2017 CSTA ANNUAL CONFERENCE
July 8-11, 2017
Renaissance Baltimore Harborplace Hotel
Baltimore, Maryland

cstaconference.org

2017 Partner and Prospectus
CSTA 2017
Identifying Teacher Superpowers!

ABOUT US
The Computer Science Teachers Association is a membership organization that supports and promotes the teaching of computer science and other computing disciplines. CSTA provides opportunities for K–12 teachers and students to better understand the computing disciplines and to more successfully prepare themselves to teach and learn.

Since its launch in 2005, CSTA has grown into a dynamic and vibrant organization of professionals interested in supporting computer science education in K-12. Today, our membership has grown to more than 23,000 members from across the world. These members include elementary, middle, and high school teachers; college and university faculty; computer science, computer engineering, and IT departments and schools; supportive members of industry, and even a few parents.

"Computer science is the study of computers and algorithmic processes, including their principles, their hardware and software designs, their applications, and their impact on society."

— ACM/CSTA Model Curriculum for K-12 Computer Science

ABOUT #CSTA17
Our annual conference takes place every July in a different US city. Since inception, we have increased our attendance numbers, partially due to our gracious and wonderful partners.

Are you looking for a creative way to deliver your message to hundreds of people who have a professional interest in computer science, who care about education, and who work at the national, state, district, and classroom levels?

As a partner and/or exhibitor, you will receive prime visibility with an audience that is interested in the solutions that you can provide. Exciting and unique opportunities, along with an array of additional benefits are available to partners and exhibitors who want to get more out of this incredible opportunity and market their brand.

The available partnerships are listed in the following pages. Don’t see what you want? Contact us any time. We can get creative and are willing to work with you to design the partnership package that will fulfill your business and organizational needs.

For more information on CSTA conference partnership, contact: events@csteachers.org
CONFERENCE PARTNERSHIP LEVELS

**Platinum Level**
*$50,000 PER YEAR*

The benefits include:
- Everything included in the gold, silver and bronze levels, plus:
- Email sent to members on your behalf 8x/year *(email subject approval by CSTA)*
- Partner exhibitor display (two booths)
- Customized branded content on website
- Complementary registrations for ten, along with discounted registration for all personnel
- Name a representative to join the Conference Planning Committee
- Opportunity to participate on a panel, provide a session, and/or address conference attendees during the event.
- First refusal at theme room activities
- Platinum ribbons

**Gold Level**
*$25,000 PER YEAR*

The benefits include:
- Everything included in the silver and bronze levels, plus:
- A Three-hour workshop, on an as available basis
- If no workshops are available, sponsorship opportunities for a member-provided workshop
- One-hour partner spotlight session
- Prominent logo placement on conference materials, event signs and the conference website
- Right of refusal on additional conference partnership opportunities
- Email sent to members on your behalf 4x/year *(email subject approval by CSTA)*
- Single Webinar or series of 3
- Include logo on bags
- Attendee list with school district mention

**Silver Level**
*$15,000 PER YEAR*

The benefits include:
- Everything included in the bronze level, plus:
- Recognition at the beginning and end of the conference
- Logo placement on conference materials, event signs and the conference website
- Opportunity for vendor sessions to showcase new projects and products
- Email sent to members on your behalf 3x/year *(email subject approval by CSTA)*
- Acknowledgement in pre-conference emails
- Mention in event marketing collateral and communications, including both traditional media and online

**Bronze Level**
*$10,000 PER YEAR*

The benefits include:
- Opportunities to sponsor a conference event such as a keynote, reception or meal
- Recognition at the sponsored event
- Logo placement on event signage and conference website
- Email sent to members on your behalf 2x/year *(email subject approval by CSTA)*
- Partner exhibitor booth
- Complementary registrations for two, along with discounted registration for all personnel
- Sponsor ribbons
- Organization literature included in attendee bags
CONFERENCE PARTNERSHIP LEVELS

Additional “A-La-Carte” Opportunities For 2017 Include:

- Conference reception on Monday night with branding and recognition on signage, conference emails, and conference website: $25,000
- Conference videography on Tuesday with signage saying “Videography provided by [partner]” and recognition in the conference program: $24,000
- Conference audio and visual (three days) with signage saying “Audio/Visual provided by [partner]” and recognition in the conference program: $20,000
- Conference Internet (three days) with signage saying “Internet provided by [partner]” and recognition in the conference program: $7,500
- Conference laptop/table backpacks co-branded with CSTA and [partner] $5,500-$10,000
- Possible opportunity: Latte Station(s): $10,000-15,000
- Bag insert of organization’s materials: $2,500
- Keynote Sponsorship (kick off sessions): $4,000
- Meet your State Leaders event- provide ice cream treats: $5,000
- Coffee Breaks: $5,000
- Room keys CSTA + Partner: $5,000
- Recharging stations: $7,500
- Name tags and lanyards: $10,000
- After Dinner Socials: $10,000
- Lunches/Breakfasts: $15,000
- Educator Awards Ceremony and luncheon or dinner: $25,000
- In-kind Equipment Sponsors for Audio/Visual Equipment
- Teacher Scholarship Packages starting from $1,500 to $75,000, for more information, contact events@csteachers.org

For more information on CSTA conference partnership, contact events@csteachers.org
EXHIBITOR APPLICATION

Computer Science Teachers Association (CSTA) Exhibition and Conference • July 8-11, 2017
RENAISSANCE BALTIMORE HARBORPLACE HOTEL • BALTIMORE, MARYLAND

The undersigned (hereafter, called the “Exhibitor”) hereby applies for space in the 2017 CSTA Annual Conference sponsored by the Computer Science Teachers Association (hereinafter, called “CSTA”), a not-for-profit educational and technical society, incorporated in the State of Delaware, with offices in New York and Oregon.

Company Name: __________________________________________________________
Contact Name: __________________________________________________________
Address: ________________________________________________________________
City: __________________ State/Province: __________________ Zip: __________
Title: __________________________________________________________________
*Contact Phone: __________________ Contact Email: _________________________
*Include all country, area, and city codes.

Please indicate the name of your Vice President or Director of Marketing
Name: __________________________________________________________________
Title: __________________________________________________________________
Email: __________________________________________________________________

Exhibit Space Rental: The exhibit space rental charge is $1,000 per table. A 50% non-refundable deposit is required with this application. Applications received after March 1, 2017, must include full payment. After May 1, 2017, the rental charge is $1,200 per table. See paragraphs 2 and 3 on page 4.

Number of tables requested: ________________________________________________
We prefer not to be next to or across the aisle from: ____________________________
*Maximum number of badges per table is two (2). Exhibitor badges do not provide access to conference or its content.

Upon acceptance, if any, of this application by CSTA (in its sole discretion), Exhibitor and CSTA agree to be bound by the Terms, Conditions, and Rules set forth, including those below and in any correspondence outlining revised booth location or exhibit space, all of which are incorporated herein and made a part of this Contract.

Exhibitor agrees to prepare an exhibit of its products or services that shall be directly pertinent to the industry represented by the Exhibition specified above, and as approved by CSTA.

The undersigned parties confirm that they have authority to enter into this Contract and hereby agree to terms set forth herein.

Exhibitor’s Authorized Signature: ____________________________ Date: ____________
Name (please print): Title: ________________________________

Send application to: k.wendling@csta-hq.org or 2017 CSTA Annual Conference Exhibits,
230 Washington Avenue Extension, Suite 101 Attn: Karen Wendling
Make checks payable to: Computer Science Teachers Association
and mail to the above address.

FOR CSTA MANAGEMENT ONLY

Date Received: ____________ By: __________________________ Deposit Received $: ________ Check #: ____________
Balance Owing: ________ Balance Due: ______________ Assigned Table(s): ______________
1. Sponsor: Principal Purpose
The word “Sponsor” as used herein shall mean the Computer Science Teachers Association (hereinafter, called CSTA) or its officers or committees or agents or employees acting for it in the management of the Exhibition. CSTA is a not-for-profit educational and technical society organized to provide a mechanism for promoting interchange between teachers and supporting industry within the computer science community. As such, it sponsors conferences, workshops, and exhibitions as one means of accomplishing this end. The main purpose of these events is educational and the exhibition staged in conjunction with the annual conference is a vital element of this educational process. CSTA and the Exhibitor agree that the purpose of the exhibition is exclusively for the education of persons attending the conference, and will conduct themselves accordingly. Selling is allowed on the show floor; however, exhibitors are required by state laws to be solely responsible for the collection and remittance of any sales or other taxes imposed on them.

2. Application Fee and Deposit

A. A non-refundable application fee (“Application Fee”) equal to 50%, together with any other sums due pursuant to number 3 below, of the total rental amount is due on the application date. The application date is the date on which the Application for Exhibit Space is received by CSTA, as noted in the area designated “For CSTA Management Only.”

B. In the event that CSTA receives this application electronically or by fax, CSTA may, in its sole discretion, reserve the exhibit space for Exhibitor, subject to the terms of the following sentence. If the original Application, accompanied by the Application Fee and any other sums due pursuant to number 3 below, is not received by CSTA within seven (7) business days of receipt by CSTA of the emailed or faxed Application, the Exhibit Space(s) reserved for Exhibitor, if any, shall be released without notice to the Exhibitor.

C. Upon assignment of the appropriate exhibit space(s) as designated by CSTA insertion of assigned exhibit space(s) (“Assigned Exhibit Space(s)” on reverse side, and CSTA’s approval thereof, signified by CSTA’s signature in the area designated “For CSTA Management Only” (“Acceptance”), the Application Fee will be converted to a 50% non-refundable deposit and the Application will be deemed accepted by CSTA, subject to the terms and conditions contained herein and in the Exhibitor Contract attached hereto.

THIS APPLICATION SHALL NOT BE ACCEPTED BY CSTA AND SHALL NOT BE BINDING ON CSTA UNTIL SUCH TIME, IF EVER, AS SIGNED ON THE REVERSE SIDE, BY A DULY AUTHORIZED REPRESENTATIVE OF CSTA.

3. Payment Terms and Schedule
Exhibitor shall pay the Table Fee as noted for the show floor; however, exhibitors are required by state laws to be solely responsible for the collection and remittance of any sales or other taxes imposed on them.

A. For Applications RECEIVED on or before 1 March 2017 – 50% of total rental amount due with submission of this Application (refer to paragraph number 2 above), 50% of total rental amount due on or before 1 March 2017. Final payment must be received by no later than 1 May 2017.

B. For Applications RECEIVED after 1 March 2017 - 100% of total rental amount due with submission of this Application (refer to paragraph number 2 above).

4. Cancellations, Withdrawals, and Changes in Exhibit Space(s)
A. If exhibitor fails to pay according to the Terms and Payment Schedule specified in Paragraph 3 above, the exhibit space(s) reserved for Exhibitor shall be released without notice to Exhibitor and Exhibitor shall remain liable to CSTA for the total rental amount, which shall become immediately due and payable to CSTA.

B.1. If Exhibitor cancels its participation on or before 1 March 2017, CSTA will retain the 50% deposit and Exhibitor shall remain liable for, and shall pay to CSTA, any balance due at the time of cancellation.

B.2. If Exhibitor cancels its participation after 1 March 2017 or fails for any reason whatsoever to utilize the exhibit space(s), such cancellation or failure to utilize space shall be considered a default on Exhibitor’s part, and Exhibitor shall remain liable for, and shall pay to CSTA the total (100%) rental amount (including any balance due at the time of cancellation) of its exhibit space.

C. Any notice of cancellation to be given hereunder is required to be in writing to CSTA and shall not be effective until such cancellation notice is received by CSTA. No cancellation shall relieve Exhibitor of its obligation to pay CSTA any sums due to CSTA prior to the effective date of such cancellation.

C.1. If a written request to change (downsize) the assigned exhibit space(s) is received by CSTA on or before 1 March 2017, CSTA will retain the 10% deposit and the 40% payment of the original space(s), and Exhibitor shall remain liable for, and shall pay to CSTA, any balance due at the time of the change (downsize).

C.2. If a written request to change (downsize) the assigned exhibit space(s) is received by CSTA after 1 March 2017 Exhibitor shall remain liable for the total rental amount (including any balance due at the time of the request for downsizing is received) of its original space(s), and CSTA shall be entitled to retain all sums previously paid. Such replacement exhibit space(s), if any, shall be provided based on availability as determined in CSTA’s sole discretion.

D. If written request to change (downsize) the assigned exhibit space(s) by means of an increase in size is received by CSTA at any time, Exhibitor is liable for, and shall pay to CSTA, any payment of balance due on the rental amount of the replacement exhibit space(s) at the time the request for the increase in size is received. Such replacement exhibit space(s), if any, shall be provided based on availability as determined in CSTA’s sole discretion.

E. Upon failure of Exhibitor to pay any rental amounts set forth above, or upon receipt by CSTA of the cancellation notice, as set forth above, CSTA shall have the right to assign to a third party the exhibition space(s) previously assigned to Exhibitor without further obligation to Exhibitor. Any sums received from such third party shall not reduce sums due to CSTA from Exhibitor hereunder.

F. Nothing contained herein shall limit, restrict or otherwise derogate from the rights CSTA may have, at law or equity, all of which are hereby, expressly reserved.

G. No waiver by CSTA of any default of Exhibitor (including, without limitation, their failure to pay according to the foregoing schedule) shall operate as a waiver of any subsequent default by Exhibitor.

5. Sub-Leasing
Exhibitor may not sublet his/her space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his/her own name, except where such articles are required for the proper demonstration of operation of Exhibitor’s display. Exhibitor may not permit in his/her booth non-exhibiting companies’ representatives. Rulings of CSTA shall in all instances be final with regard to use of any exhibit space.

6. Eligible Exhibits
CSTA has the sole right to determine the eligibility of any company or product for inclusion in the Exhibition.

7. Limitation of Liability
Neither CSTA, nor Town and Country Resort and Convention Center, nor the city of Mission Valley, nor the State of California, nor any of their officers, agents, employees, or other representatives, shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and protect CSTA, Town and Country Resort and Convention Center, the city of Mission Valley, and the state of California harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney’s fees and expenses whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, agents, employees or their representatives.

8. Insurance Requirements
All exhibitors participating in the 2017 CSTA Annual Conference are required to obtain a general public liability insurance in the amount of one million U.S. dollars ($1,000,000) per occurrence. CSTA shall be named as additional insureds on the general liability policy. Such insurance maintained by the Exhibitor must be issued by an insurance company with an A.M. Best rating of A- or higher and shall include coverage of the indemnification obligations of the Exhibitor under these rules and regulations. Each Exhibitor is also required to carry workers compensation protecting employees in accordance with the laws of the state in which the exhibition is being held. Nothing in this paragraph shall limit the amount of liability an Exhibitor may be responsible for.

9. Installation-Showing-Dismantling
Hours and dates for installation, showing, and dismantling shall be those specified by CSTA. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition before conclusion of the dismantling period specified by CSTA.

CONTINUED
10. Damage to Property
Exhibitor is liable for any damage caused to building floors, walls, or columns, or to standard booth equipment, or to other Exhibitors’ property. Exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.

11. Alcoholic Beverages
The use of alcoholic beverages in the exhibit hall is prohibited.

12. Attendance
CSTA shall have sole control over admission policies at all times.

13. Exhibitors Representatives’ Responsibility
Exhibitor agrees to indemnify CSTA and Town and Country Resort and Convention Center against and hold harmless for any claims arising out of the acts and negligence of Exhibitor, his/her agents, or employees.

14. Failure to Hold Exhibition
Except as the Exhibitor’s rental obligations may be modified as set forth in number 7 above, the Exhibitor is responsible for total booth rental irrespective of the reason for the cancellation by the Exhibitor because of the failure of an exhibit to arrive for any reason, or cancellation by CSTA of the Exhibition, in whole or in part, as the result of riot, strike, civil disorder, act of war, act of nature, or any other reason of any kind whatsoever not within CSTA’s control.

15. Rejected Displays
Exhibitor agrees that his/her exhibit shall be admitted and shall remain from day to day solely in strict compliance with the rules herein laid down. CSTA reserves the right to reject, eject, or prohibit in whole or in part, or Exhibitor or his/her representatives, with or without giving good cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

16. Safety Devices
Exhibitor agrees to accept full responsibility for compliance with national, state, and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of equipment.

17. Americans with Disabilities Act
The Exhibitor understands that the Americans with Disabilities Act (ADA) requires that its display be accessible to persons with disabilities and agrees that it is solely responsible for assuring that its display complies with the ADA.

18. Amendment to Rules
Any matters not specifically covered by the proceeding rules shall be subject solely to the decision of CSTA. These rules may be amended at anytime by CSTA, and all amendments so made shall be binding on Exhibitor equally with the foregoing rules and regulations.

19. Agreement to Rules
Exhibitor, for himself/herself and his/her employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by CSTA and Town and Country Resort and Convention Center.

20. Governing Policies, Regulations and Laws
All actions undertaken under this Contract shall be consistent with the constitution bylaws, and policies of CSTA, and with applicable sections of the not-for-profit law and regulations of the State of New York and of the federal government. This contract will be construed under and in accordance with the laws of the State of New York applicable to contracts made wholly performed in that State.
REQUEST FOR BOOTH SIGN AND EXHIBITOR GUIDE LISTING INFORMATION

Computer Science Teachers Association (CSTA)
www.csteachers.org/page/2017conference
Renaissance Baltimore Harborplace Hotel
Baltimore, Maryland, USA

REQUEST FOR BOOTH SIGN AND EXHIBITOR GUIDE LISTING INFORMATION
PLEASE PRINT CLEARLY
**DEADLINE FOR RECEIPT OF REQUESTED INFORMATION IS April 1, 2017.**

BOOTH NUMBER (to be assigned at later date):

NAME OF PERSON COMPLETING FORM AND EMAIL ADDRESS:

The following information will be printed in the 2017 CSTA Exhibitor Guide and on your company booth sign (city/state only).

COMPANY NAME:

ADDRESS:

CITY: ______________ STATE: _______ ZIP CODE: _______

PHONE: ______________ EMAIL: ______________

WEB ADDRESS:

PRODUCT/SERVICE DESCRIPTION (50 WORDS MAX):

________________________________________________________________________

________________________________________________________________________

PLEASE PRINT, COMPLETE AND RETURN FORM VIA EMAIL BY APRIL 1, 2017 TO:

events@csteachers.org
Computer Science Teachers Association (CSTA)
www.csteachers.org/page/2017conference
Renaissance Baltimore Harborplace Hotel
Baltimore, Maryland, USA

DEADLINE FOR SUBMISSION: APRIL 1, 2017

Booth Number(s): ________________________________

Company Name: ________________________________

Badge Names (Please print or type):
First: ___________________ Last: ___________________
First: ___________________ Last: ___________________

EXHIBIT MOVE-IN: ____________________________________________
EXHIBIT MOVE-OUT: ___________________________________________
EXHIBIT HOURS: ____________________________________________

PLEASE PRINT, COMPLETE AND RETURN FORM VIA EMAIL BY APRIL 1, 2017 TO: events@csteachers.org
Many Thanks to our current 2017 Foundational Partners for their continued support

Testimonials

“The networking opportunities are invaluable. Kudos to CSTA!” - 2015 attendee

“Your topics are very timely, important and applicable.” - 2015 attendee

“This conference is the best place to hear about K-12 issues and solutions/partnerships/opportunities that impact our hiring pipeline and our mission readiness.” - 2014 attendee

“This was an incredible event and I can’t wait for next year in Baltimore.” - 2016 attendee

“All workshops are valuable to my professional development.” - 2016 attendee

To view all of CSTA’s partners, visit www.csteachers.org/page/OurPartners.