

## CyTSE

### Cyberlearning Tools for STEM Education Partnerships Conference 2011

#### About the Cyberlearning Tools Conference

The Cyberlearning Tools Conference (CyTSE) is a small, exclusive event that hosts scientists, developers, and educational leaders interested in cyberlearning tools to enhance STEM teaching and learning. There will be hands-on demos, training workshops, interactive breakout sessions, focus groups, and more during the two-day conference. Specific goals of the conference include:

‡ Bringing together the cyberlearning R&D community and K-12 educators to learn with and from each other.

‡ Address important trends & issues on how cyberlearning tools can improve and extend K-12 STEM education

‡ Develop a research agenda on cyberlearning tools and their role in preparing students for the future STEM workforce

‡ Provide a forum for attendees to share knowledge and forge new partnerships

CyTSE is scheduled for the two days immediately preceding NSTA in San Francisco to facilitate attendance at both events while minimizing travel costs. What are Cyberlearning Tools?

Cyberlearning is the use of networked computing and communication technologies to support learning. Cyberlearning tools include: simulation and modeling tools, remote online laboratories, augmented reality, visual programming languages, geographic information systems, data visualization environments, scientific inquiry support environments, serious games and virtual worlds, intelligent tutoring systems, digital libraries, online media repositories, and online STEM learning communities for teachers and learners.

#### CyTSE Attendees

The Cyberlearning Tools Conference attracts top leaders in educational policy, governmental speakers, research scientists, superintendents, online program directors, curriculum specialists, high school reform leaders, technology directors, publishers, consultants, K-12 educators, STEM software developers, charter school leadership, content developers, and museum education outreach programs.

#### Why Sponsor CyTSE?

Three key reasons why sponsoring CyTSE is a good investment for your organization:

‡ Recognition - Display, promote and distribute your company's mission to K-12 educators, nonprofits, researchers, and universities through our broad recognition opportunities.

‡ Access - Capitalize on exclusive access to an exceptional group of top decision-makers in K-12 cyberlearning.

‡ Networking - Connect, engage, and interact with CyTSE participants to discover first hand about emerging ideas and technologies that are shaping the field.

CyTSE offers unique sponsorship packages (Platinum, Gold, Silver & Bronze levels) designed to meet your organization's goals for visibility, access, and reach. Our small, exclusive venue gives you significant advantages as a sponsor because of the personalized face time you will have with attendees. The conferences interactive sessions and Innovation Incubator allow you to network, receive, and convey ideas with conference guests. Sponsors are positioned to stand out at the event. Sponsors will be allowed an exhibit table where conference attendees will have

their breaks. All sponsors are recognized on the conference website ([www.cyberlearningstem.org](http://www.cyberlearningstem.org)) and throughout the conference. Details on the benefits and sponsorship levels appear later in this document.

### **Innovation Incubator**

CyTSE will feature a unique Innovation Incubator session to give sponsors direct access to cyberlearning developers, school/district/charter leadership, national policy and thought leaders. The Innovation Incubator will utilize a round-robin format where you will have the opportunity to meet these developers and leaders face to face to discuss possible partnerships and/or integration strategies and get feedback on how your current strategies align to emerging trends and policy initiatives.

### **Becoming a CyTSE Sponsor**

To register to become a CyTSE sponsor, please complete and fax the CyTSE sponsor Registration form at the end of this document. If you have questions or would like additional information, please contact:

Kemi Jona

CyTSE Conference Organizer

Tel: 1 - 847 - 467 - 4885

Fax: 1 - 847 - 491 - 8999

Email: [kjona@northwestern.edu](mailto:kjona@northwestern.edu)

### **Platinum Sponsor Benefits**

#### **Complimentary Exhibit Table in Preferred Location**

Your organization is offered a complimentary exhibit table in a preferred location in the exhibit hall.

(Please note that tables are assigned on a first come first served basis).

#### **Networking Reception**

Your organization will have the undivided attention of all conference attendees for a 60 minute speech, event signage, and your logo on reception napkins.

### **Two Complimentary Conference Registrations**

Your company will receive two complimentary conference registrations, and will be noted in sponsoring two selected K-12 educators to attend (hotel & registration).

### **Innovation Incubator with R&D Attendees**

Participate in the Innovation Incubator (3 seats) which will allow you to have face time with researchers, superintendents, and other high level individuals in educational policy and design.

### **Prominent Logo Display on Conference Program**

Your logo will be displayed on the front and back cover of the conference program. Platinum sponsors also will have their logos on the conference banner.

### **Complimentary Full-Page Conference Program Ad**

Platinum sponsors are offered a complimentary full-page, color ad in the conference program. (Sponsor must provide ad artwork that meets required specifications by the publication deadline of).

Prominent Logo Display on/in Registration Bag  
Your logo will be displayed on the conference bag, and you will be able to place promotional materials in the bags.

### **Conference Attendee Mailing List (One-time use)**

Platinum sponsors will receive the attendee list, which will include the name, school district/organization, and email address in CSV format from the conference.

### **Local and National Recognition**

WGBH-Boston will display your logo on e-mail publicity going out to more than 120K educators, listserv and online STEM communities. Your logo will also be displayed on the conference website.

## **Hands-On Demo Session**

Platinum sponsors are given one table at the hands-on demo session on day two of the conference.

## **Additional Platinum Level Recognition**

Conference Opening & Closing Recognition  
Your organization recognized during the opening & closing plenary.

## **Silver Level Sponsor Benefits**

### **Complimentary Exhibit Table**

Your organization is offered a complimentary exhibit table in the exhibit hall.  
(Please note that tables are assigned on a first come first served basis).

### **Complimentary Conference Registration**

As a Silver Sponsor you will receive one complimentary conference registration.

### **Hands-on Demo Session Table**

Silver sponsors are given one table at the hands-on demo session on day two of the conference. Innovation Incubator with R&D Attendees Participate in the Innovation Incubator (1 seat), which will allow you to have face time with researchers, superintendents, and other high level individuals in educational policy and design.

Complimentary Quarter-Page Conference Program Ad Silver sponsors are offered a complimentary quarter page color ad in the conference program. (Sponsor must provide ad artwork that meets required specifications by the publication deadline).

### **Logo Displayed on/in Registration Bag**

Your organization will have its logo displayed on the conference bag. One piece of promotional material may be placed inside the conference bag. Logo Displayed at Conference Signage acknowledging sponsorship on Conference Banner. Logo will also be displayed on the

BACK cover of the conference program. Local and National Recognition WGBH-Boston will display your logo on e-mail publicity going out to more than 120K educators, listserv and online STEM communities. Your logo will also be displayed on the conference website.

## **Silver Level Recognition Break Preference**

Silver Sponsors are recognized at one of the following events, depending upon availability. Please indicate your order of preference on the Sponsor Registration Form.

### **Tuesday AM Break**

Your organization is recognized during the morning break; your logo will appear on signage for the event.

### **Tuesday PM Break**

Your organization is recognized during the afternoon break; your logo will appear on signage for the event.

### **Wednesday AM Break**

Your organization is recognized during the morning break; your logo will appear on signage for the event.

### **Wednesday PM Break**

Your organization is recognized during the afternoon break; your logo will appear on signage for the event.

## **Bronze Level Sponsor Benefits**

### **Complimentary Conference Registration**

As a Bronze Sponsor you will receive one complimentary conference registration. Innovation Incubator with R&D Attendees Participate in the Innovation Incubator (1 seat), which will allow you to have face time with researchers, superintendents, and other high-level individuals in educational policy and design.

Logo Displayed at Innovation Incubator Session

As a Bronze level sponsor your logo and signage specifications by the published deadline).  
will be displayed during the Innovation Incubator  
session. This is a great opportunity to be seen by high profile individuals and companies.

## 2011 Sponsorship Registration Form

### Logo Displayed on/in Registration Bag

Your organization will have its logo displayed on the conference bag. One piece of promotional material may be placed inside the conference bag.

### Logo Displayed on Conference Program

Bronze members will have their organization's logo displayed on BACK cover of conference program.

### Local and National Recognition

WGBH-Boston will display your logo on e-mail publicity going out to more than 120K educators, listserv and online STEM communities. Your logo will also be displayed on the conference website.

### Additional Bronze Level Recognition

Bronze Sponsors are given the opportunity to add additional recognitions to their sponsorship level. Please select any additional recognition options on the Sponsorship Registration Form.  
Full page Ad in Conference Program  
Your organization can add a special full page ad in the conference program for an additional fee. You may select color or black and white. (Sponsor must provide artwork that meets specifications by the published deadline).

### Half-Page Ad in Conference Program

Your organization can add a special half-page ad in the conference program for an additional fee. You may select color or black and white. (Sponsor must provide artwork that meets specifications by the published deadline).

### Quarter-Page Ad in Conference Program

Your organization can add a special quarterpage ad in the conference program for an additional fee. You may select color or black and white. (Sponsor must provide artwork that meets

Organization Name:

Date:

Platinum Level Sponsor (\$15,000 contribution)

Gold Level Sponsor (\$7,500 contribution)

Silver Level Sponsor (\$5,000 contribution)

Bronze Level Sponsor (\$2,500 contribution)

Authorization Representative:

Title:

Signature:

Organization Address:

City:

State:

Zip:

Telephone:

Fax:

Email:

Web Address:

Contact for delivery of sponsor benefits:

Telephone:

Fax:

Email:

Fax or email complete form (2 pages) to:

Kemi Jona

Fax: 847.491.8999

Email: [cytse@northwestern.edu](mailto:cytse@northwestern.edu)

Available Payment Methods:

Check or Money Order

Make checks payable or money orders payable to

Northwestern University. Please note that

Northwestern

University is a nonSprofit and this contribution

may be tax deductible for your organization.

Please include a copy

of your complete sponsor agreement form with your payment.

Mail Payments to:

Northwestern University

Attn.: Carmen Robinson

Office of STEM Education Partnerships

2120 Campus Drive

Evanston, IL 60208

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Cyberlearning Tools for STEM Education

Partnerships Conference 2011

2011 Sponsorship Registration Form

Sponsor Special Recognition Choices and Complimentary Registration Information  
Please indicate your order of preference for the special recognition option of your level of sponsorship. Please also complete the complimentary conference registration information just below. Fax this completed page along with the Sponsor Agreement Form (Fax: 1-847-491-8999)

\$15,000 Platinum Level

Platinum Level Complimentary Registrations (2):

Name 1:

Email:

Name 2:

Email:

Complimentary Teacher Registrations (2):

Name 1:

Email:

Name 2:

Email:

\$7,500 Gold Level Additional Recognition (please indicate order of preference)

—Tuesday Lunch Recognition

—Wednesday Lunch Recognition

Gold Level Complimentary Registrations (2):

Name 1:

Email:

Name 2:

Email:

Complimentary Teacher Registration:

Name 1:

Email:

\$5,000 Silver Level Additional Recognition (Please indicate order of preference)

—Tuesday AM Break Recognition

—Tuesday PM Break Recognition

—Wednesday AM Break Recognition

—Wednesday PM Break Recognition

Silver Level Complimentary Registrations (1):

Name :

Email:

\$2,500 Bronze Level Additional Recognition

(Please indicate if you would like any additions)

Full Page Ad (\$200)

Half-Page Ad (\$100)

Quarter-Page Ad (\$75)

Bronze Level Complimentary Registrations (1):

Name :

Email: