

2024 PDE Data Summit

A WORLD OF OPPORTUNITIES

See Where Data
Can Take You



Exhibitor & Sponsor Information Kit

Join Us March 11 - 13, 2024
Hershey Lodge
325 University Drive
Hershey, PA 17033

Included in the Information Kit:

- PDE Data Summit Overview
- Sponsors and Exhibitor Packages & Opportunities
- Exhibitor Booth Information
- Registration and Payment Details
- Schedules, Due Dates, and So Much More!

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2024 PDE Data Summit

Theme – *A World of Opportunities: See Where Data Can Take You*

The Pennsylvania Department of Education’s (PDE) annual Data Summit offers attendees including vendors an opportunity to learn, network and discuss education data and a variety of topics with peers and leaders from across the state and nation. Keynote presentations, breakout sessions, and our vendors are strategically coordinated to provide all attendees with educational information, resources, and tools on a wide variety of topics. These topics range from reporting school data, improving data quality, sharing PDE initiatives and making data-based decisions, to data governance, school improvement, cybersecurity, and many other topics.

Who Attends?

The PDE Data Summit has consistently shown an increase in our attendance to approximately 1,000 attendees including presenters, PDE staff, volunteers, and vendors. The PDE Data Summit is open to everyone involved in education data or decision making from, superintendents, school administrators, school board members, career and technical centers, charter and cyber charter schools, intermediate units, and local education agency (LEA) data staff, including: PIMS administrators, and staff from child accounting, curriculum, special education, data, assessment, and technology.

Why Exhibit?

Vendors have a great opportunity to gain exposure to their brand through exhibiting and demonstrating their product and services, networking with their peers, and building relationships with prospective and current customers. Vendors are welcome to attend a variety of educational breakout sessions, keynote presentations, and after-hour receptions.

Our exhibitor objective at the PDE Data Summit is to create a platform for showcasing your products and services, facilitating networking to cultivate long lasting relationships, promoting participation in influential sessions, and ensuring an enjoyable experience for all.

2019 - 2023 Data Summit Statistics

PDE Data Summit	2019		2021 (virtual)		2022		2023	
Attendee Titles <i>*attendees may select multiple job titles, this report represents their first choice</i>	# of Attendees	%	# of Attendees	%	# of Attendees	%	# of Attendees	%
LEA Administrator	135	15.80%	569	23.70%	141	18.90%	191	22.06%
PIMS Staff	134	15.70%	601	25.00%	255	34.20%	298	34.41%
Data Professionals	129	15.10%	-	-	-	-		
Administrative Assistant	98	11.50%	199	8.30%	52	7.00%	60	6.93%
Technology Professionals	78	9.10%	250	10.40%	94	12.60%	90	10.39%
Student Services	72	8.40%	-	-	-	-		
Business Managers/Registrar	68	8.00%	-	-	16	2.10%	10	1.15%
Director Level (Special Education, Child Accounting, Curriculum, Teacher)	143	16.70%	568	23.60%	188	25.20%	192	22.17%

PDE Data Summit	2019		2021 (virtual)		2022		2023	
Local Education Agencies (LEA's)	# of Attendees Per LEA	%	# of Attendees Per LEA	%	# of Attendees Per LEA	%	# of Attendees Per LEA	%
School Districts	417	74%	1335	60%	481	65%	558	64%
Charter Schools	81	15%	372	17%	119	16%	127	15%
Intermediate Units	27	5%	154	7%	50	7%	64	7%
Career & Technical Centers	25	4%	143	7%	35	5%	41	5%
Cyber Charter					30	4%	39	5%
APS					16	2%	17	2%
Other					15	2%	17	2%

2019 Sessions Topics <i>(topics overlap per session)</i>	2021 Sessions Topics <i>(topics overlap per session)</i>	2022 Sessions Topics <i>(topics overlap per session)</i>	2023 Sessions Topics <i>(topics overlap per session)</i>
Data Use	PIMS Collections & Administrator Info	PIMS Collections & Administrator Info	PA Department of Education Guidance
PIMS Administrators	PDE Guidance & Future Ready PA Index	PDE Guidance & Initiatives	Data Best Practices & Analysis
STEM Data	Data Sessions	Data Use & Visualization	Special Education
Data Gov/DQ	Special Education	School Improvement	K-12 Continuous School / District Improvement
Future Ready & ESSA	Cybersecurity	Equity & Inclusion	Cybersecurity
Technical Skills	Online Learning	Cybersecurity	PIMS Administrator
Special Education	Equity & Inclusion	Special Education	Charter / Cyber / Home Schools

2020 Data Summit was cancelled due to COVID-19

Sponsorship and Exhibitor Promotional Opportunities

When you are exhibiting at the PDE Data Summit you have the opportunity to reach an audience of 500+ LEAs from across the state of Pennsylvania.


Below provides a quick summary for each sponsor and exhibitor level package and the additional opportunities offered at the Data Summit.

2024 PDE Data Summit Sponsors and Exhibitor Level Packages	In-Kind	Gold	Silver	Bronze	Exhibitor
Preferred 8 x 10 double-sized exhibition booths in the main exhibition hallway (<i>location is the choice of the vendor</i>)	✓				
Preferred 8 x 10 double-sized exhibition booths in the main exhibition hallway		✓			
Preferred 8 x 10 exhibition booth in the main exhibition hallways			✓		
Standard 8 x 10 exhibition booth in the exhibition hallways				✓	✓
2 Individual Single Sided Pull-up Banners (name and logo)	✓	✓			
1 Individual Single Sided Pull-up Banner (name and logo)			✓		
Pull-up Banner Logo Placement Among All Bronze Sponsors (logo)				✓	
4 Complimentary Vendor Staff Passes, including all event provided meals and sessions (lodging not included)	✓	✓			
3 Complimentary Vendor Staff Passes, including all event provided meals and sessions (lodging not included)			✓		
2 Complimentary Vendor Staff Passes, including all event provided meals and sessions (lodging not included)				✓	✓
Listing as a sponsor in the conference program and Data Summit Eventsquid website/mobile homepage, and sponsor pages (logo directed to dedicated webpage or resource page)	✓	✓	✓	✓	
Listing as an exhibitor in the conference program and on the Data Summit Eventsquid website/mobile homepage (logo directed to dedicated webpage)					✓
Sponsorship of one Breakfast (includes two posters)		✓			
Sponsorship of one Lunch (includes two posters) <i>Evening Reception Vendors Only</i>	✓	✓			
Sponsorship of one Break (includes two posters)			✓		
Vendor Session: 60 Minutes / vendor session timeslot	✓	✓			
Vendor Session: Additional \$150 fee - 60 Minutes / vendor session timeslot, limited availability			✓		
Instant Contact Request button (feature included in Eventsquid)	✓	✓	✓	✓	
Provide a maximum of 4 marketing literatures and/or a promotional pre-recorded video to share on the sponsor resource page	✓	✓	✓		
Provide a maximum of 2 marketing literatures to share on the sponsor resource page				✓	
Provide marketing literature and/or promotional items for each attendee bag	✓	✓	✓	✓	✓
Donate raffle item(s) for the Data Summit vendor drawings and/or at your exhibitor booth	✓	✓	✓	✓	✓
Data Summit Program Advertisement Options: Full page, Half page, or Quarter page	✓				


2024 Additional Promotional Opportunities: additional fees, limitations, and availability may apply (sponsorship posters provided: 23"x 29")	In-Kind	Gold	Silver	Bronze	Exhibitor
Electricity at Exhibitor Booth - Electrical Form (handled by Hershey / Encore Global)	✓	✓	✓	✓	✓
Shipping to the Hershey Lodge/Exhibitor Booth - Drayage Form (handled by Hershey Expo)	✓	✓	✓	✓	✓
Additional Exhibition Booth (includes: 6 foot table, pipe and draping, tablecloth, skirt, and two additional chairs-limited space availability) <i>*In-Kind and Gold sponsors include a 8 x 10 double-sized booth</i>	✓		✓	✓	✓
Additional Exhibitor staff Registration (fee includes per staff member)	✓	✓	✓	✓	✓
Attendee Bag Sponsor - SOLD (In-Kind Sponsor Only: includes, fully funding the Data Summit attendee bags, recognition in the conference program, and one sponsor poster at exhibitor booth)	✓				
Badge Sponsor (Includes: company name / logo on each attendee, presenter, and volunteer badges, recognition in conference program, and two sponsor posters located at the Registration hallway and at the exhibitor booth)	✓	✓	✓	✓	✓
Button Quest Sponsor (Includes: 1.5-inch vendor logo on button, recognition in conference program sponsorship field, and game sheet, One sponsor poster at exhibitor booth)	✓	✓	✓	✓	✓
Button Quest Participant (Includes: 1-inch vendor logo on button, recognition in the conference program game description, and game sheet, One participant poster at exhibitor booth)	✓	✓	✓	✓	✓
Data Summit Program Advertisement (Options: Full page, Half page, or Quarter page)	included	✓	✓	✓	✓
Exhibitor Banner (One pull-up banner located at exhibitor booth)	✓	✓	✓	✓	✓
Keynote Sponsor (Includes: Recognition in conference program and two posters located at exhibitor booth and on stage)	✓	✓	✓	✓	✓
Meal / Break Sponsor: Breakfast, Lunch and/or Break (Includes two posters each)	✓	✓	✓	✓	✓
Paint Night Sponsor - Monday (Includes: Recognition in the conference program, 4 posters located at Registration area and doorway to each room, and at exhibitor booth)	✓	✓	✓	✓	✓
Photo Shoot Sponsor (Includes: Recognition in conference program, posters located at photo shoot area and exhibitor booth)	✓	✓	✓	✓	✓
Scavenger Hunt Sponsor (Includes: Recognition in conference program, game sheet, individual Scavenger Hunt game labels, and Game Raffle Drawing, and one sponsor poster at exhibitor booth)	✓	✓	✓	✓	✓
Vendor Bingo Sponsor (Includes: Recognition in conference program, game sheet, and one sponsor poster at exhibitor booth)	✓	✓	✓	✓	✓
Vendor Session (Includes: Opportunity to present a 60-minute presentation. Limited availability and PDE approved)	included	included	\$150 additional fee		
Vendor User Group Meeting: (Includes: Opportunity to schedule a 60-minute on-site User Group meeting, meetings are following the last session of the day, User Group meeting invitations provided by the vendor. Limited availability)	✓	✓	✓	✓	✓

Sponsor Levels

Gold Sponsorship Level: \$4,100

- Preferred 8x10 double-sized exhibitor booth in the main exhibition hallway
- 2 Individual single sided pull-up banners – 33 ½ x 80 (staged in the registration and exhibition hallways)
- 4 Complimentary Vendor Staff Passes, including all meals provided at the Data Summit, and sessions (lodging not included)
 - Each company associate will need to be listed in the vendor registration ‘Associates’ page (not to duplicate the main registrar name)
- Listing as a Gold Sponsor in the conference program, website/mobile homepage, and sponsor page
 - Company logo features: when the attendee clicks on your logo it will take them to your dedicated company website page or directs them to view your submitted marketing literature/video on the Data Summit Sponsor Resource page
- Sponsorship of one Breakfast
- **SOLD OUT:** Opportunity to present a 60-minute vendor session on Monday, March 11th (*time will be announced*)
 - If a product is being highlighted, please be sure to address the functionality and uses. This is not intended to be a sales pitch, but an informational session for the attendees.
 - [Submit your session proposal](#), by Tuesday, January 23, 2024 (provide your Presenter(s), Title, & Description). PDE approval is required. Limited availability
 - Submit the speaker(s) Headshot & BIO (*not mandatory*)
- Instant Contact Request button. This feature allows the attendee to send an instant message (email) to your contact person through our Eventsquid system 
- Provide a maximum of four marketing literatures and/or a promotional pre-recorded video to share on the sponsor resource page
- Provide marketing literature and/or promotional items for each attendee bag
- Donate raffle item(s) for the Data Summit vendor drawings and/or at your exhibitor booth


Silver Sponsorship Level: \$3,100

- Preferred 8x10 exhibitor booth in the main exhibition hallways
- 1 Individual single sided pull-up banner – 33 ½ x 80 (staged in an exhibition hallway)
- 3 Complimentary Vendor Staff Passes, including all meals provided at the Data Summit, and sessions (lodging not included)
 - Each company associate will need to be listed in the vendor registration ‘Associates’ page (not to duplicate the main registrar name)
- Listing as a Silver Sponsor in the conference program, website/mobile homepage, and sponsor page
 - Company logo features: when the attendee clicks on your logo it will take them to your dedicated company website page or directs them to view your submitted marketing literature/video on the Data Summit Sponsor Resource page
- Sponsorship of one Break
- **SOLD OUT:** Opportunity to present a 60-minute vendor session. Request your vendor session by selecting this transaction within your registration for an additional fee of \$150.
 - Vendor session will be held on Monday, March 11th (*time will be announced*).
 - If a product is being highlighted, please be sure to address the functionality and uses. This is not intended to be a sales pitch, but an informational session for the attendees.
 - [Submit your session proposal](#), by Tuesday, January 23, 2024 (provide your Presenter(s), Title, & Description). PDE approval is required. Limited availability
 - Submit the speaker(s) Headshot & BIO (*not mandatory*)
- Instant Contact Request button that allows the attendee to send an instant message (email) to your contact person through our Eventsquid system 
- Provide a maximum of four marketing literatures and/or a promotional pre-recorded video to share on

the sponsor resource page

- Provide marketing literature and/or promotional items for each attendee bag
- Donate raffle item(s) for the Data Summit vendor drawings and/or at your exhibitor booth

Bronze Sponsorship Level: \$2,100

- Standard 8x10 exhibitor booth in the exhibition hallways
- Logo Placement on Bronze Sponsor Pull-up Banner
- 2 Complimentary Vendor Staff Passes, including all meals provided at the Data Summit, and sessions (lodging not included)
 - Each company associate will need to be listed in the vendor registration 'Associates' page (not to duplicate the main registrar name)
- Listing as a Bronze Sponsor in the conference program, website homepage, and sponsor page
 - Company logo features: when the attendee clicks on your logo it will take them to your dedicated company website page or directs them to view your submitted marketing literature on the Data Summit Sponsor Resource page
- Instant Contact Request button. This feature allows the attendee to send an instant message (email) to your contact person through our Eventsquid system 
- Provide a maximum of two marketing literatures to share on the sponsor resource page
- Provide marketing literature and/or promotional items for each attendee bag
- Donate raffle item(s) for the Data Summit vendor drawings and/or at your exhibitor booth

Exhibitor Level

Exhibitor: \$1,600 (Early Bird \$1,500 available through Monday, November 20, 2023 / Early Bird payment is due Friday, January 12, 2024. If payment is not received full exhibitor booth pricing applies)

- Standard 8x10 booth includes: 6-foot table with pipe and draping, tablecloth and skirt, waste basket, and two chairs. Exhibitor booth located in exhibition hallways
- 2 Complimentary Vendor Staff Passes, including all meals provided at the Data Summit, and sessions (lodging not included)
 - Each company associate will need to be listed in the vendor registration 'Associates' page (not to duplicate registrar name)
- Listing as an exhibitor in the conference program and on the Data Summit website homepage
 - When the attendee clicks on your logo, it will take them to your dedicated company website page
- Provide marketing literature and/or promotional items for each attendee bag
- Donate raffle item(s) for the Data Summit vendor drawings and/or at your exhibitor booth

Other Sponsorship Promotional Opportunities

10th Anniversary Celebration Opportunity

Join us in celebrating 10 years of the PDE Data Summit with a one-time memorable marketing opportunity. You will be able to select from one of the items listed below within the vendor registration:

- Key chain (your choice of color): \$ 750 (1 available)
- Luggage tag (white tag with ID card): \$900 (1 available)
- Stress ball (your choice of color): \$1,250 (1 available)
- Water bottle (your choice of color(s)): \$1,250 (**SOLD OUT**)
- Frisbee (your choice of color): \$1,250 (1 available)

If the item you are interested in is not listed, please contact the Data Summit team or Janet Kennedy.

- The sponsorship item selected will only be included in each Attendee bag
- The item will show your company name and/or logo and the 10th Anniversary PDE Data Summit logo
 - The required company logo must be submitted as a vector version (.eps file) so that we can enlarge it to the size required.

- Upon selecting the sponsorship item, you will be contacted by someone from our Data Summit team for details associated with the item (item color option(s), company logo, and imprint location requirements).

Additional Exhibitor Booth: \$800 *(upon space availability)*

There is an extra \$800 charge to purchase a second table and double the booth space, but you must already have secured a Sponsorship or Exhibitor Booth. The booth table will come with extended pipe and draping, tablecloth and skirt, and chair. Additional exhibitor booth details are documented below.

Additional Exhibitor Staff Registration: \$300 per Staff Member *(refer to the specific number of complimentary vendor staff passes specified in the sponsorship or exhibitor level packages)*

- Registration includes: 1 Vendor Staff Pass (booth associate), all sessions and meals provided at the Data Summit (lodging not included).
 - Each booth associate will need to be listed in the vendor registration 'Booth Associates' page (not to duplicate the main registrants name)

Badge Sponsor*: \$500 *(SOLD OUT)*

- Your company name/logo will be placed on all attendee, volunteer, and presenter name badges.
- Sponsorship posters will be placed in the Registration hallway and at your exhibitor booth
- Sponsorship recognized within the conference program
- Have your company recognized by providing a raffle gift during the raffle drawing

Button Quest

Attendees collect the limited-edition Data Summit buttons for a chance at a raffle prize. Your company can be a part of the fun and engage with attendees by having your logo button created for the Button Quest game.

- **Sponsor*: \$850** *(2 available)*
Have your own stop on the Button Quest! Our attendees enjoy collecting buttons. It's a wildly popular event.
 - 1.5-inch vendor logo on button
 - Recognition in the conference program, game sponsor, game description, and on the game sheet
 - Sponsor poster placed at your exhibitor booth
 - Have your company recognized by providing a raffle gift at the Button Quest raffle drawing
- **Participant*: \$400** *(6 available/ 4 Sold)*
Have your own stop on the Button Quest! A wildly popular event.
 - 1-inch Vendor logo on button
 - Recognition in the conference program, game description, and on the game sheet
 - Participant poster placed at your exhibitor booth
 - Have your company recognized by providing a raffle gift at the Button Quest raffle drawing

Data Summit Program Advertisement *(1 per organization)* – Ads Due by Monday, January 29, 2024

Be part of the conference by selecting the Ad page size option that will be placed in the conference program.

- **\$350**, Full Page: 567pts width x 747pts height (high resolution) *(7 available/ 1 Sold)*
- **\$250**, Half Page: 567pts width x 367pts height (high resolution) *(4 available/ 2 Sold)*
- **\$150**, Quarter Page: 277.5pts width x 367pts height (high resolution) *(10 available)*
 - The marketing Ad needs to come in a pdf format, or a high-resolution jpg.
 - All measurements are based on points. The final Ad should be in points
 - You are free to use your own font, but to be consistent with the program, we use Futura PT Book in 12 pt.

Exhibitor Banner: \$350 (Gold and Silver Sponsors refer to the number of free banners already offered)
The conference pull-up floor banner will be located in the exhibition hallway or at your exhibitor booth.

Keynote Sponsor*:

- Monday - \$1,000 (**SOLD OUT**)
- Tuesday - \$1,000 (**SOLD OUT**)
 - Includes the opportunity to introduce the keynote speaker and provide a two-minute presentation on your organization. The keynote speakers bio will be provided.
 - Two Sponsorship posters: one will be placed at your exhibitor booth and the second will be placed on the keynote stage
 - Recognition in the conference program

Meal/Break Sponsor* (unlimited availability)

You can select multiple sponsorship opportunities for each meal and/or break. (*the two evening reception vendors include 1 lunch, Gold includes 1 breakfast, and Silver includes 1 break*)

- **\$400** Breakfast
- **\$600** Lunch
- **\$300** Break (morning and/or afternoon)

Two sponsor posters placed outside dining hall doorway as a meal sponsor or placed at the break area

Paint Night Sponsor: *\$200 (3 available)

Engage with attendees at this popular Monday evening activity by sponsoring our Paint Night!

- Exclusive posters located at the Registration area and outside of each paint night room
- Sponsor poster placed at your exhibitor booth
- Recognition in the conference program

Photo Shoot Sponsor*: \$300 (2 available)

- Exclusive poster at the Photo Shoot area
- Sponsor poster placed at your exhibitor booth
- Recognition in the conference program

Scavenger Hunt Sponsor*: \$500 (1 available)

Attendees are sent on a scavenger hunt throughout the convention center to locate specific items/codes, which may provide them with a ticket for prize at the raffle drawing. This has become a highly popular event.

- Recognition in the conference program, on the game sheet, and on each Scavenger Hunt item label
- Sponsor poster placed at your exhibitor booth
- Have your company recognized by providing a raffle gift at the Scavenger Hunt raffle drawing

Vendor Bingo Sponsor*: \$600 (SOLD OUT)

The game provides an opportunity to engage with the attendees. Our attendees have made this game tremendously popular.

- Recognition in the conference program and on the game sheet
- Sponsor poster placed at your exhibitor booth
- Have your company recognized by providing a raffle gift at the Vendor Bingo raffle drawing

'NEW' Vendor User Group Meeting: \$150 (limited availability)

A meeting room is provided for you to reach out and invite your customers/our attendees to connect and share your product, ideas, strategies, best practices, and have their questions answered.

- Opportunity to schedule your own 60-minute on-site User Group meeting on one of the following dates/times:
 - Monday, March 11th, 4:30 pm - 5:30 pm (*6 available/ 3 Sold*)

- Tuesday, March 12th, 4:00 pm – 5:00 pm (6 available) / 2 Sold)
 - Please Note: this User Group meeting time frame is also during the scheduled Vendor Networking event on each day.
 - You will provide your own invitation to your customers if they are registered to attend the Data Summit. An attendee list will not be provided.
 - The Data Summit program agenda will reflect the date, time, and location of your companies User Group meeting
 - If you wish to use your own equipment, please be sure to reconnect everything back to how you found it, so it does not impact the next presenters session that is scheduled in the room.

Sponsor Opportunity Details – denoted above by the *

- All Sponsorship opportunities labeled above will have at least one 23”x 29” poster
- Sponsors will be promoted in the section of the program of their event

*If interested in being an In-Kind Sponsor, please contact Janet Kennedy, c-janekenn@pa.gov

Not seeing an opportunity that fits your needs, budget, and/or have a question send an email to your vendor contact, Janet Kennedy, c-janekenn@pa.gov.

Exhibitor Schedules, Due Dates, & Exhibitor Booth Details

Exhibition Dates and Times:

- Monday March 11th - 12th, 8:00 am - 5:00 pm: All exhibitors will be available
- All vendors are welcome to join the evening receptions and events (except for Monday evening Paint Night).

The 2024 PDE Data Summit will be based on the below schedule but may be subject to change.

Sunday, March 10th, 2024

- 4:00 PM – 8:00 PM Registration OPEN

**As soon as I know if vendors are able to set up their exhibitor booth on Sunday evening, I will let you know. Stay tuned.....*

Monday, March 11th, 2024

- 7:00 AM – 4:00 PM Registration OPEN
- 7:30 AM – 9:00 AM Networking Breakfast
- 9:00 AM – 9:15 AM Welcome
- 9:30 AM – 10:30 AM Concurrent Breakout Sessions A
- 10:45 AM – 11:45 AM Concurrent Breakout Sessions B
- 11:45 AM – 1:00 PM Lunch Buffet
- 1:00 PM – 2:00 PM Keynote - Dr. Khalid Mumin, PA Secretary of Education
- 2:15 PM – 3:15 PM Concurrent Breakout Sessions C
- 3:30 PM – 4:30 PM Vendor Breakout Sessions
- 4:30 PM – 5:00 PM Coffee & Snack while Vendor Networking
- 4:30 PM – 5:00 PM Vendor User Group Meetings
- 5:00 PM – 7:00 PM eScholar Reception
- 7:00 PM Paint Night

Tuesday, March 12th, 2024

- 7:00 AM – 1:00 PM Registration OPEN

- 7:30 AM – 8:45 AM Networking Breakfast
- 8:30 AM – 8:45 AM Updates and Announcements
- 9:00 AM – 10:00 AM Concurrent Breakout Sessions E
- 10:15 AM – 11:15 AM Concurrent Breakout Sessions F
- 11:15 AM – 12:30 PM Lunch Buffet (Raffle Drawings & DQN Award of Excellence)
- 12:30 PM – 1:30 PM Keynote - Dr. Tyler Cook, Principal of Klein Elementary
- 1:45 PM – 2:45 PM Concurrent Breakout Sessions G
- 3:00 PM – 4:00 PM Concurrent Breakout Sessions H
- 4:00 PM – 5:00 PM Coffee & Snack while Vendor Networking
- 4:00 PM – 5:00 PM Vendor User Group Meetings
- 5:00 PM – 7:00 PM Data Recognition Corporation (DRC) Reception
- 7:00 PM Karaoke

Wednesday, March 13th, 2024

- 7:00 AM – 8:30 AM Networking Breakfast
- 8:15 AM – 8:30 AM Raffle Drawings
- 8:30 AM – 9:30 AM Concurrent Breakout Sessions I
- 9:45 AM – 10:45 AM Concurrent Breakout Sessions J
- 11:00 AM – 12:00 PM Concurrent Breakout Sessions K
- 12:00 AM – 12:30 PM Grab-and-Go Lunch

Due Dates to Remember

- Monday, November 20, 2023: Last Day for [Exhibitor Level - Early Bird Vendor Registration](#)
- Friday, January 12, 2024: Exhibitor Level - Early Bird payment is due
- Friday, January 19, 2024: Last Day for [Vendor Registration](#)
- Tuesday, January 23, 2024, **In-Kind, Gold, and Silver Sponsors:** [submit your session proposal](#) if you're interested in presenting on Monday, March 11th, (PDE approval required and limited availability).
- Tuesday, January 23, 2024: Company Logo must be submitted (Logos will need to be submitted in a vector version (.eps or .ai file) so we are able to enlarge them to the size we need for the registration website, banners, and posters. Refer to the details listed below.
- Monday, January 29, 2024: Submit your company conference program advertisement (if purchased)
- Monday, February 12, 2024: Last day to [Reserve your Hotel Room](#) under the PDE Data Summit room block at the Hershey Lodge, Hershey PA
- Friday, February 16, 2024: Last Day to request [Electrical Order & Payment Forms](#) at your exhibitor booth, after this date late fees may apply
- Monday, Monday, February 19, 2024: Submit marketing literature, whitepaper, and/or a promotional pre-recorded embedded video hosted on YouTube or Vimeo (*only available for In-Kind, Gold, Silver, and Bronze Sponsors*). Upload to your Eventsquid registration site or emailed to your vendor contact Janet Kennedy, c-janekennedy@pa.gov
- Monday, Monday, February 19, 2024: If you are presenting a vendor session, submit your speaker(s) Headshot & BIO (*not mandatory*)
- Friday, March 1, 2024: Full Registration payment is due
- The [Hershey Shipping-Drayage Forms](#): All shipments must be received 48 hours to 30 days in advance.
- Monday, March 4, 2024, all marketing literature, promotional items for the attendee bags and/or all raffle items are received at PDE.
- Monday, March 11, 2024 Raffle items and/or gift cards provided on-site to Janet Kennedy
- Monday March 11th - 12th, 8:00 am - 5:00 pm: All exhibitors will be available

Company Logo, Marketing Material and/or Pre-recorded Video & Raffle Item Details

Files should be uploaded to your Eventsquid My Account Uploads tab or emailed to your vendor contact, Janet Kennedy, c-janekenn@pa.gov. Attendees have access to view all uploaded marketing materials and videos on the Data Summit Eventsquid website/mobile Sponsor Resource page.

- **Company Logo:**
 - Must be submitted as a vector version (.eps or .ai file) so that we can enlarge them to the size we need for the program, registration website, banners, and posters, **Due by January 23, 2024*
- **Upload Marketing Materials:** *(only available for Gold, Silver, and Bronze Sponsors)*
 - Must be submitted as, PDF, Word, Excel, and/or PowerPoint, **Due by February 19, 2024*
- **Upload Pre-recorded Video(s):** *(only available for Gold and Silver Sponsors)*
 - Must provide a link to an embedded video hosted on YouTube or Vimeo, **Due by February 19, 2024*

Marketing literature and promotional items for the attendee bags, and/or raffle items are to be received at PDE no later than **Friday, March 1, 2024**, mail to the following address:

PA Department of Education

Office of Data Quality / PDE Data Summit
607 South Drive
Harrisburg PA 17120
Attention: Janet Kennedy

All questions and inquiries are to be directed to your vendor contact, Janet Kennedy, c-janekenn@pa.gov or the Data Summit team at ra-edpdedatasummit@pa.gov.

What the Exhibitors Booth Includes & Exhibitor Meals Offered

- One 8x10 exhibition space including pipe and drape, one 6-foot table, tablecloth, and skirt, two chairs, and a waste basket will be at each exhibition space. Exhibitor halls are carpeted. Complimentary wireless internet access will be available throughout the exhibit area.

All Exhibits may not extend more than 12 inches from the front of the table. Exhibits or promotional materials may not block any aisles or access ways. Any music or lights displayed may not interfere with other exhibitors.

Daily Schedule: March 11th & 12th - Each exhibitor booth will be available from 8:00 am - 5:00 pm

- After hour events are available for everyone (except for the Paint Night Event - only for attendees)

Internet Access: Wireless internet access is provided for the entire summit. Refer to the back of your badge and the program for the Wi-Fi password.

Meals: Breakfast and Lunch are provided:

- Monday: Breakfast & Lunch
- Tuesday: Breakfast & Lunch

Optional Hershey Exhibitor Booth Services: Electricity, Shipping, and Additional Setup

Electricity at your booth: A fee is required to include a Minimum Service (10 Amps or 1000 Watts, etc....), an outlet runs directly to your assigned exhibition space. If you require this service, please complete the [Electrical Order & Payment Forms](#) by the due date showing on the form. A member of the Hershey Expo team will contact you. All requests must be received no later than 21 days before the day of setup (Friday, February 16, 2024). Orders received after this date will be subject to a late charge.

Hershey Exposition: PHONE: 717-508-5926 FAX: 717-298-1519 EMAIL: expositions@hersheypa.com

Shipping: If you are interested in shipping your materials to the Hershey Lodge, please complete the [Hershey Shipping-Drayage Forms](#). A member of the Hershey Expo team will contact you. All shipments must be received 48 hours to 30 days in advance of your group load-in day and time.
Hershey Exposition: PHONE: 717-508-5926 FAX: 717-298-1519 EMAIL: expositions@hersheypa.com

Additional Setup: The [Exhibitor Portal](#) - There are various costs for any optional setup requests via the portal: phone, Internet access (other than wireless), purchase monitors, and other items for your booth from the Hershey Lodge, Encore Global team. Arrangements for other optional equipment are the responsibility of the exhibitor.

Timeline: Vendors can secure internet up through the event. There is a cutoff of 5 days prior to the event for other items (monitors, lights, audio, etc.).

- You can also access the Exhibitor Portal by accessing the QR Code below



Please note, Wifi is provided to those attending the Data Summit. The password will be displayed on the back of your name badge and conference program. If you require additional internet options, please check out the Exhibitor Portal.

Data Summit Registration, Paying by Check, Refund and Cancellation Policy

Registration

Please complete the [2024 PDE Data Summit Vendor Registration](#), by Friday, January 19, 2024, to guarantee your sponsor or exhibitor opportunities.

- **Exhibitor Level - Early Bird Registration**, Due by Monday, November 20, 2023
- **Vendor Booth Staffing:** log into Eventsquid and visit your MY ACCOUNT > MY EVENTS area. All additional booth associates must be listed. The registrants name is already counted as a booth associate, so please do not add their name again to the associates field. This will allow you to enter the accurate number of names.
- Each booth associate will receive a badge upon checking in at the Vendor Registration desk.

Payment Details

- Exhibitor Level - Early Bird payment is due Friday, January 12, 2024
- Full Registration Payment is due Friday, March 1, 2024

Montgomery County Intermediate Unit (MCIU) is our conference partner for the 2024 PDE Data Summit. When paying by check, if possible please send a copy of the registration invoice with your check to the below address.

Pay To The Order Of: Montgomery County Intermediate Unit #23

Mailing Address: (Effective 11/1/2023)

PA Department of Education
Office of Data Quality / PDE Data Summit
607 South Drive
Harrisburg PA 17120

Returned Check Fee: In the event of a returned check, a service charge of \$50.00 will be assessed.

Refund and Cancellation Policy

Refunds (minus a \$100 administrative and processing fee) will be granted to exhibitors who cancel by email at ra-edpdedatasummit@pa.gov at least 20 business days prior to the event. Cancellation notices must be received by 4:00 p.m. on Friday, February 9, 2024, to receive a full refund less the administrative and processing fee.

Refunds will not be provided to exhibitors who neither cancel nor attend the event. Confirmed exhibitors who are unable to attend the event may send a substitute in their place at no additional cost. Substitution information must be received by the Pennsylvania Department of Education, ra-edpdedatasummit@pa.gov two full business days before the start of the event. Please note, all materials will have already been printed and will display all prior company names and logos.

COVID / Pandemic contingency plan: if unprecedented circumstances require the event to be moved to a virtual platform or cancelled, because of the increased risk of COVID-19 and/or any pandemic where the safety and wellbeing of our vendors and attendees are at risk, the following will occur:

- If the Data Summit is transferred to a virtual platform. The Virtual Sponsor & Exhibitor Information will become effective and further details will be sent to the contact person. All payments will be applied to the virtual event at the same level as your sponsorship or exhibitor available opportunities.
- If in the event that the Data Summit is required to cancel, refunds will be distributed minus the \$100 administrative/processing fee. Refunds provided within 60 days.

Hershey Lodge Room Reservations

Hotel Reservations and Details:

- The Data Summit will be held on March 11 - 13, 2024.
 - Vendors are required to be onsite on March 11 - 12, 2024, 8:00 am – 5:00 pm
- **Hershey Lodge Accommodations:** [Reserve your Hotel Room](#)
Please reserve your room reservation prior to Monday, February 12, 2024. After this date, room prices may increase and/or rooms may not be available.
- Please contact the Reservation Office for room upgrades at (855) 729-3108 and ask for the room block for the PDE Data Summit.
- For more information about the Hershey Lodge, please visit our website,
- Room rate is \$152.00 per room per night plus 11% taxes. *Credit cards are charged a one night's advance deposit including tax at the time of booking a room reservation..
- Cancellations must be made 72 hours prior to arrival date

Additional Information

General Information

PDE reserves the right to determine the appropriateness of any organization to be an exhibitor. Space assignments will be on a first-come, first-served basis, unless otherwise stated.

Inclement Weather Procedure

Unless the Governor declares a state of emergency, the 2024 PDE Data Summit will run as scheduled, and the above cancellation policy will apply.

ADA Special Needs Accommodations

Participation by all individuals is encouraged. Advance notice of any special needs will help us provide better service. Please notify us of your needs at least two weeks in advance of the conference by contacting the PDE Data Summit Team via email at ra-edpdedatasummit@pa.gov.

We look forward to seeing you at the 2024 PDE Data Summit
(Vendor exhibitor booths are available on March 11 – 12, 2024 | 8:00 am – 5:00 pm)

SAVE THE DATE
2025 PDE Data Summit, March 24 – 26 | Hershey Lodge, Hershey, PA