



Giving You Tech Faster

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# Summer School 2014

Coverage Sponsorships & Engagement

Keep your edtech company in the spotlight, and top of mind with a reach of over 10,000,000 by partnering with Techfaster as a coverage sponsor for these key edtech events and more

- 2014 ISTE Convention, June 28<sup>th</sup>-July 1<sup>st</sup> 2014, Atlanta Georgia
  - Campus Technology 2014 July 28<sup>th</sup>-31<sup>st</sup> Boston, MA
- IETC, International Education Technology Conference, September 3<sup>rd</sup>-5<sup>th</sup>, Chicago IL
  - EdNet 2014 September 28<sup>th</sup>-30<sup>th</sup>, Baltimore, MD



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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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**1,150,000 uvm**

Source: Cision Digital Reach  
200% m/o/m growth

**120,000+**  
**followers**

relevant followers [@imkyles](https://twitter.com/imkyles) [@techfaster](https://twitter.com/techfaster)

Led by successful serial new media entrepreneur Kyle Sandler, founder [Theandroidguy.com](http://Theandroidguy.com), co-founder [nibletz.com](http://nibletz.com), co-creator [everywhereelse.co](http://everywhereelse.co), co-founder Big Android Barbecue



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## EdTech Faster

Technology in Education is the fastest growing sector in the technology space. Between distance learning, curriculum platforms, common core, device learning, blended 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 education 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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## **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 120,000 organic, opt-in participants with a conversion over 12% (3% industry standard)

**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 6M impressions
- Radio sponsorships on Slacker's only tech focused station [slacker.com/tdgn](http://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 prosumer 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 receiver's 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](http://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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## **Wait, We're Not Going To All These Events**

The beauty behind our Summer School partnerships is that they are designed to be effective if you're presenting, exhibiting or taking meetings at each of these events, and they're equally as effective if you're not.

Whether you'll have a presence at one of the events, all of the events or none of the events these partnerships keep your company name, brand, message and developed content in front of the event audience by tying directly into our event coverage.

Our normal audience swells to an increase of over 500% when we're onsite covering an event. Typically because we also invest in advertising and promotion of our coverage on the ground and because our industry wide network with influencers, vendors, manufacturers, investors and champions is rock solid.

Our coverage sponsorships allow you to "virtually" exhibit at the event and sit back as your content converts to meet your needs be it clicks, likes, downloads, shares, and of course the most important, sales.

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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

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Email for discount and per event information & rates