

BrainStorm WI Dells 2027 Sponsorship Opportunities

February 28 -March 2, 2027 at the Kalahari Resort and Convention Center, Wisconsin Dells, WI

BrainStorm is a conference for K20 technology directors, network administrators, and other IT personnel. This is NOT a conference about curriculum but instead for the bits'n'bytes warriors that support and drive technology in schools. **A typical attendee has a high degree of decision-making authority for their school district, college or university.** Our conference attendance in the last several years has been right around 900 attendees from the Midwest with most from Wisconsin, Minnesota, Illinois, Indiana, Iowa and Michigan. We are proud of our conference and invite you to join us as a sponsor. For more information, please visit www.brainstormk20.com.

Package Sponsorships	Diamond	Platinum	Gold	Silver	Vendor Showcase – Large	Vendor Showcase - Small
Pricing	\$15,000	\$10,500	\$8,250	\$6,250	\$10,000	\$5,000
Availability	2	4	8	4	2	2
Window Cling on main window or door of conference center	x					
Welcome Reception	x					
Logo on give-away item	x					
Logo displayed in event PowerPoint during meals	x	x	x	x	x	x
Prominent identification as sponsor in Mobile App	x	x				
Prominent identification as sponsor on website	x	x	x	x	x	x
Full color ad in event PowerPoint during meals	full page	½ page	¼ page			
Premium location Vendor Expo booths	20ft x 20ft	20ft x 10ft	20ft x 10ft	20ft x 10ft		
Available for set up all 3 days of the event					x	x
Premium location in high traffic area					38' x 28'	16' x 11'
Complimentary full conference registrations	10	8	4	2	4	2
À La Carte Sponsorships	# available	Price				
Table Tents in Vendor Expo	2	\$500				
Meal Table Sponsor	25	\$500				
Ice Cream/Cookie Break	2	\$2000				
Tech Support Lounge	1	\$1650				
Breakout Room Advertising	10	\$1000				
Conference Scholarship	Unlimited	\$750				
Full color ad in event PowerPoint during meals (1/4 page)	10	\$450				

Contact us if your company desires other opportunities not listed here.

BrainStorm logo may appear along with your company logo.

Sponsorships are not guaranteed until payment in full is received.

Only one "Package Sponsorship" per vendor.

Any items created for the conference by BrainStorm become the property of BrainStorm.

Package Sponsorships

Diamond – \$15,000 (2 available)

- Four (4) booths at the Vendor Expo in a premium location, total space 20ft x 20ft - location determined at time of registration
- Ten (10) complimentary full conference passes which allow you to attend all events, breakout sessions, and meals.
- Large window cling will be displayed on a main door or window of the conference center
- Welcome Reception - Be a host for the Sunday night Welcome Reception party. Rooms, food & drinks, entertainment and email invitations identifying you as a host are included.
- Your company logo will be placed on a giveaway item chosen by the BrainStorm Steering Committee that will be given to each attendee
- A slide with your company logo looped in event PowerPoint during meals
- Prominent identification as sponsor in Mobile App
- Prominent identification as sponsor on website
- Full color, full page sponsor provided advertisement displayed in the PowerPoint during all meals

Platinum – \$10,500 (4 available)

- Two (2) booths at the Vendor Expo in a premium location, total space 20ft x 10ft - location determined at time of registration
- Eight (8) complimentary full conference passes which allow you to attend all events, breakout sessions, and meals.
- A slide with your company logo looped in event PowerPoint during meals
- Prominent identification as sponsor in Mobile App
- Prominent identification as sponsor on website
- Full color, ½ page sponsor provided advertisement displayed in the PowerPoint during all meals

Gold – \$8,250 (8 available)

- Two (2) booths at the Vendor Expo in a premium location, total space 20ft x 10ft - location determined at time of registration
- Four (4) complimentary full conference passes which allow you to attend all events, breakout sessions, and meals.
- A slide with your company logo looped in event PowerPoint during meals
- Prominent identification as sponsor on website
- Full color, ¼ page sponsor provided advertisement displayed in the PowerPoint during all meals

Silver – \$6,250 (4 available)

- Two (2) booths at the Vendor Expo in a premium location, total space 20ft x 10ft - location determined at time of registration
- Two (2) complimentary full conference passes which allow you to attend all events, breakout sessions, and meals.
- A slide with your company logo looped in event PowerPoint during meals

Vendor Showcase – Large – \$10,000 (2 available)

- Meeting space to promote your company and products in a prime location. This would be located in Maji or Barranco lounges in the atrium of the Africa Ballroom. The space is 28' x 38' and is open to the atrium and will be located in close proximity to the event registration and Monday's Vendor Expo.
- Your sponsorship includes:
 - o Exclusive use of the lounge space on all days of the event (setup Sunday morning, tear down Tuesday mid-day).
 - o 4 Full Conference passes for your staff
 - o Kalahari comfy seating if desired (all Kalahari furniture can be removed if you wish to bring your own to display)
 - o Can assign up to 8 Showcase Vendor registrations to partner vendors for a fee.
 - o Can add up to 10 additional expo only passes for a fee
 - o Can add unlimited full conference passes for a fee
- Terms of the sponsorship:
 - o Sound levels need to be maintained at conversation levels within the lounge
 - o No projecting outside the lounge area
 - o No outside food and drink (all food and drink must be sourced from the Kalahari)
 - o The area is not secure, so it is the sponsor's responsibility to provide security (sourced from either the Kalahari or a third party) when sponsor's staff is not present (if deemed necessary to leave equipment, etc.)
 - o One floor sign (no larger than 3' wide x 6' tall) placed in the Africa Ballroom Foyer within 10 feet of the Lounge. All other signage must remain within the Lounge.
 - o You must adhere to the event Legal Contract and Code of Conduct

Vendor Showcase – Small – \$5000 (2 available)

- Meeting space to promote your company and products in a prime location. This would be located in one of the reg booths near the access to the Sands building. The space is 11' x 16' and located in close proximity to the event meal entrances.
- Your sponsorship includes:
 - o Exclusive use of the space on all days of the event (setup Sunday morning, tear down Tuesday morning)
 - o 2 Full Conference passes for your staff
- Terms of the sponsorship:
 - o ONLY your company and staff is allowed to occupy the space.
 - o Sound levels need to be maintained at conversation levels within the booth
 - o No projecting outside the booth
 - o No outside food and drink (all food and drink must be sourced from the Kalahari)
 - o The booth is secure...it is your staff's responsibility to make sure it is closed and locked if they are not present. BrainStorm and the Kalahari is not responsible if the area is left unsecure.
 - o One floor sign (no larger than 3' wide x 6' tall) placed in the hallway within 10 feet of the booth. All other signage must remain within the booth.
 - o You must adhere to the event Legal Contract and Code of Conduct

À La Carte Sponsorships

- Vendor logo is limited to a single color

Table Tents in Vendor Expo – \$500 (2 available)

- Your company will have extra visibility by having table tents on the high-boy tables in the Vendor Expo area on Monday. Sponsorship details:
 - **Vendor provided** table tents will be put out on 15-30 high-boy tables throughout the Vendor Expo on Monday (table tents cannot exceed 4" x 6" in size)
 - Only table tents are allowed to be put on the table, no other literature may be left on the tables

Meal Table Sponsor – \$500 (25 available)

- This is your chance to meet with the attendees between sessions at meals. Invite customers and potential customers to join you at your table to have an in-depth conversation. Your sponsorship includes:
 - Sign on designated table stating your table sponsorship for all meals during the 3 days of the event. These meals include Sunday Dinner, Monday Breakfast, Monday Lunch, Tuesday Breakfast, and Tuesday Lunch. (Table number will be assigned prior to the conference so you can market out to your customers to arrange a meeting time).
 - Full conference pass for one employee to participate in the meals and sit at the designated table
 - Company listed in the PowerPoint displayed during all meals stating which table number your representative can be found at to visit with.
 - Ability to provide literature to attendees (a stack of business cards and 1 hand-out item will be allowed on the table, any additional would need to be provided to attendees on an as-needed basis and not displayed on the table)

Ice Cream/Cookie Break – \$2,000 (2 available)

- They say that the way to a person's heart is through their stomach. So take advantage of the Brainstorm breaks to become a favorite with the attendees. We'll roll out the ice cream and/or cookies at break time and hand out a napkin with each yummy treat. Your sponsorship includes:
 - Ice cream and/or cookie for each attendee
 - Your logo on napkins

Tech Support Lounge – \$1,650 (Exclusive Opportunity)

- Centrally located, the Tech Support Lounge will feature opportunities to recharge yourself and your laptop with comfortable seating. A place that attendees can gather to discuss ideas about technology with others, check their email or just visit. Sponsors promote their company name, graphics and flyers. Your sponsorship includes:
 - Sponsor provided banner approx 3ft wide by 6ft tall
 - Recognized in meal area PowerPoint as the Tech Lounge sponsor
 - Sponsor may provide takeaway materials in the room. Materials must be setup by company rep or mutually agreed upon actions through the Steering Committee member in charge of sponsorships.

Breakout Room Advertising – \$1,000 (10 available)

- Sponsor a high traffic breakout session room to show your commitment to BrainStorm and the overall idea that sharing information and ideas among school districts, colleges, universities, vendors and presenters strengthens our school technology programs and that in turn supports education. Sponsorship includes:
 - o Sponsor provided banner approx 3ft wide by 6ft tall
 - o Sponsor may provide takeaway materials in the room. Materials must be setup by company rep or mutually agreed upon actions through the Steering Committee member in charge of sponsorships
 - o NOTE: This sponsorship does not guarantee your call for presentations submission will be chosen, nor does it reserve the room for your exclusive use.

Conference Scholarships – \$750 (Unlimited)

- Demonstrate your commitment to helping schools improve their use of technology by sponsoring scholarships for those who would not otherwise be able to attend. Your scholarship sponsorship will support registration and hotel accommodation for Sunday and Monday nights for one attendee. Your sponsorship includes:
 - o Recognized in meal area PowerPoint as a conference scholarship sponsor
 - o Grateful scholarship attendees and a lot of goodwill
 - o You can have us select the attendee to receive the scholarship, or you can provide us the name of an attendee you want us to give the scholarship to.

Advertisement in the meal area PowerPoint – \$450 (10 available)

- Advertise your company with a full color 1/4-page advertisement displayed in the PowerPoint during all meals. Your sponsorship includes:
 - o 1/4-page (full color) vendor provided advertisement in the meal area PowerPoint