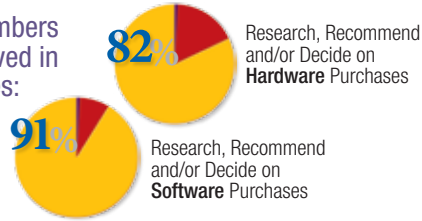


# ▶ We invite you to join this prestigious network.

## ISTE 100 members enjoy access to key decision makers.

- ISTE members are involved in purchases:



- ISTE members hold leadership positions: More than 84% of ISTE members are in the prime technology-buying and influencing job areas!

ISTE's network of corporate members offers great opportunities to stay abreast of what schools and other education providers are doing to meet the needs of all learners.

### Our corporate partners enjoy an array of benefits including:

- ▶ Connections and relationship-building with key decision makers in educational technology
- ▶ Enhanced visibility through ISTE's marketing channels including the Web site, the National Educational Computing Conference (NECC), and periodicals
- ▶ Exclusive event invitations to connect you with your customers
- ▶ Marketing tools
- ▶ Knowledge sharing and opportunities to engage in advocacy and policy initiatives
- ▶ Discounted advertising opportunities

### ISTE'S Audience

- ISTE has more than **15,000** members including teachers, administrators, technology coordinators, media specialists, and other professionals at all levels of education and government.

- NECC reaches more than **17,000** influential members of the education technology community, and this is where many ISTE 100 members network with ISTE leaders, ISTE Affiliate Leaders, and individual members.
- *Learning & Leading with Technology (L&L)* is a paid circulation magazine with a reach of well over **94,000** influential decision-making educators.
- ISTE has **70+** Affiliates, nonprofit member organizations worldwide who function at a grassroots level to affect change in the field of educational technology. ISTE's Affiliate network represents more than **85,000** education and technology professionals.
- The ISTE Web site receives nearly **2,500** visits per day.
- ISTE is the home of the National Educational Technology Standards (NETS), which have been adopted and referenced throughout the United States and abroad.
- The *Daily Leader*, the official NECC newspaper, reaches more than **18,000** readers.

### Relationship-Building Opportunities

- Exclusive access to the **ISTE Focus Group**—ISTE members who participate in surveys, beta testing, etc.
- Advance notice of ISTE initiatives, sponsorship opportunities, and webinars
- Leadership conference calls
- Access to a network of more than 70 affiliates
- Opportunity to stand for election as a corporate representative on ISTE's Board
- Access to ISTE 100 members-only content

▶ Join the ISTE 100 Corporate Program today! [www.iste.org/iste100](http://www.iste.org/iste100)

### Exclusive Invitations

- Corporate Reception
- Year-round Leadership Breakfast Meetings
- President's Reception
- Complimentary registration to Leadership Connection Events

### Enhanced Visibility

- Member profile page on the ISTE Web site
- Opportunities to submit your press releases for distribution through the ISTE Web site
- Three listings in ISTE's online Educator Resources area
- Company listing in the ISTE booth at regional trade shows
- Acknowledgement on the back cover of the June/July issue of ISTE's **L&L**, with bonus distribution at NECC
- Networking opportunities at NECC and regional trade shows

### NECC Conference Benefits

- ISTE 100 listing in the ISTE Booth
- Recognition as a Tier Four Sponsor of NECC (includes onsite banner recognition)
- Company description and logo in the NECC Guide to the ISTE 100
- Participation in the "Hunt for the ISTE 100" attendee game
- Recognition in the Exhibitor Lounge
- Access to meeting rooms in the Exhibitor Lounge
- Early access to housing block pre-reservations
- Listing of recommended events for ISTE 100 members to attend

- I would like to join. Please invoice me and schedule my kick-off meeting.
- Please contact me with additional information.

Preferred contact method:  
 E-mail  Phone

Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_  
E-mail: \_\_\_\_\_



FIRST-CLASS  
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REQUIRED

International Society for Technology in Education  
1710 Rhode Island Ave., NW  
Suite 900  
Washington, DC 20036-3132  
USA

## Corporate Discounts

- **25% discount** on print advertising in *L&L* and the *Daily Leader*, the official newspaper of NECC
- **30% discount** on ISTE books
- **20% discount** on ISTE Career Center job postings
- **10% discount** on mailing list rentals
- Discounted NECC registration
- Discounted licensing and review fees for ISTE's Seal of Alignment

## Knowledge Sharing

- Individual Standard ISTE membership
- Four subscriptions to *L&L*, ISTE's flagship magazine
- Four subscriptions to ISTE's peer-reviewed journal, the *Journal of Research on Technology in Education (JRTE)*
- Quarterly *ISTE 100 Insider Newsletter*
- Up to four complimentary **ISTE books** per year
- ISTE's monthly electronic newsletter, **ISTE Update**
- Opportunity to participate in Special Interest Group online communities
- Legislative updates from Washington, D.C.

## Marketing Tools

- ISTE 100 icons and signage for use on your Web site, marketing materials and in your trade show booths
- Elegant wall plaque
- Corporate lapel pin

Benefits may change  
in response to the needs  
and concerns of members.

  
■ **CORPORATE PARTNER**

## Learn More

Contact us at 1.202.861.7777 or [iste100@iste.org](mailto:iste100@iste.org) for more information. You may also detach the enclosed postcard and mail it back to request that someone contact you to discuss how you can help education leaders prepare students to live, learn, and work in a technology-rich world.

[www.iste.org/iste100](http://www.iste.org/iste100)

 **iste** International Society for  
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The **International Society for Technology in Education (ISTE)** is the premier membership association for educators and education leaders engaged in improving teaching and learning by advancing the effective use of technology in PK-12 and teacher education. ISTE is the trusted source in educational technology for professional development, knowledge generation, advocacy, and leadership for innovation.

  
■ **CORPORATE PROGRAM**

Join ISTE's prestigious network of corporate partners and reach key decision makers.



**ISTE 100 Corporate Members** are select, forward-thinking corporations that share ISTE's commitment to improve teaching and learning by advancing the effective use of technology in education and are committed to working with educators in pursuit of that goal.

PARTNERS IN EDUCATION TECHNOLOGY LEADERSHIP