PARTNERSHIP OPPORTUNITIES

STEAM SYMPOSIUM

Bold Ideas Happen Here

FEBRUARY 9-10
2024

LONG BEACH CONVENTION CENTER

Long Beach California

SPONSORSHIP CONTACT
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steamcalifornia.org

CaliforniaSTEAMConference
@STEAM_symposium
#CASTEAM24 @cdefoundation
PARTICIPANT FEEDBACK

"The event was amazing! Everyone was positive and friendly and willing to work together to share and grow."

98% of attendees surveyed in 2022 would recommend the Symposium to others.

"I really needed that level of inspiration and motivation. Thank you for coordinating such a fun and informative event. I hope to attend future symposiums!"

"I enjoyed all aspects of the event. The highlight for me was the keynote speakers, even though I gained so much knowledge from the breakout sessions. I also learned a lot from the companies and educators who attended the event."

"This live Symposium is needed. Please keep this growing and creating new ideas for our youth and future educators."
STEAM COMMUNITY SNAPSHOT

Data from 2022 California STEAM Symposium

2444
AVERAGE ATTENDANCE
during past 5 years
of in-person Symposia

1170
ATTENDANTS IN 2022

100
Exhibitors
in 2022

600+
SCHOOL, DISTRICT, COUNTY
OFFICE OF EDUCATION, HIGHER
ED INSTITUTION, NON-PROFIT,
AND INDUSTRY PARTICIPATION
Our event demographics reflect the education practitioners and decision-makers best positioned to engage with your brand.

STEAM Disciplines
- STEAM/STEM/Multidisciplinary: 65%
- Science: 12%
- Technology (Including Computer Science): 7%
- Engineering (Including CTE): 8%
- Arts: 5%
- Math: 2%

Types of Attendees
- STEAM Educators: 39%
- STEAM Influencers: 34%
- Decision Makers: 27%

PARTNERS
- Industry and Non-Profit Partners, Higher Education

STEAM EDUCATION INFLUENCERS
- School Site Teachers, STEAM Specialists, Students

DECISION MAKERS
- Principals, County and District-Level Leadership
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.

- Early Career (1-2 years)
- Early/Mid-Career (3-5 years)
- Mid-Career (6-10 years)
- Seasoned (11-20 years)
- Veteran (21+ years)
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 Somoa  
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  
Netherlands  
New Zealand  
Norway  
Oman  
Pakistan  
Phillippines  
Puerto Rico  
Russia  
Saudi Arabia  
Singapore  
South Korea  
Spain  
Sweden  
Switzerland  
Taiwan  
Turkey  
Ukraine  
United Arab Emirates  
United Kingdom  
United States
PARTNER WITH US!

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.

"Honestly, the best overall conference I have ever attended. I look forward to attending again in the future and bringing more colleagues! SO REWARDING!"
# Sponsorship Opportunities

The 11th annual 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.

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

## Partner $50,000–100,000
- Priority recognition in all Symposium promotions, branding, and marketing
- Keynote speaker introduction by Sponsor (based on availability)
- One custom activation highlighting Sponsor (additional costs may apply)
- Curating and leading up to two breakout presentations
- One sponsored email to attendees
- Inclusion in follow-up materials after Symposium
- 6 VIP registrations, including preferred general-session seating and VIP networking

## Mentor $25,000–50,000
- Recognition in all Symposium promotions, branding, and marketing
- Curating and leading one breakout presentation
- One ad included in a marketing email to entire 11,000+ member STEAM community
- One banner ad in mobile app and online digital schedule
- 4 VIP registrations, including preferred general-session seating and VIP networking

## Friend $15,000–25,000
- Recognition in all Symposium promotions, branding, and marketing
- One banner ad in mobile app and online digital schedule
- 2 VIP registrations, including preferred general-session seating and VIP networking

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**Don’t see what you’re looking for?**

Contact [Karyn Warner](mailto:karyn.warner@symposium.com) 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

**BREAKOUT ROOM SPONSOR (CONTACT KARYN)**
$20,000

**EDUCATOR CELEBRATION EVENT**
$5,000 - $20,000

**SWAG BAG**
$15,000

**LANYARDS**
$10,000

**WIFI SPONSOR**
$10,000

**WELLNESS ROOM - SPONSORSHIP**
$5,000

**CHARGING STATIONS**
$5,000

**WEBINAR CONTENT SPONSORSHIP**
$4,500

**PODCAST SPONSOR**
Join our podcast hosts to discuss STEAM education and receive top billing in our email to 25,000+ STEAM Community members when it is released.
$3,500

**BREAKOUT SESSION CONTENT SPONSOR**
Limited supply. Approval of workshop based upon peer review.
$3,950

**ONE AD IN MARKETING EMAIL TO ENTIRE 25,000+ MEMBER STEAM COMMUNITY**
$975

**MOBILE APP PUSH NOTIFICATION**
$750

**Have activation ideas?**
Contact Karyn Warner to discuss custom marketing engagement opportunities.
Become an exhibitor at the 2024 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
- Two event registrations, which include two days of keynotes, breakout sessions and networking

**DIGITAL EXHIBITOR PRESENCE INCLUDES:**
- Opportunity to link to company website on mobile app
- Opportunity to upload resources on mobile app
- Company listing on mobile app and event website

**NON-PROFIT EXHIBITOR**
A registered non-profit organization may register for an exhibit booth at a discount of 40% off the current exhibit price which will be honored upon confirmation of non-profit status.

**PAYMENT**
Payments may be made online via credit card when registering. Contact STEAMSymposium@cdefoundation.org with any questions.

**EXHIBITOR HOURS PRELIMINARY SCHEDULE**

**Long Beach Convention Center**

**Thursday, February 8, 2024**
Load in: 1:00-5:00pm

**Friday, February 9, 2024**
7:30am-5:00pm

**Saturday, February 10, 2024**
7:30am-5:00pm
Load out: After 5:00pm

*Exact hours will be confirmed prior to the event. All times are Pacific Time.

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

<table>
<thead>
<tr>
<th>Pricing for 10x10'</th>
<th>Pricing for 10x20'</th>
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<tbody>
<tr>
<td>Early Bird: $1,595</td>
<td>Early Bird: $2,995</td>
</tr>
<tr>
<td>Back-to-School: $1,795</td>
<td>Back-to-School: $3,195</td>
</tr>
<tr>
<td>Regular: $1,895</td>
<td>Regular: $3,295</td>
</tr>
<tr>
<td>Late: $1,995</td>
<td>Late: $3,395</td>
</tr>
</tbody>
</table>

**UPGRADES**

- Premium Location: $495
- Lead Capture is available

**Pricing for 10x10'**
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- Back-to-School: $1,795
- Regular: $1,895
- Late: $1,995

**Pricing for 10x20'**
- Early Bird: $2,995
- Back-to-School: $3,195
- Regular: $3,295
- Late: $3,395
The California STEAM Symposium is the largest gathering of STEAM educators in the state. 2024 celebrates the 11th 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.

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.

ABOUT THE STEAM SYMPOSIUM

"HOME RUN!!!!!
This conference was exceptional in so many ways! Please know that the selection of keynote speakers was appreciated for their diversity as individuals, topic, and message."

"Thank you so much for all involved in making this a wonderful learning experience and igniting my imagination and wonder to inspire my students to be all they can be."

"Excellent planning and logistics. Felt well taken care of and the online App was great."
"I chose to present at the #CASTEAM 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!"

"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..."

"THANK YOU for coordinating a great symposium. This is my first time attending and presenting and I really enjoyed myself. KUDOS!"

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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.

2024 STEAM PRIORITIES

YOU BELONG IN STEAM
Create your own sense of belonging as you ignite student passion, curiosity, and innovation.

RECRUIT, TRAIN, & RETAIN INCLUSIVE AND DIVERSE STEAM EDUCATORS
Create conditions to strengthen the educator workforce as you advance educational equity and justice.