Giving You Tech Faster   techfaster.com   @techfaster

Summer School 2014
Coverage Sponsorships & Engagement

TCEA Tots & Tech
June 15-17
Galveston, TX

ASCD
June 27-29th
Dallas, TX

ISTE
June 28-July 1st
Atlanta, GA

Distance Teaching &
Learning Conference
August 12-14
Madison, WI

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Techfaster is a general tech daily online news magazine and social distribution platform catering to the tech enthusiast, prosumer, and innovator communities across the US and around the world.

Techfaster delivers a mix of original content and social engagement relevant to today's fast paced technology information consumers.

Techfaster links top and emerging brands and companies across a variety of technology categories and disciplines to activate technology information consumers.

Techfaster excels at delivering news, reviews, contests, engagement opportunities, events and information expeditiously across social channels.

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1,000,000 uvm
Source: Cision Digital Reach
200% m/o/m growth

110,000+ followers
relevant followers @imkyles @techfaster

Led by successful serial new media entrepreneur Kyle Sandler, founder Thedroidguy.com, co-founder nibletz.com, co-creator everywhereelse.co, co-founder Big Android Barbecue

EdTech Faster

Technology in Education is the fastest growing sector in the technology space. Between distance learning, curriculum platforms, common core, device learning, STEM and more, Technology has become larger than anyone ever expected in the classroom.

To date Techfaster has brought hundreds of stories, videos and social shares in the technology space. Techfaster has actively covered some of the biggest EdTEch events in the U.S. including FETC, TCEA, SXSWedu and OneSpark EdSpark. We have one of the largest consumer facing educational followings in the world. Importantly, our audience includes educators, administrators, students, families and EdTech investors.

Through our Summer School program, your company, app, platform our other EdTech company will reach over 10,000,000 active, engaged eyeballs specifically interested in technology in education.

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ASCD Annual Conference June 27-29 Dallas Texas

With over 140,000 members ASCD is the largest educational association in the world and puts on a show that rivals all others. During this event Techfaster will post nearly 100 original stories, most with video. During the event our social audience will reach over 10,000,000

ISTE June 28-July 1, Atlanta GA

It's going to be one big busy week of education. While half of the Techfaster team is in Dallas covering ASCD the other half will be in Atlanta at ISTE, the largest organization dedicated purely to technology in education. The ISTE annuall conference is the largest EdTech focused conference in the world. Techfaster will post nearly 200 original pieces of content relating directly to ISTE with a total of over 300 posts for the week from both events.

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TCEA Tots & Technology June 15-17 Galveston TX

The TCEA summer show this year is "Tots and Technology" this conference is geared towards prek-5th grade and highlights technology in the classroom, at home and the bridge between the two. Tots & Technology will focus on apps, platforms, and interactives that help our youngest kids learn. Techfaster will post over 50 original pieces of content from Tots & Tech.

30th Annual Distance Teaching & Learning Conference Aug 12-14, Madison WI

This is the longest conference in the world dedicated to distance learning which is a fast growing segment in technology in education. The conference is filled with speakers from the distance teaching and learning sector and some of the biggest technology partners in the space. Techfaser will post over 50 original pieces of content from the distance learning conference.

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Techfaster Delivers Your Audience, Faster!

Whether you're looking to reach tech influencers, prosumers, buyers, investors, teachers, administrators or the general public on site or online Techfaster delivers your audience faster.

Video- By working with our partners we've crafted a way that gets our videos out to the web typically in less than 40 minutes after the video was shot.

Social- Our engaged social following is over 110,000 strong (@imkyles @imtechfaster)

Blog- Experience means that we know how the ins and outs of covering these events faster.

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Opportunities

- Traditional sponsorships with strategically placed ads that remain life of site
- Sponsored on-site content without a glaring tag
- Professionally voiced audio intros and outros to videos that remain life of site
- Video product reviews
- Customized engagement opportunities (product sampling, street team)
- On site quantifiable engagement
- Sponsored tweets without a glaring tag with an audience of over 4M impressions
- Radio sponsorships on Slacker's only tech focused station slacker.com/tdgn*
- Customized engagement promotions*   *presenting and gold sponsorships

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How does my company benefit from Summer School 2014?

Techfaster is already one of the fastest growing and most read pro-sumer technology websites in the world. This means that while those in the industry regularly read Techfaster, normal people who have an interest in technology do as well. This unique mix of readers, viewers and followers means that our content is designed to transcend all of those categories and isn't confined to the parameters of traditional industry journals.

Educators, administrators and parents share our content via email, Facebook and Twitter, regardless of what the receivers competency level in the technology is.

Techfaster is also about connections, traction and validation. Investors in the EdTech space along with big companies looking for unique partnerships regularly read and share across techfaster.com

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How does my company benefit from Summer School 2014?

- Huge audience – Techfaster's regular audience is over 1M pvm, with a swelled reach of over 10,000,000 during high profile events

- Consistent top of mind awareness- Your logo, name, website and call to action appear frequently and stay on the site permanently even after the event.

- Engagement- Our engagement opportunities convert at an industry high 56% with a stick rate of those at 80% or better

- Traction- Techfaster's content is valid traction across investors, administrators and influencers.

- Validation- Working with Techfaster adds validation in many ways including showing that your company is committed in the long haul

- Presence- our programs give you presence at the largest events even if you can't attend. If you can, they are great for extra oomph and reiteration.

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Summer School 2014 Coverage Sponsorship Rates

	Presenting	Gold	Silver	Bronze
Banner Ads	720x90 Fixed content 300 x 250 rail	720x90 float	720x90 rotate	300x250 rotate
Content	8 pieces	6 pieces	4 pieces	2 pieces
Multimedia	All video intros Slacker fixed	All video outros Slacker fixe	Rotating video outros	No
Engagement promotion/ contest	Yes	Yes	No	No
Social	100 tweets ramp 33 tweets per event	50 tweets ramp 15 tweets per event	25 tweets ramp 10 tweets per event	10 tweets per event
Investment	$5100	$3300	$1790	$960

Email: kyle@techfaster.com   Email for discount and per event information & rates

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