



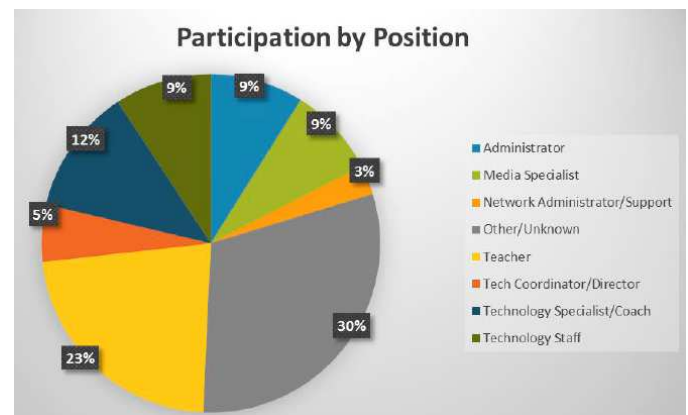
The South Carolina Association for Educational Technology (SCAET) would like to invite you to exhibit at the **2017 South Carolina EdTech Conference**, the Carolina's *premier* education technology conference! EdTech attracts close to 1,200 attendees and over 200 exhibit booths each year. Our attendees are interested in the following products and/or services:

- Technology products**
- Security products**
- Educational hardware & software**
- Website development**
- Curriculum materials**
- Classroom and computer furniture**
- Distance learning products**
- Telecommunications providers**
- Professional development organizations**
- Publishers**
- Audio visual products**
- Training & services**
- Education-related novelties**
- Other products and services that benefit the education community**

If your organization wants to reach educators in South Carolina, don't miss **EdTech 2017!**

### Attendee Profile

Nearly 1,200 K-12 and higher education administrators, teachers, technology coordinators, media specialists, business leaders, legislators, and state and federal government agency representatives attended SC EdTech in 2016. The exhibit hall is a highly-valued part of the conference. Ample time has been built into the 2017 conference schedule to allow attendees to visit the exhibit hall. See the chart to the right for an attendance breakdown by position.



### About the Conference

South Carolina's premier educational technology conference promotes the use of educational technology in South Carolina schools. The mission of EdTech is to bring educators, administrators, technology professionals, college faculty and staff, public and academic librarians, business and industry trainers, industry representatives and policy makers together to think, discuss, listen and learn the best strategies to plan for, implement, and use educational technology in our schools.

**Myrtle Beach** is a vacation destination on South Carolina's Atlantic coast. It is the hub of the **Grand Strand**, a 60-mile string of beaches. Myrtle Beach is known for its celebrity-designed golf courses and brown-sugar-colored beaches. Along its beachfront boardwalk are arcades, souvenir stands, restaurants, as well as the old-fashioned Family Kingdom Amusement Park and the SkyWheel, one of the country's tallest Ferris wheels. For more on Myrtle Beach, check out [VisitMyrtleBeach.com](http://VisitMyrtleBeach.com).

### SCAET Partners

South Carolina's EdTech conference is sponsored and managed by The South Carolina Association for Educational Technology (SCAET) in partnership with its member organizations. Partner members of SCAET this year include: The South Carolina State Department of Education, South Carolina Educational Television, South Carolina Association of School Librarians, AT&T, Avaya/Relational Technology Solutions, South Carolina Budget and Control Board - Chief Information Office, the University of South Carolina School of Library and Information Science, and College of Charleston School of Education, and K-12 Schools & Districts. Visit [www.scaet.org](http://www.scaet.org) for more information.

## Conference Hotel

The Sheraton Myrtle Beach Convention Center will serve as the host hotel for EdTech 2017. The hotel is located at 2101 N. Oak Street in Myrtle Beach. Reservations can be made by calling 1-888-627-8203. Be sure to mention SCEDTECH to receive the special conference rate. Several other hotels are close to the Convention Center. <http://www.sheratonmyrtlebeach.com/>

## Booth Fees and Package

**Inline 10x10 Booth = \$750; Corner 10x10 Booth = \$850**

Each 10' x 10' booth package includes: one 8' draped table; two chairs; one wastebasket; one-line exhibitor identification sign; 8' back-wall drapes and 3' side-rails; aisle carpeting; **REGISTER ONLINE!** [www.tmcshows.com/SCEDTECH](http://www.tmcshows.com/SCEDTECH)

Your booth package also **includes booth & aisle carpeting** (in conference colors) so there's no need to order carpeting. The booth rental fee does **not** include electrical, telephone service, or wired Internet access (wi-fi is included.) Please see Myrtle Beach Convention Center's website <http://www.myrtlebeachconventioncenter.com/services.php/> to order any services needed.

A limited number of non-profit booths are available at a 50% discounted rate. Please contact the exhibit manager for approval at [exhibits@scaet.org](mailto:exhibits@scaet.org)

## Sponsorship Opportunities and Packages

**EdTech Partner - \$10,000**

**Awards Luncheon Sponsor - \$7,000**

**Breakfast Sponsor - \$4,000**

**Platinum Sponsor - \$3,500**

**Silver Sponsor - \$1,000**

**Registration Donor - \$500**

**Dedicated Classroom - \$7000**

**Reception Sponsor - \$6000**

**Platinum Plus Sponsor - \$6,000**

**Gold Sponsor - \$1500**

**Bronze Sponsor - \$500**

**Neck Wallets - \$3500**

**[See sponsor website for details or to register.](#)**

## Vendor Showcase Sessions (VSS) – Presentation Opportunities

Reserved exclusively for EdTech Partner, Awards Luncheon Sponsor, Reception Sponsor, Gold, Platinum, and Platinum Plus sponsors. Vendor Showcase Sessions (VSS) will feature special presentations by vendors showcasing their products and services related to educational technology and instructional support. Space is limited and will be assigned on a first come, first served basis. Exclusive Vendor Showcase Session times will be available on Wednesday, October 25<sup>th</sup> and Thursday, October 26<sup>th</sup>. All sessions are one hour in length. Sessions may be repeated, depending on room availability and level of sponsorship.

## How to Reserve a Booth

Booth space will be assigned on a first-come, first-served basis. **A floor plan and application are available online at [www.tmcshows.com/SCEDTECH](http://www.tmcshows.com/SCEDTECH).** Please complete the online application form and make several booth selections from the floor plan, in case your first choice is unavailable. Be sure to indicate if there are any companies that you would prefer to be located apart from or located near. Every effort will be made to accommodate your booth preference. You will receive an emailed confirmation of your booth location and payment receipt or invoice, along with other conference related information. Please be sure to include a valid email address on your application.

## Exhibitor Services / Exhibit Management

Questions? Contact Kay Van Treese, Exhibit Manager at 850-385-3595 or [kay@tmcshows.com](mailto:kay@tmcshows.com). The official service contractor/decorator for EdTech 2017 is National Expo. 217-636-8178. Exhibitor's Services Manual will be posted online at [www.tmcshows.com/SCEDTECH](http://www.tmcshows.com/SCEDTECH). Please take time to look over the online manual carefully. It contains valuable information that you will need to know before the show, and it will save you time and money!

## Back by Popular Demand! Passport to Prizes!

This fun traffic-building game is a great way to attract more attendees to your booth and keep them in the Exhibit Hall. Sign up to donate a door-prize valued at \$100 or greater (or cash prize) to participate. Attendees will receive an "Prize Card" and they must stop by each participating booth to receive a stamp (provided by EdTech) on their card. The attendee must complete the entire card in order to be eligible for the door-prize drawings that will be held in the Exhibit Hall on Thursday. Attendees must be present at the drawing to win. **Participation is limited to 20 companies.** The application form to donate a door prize can be found on the [Sponsorship Application online](#).

## Tentative Schedule

Tuesday, October 24<sup>th</sup>

8:00 am - 5:00 pm

Exhibitor Move-In

Wednesday, October 25<sup>th</sup>

7:00 am - 11:00 am

Exhibitor Move-In

11:30 am - 5:00 pm

Exhibits Open

(Cash lunch available in Exhibit Hall)

3:30 pm - 5:00 pm

Reception in Hall

Thursday, October 26<sup>th</sup>

8:00 am - 4:00 pm

Exhibits Open

12:00 noon - 1:30 pm

Cash Lunch Break in Hall

3:00 Door Prize Drawings

4:00 pm - midnight

Exhibitor Move-Out

Friday, October 27<sup>th</sup>

**NO EXHIBITS FRIDAY**

Please do not begin dismantling your booth or moving before 4:00 pm on Thursday. We have shortened exhibit hall hours to accommodate vendor requests, but please allow time for all attendees to visit the exhibits, and allow for attendees to safely exit the exhibit hall before move-out begins. Early move-out takes away from the overall look of the show & distracts other vendors who may be talking to attendees near your booth. Thank you for being considerate.

## TIPS Awards

Each year EdTech honors the winners of South Carolina's Technology Initiative Program award winners during our Awards Luncheon. We appreciate prize donations from vendors for these winners. Contact exhibit management if you are interested in donating something for our winners!

## Best In Show!

Get into the EdTech spirit with Best of Show competition! Exhibitors are encouraged to design and decorate their booths to emphasize our conference theme.

### 2017 Theme: MISSION: POSSIBLE

Get creative and compete to win the highly coveted Best in Show Award!

The winner will be announced during the opening Reception on Wednesday, and a Best in Show Award ribbon will be placed in the booth proclaiming the honor. In addition, the winner will receive one complimentary booth at EdTech 2017! Best in Show is a fun competition for exhibitors and attendees alike.

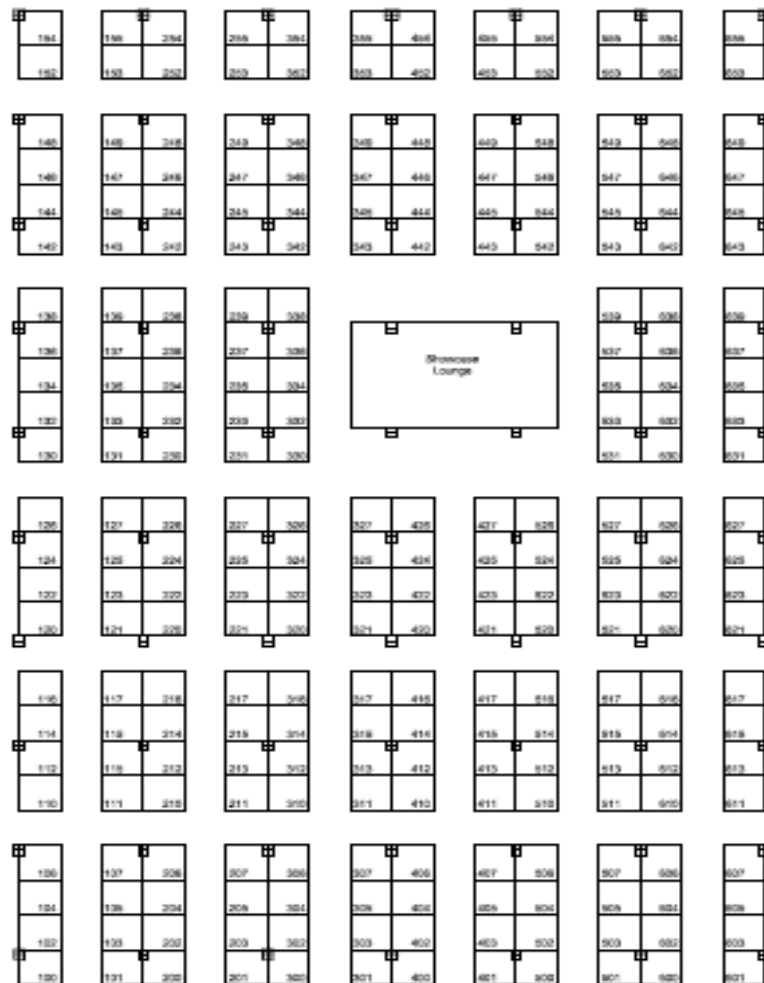
Criteria for the award includes (1) overall attractiveness; (2) creativity; (3) product display; company identification; and (5) booth personnel.



## Exhibit Hall Floor Plan

You can view an updated floor plan online at

<http://tmcshows.com/SCEDTECH/Exhibits/2017-MBFP.pdf>



ENTRANCE

SC EdTech c/o Total Meeting Concepts, Exhibit Manager P.O. Box 13986  
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Fax: 904-339-9450 [www.tmcshows.com](http://www.tmcshows.com)