Exhibitor & Sponsor Information Kit

March 24 -26, 2025 | Hershey Lodge
Hershey, PA 17033

Included in the Information Kit:

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2025 PDE Data Summit

Theme – *From Numbers to Narratives: The Power of Education Data*

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 brings together over 1,000 attendees including presenters, PDE staff, volunteers, and vendors. The PDE Data Summit is open to all educational professionals including, PIMS administrators, superintendents, school administrators, and school board members, plus staff, managers, and directors from various programs such as child accounting, curriculum, special education, assessment, and technology and much more. These participants are represented from across our Pennsylvania Local Education Agencies (LEA) such as, school districts, career and technical centers, charter and cyber schools, and intermediate units.

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 goal at the PDE Data Summit is to create a platform for showcasing your products and services, facilitate networking to cultivate long lasting relationships, promote participation in influential sessions, and ensure an enjoyable experience for all.

2019 - 2024 Data Summit Statistics
(the 2020 Data Summit was cancelled due to COVID-19 epidemic)

PDE Data Summit	2019		2021 *(virtual)*		2022		2023		2024	
Local Education Agencies (LEA's)	**# of Attendees**	**%**	**# of Attendees**	**%**	**# of Attendees**	**%**	**# of Attendees**	**%**	**# of Attendees**	**%**
School Districts	417	74%	1335	60%	481	65%	558	64%	520	60%
Charter Schools	81	15%	372	17%	119	16%	127	15%	100	12%
Intermediate Units	27	5%	154	7%	50	7%	64	7%	58	7%
Career & Technical Centers	25	4%	143	7%	35	5%	41	5%	31	4%
Cyber Charter					30	4%	39	5%	34	4%
APS					16	2%	17	2%	16	2%
Other					15	2%	17	2%	21	2%

2020 Data Summit was cancelled due to COVID-19

PDE Data Summit	2019		2021 *(virtual)*		2022		2023		2024	
Attendee Titles *attendees may select multiple job titles, this report represents their first choice	**# of Attendees**	**%**	**# of Attendees**	**%**	**# of Attendees**	**%**	**# of Attendees**	**%**	**# of Attendees**	**%**
LEA Administrator	135	16%	569	24%	141	19%	191	22%	156	20%
PIMS Staff	134	16%	601	25%	255	34%	298	34%	274	35%
Data Professionals	129	15%	-	-	-	-	-	-	-	-
Administrative Assistant	98	12%	199	8%	52	7%	60	7%	52	7%
Technology Professionals	78	9%	250	10%	94	13%	90	10%	72	9%
Student Services	72	8%	-	-	-	-	-	-	-	-
Business Managers/Registrar	68	8%	-	-	16	2%	10	1%	13	2%
Director Level (Special Education, Child Accounting, Curriculum, Teacher)	143	17%	568	24%	188	25%	192	22%	207	27%

2020 Data Summit was cancelled due to COVID-19

2019 Sessions Topics *(topics overlap per session)*	2021 Sessions Topics *(topics overlap per session)*	2022 Sessions Topics *(topics overlap per session)*	2023 Sessions Topics *(topics overlap per session)*	2024 Sessions Topics *(topics overlap per session)*
Data Use	PIMS Collections & Administrator Info	PIMS Collections & Administrator Info	PA Department of Education Guidance	Technology
PIMS Administrators	PDE Guidance & Future Ready PA Index	PDE Guidance & Initiatives	Data Best Practices &b Analysis	Data Storytelling
STEM Data	Data Sessions	Data Use & Visualization	Special Education	Special Education
Data Gov/DQ	Special Education	School Improvement	K-12 Continuous School / District Improvement	K-12 CSL / District Improvement
Future Ready & ESSA	Cybersecurity	Equity & Inclusion	Cybersecurity	Cybersecurity
Technical Skills	Online Learning	Cybersecurity	PIMS Administrator	PIMS Administrator
Special Education	Equity & Inclusion	Special Education	Charter / Cyber / Home Schools	Mental Health
				LEA Administrators
				PVAAS

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.

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 (location is the choice of the vendor)	✓				
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 shown on the Data Summit resource page (logo directed to dedicated webpage)	✓	✓	✓	✓	
Listing as an exhibitor in the conference program and shown on the Data Summit resource page (logo directed to dedicated webpage)					✓
Sponsorship of one Breakfast (includes two posters)		✓			
Sponsorship of one Lunch (includes two posters) Evening Reception Vendors Only	✓	✓			
Sponsorship of one Break (includes two posters)			✓		
Vendor Session: 60 Minutes / vendor session timeslot, PDE approved, and Limited availabilityy	✓	✓			
Vendor Session: Additional $150 fee - 60 Minutes / vendor session timeslot, PDE approved, and Limited availability			✓		
Provide a maximum of four marketing literatures to share on the sponsor resource page	✓	✓	✓		
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	✓	✓	✓	✓	✓
Data Summit Program Advertisement Options: Full page, Half page, or Quarter page	✓				

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) *In-Kind and Gold sponsors include a 8 x 10 double-sized booth	✓	✓	✓	✓	✓
Additional Exhibitor staff Registration (fee includes per staff member)	✓	✓	✓	✓	✓
Attendee Bag Sponsor (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: Choice of Monday or Tuesday, 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)	✓	✓	✓	✓	✓
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. PDE approved, and Limited availability)	included	included	$150 additional fee		
Hospitality Suite: 'New 2025' (Includes: Opportunity to schedule a 60-minute on-site hospitality suite, available on Monday, 4:30 - 5:30 pm, invitations provided by the vendor, Marketing posters provided, Food & Beverage: All costs are the vendors responsibility and is coordinated through the designated Hershey Lodge Food and Beverage personnel, and limited availability)	✓	✓	✓	✓	✓

Sponsor Levels

Gold Sponsorship Level: $4,100
- Preferred 8x10 double-sized exhibitor booth, located in the Great American Lobby
- 2 individual single sided pull-up banners. One is prominently displayed in the registration area and the second is displayed in one of the conference hallways.
- 4 Complimentary Vendor Staff Passes, includes: all meals provided at the Data Summit and attendance at the breakout sessions (lodging not included)
    - Each company associate must be listed in the vendor registration 'Associates' page (not to duplicate the main registrant name)
- Name/Logo: Displayed as a Gold Sponsor in the conference program, event website/mobile site homepage
    - Company logo features: when the attendee clicks on your logo it will take them to your company website page
- Sponsorship of one Breakfast
- Opportunity to present a 60-minute Vendor Session *(please read each item below)*
    - Vendor session will be held on Monday, March 24th *(time will be announced).*
    - It is recommended that your session include one of your Local Education Agency customers (i.e., success stories)
    - This session is intended for all attendees; existing customers and non-customers
    - This session is NOT to be a sales pitch or a method for recruiting employment, but a session that is informative and engaging for a diverse group of attendees.
    - [Submit your session presentation proposal](#), by Tuesday, January 21, 2025. (provide your session presenter(s), title, description, etc.…)
    - PDE approval is required | Session availability is limited
    - If session is approved, submit the speaker(s) headshot & bio *(not mandatory)*
    - *Additional details located on Page 8 – Vendor Sessions*
- Provide a maximum of four marketing literatures to share with attendees on the mobile Event Resources page
- Provide marketing literature and/or promotional items to include in 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, located in one of the main sponsor halls
- An individual single sided pull-up banner and prominently displayed in the registration area
- 3 Complimentary Vendor Staff Passes, includes: all meals provided at the Data Summit and attendance at the breakout sessions (lodging not included)
    - Each company associate must be listed in the vendor registration 'Associates' page (not to duplicate the main registrant name)
- Name/Logo: Displayed as a Silver Sponsor in the conference program, event website/mobile site homepage
    - Company logo features: when the attendee clicks on your logo it will take them to your company website page
- Sponsorship of one Break
- Opportunity to present a 60-minute Vendor Session *(please read each item below)*
    - Must select the 'Vendor Session' transaction within your registration for an additional fee of $150.
    - Vendor session will be held on Monday, March 24th *(time will be announced).*
    - It is recommended that your session include one of your Local Education Agency customers (i.e., success stories)
    - This session is intended for all attendees; existing customers and non-customers

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- This session is NOT to be a sales pitch or a method for recruiting, but a session that is informative and engaging for a diverse group of attendees.
- [Submit your session presentation proposal](#), by Tuesday, January 21, 2025. (provide your session presenter(s), title, description, etc....)
- PDE approval is required | Session availability is limited
- If session is approved, submit the speaker(s) headshot & bio *(not mandatory)*
- *Additional details located on Page 8 – Vendor Sessions*

- Provide a maximum of four marketing literatures to share with the attendees on the mobile Event Resources page.
- Provide marketing literature and/or promotional items to include in 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, located in one of the main sponsor halls
- Logo Placement on Bronze Sponsor Pull-up Banner and prominently displayed in the registration area
- 2 Complimentary Vendor Staff Passes, includes: all meals provided at the Data Summit and attendance at the breakout sessions (lodging not included)
    - The company associate must be listed in the vendor registration 'Associates' page (not to duplicate the main registrar name)
- Listing as a Bronze Sponsor in the conference program, event website/mobile site homepage
    - Company logo features: when the attendee clicks on your logo it will take them to your company website page
- Provide a maximum of two marketing literatures to share with the attendees on the mobile Event Resources page
- Provide marketing literature and/or promotional items to include in 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 18, 2024 / Early Bird payment is due Friday, January 10, 2025. If payment is not received full exhibitor booth pricing applies)*

- Standard 8x8 exhibitor booth, located in one of the exhibitor level conference halls. Exhibitor booth size may vary from 8x10 or 8x8.
    - Exhibitor booth includes: 6-foot table with pipe and draping, tablecloth and skirt, waste basket, and two chairs.
- 2 Complimentary Vendor Staff Passes, includes: all meals provided at the Data Summit and attendance at the breakout sessions (lodging not included)
    - The company associate must be listed in the vendor registration 'Associates' page (not to duplicate the main registrant 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 to include in each attendee bag
- Donate raffle item(s) for the Data Summit vendor drawings and/or at your exhibitor booth

Other Sponsorship Promotional Opportunities

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 Level registration. The extra table will come with extended pipe and draping for your booth, tablecloth with a skirt, and two chairs. 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 sponsor or exhibitor level packages)*
- Registration includes: 1 Vendor Staff Pass (booth associate), all meals provided at the Data Summit and attendance at the breakout sessions (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*)
This sponsor gets high visibility throughout the Conference as attendees wear their name badge bearing your company name/logo
- 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** *(5 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 Friday, January 31, 2025
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 / 2 Sold)*
- **$250**, Half Page: 567pts width x 367pts height (high resolution) *(5 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.
    - Please note that all advertisements submitted must first be reviewed and approved by our PDE team prior to publication. We will notify you promptly upon approval or if any revisions are required.

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Exhibitor Banner: $350 (Gold and Silver Sponsors refer to the number of free banners provided |Bronze sponsors are combined into one banner)
The conference pull-up floor banner will be located in the exhibition hallway or at your exhibitor booth.

Hospitality Suite: $200 (Must be Pre-approved | 8 available)
- Opportunity to have your own 60-minute on-site hospitality suite
- An Exhibitor and/or Sponsor must register for a hospitality suite (limited availability):
    - Monday, March 24th at 4:30 – 5:30 pm: due by Friday, January 24, 2025
- All hospitality activities must be pre-approved, send an email to Janet Kennedy, c-janekenn@pa.gov with the details.
- Food & Beverage: All costs are the vendors responsibility and is coordinated through the designated Hershey Lodge Food and Beverage (F&B) personnel (not mandatory).
- If selected, Janet Kennedy will provide you with the F&B personnel contact information along with any room set-up requirements.

Please Read - Important Details:
- Once approved, a meeting room will be provided for you at no cost.
- An attendee list will **NOT** be provided.
- The vendor is responsible to reach out and invite their Local Education agency customers that have registered for the PDE Data Summit (i.e., customer email).
- SIS Vendor: If the attendee provides their LEA's SIS vendor name within their registration, our Data Summit team will communicate with those individuals of their SIS vendors scheduled Hospitality Suite (room name, date and time, along with any other information provided to Janet Kennedy, c-janekenn@pa.gov)
- Marketing provided in the Data Summit program, agenda, and posters will reflect, vendor name, date, time, and location of your hospitality suite.
- This is **NOT** to be used as an employment recruitment opportunity.
- Hospitality rooms must be operated within the rules and regulations established by the Data Summit and Hershey Lodge.
- Upon receiving confirmation of your assigned room, you may choose to provide food and/or beverages, all food and beverage arrangements will be directly handled by the hospitality contact provided with the Hershey Lodge (a separate fee by Hershey will be provided).
- Confirm you have access to your presentation(s) (i.e., jump drive,)

Room Equipment:
- Each room will include a Laptop, Projector/Screen, HDMI cable hook-up, Podium & Table, Microphone stand, and Remote clicker.
- Confirm you have access to your presentation(s) (i.e., jump drive). Plan for backups in case of technical difficulties.
- If you choose to use your own equipment, please be sure to put back the equipment exactly how you found it, so it is ready for the next session.
- If you require a resource that is not listed above, please contact Janet Kennedy with the details.

Keynote Sponsor*:
- Monday - $1,000 (1 available)
- Tuesday - $1,000 (1 available)
    - Two Sponsorship posters: one will be placed at your exhibitor booth and the second will be located at 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

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 *(1 available)*

The game provides an opportunity for vendors 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

Vendor Session: *(Must be PDE Pre-approved | limited availability)*

A Vendor Session is available only if you choose one of the following sponsorships:
- **In-kind Sponsor**: FREE, included in your sponsorship (if interested in an In-Kind sponsorship, ,please email Janet Kennedy, c-janekenn@pa.gov)
- **Gold Sponsor**: FREE, included in your sponsorship
- **Silver Sponsor**: $150 additional fee, Vendor Session must be selected when registering as a Silver Sponsor.

Please Read - Important Details:

Your presence and expertise are invaluable to the success of this event, and we want to ensure that your session resonates with both our customers and non-customers alike. To help you prepare, we've outlined some key details and best practices for delivering a successful session.
  - You will have an opportunity to present one 60-minute Vendor Session, which includes:
  - Approved Vendor session will be held on Monday, March 24th at 3:00 – 4:00 pm.
  - [Submit your session presentation proposal,](#) by Tuesday, January 21, 2025. (provide your session presenter(s), title, description, etc....)
  - Based on feedback from previous Data Summit attendee surveys, we recommend that your session include co-presenter from one of your clients at a Local Education Agency. Consider sharing case studies, success stories, and real-world applications.
  - Expect a diverse group of attendees, including your current customers and non-customers who may be exploring solutions. Tailor your presentation that resonates with both groups.
  - This is **NOT** to be a sales pitch or a method for recruiting, but a session that is informative and engaging for attendees.
  - **Note**: PDE approval is required, therefore all presentation submissions will be reviewed, and individuals will be notified following the selection process. Session availability is limited.

Room Equipment:
  - Each room will include a Laptop, Projector/Screen, HDMI cable hook-up, Podium & Table, Microphone stand, and a Remote clicker.
  - Confirm you have access to your presentation(s) (i.e., jump drive). Plan for backups in case of technical difficulties.
  - If you choose to use your own equipment, please be sure to put back the equipment exactly how you found it, so it is ready for the next session.
  - If you require a resource that is not listed above, please send an email to Janet Kennedy.

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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 24th - 25th, 2025 at 8:00 am - 5:00 pm: All exhibitors will be available
- Vendor Networking: Monday, March 24th and Tuesday, March 25th at 4;00 pm – 5:00 pm
- All registered vendors and booth staff are welcome to attend the scheduled breakfast, lunch, evening receptions, and evening events (except for Monday evening Paint Night).
- You can view our Conference Details site, which includes the agenda and session descriptions.

Conference Schedule*

Sunday, March 23rd, 2025

4:00 – 8:00 pm	**Vendors can register and set-up their booths**
6:30 -8:30 pm	**NCAA March Madness Viewing Party**

Monday, March 24th, 2025 (Exhibitor booths open at 8:00 am – 5:00 pm)

7:00 am	**Vendor Registration Open** (All booth staff & vendor presenters should have a name badge)
7:45 – 8:45 am	**Networking Breakfast**
8:30 – 8:45 am	**Welcome**
9:00 – 10:00 am	**Breakout Session #1**
10:15 – 11:15 am	**Breakout Session #2**
11:30 – 12:30 pm	**Networking Lunch**
12:30 – 1:30 pm	**Keynote Session**
1:45 – 2:45 pm	**Breakout Session #3**
3:00 – 4:00 pm	**Vendor Session** (scheduled vendors only)
4:00 – 5:00 pm	**Vendor Networking** (Attendees visiting booths as well as throughout the summit)

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5:00 – 7:00 pm	**eScholar Reception**
7:00 – 9:00 pm	**Bingo!** *Sponsored By, Pearson*

Tuesday, March 25th, 2025 (Exhibitor booths open at 8:00 am – 5:00 pm)

7:45 – 8:45 am	**Networking Breakfast**
9:00 – 10:00 am	**Breakout Session #5**
10:15 – 11:15 am	**Breakout Session #6**
11:30 – 12:30 pm	**Networking Lunch**
12:30 – 1:30 pm	**Keynote Session**
1:45 – 2:45 pm	**Breakout Session #7**
3:00 – 4:00 pm	**Breakout Session #8**
4:00 – 5:00 pm	**Vendor Networking** (Attendees visiting booths as well as throughout the summit)
5:00 pm	**Vendors can break down their exhibitor booths.** * (Thank you for exhibiting at the 2025 PDE Data Summit)
5:00 – 7:00 pm	**Data Recognition Corporation (DRC) Reception**
7:00 – 9:00 pm	**Karaoke!** *Sponsored By Sapphire Software*

Wednesday, March 26th, 2025 (No Exhibitor Booths)

7:15 – 8:15 am	**Networking Breakfast**
8:30 – 9:30 am	**Breakout Session #9**
9:45 – 10:45 am	**Breakout Session #10**
11:00 – 12:00 pm	**Breakout Session #11**
12:00 – 12:30 pm	**Grab & Go Lunch**

*Schedule is subject to change.

Due Dates to Remember
- Monday, November 18, 2024: Last Day for Exhibitor Level - Early Bird Vendor Registration
- Friday, January 10, 2025: Exhibitor Level - Early Bird payment is due
- Friday, January 24, 2025: Last Day for Vendor Registration
- Friday, January 24, 2025: Last Day for Hospitality Suite Registration
- Tuesday, January 21, 2025, **In-Kind, Gold, and Silver Sponsors only**: Last day to submit your vendor

[session presentation proposal,](#) if you're interested in presenting on Monday, March 24th, (PDE approval required and limited availability).

- Monday, January 27, 2025: 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.
- Friday, January 31, 2025: Submit your company conference program advertisement (if purchased)
- Monday, February 24, 2025: Last day to [Reserve your Hotel Room](#) under the PDE Data Summit room block at the Hershey Lodge, Hershey PA (Rate: $155 plus taxes)
- Monday, February 24, 2025: Submit marketing literature *(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 24, 2025: If you are presenting a vendor session, submit your speaker(s) Headshot & BIO *(not mandatory)*
- The [Hershey Shipping-Drayage Forms](#): All shipments must be received 48 hours to 30 days in advance.
- Monday, March 3, 2025: Last Day to request [Electrical Order & Payment Forms](#) at your exhibitor booth, after this date late fees may apply (21 day advance notice is required).
- Monday, March 3, 2025: Full Registration payment is due
- Monday, March 17, 2025, all marketing literature, promotional items for the attendee bags and/or all raffle items are received at PDE.
- Wednesday, March 19, 2025, [Exhibitor Portal](#) - additional Booth Set-up: There is a cutoff of 2 days prior to the event for other items (monitors, lights, audio, etc.).
- Monday, March 24, 2025 Raffle items and/or gift cards provided on-site to Janet Kennedy
- Monday March 24th - 25th , 8:00 am - 5:00 pm: All exhibitors will be available

Company Logo, Marketing Material & 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**:
    – One logo submitted as either a PDF, PNG, or JPG file. Another logo **must** be submitted as a vector version (.eps or .ai file) so that we can enlarge them to the size we need for program sponsorships, registration website, banners, and posters, *Due by Monday, January 27, 2025*
- **Upload Marketing Materials**: *(only available for Gold, Silver, and Bronze Sponsors)*
    – Must be submitted as PDF, Word, Excel, and/or PowerPoint, *Due by Monday, February 24, 2025*

Marketing literature and promotional items for the attendee bags, and/or raffle items are to be received at PDE no later than **Monday, March 17, 2025**, 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. Please note, depending on the location, some booth sizes may be 8x8.

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: Monday, March 24th & Tuesday, March 25th
- Each exhibitor booth will be available from 8:00 am - 5:00 pm.
- Breakfast and lunch will be provided in the Great American Hall.
- 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 (Monday, March 3, 2025). 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. Wednesday, March 19, 2025. There is a cutoff of 2 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 [2025 PDE Data Summit Vendor Registration,](#) by Friday, January 24, 2025, to guarantee your sponsor or exhibitor opportunities.
- **Exhibitor Level - Early Bird Registration**, Due by Monday, November 18, 2024
- **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.
    - **Complimentary Booth Associates (staff):** In-Kind: 6 comp staff, Gold: 4 comp staff, Silver: 3 comp staff, Bronze: 2 comp staff, and Exhibitor Level: 2 comp staff
- Name Badges: Each booth associate will receive a badge upon checking in at the Vendor Registration desk.
- Vendor Sessions: Presenter and Co-presenters will also require a name badge upon checking in. Please be sure to communicate their names to Janet Kennedy, c-janekenn@pa.gov,

Payment Details
- Exhibitor Level - Early Bird payment is due Friday, January 10, 2025

- Full Registration Payment is due Monday, March 3, 2025

Montgomery County Intermediate Unit (MCIU) is our conference partner for the 2025 PDE Data Summit. When paying by check, please use the payee name and mailing address listed below.

Pay To The Order Of: Montgomery County Intermediate Unit #23
Mailing Address:
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 21, 2025, to receive a full refund less the administrative and processing fee.

Refunds will not be provided to exhibitors who will 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 (Wednesday, March 19, 2025) before the start of the event. Please note, all materials that have been printed will display all prior company names and logos.

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

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: Hershey Lodge 325 University Drive, Hershey, PA 17033

- The Data Summit will be held on March 24 - 26, 2025.
    - Vendors are required to be onsite on March 24 - 25, 2025, 8:00 am – 5:00 pm
- **Hershey Lodge Accommodations: Room Block Sold OUT Online!**
  The Hershey Lodge has a limited number of additional rooms available at our group rate. Reservations must be made by contacting the Hershey Lodge Reservation Office at 855-729-3108 to make reservations. Make sure you mention the "***PDE Data Summit***" to receive the correct group rate.
- For more information about the Hershey Lodge, please visit their website
- 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.

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 2025 PDE Data Summit
(Vendor exhibitor booths are available on March 24 – 25, 2025 | 8:00 am – 5:00 pm)

SAVE THE DATE
2026 PDE Data Summit,
March 30 – April 1, 2026 | Hershey Lodge, Hershey, PA