



Exhibitor & Sponsor Information Kit

2026 PDE Data Summit
March 30 - April 1, 2026
Hershey Lodge | Hershey, PA 17033

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2026 PDE Data Summit

Theme – *Turning Data into Action: Because Every Student Deserves a Hero*

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.

✦ The PDE Data Summit is designed to give exhibitors a dynamic platform to highlight their products and services, connect with decision-makers and peers, participate in impactful sessions, and enjoy a rewarding experience that builds lasting professional relationships

Data Summit Demographics

The 2023–2025 Data Summit graphs below showcase attendee job titles, the types of Local Education Agencies (LEAs) represented, and the names of the session topics offered each year—providing a clear snapshot of attendees and the content presented.

PDE Data Summit Attendee Titles (2023-2025)	2023	2024	2025
Attendee Titles <i>Attendees may select multiple job titles; this report represents their first choice.</i>	% of Attendees	% of Attendees	% of Attendees
LEA Administrator	22%	20%	19%
PIMS Staff	34%	35%	33%
Administrative Assistant	7%	7%	7%
Technology Professionals	10%	9%	9%
Business Managers	1%	2%	2%
Director Level (Special Education, Child Accounting, Curriculum, Teacher)	22%	27%	28%

PDE Data Summit LEA Attendance (2023-2025)	2023	2024	2025
Local Education Agencies (LEA's)	% of Attendees per LEA Type	% of Attendees per LEA Type	% of Attendees per LEA Type
School Districts	64%	67%	65%
Charter Schools	15%	13%	10%
Intermediate Units	7%	7%	9%
Career & Technical Centers	5%	4%	4%
Cyber Charter Schools	5%	4%	5%
Approved Private School (APS)	2%	2%	2%
Other	2%	3%	5%

2023 Sessions Topics <i>(topics overlap per session)</i>	2024 Sessions Topics <i>(topics overlap per session)</i>	2025 Sessions Topics <i>(topics overlap per session)</i>
Charter / Cyber / Home Schools	Cybersecurity	Administrators & Leadership
Cybersecurity	Data Storytelling	Career & Technology Education (CTE)
Data Best Practices & Analysis	K-12 CSL / District Improvement	Curriculum Staff
K-12 Continuous School / District Improvement	LEA Administrators	Cybersecurity & AI
PA Department of Education Guidance	Mental Health	Data Literacy & Storytelling
PIMS Administrator	PIMS Administrator	K-12 CSI / District Improvement
Special Education	PVAAS	Mental Health & SEL
	Special Education	PIMS Administrators
	Technology	Special Education

Sponsorships & Exhibitor Level Packages

Get ready to put your organization in the spotlight at the PDE Data Summit! With access to 500+ educational professionals from across Pennsylvania, our sponsorships and exhibitor promotions are built to drive traffic, spark conversations, and create lasting connections. From high-visibility exposure to interactive engagement opportunities, this is your chance to showcase your solutions and strengthen relationships with those attending our conference.

Sponsorship Level Packages



Sponsor Fee: \$4,100.00 | 7 Available Spots

Benefit Package:

- Preferred 8'x10' double-sized exhibitor booth located in the Great American Lobby.
- Four (4) complimentary vendor staff passes, includes all meals provided at the Data Summit and attendance at the breakout sessions (lodging not included).
- Two (2) single sided pull-up banners featuring your company name and logo, prominently displayed in the registration area and in the conference halls.
- Sponsorship of one (1) breakfast.
- Opportunity to present a 60-minute Vendor Session (*must be PDE-approved | Limited availability*)
 - Vendor session will be held on Monday, March 30th (time TBD).
 - [Submit your session presentation proposal](#), by February 6, 2026
 - Expect a mix of current customers and potential new clients. Tailor your content so it resonates with both group.
 - This is **not a sales pitch** or recruiting opportunity—it should be **informative, engaging, and valuable** to attendees.
 - For additional guidelines and tips for a successful session, please refer to the Vendor Session opportunity section below.
- Your company name and logo featured in the conference program, meal-time slideshow, and on the event website/mobile homepage, with a clickable logo linking directly to your company website.
- You are eligible to provide up to four (4) marketing materials to share with attendees on the events mobile 'Resources' page (optional).
- You are eligible to provide marketing materials and/or promotional items to be included in each conference bag (optional).

Silver Sponsor

Sponsor Fee: \$3,100 | 7 Available Spots

Benefit Package:

- One (1) 8'x10' exhibitor booth located in a main sponsor hall.
- Three (3) complimentary exhibitor staff passes, includes all meals provided at the Data Summit and attendance at the breakout sessions (lodging not included).
- One (1) single sided pull-up banner featuring your company name and logo, prominently displayed in the registration area.
- Sponsorship of one (1) break.
- Opportunity to present a 60-minute Vendor Session (*must be PDE-approved | Limited availability*).
 - Select the 'Vendor Session' transaction for an additional \$150 during registration.
 - Vendor session will be held on Monday, March 30th (time TBD).
 - [Submit your session presentation proposal](#), **by February 6, 2026**
 - Expect a mix of current customers and potential new clients. Tailor your content so it resonates with both group.
 - This is **not a sales pitch** or recruiting opportunity—it should be **informative, engaging, and valuable** to attendees.
 - For additional guidelines and tips for a successful session, please refer to the Vendor Session opportunity section below.
- Your company name and logo featured in the conference program, meal-time slideshow, and on the event website/mobile homepage, with a clickable logo linking directly to your company website.
- You are eligible to provide up to four (4) marketing materials to share with attendees on the events mobile 'Resources' page (optional).
- You are eligible to provide marketing materials and/or promotional items to be included in each conference bag (optional).

Bronze Sponsor

Sponsor Fee: \$2,100 | 4 Available Spots

Benefit Package:

- One (1) 8'x10' exhibitor booth located in a main sponsor hall.
- Two (2) complimentary exhibitor staff passes, includes all meals provided at the Data Summit and attendance at the breakout sessions (lodging not included).
- All Bronze sponsors will be combined featuring your company name and logo on a single pull-up banner prominently displayed in the registration area.
- Your company name/logo will be featured in the conference program, meal-time slideshow, and on the event website/mobile homepage, with a clickable logo linking directly to your company website.
- You are eligible to provide up to two (2) marketing materials to share with attendees on the events mobile 'Resources' page (optional).

- You are eligible to provide marketing materials and/or promotional items to be included in each conference bag (optional).

Exhibitor Level Package



Sponsor Fee: \$1,600 | 19 Available Spots

 **Early Bird \$1,500 available through Monday, December 1, 2025 / Early Bird payment is due January 12, 2026** (If payment is not received full exhibitor booth pricing applies)

Benefit Package:

- One (1) 8'x8' exhibitor booth
- Two (2) complimentary staff passes: Includes all meals provided at the Data Summit and attendance at the breakout sessions (lodging not included).
- Your company name and logo will be featured in the conference program and on the event website/mobile homepage, with a clickable logo linking directly to your company website.
- You are eligible to provide marketing literature and/or promotional items to include in each conference bag (optional).

Sponsorship & Exhibitor Promotional Opportunities

Sponsorship Spotlight Packages

Badge Sponsor

Sponsor Fee: \$500 | *SOLD*

Your Logo, Everywhere They Go! As the exclusive Badge Sponsor, your logo will be proudly displayed on every attendee and volunteer badge—making your brand part of every conversation, selfie, and handshake at the Data Summit.

Sponsorship Perks:

- Your logo featured on the front of all attendee and volunteer name badges.
- Recognition in the conference program and highlighted in the meal-time slideshow for maximum visibility.
- Two (2) Badge Sponsor posters will be prominently displayed at your exhibitor booth and in the registration hallway.*

At the Data Summit, you're not just sponsoring badges... you're sponsoring connections!

Gaming Station Sponsor

Sponsor Fee: \$250 | Available: Unlimited

Put your brand at the center of the action! Our Gaming Station is one of the most engaging attractions at the conference, drawing steady foot traffic, sparking conversations, and creating memorable experiences. As a sponsor, you'll gain high-visibility brand placement, direct interaction with attendees, and the opportunity to

associate your company with innovation, fun, and community. Don't just be seen — be remembered.

Sponsorship Perks:

- We'll design a custom game mission that drives participating attendees directly to your booth, encouraging meaningful engagement, interaction and increased foot traffic
- Your sponsorship will be highlighted in the conference program and featured in the meal-time slideshow for maximum visibility.
- Four (4) sponsorship posters will be prominently displayed at your exhibitor booth, the Gaming Station and throughout the conference halls.*

The Quest Sponsor

Sponsor Fee: \$400 | Available: 5

Be Part of the Adventure! Step into the action by sponsoring *The Quest*, an interactive game designed to drive attendees straight to your booth. This dynamic activity gives your organization a fun and unique way to engage participants, spark conversations, and build connections. Participants complete missions to conquer *The Quest*, all for the ultimate prize—a custom 2026 Data Summit themed sticker and entry into an exciting raffle.

Sponsorship Perks:

- We'll collaborate with you to design an eye catching custom 2" x 2" circular vinyl sticker to be distributed by your booth associates to Quest participants (300 stickers included).
- Your sponsorship will be highlighted in the conference program and featured in the meal-time slideshow for maximum visibility.
- Three (3) The Quest Sponsor posters will be prominently displayed at your booth and throughout the conference halls.*

Raffle Prize Sponsor

Make Their Day—And Get Noticed! By contributing a monetary amount toward a raffle prize, you ensure a high-quality, exciting prize for attendees—without the hassle of bringing one yourself. We'll handle the shopping, and your organization will get the recognition it deserves. It's an easy way to engage attendees, create excitement, and maximize your visibility!

Raffle Prize Options: *(You may select more than one option)*

- \$50 Raffle Prize
- \$75 Raffle Prize
- \$100 Raffle Prize
- \$150 Raffle Prize
- Bring Your Own Raffle Prize – *This option alone will **not** be identified as a Raffle Prize Sponsor, but your prize will be **acknowledged during the raffle drawing.***

Bring Your Own - Mailing or On-Site Delivery Instructions:

- If you choose to **mail your raffle prize** instead of selecting a monetary amount, it must be **received at PDE by Monday, March 16, 2026**. Please refer to the **Raffle Drawing Prizes** section below for the mailing address.
- Vendors who prefer to **bring their raffle prize** to the Data Summit may do so — **Janet Kennedy** will stop by your booth on **Monday, March 30th** to pick it up.

Sponsorship Perks:

- **We'll shop for you!** When choosing a monetary value, your contribution will go toward a carefully selected, high-quality prize designed to excite and engage attendees.
- Your company will be highlighted during the meal-time slideshow presentations and acknowledged during one of the raffle drawings on Tuesday and Wednesday.

Wi-Fi Sponsor

Sponsor Fee: \$500 | **SOLD**

Keep Attendees Connected—While Showcasing Your Brand! Take advantage of one of the most visible sponsorships at the conference. As the exclusive Wi-Fi Sponsor, your organization will be seen every time attendees and volunteers need the Wi-Fi password at the event.

Sponsorship Perks:

- Your logo will appear beneath the Wi-Fi password on all attendee and volunteer name badges.
- Your sponsorship will be highlighted in the conference program and featured in the meal-time slideshow for maximum visibility.
- Three (3) sponsorship posters will be prominently displayed at your exhibitor booth and throughout the conference halls.*

***Poster Details:** All sponsorship posters will be at least 23" x 29" in size.

 **If interested in learning more about being an In-Kind Sponsor, please contact Janet Kennedy**

Exhibitor Enhancements & Promotional Add-Ons

Additional Exhibitor Staff Registration

Fee: \$325 per staff member

Expand your team, expand your impact! Need extra team members at your booth?

Add additional staff to maximize engagement and ensure full coverage throughout the Summit.

Benefits Include:

- Each additional staff member receives one (1) Vendor Staff Pass, which includes access to all meals offered at the Data Summit, breakout sessions, and evening events (lodging not included).
- Please refer to your sponsorship package for the number of complimentary Staff Passes already included.

Requirements:

- All attending company associates must be listed on the vendor registration "Associates" page.
- Each associate counts as one (1) pass and cannot duplicate the main registrant's name.

Note: For complete details, please refer to the *Vendor Registration* section below.

Data Summit Program Advertisement

Limit: 1 Ad per organization | **Ads Due:** February 16, 2026 *(limited spots available)*

Put your organization front and center at the Data Summit by placing a program ad—a guaranteed way to get noticed by all attendees. With limited spaces available, your ad ensures maximum visibility throughout the conference!

Ad Pricing & Size Options (dimensions in points, 1 pt = 1/72 inch)

- **Full Page - \$350:** 567 pts width x 747 pts height (high resolution) | *8 available (1 sold)*
- **Half Page - \$250:** 567 pts width x 367 pts height (high resolution) | *6 available (1 sold)*
- **Quarter Page - \$150:** 277.5 pts width x 367 pts height (high resolution) | *10 available*

Submission Requirements:

- Submit the Ad in a pdf format, or a high-resolution jpg.
- All ads **must** be designed to the exact dimensions listed above in points.
- You are free to use your own font, but to maintain consistency with the program, the conference uses Futura PT Book in 12 pt.
- **Must be PDE approved** (all ads are reviewed to ensure quality and compliance).

Exhibitor Banner

Sponsor Fee: \$350 | Graphics Due by March 2, 2026

Be in the Spotlight! Make your organization impossible to miss with a custom-designed pull-up banner, prominently placed at your booth or in a high-traffic event hallway. Your banner not only boosts your visibility during the Data Summit but also becomes a professional marketing asset you can take back to your office for continued use.

- **Banner Graphic Requirements and Details:**
 - Graphic Area: 33.5" x 80": Visual area - 33.5"x80" / total print - 33.5"x86" w/ 6" bleed included
 - File Types: .ai, .eps, .tif, .pdf, .sit
 - Submission: Send your file by **March 2, 2026** to Janet Kennedy at c-janekenn@pa.gov
 - Proof Provided: A proof will be supplied for your approval prior to printing
- **Banner Includes:**
 - retractable base
 - one top clamp bar with endcaps
 - support pole
 - travel bag

Vendor Session

Limited Availability | Proposals Due: February 6, 2026

Lead a session, showcase your solutions, and connect with attendees. Showcase your expertise and connect with current and potential customers by leading a **60-minute vendor session** at the Data Summit. This opportunity is available only to the following sponsor levels:

- **In-Kind Sponsor:** FREE, included in your sponsorship (contact Janet Kennedy if interested)
- **Gold Sponsor:** FREE, included in your sponsorship package
- **Silver Sponsor:** \$150 add-on fee (select the 'Vendor Session' transaction during registration)

Each approved session will be recognized in the **conference agenda**, giving your organization visibility!

Key Details & Best Practices:

- [Submit your session presentation proposal](#), **due by February 6, 2026**. Include presenter(s), session title, description, etc. (a full presentation is **not required**)
 - Submissions will be reviewed, and participants will be notified by February 16, 2026.
- **Co-Presenter:** Including a Local Education Agency co-presenter is recommended.

- We kindly ask that each session be limited to no more than four presenters (including co-presenters).
- **Content:** Share case studies, success stories, and practical applications to make your session engaging and informative.
- **Audience:** Expect a mix of current customers and potential new clients. Tailor your content so it resonates with both groups.
- **Guidelines:** This session is **informative, not a sales pitch or recruiting opportunity.**
- **Approval:** All sessions must be PDE-approved to ensure quality and compliance.

✚ **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 Booth, Electricity, Shipping, & Additional Setup

What Does My Exhibitor Booth Include?

Exhibitor Booth Details:

- Exhibition Space: One standard 8'x10'* booth with pipe and drape (includes your organization name displayed on booth draping)
- Furnishings: One 6-foot table with tablecloth and skirt, two chairs, and one wastebasket
- Carpeting: All exhibit halls are fully carpeted
- Wi-Fi: Complimentary Wi-Fi access in the Exhibit Hall
- Exhibit Guidelines:
 - Exhibits may not extend more than 12 inches from the front of the table
 - Displays and materials may not block aisles or access ways
 - Music, lighting, or AV features must not interfere with other exhibitors
- Additional Services: Electricity, enhanced internet, special lighting, and AV equipment (e.g., TV, screens) may be requested. Please refer to the Hershey Exhibitor Booth details and documents listed below.

***Note:** Booth sizes may vary depending on exhibitor location (8'x10', 8'x8', or 8'x6').

Exhibitor Booth Electricity, Shipping, and Additional Setup Portal Details:

- **Do you need 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.
Due Date: All requests must be received no later than 21 days before the day of setup (**due by Friday, March 6, 2026**). Orders received after this date will be subject to a late charge.
Contact Hershey Exposition: Phone: 717-508-5926 | Email: expositions@hersheypa.com
- **Are you planning to have materials shipped to your booth?**
If you plan to ship materials to the Hershey Lodge, please complete the [Hershey Shipping-Drayage & Payment Forms](#).

Due Date: All shipments must be received **48 hours to 30 days** in advance of your assigned group load-in day and time.

Contact Hershey Exposition: Phone: 717-508-5926 | Email: expositions@hersheypa.com

- **Do you need extra technical equipment for your booth?**

The [Exhibitor Portal](#) allows you to request optional setup items such as:

- Phone service
- Wired Internet access (beyond wireless)
- Monitors or other audiovisual equipment

All requests through the portal may incur additional costs, managed by the **Hershey Lodge/Encore Global team**. Any other optional equipment arrangements are the responsibility of the exhibitor.

Due Date: Setup requests are due by **Wednesday, March 25, 2026**. 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 shown below.



Contact Encore Global: If you don't see what you need for your event, please call 800-966-4498, or click on the chat icon to connect with a representative during office hours, 9a-5p CST, Monday-Friday.

 Complimentary Wi-Fi will be available to all Data Summit attendees. The access password will be printed on the back of each name badge and included in the conference program. Interested in gaining visibility as our **Wi-Fi Sponsor**? Refer to the sponsorship details provided above.

If you require additional internet options, please visit the **Exhibitor Portal** linked above.

Exhibit Hours, Conference Schedule, & Due Dates

Exhibit Hours:

- All exhibitors will be available on Monday, March 30th & Tuesday, March 31st from 8:00 AM - 5:00 PM
- Vendor Networking: Monday, March 30th and Tuesday, March 31st (*time -TBD*)
- All registered exhibitors and staff are welcome to join us for breakfast, lunch, snack breaks, evening receptions, and evening events on Monday and Tuesday.
- View the [Conference Details webpage](#), and download the current agenda and/or session descriptions.

Coming Soon! We're currently building the conference schedule.....

Sunday, March 29, 2026

Monday, March 30, 2026

- *Exhibitors are available from 8:00 AM to 5:00 PM*

Tuesday, March 31, 2026

- Exhibitors are available from 8:00 AM. to 5:00 PM | Exhibitor tear-down begins at 5:00 PM

Wednesday, April 1, 2026

- No Exhibitor's Available

Due Dates to Remember:

- Monday, December 1, 2025: Last Day for [Exhibitor Level - Early Bird Vendor Registration](#)
- Monday, January 12, 2026: Exhibitor Level - Early Bird payment due
- Friday, February 6, 2026: Last Day for [Vendor Registration](#)
- Friday, February 6, 2026, **In-Kind, Gold, and Silver Sponsors only:** Last day to [submit your vendor session presentation proposal](#). For further info, refer to the Vendor Session details.
- Monday, February 16, 2026, Vendor Session presentation confirmations will be sent to those that submitted proposals.
- Monday, February 16, 2026: Submit your company logo (for the event website, banners, and posters. For further info, refer to the company logo requirements listed below.
- Monday, February 16, 2026: Submit your company conference program advertisement (*if purchased*) For further info, refer to the Data Summit Program Advertisement details
- Friday, February 27, 2026: Last day to [Reserve your Hotel Room](#) under the PDE Data Summit room block at the Hershey Lodge, Hershey PA (Rate: \$159.00 plus taxes)
- Friday, February, 27, 2026: Upload marketing materials (*only available for In-Kind, Gold, Silver, and Bronze Sponsors*) For further info, refer to the marketing material requirements listed below.
- Monday, March 2, 2026: Submit company graphics for your Exhibitor Banner (*if purchased*)
- Monday, Monday, March 2, 2026: If you're approved to present 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.
- Friday, March 6, 2026: Last Day to request [Hershey Electrical Order & Payment Forms](#)
- Monday, March 9, 2026: Full Registration payment is due
- Monday, March 16, 2026: Raffle drawing prizes must be received at PDE
- Monday, March 16, 2026: Marketing material and/or promotional items for the conference bags must be received at PDE
- Wednesday, March 25, 2026: The [Exhibitor Portal](#) - Additional exhibitor booth set-up:
- Monday, March 30, 2026: Raffle drawing prizes will be picked up on site
- Monday March 30 & Tuesday, March 31, 2026: All exhibitors available from 8:00 AM to 5:00 PM

Company Logo, Marketing Material, & Raffle Prizes

Company Logo

Due Date: February 16, 2026

- Submit **two versions**:
 - One PDF, PNG, or JPG file.
 - One vector file (.eps or .ai) for resizing (used for program sponsorships, registration

website, banners, and posters).

- You can either upload files (except vector files) to your Eventsquid “My Account” Uploads tab **or** email files to Janet Kennedy at c-janekenn@pa.gov.

Upload Marketing Materials

Due Date: February 27, 2026

Available for Sponsors Only: In-Kind, Gold, Silver, and Bronze sponsors

- Refer to your sponsor package for number of uploads permitted.
- Accepted formats: PDF, Word, Excel, and/or PowerPoint.
- All attendees can access uploaded materials on the Data Summit sponsor resource page (website/mobile site).
- You can either upload documents to your Eventsquid “My Account” Uploads tab **or** email documents to Janet Kennedy at c-janekenn@pa.gov.

Conference Bag Inserts

Due Date: March 16, 2026

- Marketing material or promotional items must arrive at PDE by the due date.
- Ship to the PDE mailing address listed below:

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

Raffle Drawing Prizes

Due Date: March 16, 2026

- Prizes being shipped must arrive at PDE by the due date.
- Ship to the PDE mailing address listed below:

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

- Vendors who prefer to **bring their raffle prize** to the Data Summit may do so — **Janet Kennedy** will stop by your booth on **Monday**, March 30th to pick it up.

Vendor Registration, Payment Details, Refund & Cancellation Policy

Vendor Registration

Secure your spot at the **2026 PDE Data Summit** by completing your [Vendor Registration](#), before February 6, 2026. Spaces are limited!

Preparing to Register:

- Review the **sponsor levels, exhibitor level**, and our exciting **sponsorship packages and add-on opportunities** listed above.

Important Registration Reminder:

A checkbox is available on the registration form labeled **“Completing Registration but NOT Attending.”** This field helps ensure accurate complimentary staff counts.

- **If left unchecked:** The registrant **is attending** and will automatically count toward the complimentary staff total.
- **If checked:** The registrant **is not attending** and will not count toward the complimentary staff total.
- Be sure to list all booth associates who will attend the event.
 - Do **not** duplicate the registrant’s name if they are attending.
- This process helps us maintain accurate staffing records for each sponsorship or exhibitor level.

Complimentary Booth Associates (Staff)

- **Sponsor Level:** In-Kind – 6 staff | Gold – 4 staff | Silver – 3 staff | Bronze – 2 staff
- **Exhibitor Level:** 2 staff

Additional Booth Staff

Need additional staff to join you? You may add them to your registration for **\$325 per person**. For full details, please review the **“Additional Exhibitor Staff Registration”** section above.

After Registering

Once registration is complete, the registrant will receive an **email confirmation** containing event details and access to their registration record. **Janet Kennedy** will communicate directly with the **point of contact** listed in the registration regarding **exhibiting details** and any **additional inquiries or updates**.

Hotel Accommodations

If you need lodging, please refer to the Hershey Lodge Room Reservations section below

Payment Details:

- Refer to your sponsorship or exhibitor level fee listed above, or check your registration confirmation email for payment information.
 - **Exhibitor Level - Early Bird payment is due by January 12, 2026**
 - **Full Registration payment is due by March 9, 2026**
- Montgomery County Intermediate Unit #23 (MCIU) is our conference partner for the PDE Data Summit.
- Download the [2026 PDE Data Summit Invoice](#) and [MCIU W-9](#) as needed
- **Credit card payments are preferred.** Checks should only be used in extenuating circumstances, as they may delay processing.
- **Check Payment Information**

When paying by check, please use the payable name and mailing address listed below.

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

Payable to: Montgomery County Intermediate Unit #23

Mailing Address:

PA Department of Education

Office of Data Quality / PDE Data Summit

607 South Drive
Harrisburg PA 17120

Refund & 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 PM on February 27, 2026, to receive a full refund less than 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 25, 2026) before the start of the event. 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 PDE Data Summit is required to cancel, registration refunds will be distributed minus the \$100 administrative/processing fee. Refunds provided within 60 days.

Hershey Lodge Room Reservations

Hotel Reservations and Details

Join us in Hershey - known as "*The Sweetest Place on Earth.*"

- **Venue:** Hershey Lodge, 325 University Drive, Hershey, PA 17033
- **Conference Dates:** March 30 - April 1, 2026
- **Vendor Exhibitor Hours:** March 30 - 31, 2026, 8:00 AM - 5:00 PM (vendors **must** be onsite during these times)
- **Hershey Lodge Room Accommodations:** [Reserve your room today!](#)

Hershey Lodge Room Accommodations Details:

- A limited number of rooms are available at the Hershey Lodge. Please make your reservation by **February 27, 2026** to secure the PDE Data Summit group rate. After this date, availability and rates cannot be guaranteed.
- **Group Rate:** \$159.00 per night (plus 11% tax)
- A one-night advance deposit (including tax) will be charged to your credit card at the time of booking.
- Reservation cancellations must be made at least **72 hours prior to arrival** to avoid penalties.

- If needed to contact the Hershey Lodge Reservations Office, **855-729-3108** (refer to the PDE Data Summit)
- For additional details about the Hershey Lodge, visit their [website](#).

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.

Conference Attendee List

Due to attendee privacy policies and our status as a Commonwealth of Pennsylvania agency, attendee contact information cannot be released to vendors. This includes the names of raffle drawing winners.

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 three weeks in advance of the conference by contacting the PDE Data Summit Team at ra-edpdedatasummit@pa.gov

Contact Us

All 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.

 Visit the [PDE Data Summit Website](#) / [Vendor Information](#).

We Hope You Will Join Us at the 2026 PDE Data Summit!
March 30 - April 1, 2026
Hershey Lodge, Hershey, PA
(Exhibitors hours: March 30 - 31, 2026 | 8:00 AM - 5:00 PM)

SAVE THE DATE

2027 PDE Data Summit
March 22 - 24, 2027
Hershey Lodge, Hershey, PA
(Exhibitors are available on March 22 - 23, 2027 | 8:00 AM - 5:00 PM)