The global education innovation festival
June 1-3, 2020 | Times Center, NYC
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For questions, please contact:

**Mickey Martin**  
Business Development Director, EDTECH Week  
Mickey@startedaccelerator.com  
(631) 841-6866
As we enter a new decade, all eyes and ears search for the innovations that will define how we learn, teach, work and share knowledge and skills.

EDTECH WEEK 2020 builds on almost a decade of bringing diverse sets of global decision-makers together, with a focus on advancing education and the future of work.

EDTECH WEEK will offer the best of New York City -- connections, customers, capital, and culture -- and set the stage for immersive experiential learning.
A Field-Defining Partnership

We are proud to announce that StartEd and University of Pennsylvania GSE’s Catalyst Program have partnered to co-produce the 4th annual EDTECH WEEK.
● Center for innovation that connects people and ideas to develop new ways to advance education in novel and meaningful directions.

● Housed within one of the nation’s premier research education schools and is currently ranked #2 in the nation by U.S News and World Report.
- StartEd exists to attract and develop an army of education innovators to solve the world’s greatest challenges.

- We aim to enable access to the resources within the world’s innovation hubs (connections, capital, customers).
3 Days
60 Events
300 Speakers
1300 Attendees

*Past Speakers:

**Past Attendees:
Attendee Demographics

Points of Origin
- Mid-West & West: 9.5%
- South-East & South: 9.5%
- North-East: 77%
- International: 4%

Focus in Education
- Corporate Learning / Workforce: 25%
- Higher Ed: 32%
- Early Childhood: 10%
- K-12: 34%

Types of Attendees
- Student: 6%
- Entrepreneur: 22%
- Industry Professional: 31%
- Investor: 23%
- Educator: 18%
The City of New York is Our Stage

EdTech Week will be hosted at the renowned New York Times Building in the heart of Times Square and at Hudson Yards, “a triumph of culture, commerce and cuisine” that features the New York City Vessel and stunning views of the Hudson river.
NYC is a natural global edtech hub

INFRASTRUCUTURE
• Largest Publishers
• Largest K-12 District
• Most prestigious private schools
• Largest Community College System
• Most prestigious Teachers Colleges
• Largest Private Equity Funds in education
• Largest Early Childhood brands
• Largest HQs of Corporate Learning

TALENT
• Growing technology and design sectors
• More than 2 million students in NYC
Traversing the Lifelong Learning Cycle

- Pre-K
- K-12
- Higher-Ed
- Skills/Career
Keynote Speakers

DAVID COLEMAN
CEO, College Board

TELLY LEUNG
Aladdin in Broadway’s Aladdin

Broadway Performers
Confirmed 2020 Topics

Where do you stand on the Equity in Education Continuum?
Featuring Dr. Howard Stevenson

"The Missing Link in Student Achievement" - Parental Engagement
Featuring Steve Constantino

Empowered Schools: How Leaders & Teachers Can Grant Students Ownership of their Learning
Featuring AJ Juliani

Trauma Informed Practices
Featuring Pamela Cantor

Current Events, Fake News and the Impact on our Students
Featuring Adam Pendegrass

Can Elephants Dance? Learning Science and its impact on 21st Century Learning
Featuring Javier Arguello

Experiential Learning at Scale
Featuring Scott Hartl

SEL: How to Win the War Within
Featuring Dr. Adam L. Saenz, PHD

Is Education Reformed?
Featuring Jeanne Allen
Gallery of Innovation
Founders present their companies in job-fair style, allowing attendees to explore dozens of products and services in organic, intimate 1-on-1 conversations.

Masterclasses
Renowned faculty and industry leaders present on high-value topics.

Shark Tanks
Startups pitch and receive feedback from experienced investors and leaders.

See more agenda details on pg. 25 - 36
MEDIA COVERAGE

> Click here to view Press Coverage

107 M
Media Partner Impressions

108 K
Social Media Impressions

75 K
Email Impressions

45 K
Website Impressions

107,300,000 Total Impressions
Our communications team works with yours to define strategy for disseminating thought leadership and demonstrated innovation from your organization.

20,000 Social Media & Campaign Followers

Across the year, we create and share content featuring your brand, leadership, and partners with our community.

- **Press Releases**
  - Press releases when partnership announced, speakers or innovators selected for programs

- **Company Wins**
  - Announcing partnerships, collaborations, investments, or hires from among the supported innovators

- **Monthly Campaign Feature**
  - Featured section in EDTECH WEEK campaigns and social engagement with 20,000 followers

- **Mentor Montage**
  - Release video of ‘Speed dates’ with innovators, both internally and on social media

- **Case Study**
  - Craft case study based on your organization partnering with a company for use in edtech entrepreneurship courses
<table>
<thead>
<tr>
<th><strong>Bronze Sponsor</strong></th>
<th><strong>$10K</strong></th>
<th><strong>Bronze Bonuses</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>10 VIP Tickets</td>
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<tr>
<td>Logo recognition on website, mobile app and onsite signage</td>
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<td>1 CEO Backstage Pass</td>
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<tr>
<td><strong>1 sponsorship item from bronze bonus list</strong></td>
<td></td>
<td>Masterclass</td>
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<td>VC/PE Interview</td>
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<td>Open Lab</td>
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<td>Customer Roundtable for 5</td>
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<td>Table and 2 Passes @ Gallery of Innovation</td>
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<table>
<thead>
<tr>
<th><strong>Silver Sponsor</strong></th>
<th><strong>$25K</strong></th>
<th><strong>Silver Bonuses</strong></th>
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<tr>
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<tr>
<td>Logo recognition on website, mobile app and onsite signage</td>
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<td>2 CEO Backstage Passes</td>
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<tr>
<td>Curated VIP Meal (breakfast, lunch, or dinner for 25 people)</td>
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<td>Delegate Bags</td>
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<tr>
<td>Delegate Bag Insert</td>
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<td>Delegate Lanyards</td>
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<td><strong>1 sponsorship item from silver bonus list</strong></td>
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<td>Delegate Hotel Keycards</td>
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<td>Shark Tank</td>
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<td>Open Lab</td>
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<td>Hyper Accelerator</td>
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<td></td>
<td></td>
<td>Company Profile Case Study</td>
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<td></td>
<td>Customer Roundtable for 10</td>
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<tr>
<td></td>
<td></td>
<td>1 Spot in Think Tank</td>
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<td></td>
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<td>Table and 2 Passes @ Gallery of Innovation</td>
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</table>
## Sponsorship Levels

Benefits open to customization

<table>
<thead>
<tr>
<th>Gold Sponsor</th>
<th>$50K</th>
<th>Lead Sponsor</th>
<th>$100K</th>
<th>Ultimate Sponsor</th>
<th>$250K</th>
<th>Gold+ Bonuses</th>
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<tbody>
<tr>
<td>20 VIP Tickets</td>
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<td>25 VIP Tickets</td>
<td></td>
<td>30 VIP Tickets</td>
<td></td>
<td>4 CEO Backstage Passes</td>
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<td>Logo recognition on website, mobile app and onsite signage</td>
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<td>Logo recognition on website, mobile app and onsite signage</td>
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<td>Logo recognition on website, mobile app and onsite signage</td>
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<td>Opening Reception</td>
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<td>Curated VIP Meal (breakfast, lunch, or dinner for 50 people)</td>
<td></td>
<td>Curated VIP Meal (breakfast, lunch, or dinner for 50 people)</td>
<td></td>
<td>Evening Musical Entertainment</td>
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<tr>
<td>Delegate Bag Insert</td>
<td></td>
<td>Delegate Bag Insert</td>
<td></td>
<td>Delegate Bag Insert</td>
<td></td>
<td>Cocktail Reception</td>
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<tr>
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<td></td>
<td>Sponsor a full track or award</td>
<td></td>
<td>Sponsor a full track or award</td>
<td></td>
<td>3-Month Bootcamp</td>
</tr>
<tr>
<td>Access to attendee list (without emails)</td>
<td></td>
<td>Access to attendee list (without emails)</td>
<td></td>
<td>Access to attendee list (without emails)</td>
<td></td>
<td>Customer Roundtable for 20</td>
</tr>
<tr>
<td>One email (pre or post event) deployed to all conference delegates</td>
<td></td>
<td>One email (pre or post event) deployed to all conference delegates</td>
<td></td>
<td>One email (pre or post event) deployed to all conference delegates</td>
<td></td>
<td>2 Spots in Think Tank</td>
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<tr>
<td>1 sponsorship item from gold+ bonus list</td>
<td></td>
<td>Sponsor an entire day or custom produce your own program</td>
<td></td>
<td>Sponsor an entire day or custom produce your own program</td>
<td></td>
<td>Large Space and 4 Passes @ Gallery of Innovation</td>
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<tr>
<td>1 Branded Item (Banner, Floor Stickers, Escalator Wrap etc.) around event</td>
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<td>8 CEO Backstage Passes</td>
<td></td>
<td>16 CEO Backstage Passes</td>
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<td>2 sponsorship items from gold+ bonus list</td>
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</tbody>
</table>

### Gold+ Bonuses

- 4 CEO Backstage Passes
- Opening Reception
- Evening Musical Entertainment
- Cocktail Reception
- 3-Month Bootcamp
- Customer Roundtable for 20
- 2 Spots in Think Tank
- Large Space and 4 Passes @ Gallery of Innovation

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**NY EDTECH WEEK brought to you by _________**

3 sponsorship items from gold+ bonus list
<table>
<thead>
<tr>
<th>A La Carte Packages</th>
<th>Price</th>
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<tbody>
<tr>
<td>Tote Bag Insert</td>
<td>$1,500</td>
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<tr>
<td>Branded Item (Escalator Wrap, Floor Sticker, Banner, etc)</td>
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<tr>
<td>Delegate Lanyards</td>
<td>$10,000</td>
</tr>
<tr>
<td>Hospitality Suite/Meeting Space</td>
<td>$6,500 - $10,000</td>
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<tr>
<td>Lunch and Learn/Breakfast Briefing for 60</td>
<td>$12,000</td>
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<tr>
<td>Delegate Wifi &amp; Mobile App</td>
<td>$10,000</td>
</tr>
<tr>
<td>Registration Sponsor</td>
<td>$7,500</td>
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<tr>
<td>Think Tank/Shark Tank Speaking Opportunity</td>
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</tr>
<tr>
<td>Gallery of Innovation</td>
<td>$15,000</td>
</tr>
<tr>
<td>Open Labs</td>
<td>$5,000 + You Provide Space</td>
</tr>
<tr>
<td>Private Dinner with Speakers</td>
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<tr>
<td>A La Carte Packages</td>
<td>Cost</td>
</tr>
<tr>
<td>---------------------------------------------------------</td>
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</tr>
<tr>
<td>Table and 2 Badges @ Gallery of Innovation*</td>
<td>$1,750</td>
</tr>
<tr>
<td>Large Space (10x10 footprint) and 4 Badges @ Gallery of Innovation</td>
<td>$2,500</td>
</tr>
<tr>
<td>Mobile App Push Notification</td>
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<tr>
<td>Mobile App Banner Ad</td>
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</tr>
<tr>
<td>Pre Show Email Banner Ad</td>
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<td>Attendee List which includes: Name, Title, Worksite, and Physical Address</td>
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<tr>
<td>Pre Show Dedicated Email</td>
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</tr>
<tr>
<td>Post Show Dedicated Email</td>
<td>$2,500</td>
</tr>
<tr>
<td>Hyper Internship</td>
<td>$5,000-10,000</td>
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</tbody>
</table>

*Additional fee applies if booth requires power source
The attached are sample sponsorship opportunities based on past sponsorships, StartED likes to create custom opportunities to connect sponsors with target audiences attending NY EDTECH WEEK.

We Welcome Early Sponsors to Join the Team

Jeanne Allen

Allen is the pioneering visionary at the forefront of school choice success stories through the nation. Jeanne founded the Center for Education Reform (CER) in 1993 and remains its CEO. Allen is absolutely unyielding in her mission to revolutionize education, and speaks with a resonant voice on behalf of every child, regardless of their zip code. She is an acclaimed author, media staple, and education thought leader who accelerates opportunities for the underserved. Jeanne has been a trusted advisor to presidents, governors, and lawmakers, and continues to provide valuable counsel to policymakers, philanthropists, and her colleagues in education.

Jonathan Harber

Harber teaches EdTech Entrepreneurship at NYU Steinhardt and sits as a director on several boards. For over 25 years, Jonathan D. Harber has been a pioneer in education innovation. As an entrepreneur, CEO, board member, consultant, and professor, he has worked to advance the field. Harber was the CEO and co-founder of Schoolnet, Inc., a company that helped school systems use data to increase academic achievement. Schoolnet was acquired by Pearson in 2011 where Jonathan served as CEO of Pearson K12 Technology. Harber teaches EdTech Entrepreneurship at NYU Steinhardt and sits as a director on several boards.

Ash Kaluarachchi

Kaluarachchi advises and builds partnerships for organizations solving problems in education. He has advised, launched, and operated multiple edtech accelerators, including for Techstars. To date, Kaluarachchi’s accelerators have enabled 1000+ companies in partnership with organizations such as Kaplan, Intel, University of Pennsylvania, and New York University. He continues to support founders solving problems for educators, administrators and learners in Pre-K12, HigherEd, Future of Work, and Adult learning as Co-founder at StartEd and Producer of NY EDTECH WEEK.

John Gamba

A serial entrepreneur and graduate of the University of Pennsylvania, John Gamba, Jr has been dedicated to transforming education for most of his career. John currently serves as Entrepreneur in Residence and Director of Innovative Programs at Penn’s Graduate School of Education. In this role, John mentors education entrepreneurs, helps incubate new EdTech ventures and oversees the Milken Education Business Plan Competition, which has awarded millions of dollars to world-wide education entrepreneurs. John’s work in the Gamba Family Foundation blends his focus on education reform with his passion for entrepreneurship and family engagement to help students become more college and career ready.

Michael Golden

L. Michael Golden is a proven education leader committed to education reform. He brings expertise in the convergence of business, technology, and education as an implementer with experience in established, emergent, and public sector environments. Most recently, Dr. Golden co-founded and served as CEO of Educura, a non-profit corporation that provides project-based courses and professional development aimed at motivating students to become purposeful, self-confident, and successful in their learning.
For questions, please contact:

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PAST AGENDA

Speakers & Events
AGENDA

STAR-TED TALKS

MUSIC PERFORMANCES
THINK TANKS
SHARK TANKS
GALLERY OF INNOVATION
HYPER INTERNSHIPS
OPEN LABS
MASTER CLASSES
RECEPTION PARTIES
VIP DINNERS

RECENT SPEAKERS
Luminaries in the field define the most challenging issues.

EVA MOSKOWITZ
Success Academy

ALICIA GLEN
Former Deputy Mayor of New York City

JOHNNY TAYLOR
President, Thurgood Marshall Fund

BEST U.S. News & World Report RANKINGS
EDITOR
U.S. News & World Report
AGENDA

STAR-TED TALKS

MUSIC PERFORMANCES

THINK TANKS

SHARK TANKS

GALLERY OF INNOVATION

HYPER INTERNSHIPS

OPEN LABS

MASTER CLASSES

RECEPTION PARTIES

VIP DINNERS

PAST SPEAKERS

FRED WILSON
Managing Partner, Union Square Ventures

ANDREW HAMILTON
President, NYU

CARMEN FARINA
Former Chancellor NYC DOE
PERFORMANCES from the past have included Disney’s Aladdin, The School of Rock, Broadway Singers, and The Ugandan Drum Circle (shown below).

Dance education programs enable students to teach, create, and perform dance through the lens of another culture and then implements lesson plans with children from local schools and orphanages.
THINK TANKS
Interactive group discussions designed to bring together experts and festival attendees to tackle the big issues in the learning ecosystem.

LEADERS INCLUDE:
- Lorri Freifeld
  Training Magazine
- Natasha Singer
  The New York Times
- Doug Lederman
  Inside Higher Ed
- Bill Ridgers
  The Economist
- Goldie Blumenstyk
  The Chronicle of Higher Education
  and others.
PARTICIPATING INVESTORS:

SHARK TANKS
Showcasing the best edtech companies from early to later stage with commentary from the most prolific edtech investors, PE, bankers and customers. Companies apply to participate.
Interested in a booth?
Booths start at $1,000 for a table and 2 exhibitor badges

GALLERY OF INNOVATION
Schedule 1:1 talks with angels, VCs, strategic investors, customers, and early stage edtech companies from around the world.
Hyper Internships

5 Day internships available for attendees seeking to gain experience with EdTech Week Partners
THE DRUM CIRCLE
by Brad Wentworth

OPEN LABS
Workshops and immersive events
hosted by various artists and experts
across NYC.

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STAR-TED TALKS
MUSIC PERFORMANCES
THINK TANKS
SHARK TANKS
GALLERY OF INNOVATION
OPEN LABS
MASTER CLASSES
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VIP DINNERS
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OPEN LABS

MASTER CLASSES

HYPER INTERNSHIPS

RECEPTION PARTIES

VIP DINNERS

Master Classes
Accredited seminars for up to 25 individuals presented by an in-demand expert or rockstar faculty.
AGENDA

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GALLERY OF INNOVATION
OPEN LABS
MASTER CLASSES

RECEPTION PARTIES
VIP DINNERS

Receptions and Embassy Hops
Frequent networking opportunities at NYC’s education landmarks around the city.
VIP DINNERS
Curated dinners hosted around New York bringing together thought leaders in informal and intimate settings.