

CoSN2020 Virtual & Beyond

Our Commitment to Our Corporate Partners

Unprecedented. Pivot. Turning Point.

These are words that just a few weeks ago we didn't use daily. Now we do. This requires every organization to rise to new realities, and try new strategies. We have no other choice. And, we all will become stronger when we define new ways to do what is needed today, not simply replicate what worked in the past. This is a new world for everyone - educators, companies and CoSN.

Our Pledge.

CoSN, the professional association for school system technology leaders/CIO/CTOs, pledges that we will do everything we can to help our corporate partners get **equal or more value** to what we promised when you signed up to support us and our face-to-face national conference, CoSN2020.

Being Our Thought-Partner.

CoSN2020 has gone virtual. To be honest, we don't have every detail worked out. And, we know that some of what we are trying to do in this new world may not fully work on the first try. We ask for your patience. And, we ask that you join us in being a thought-partner to help us figure out what meaningful virtual experiences look like in this "everything has changed" Covid-19 era for the business of learning. As an investor in the CoSN community, we will provide navigation for our innovative partners in this new time. We are listening intently to ed tech leaders around what they urgently need, and we will provide meaningful ways for you to be part of that conversation. We believe we are stronger together when we find opportunities for meaningful connections between our senior education technology decision-makers and the private sector. Help us define what that looks like.

Our Plan for CoSN2020 Virtual

When CoSN announced that rather than cancelling or postponing our traditional face-to-face annual conference and were going to a fully virtual event on May 19-21, we knew it would be a new world.

The Coronavirus threat has had a profound impact on conferences and trade shows when travel is not possible or advisable. For the foreseeable future, virtual is the "new normal." We know that educators still have a need to plan for the future of their school system and learn from each other and connect to solution providers. And, there are new benefits to a virtual event: no travel expenses; all sessions are video archived; and more time efficient.

For companies we realize that a virtual conference does not fully replicate the value of face-to-face contact, CoSN is working hard to create new and enhanced opportunities throughout the year to connect in meaningful ways with key education technology decision-makers.

Registration opt-in email list. Important new benefit for Pod companies.	✓	✓	✓	✓	✓	<i>NEW*</i>	
Sponsor Breakout, Live virtual session is integrated into CoSN2020 (May 19-21). 25 mins in duration with no more than three other sponsors held concurrently (previously at f2f event there were seven concurrent sponsor sessions competing with each other).	✓	✓	✓				
Participate in a Solution Room for CTOs organized by solution areas. One sponsor per event. Starting in April - June (pre/post conference)	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓		
Opportunity for major sponsors to facilitate/moderate educator sessions during the May 19-21 Virtual event.	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓			
Pre-recorded video by Pod, Bronze, & Crystal sponsors shared at start of a breakout session at virtual conference, May 19-21 2 mins in duration.				<i>NEW*</i> ✓	<i>NEW*</i> ✓	<i>NEW*</i> ✓	
CoSN RFI/RFP Site for districts to post Requests for Information (RFI) or Proposals (RFP) June 2020	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓
Solution Trend Conversations with multiple companies on panels presenting to CTOs on key trends. Fall 2020.	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓	<i>NEW</i> ✓		
ADDITIONAL OPPORTUNITY FOR FEE Virtual CoSN Convenes sessions are opportunities to engage ed tech leaders to review a specific product/service or enhancement. Next f2f opportunity will be at ASU/GSV in September 2020.	✓	✓	✓	✓	✓	✓	✓

* Provided to Pod Companies once they confirm their participation in CoSN2020 Virtual & not request a refund

MORE on What's NEW.

- **NEW Quality CoSN Covid-19 Resources.** CoSN has provided a series of high quality publications, webinars and podcasts to address leadership in this Covid-19 era. www.cosn.org/coronavirus Major sponsors are branded on member briefs.
 - TIP: **We recommend you check out these resources and be a partner in helping to disseminate them.**
- **UPDATE LANGUAGE ON SOLUTION GUIDE...here is original copy**
NEW Highlighting YOUR Covid-19 Resources. We know you have great resources and timely offers. To help our members find them in a coordinated way, we have created a V.1 of a [Covid-19 Corporate Resource Guide](#). This Guide will be updated and expanded over the coming days and will be organized around the key categories you identified for your solutions.
 - TIP: **Make sure you have provided CoSN with the latest information on resources, webinars and offers for CoSN during COVID-19.**
- **NEW Weekly BYO-Insight CTO Chats.** Starting on April 2 we are experimenting with informal opportunities for ed tech leaders to share what they are struggling with, share their a-has, and identify what they need in these moments (7pm ET/4pm PT). Major sponsors will be acknowledged as making the Chats possible.
 - TIP: **We believe these will be excellent opportunities for companies to listen and learn how they can be a value partner and not a distraction.**
- **NEW Monthly Corporate-Only Chats.** Starting on April 15 we are also launching an informal conversation for companies to share with each other what is working/not working in this era. No pressure, just the opportunity to gather with colleagues.
 - TIP: **Opportunity to kick back and learn from colleagues.**
- **NEW Solution Room for CTOs.** Organized by solution areas. One sponsors per event. Starting in April - June (pre/post conference)
 - TIP: **Terrific opportunity to show off your understanding of coming trends.**

During May 19-21 (COSN2020 Virtual)

- **NEW** Pre-recorded video messages by Pod and Bronze & Crystal sponsors shared at start of a breakout session at virtual conference sessions (2 mins in duration)
 - TIP: **Great opportunity to be creative and show how you are a partner with educators.**
- **NEW** Ability for major (Platinum, Gold, Silver and Bronze) sponsors to facilitate breakout sessions.
 - TIP: **Terrific opportunity to show that you are a thought-partner and part of relevant conversations.**

Beyond May.

We are planning a face-to-face event in Austin in March (March 1-4, 2021) for CoSN2021, likely with some new virtual opportunities based on what worked with CoSN2020 Virtual.

Over the coming months you will also see CoSN offering new opportunities:

- **NEW CoSN RFP/RFI Site** - coming in June, site for districts to post Requests for Information (RFI) or Proposals (RFP).
- **NEW Virtual Solution Panels on Future of Ed Tech** - starting in fall 2020, CoSN will organize a series of events with our major partners (Platinum, Gold, Silver, Bronze and Crystal) designed to help CTOs understand new trends around solution areas.
- **NEW Virtual CoSN Convenes** - contact us for information on a new offering for virtual focus groups. Or, consider a f2f CoSN Convenes at ASU GSV in San Diego in September 2020. (additional fee).

Credits & Refunds.

Sponsors- We will work with you to find future opportunities to replace any cancelled options. If we are unable to find a suitable alternative we will refund or give a credit for the portion of the total sponsorship fee that applies to the cancelled option.

Pods- We hope you will join us as we navigate a new reality with a virtual presence and we will do everything we can to ensure that you receive the presence within our community you were seeking as a part of our live event. Let us know immediately so we can send you the opt-in registration emails.

If you choose to proceed with our virtual event, as an expression of our gratitude we will provide you with a \$500 credit toward your pod purchase in 2021. If you no longer wish to be an exhibitor for Virtual CoSN2020, we are prepared to refund the fees you paid for both your pod and related exhibitor passes, less our advertised processing fee of \$625. If you purchased the special offer (membership and a pod), membership is nonrefundable and lasts until June 30, 2021. Refund requests must be received by April 15, 2020.

Questions or Concerns?

We know you likely have many questions and concerns.

Know this: CoSN is your thought partner around meeting the needs of education technology leaders in school systems across North America.

These are tough and uncharted times. **Together we will be stronger.**

Questions? Ideas! Contact **Caroline Rinker** crinker@cosn.org