looking for? Contact Glennon Stratton to discuss custom sponsor engagement opportunities.
Support the Symposium with any of the following activations or combine any element(s) into a custom partnership. Additional opportunities will include signage at the Symposium, as well as recognition in the mobile app and online digital schedule.

**MAKERSPACE**
The STEAM Symposium’s star attraction!
- $50,000 - Exclusive Sponsor
- $10,000 - Non-Exclusive Sponsor

**EXHIBIT HALL STAGE SPONSOR**
$20,000

**10TH ANNIVERSARY CELEBRATION EVENT**
$5,000-$20,000

**10TH ANNIVERSARY CELEBRATION EXPERIENCE**
$10,000

**BRANDED BREAKOUT ROOM**
$10,000 for whole event

**10TH ANNIVERSARY CUSTOM ACTIVATIONS**
$7,500

**CHARGING STATIONS**
$5,000 per station

**BREAKOUT SESSION CONTENT SPONSOR**
Limited supply; conditions apply
- $4,500 à la carte
- $3,000 with sponsorship

**WEBINAR CONTENT SPONSORSHIP**
- $4,500 à la carte
- $3,000 with sponsorship

**PODCAST SPONSOR**
Join our podcast hosts to discuss STEAM education and receive top billing in our email to 11,000+ STEAM Community members when it is released.
- $3,500 à la carte
- $2,500 with sponsorship

**ONE DEDICATED SPONSOR EMAIL**
(only available as part of a larger partnership engagement)
- $2,500

**BANNER AD IN DIGITAL SCHEDULE & EVENT APP**
- $1,500 per ad

**ONE AD IN MARKETING EMAIL TO ENTIRE 11,000+ MEMBER STEAM COMMUNITY**
- $750 per email

Have activation ideas? Contact Glennon Stratton to discuss custom marketing engagement opportunities.

---

**MARKETING OPPORTUNITIES AT THE STEAM SYMPOSIUM IN 2021...**

Keynotes Average Survey Score: 4.5 out of 5 ★★★★★

Breakout Session Average Survey Score: 4.4 out of 5 ★★★★★
EXHIBITOR OPPORTUNITIES

Become an exhibitor at the 2022 California STEAM Symposium to meet and gain exposure with educators seeking new and innovative solutions to STEAM education challenges. These decision makers are leaders at school sites, districts, and regional networks.

EXHIBIT BOOTH INCLUDES:
- Opportunity to create a custom company-branded space
- Data-rich environment with easy opt-in opportunities to gather contact information
- One-on-one networking
- Opportunity to link to company website
- Opportunity to create and play company video or slidedeck
- Two event registrations, which include two days of keynotes, breakout sessions and networking
- Company listing on event platform, in mobile app, and online digital schedule

ADDITIONAL EXHIBITOR PERSONNEL PRICING
- $300 per person

NON-PROFIT EXHIBITOR
A registered non-profit organization may register for an exhibit booth at a discount of 50% off the current exhibit price which will be honored upon confirmation of non-profit status.
Email Gibran Mims for consideration.

PAYMENT
Payments may be made online via credit card when registering. Contact Gibran Mims with any questions.

SPACE IS LIMITED – ACT NOW AND REGISTER YOUR BOOTH BY JUNE 30TH FOR THE EARLY BIRD RATE!

Pricing for 10x10'
Early Bird: $1,595
Regular: $1,795
Late: $1,995

Pricing for 10x20'
Early Bird: $2,995
Regular: $3,195
Late: $3,395

UPGRADES
Premium Location: $495

EXHIBITOR HOURS PRELIMINARY SCHEDULE*

Friday September 30, 2022
Load in: 1:00-5:00pm

Saturday, October 1, 2022
7:30am-5:00pm

Sunday October 2, 2022
7:30am-1:00pm
Load out: 1:00-5:00pm

*Exact hours will be confirmed prior to the event. All times are Pacific Time.
The California STEAM Symposium is the largest gathering of STEAM educators in the state. 2022 celebrates the 10th anniversary of this landmark event! An initiative of Californians Dedicated to Education Foundation and co-hosted by the California Department of Education and the California Commission on the Status of Women and Girls, the Symposium brings together thousands of teachers, administrators, students, higher-education representatives, program providers, and philanthropic and industry partners to learn how to improve and expand STEAM teaching in schools and throughout communities.

2022 CA STEAM Symposium Mission Statement
Advance Justice, Equity, Diversity, & Inclusion in STEAM

The California STEAM Symposium’s 10th anniversary is grounded in the principles for advancing equity of traditionally marginalized students and communities, with a focus on:

- Access
- Awareness
- Opportunities
- Outcomes

Throughout the event, we will come together to explore high-quality strategies to cultivate systems that promote life-long learning for everyone through inclusive and targeted practices, high-impact techniques, and policies, whether from a classroom or organizational point of view. These approaches promote a sense of belonging and ignite student passion for learning as well as support the social-emotional development of our education community.

Together we will share knowledge, research, and stories to support each other in navigating our personal and professional journeys. The Symposium will provide a brave space for exploring equity in STEAM learning, particularly for underrepresented populations we seek to grow in STEAM: educators and students of color, girls, multilingual learners, foster youth, unsheltered students, LGBTQIA+, low socio-economic students, and those with special learning needs. Participants will be able to embark upon this journey immediately with access to resources, collaborators, and a network that seeks to leverage STEAM education as a tool for developing STEAM Identity, civic engagement, social responsibility, student agency, and other shared goals to benefit future generations.

The Strands and Pathways serve to provide direction for our breakout sessions, allowing each participant to successfully chart their own path through our gathering. Strands are the overarching topics. Pathways serve as points of emphasis for participants to choose their own learning journey.
THANK YOU for coordinating a great symposium. This is my first time attending and presenting and I really enjoyed myself. KUDOS!

The presenters shared their vast experience and expertise along with amazing resources that are so needed in schools now with the return to in-person learning. The pandemic is not over yet and we still need to help support students and each other...

"I chose to present at the #CASTEAM20 because I am always energized by the people at the conference—we are all united in our passion for STEM education and promote student achievement for all!"

ABOUT THE STEAM SYMPOSIUM

STEAM SYMPOSIUM CORE BELIEFS

COLLABORATION
This is the event to uncover connections and expand networks. Collaboration is key to the future success of STEAM education.

INNOVATION
Students, parents, educators, administrators, community leaders, and many others are brimming with ideas to advance STEAM. We want to know about them.

LOCAL IMPACT
The Symposium equips attendees with actionable strategies they can implement in their districts, schools and communities.

ASSET-BASED
Everyone’s talents matter. The contributions of varied perspectives, experiences, and backgrounds enrich the Symposium.

LEARNER-DRIVEN
There are many learning styles, and the Symposium keeps this in mind when developing varied opportunities for participants to engage.

PROFESSIONAL
The Symposium is a high-quality, specialized environment – from venue to presenters, thematic strands to sponsors, and overall event experience.

COMMUNITY
Our goal is to nourish a community of individuals committed to expanding STEAM education opportunities for every student.