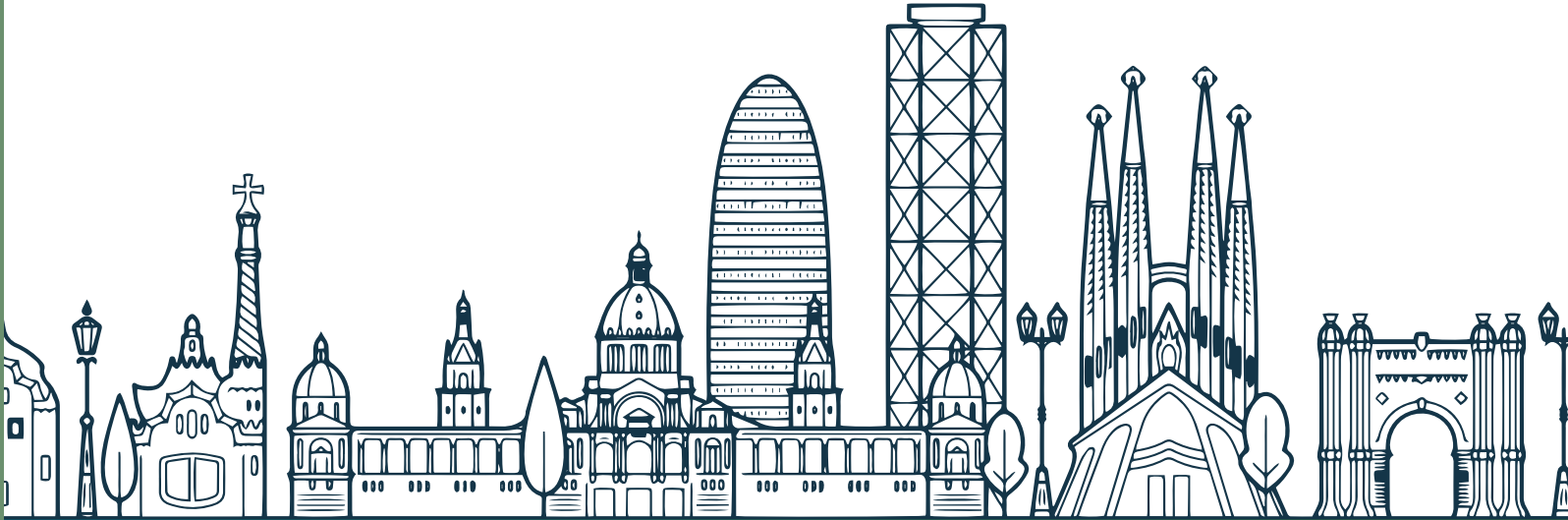


ISE 2025

FEBRUARY 4-7, 2025
BARCELONA, SPAIN
BOOTH: CS220

HETMA

HIGHER EDUCATION TECHNOLOGY MANAGERS ALLIANCE



HETMA IS HEADING TO ISE 2025 AS THE FIRST END-USER ORGANIZATION WITH A BOOTH DIRECTLY ON THE ISE SHOW FLOOR! WE'RE FOCUSING ON BUILDING THE HIGHER ED COMMUNITY & ESTABLISHING AN EMEA FOUNDATION THRU MEET-UPS, HOSTING OUR SIGNATURE HAPPY HOUR, LIVE PODCASTS, AND SPOTLIGHTING OUR INDUSTRY PARTNERS (THAT'S YOU!). LET OUR CREW OF LEADING HIGHER ED INFLUENCERS FEATURE YOUR COMPANY DIRECTLY TO YOUR CORE CUSTOMER BASE.

SPONSORSHIPS INCLUDE:

- ✓ 15-MINUTE VIDEO PODCAST INTERVIEW APPEARANCE AT THE HETMA BOOTH
- ✓ COMPANY LOGO ON THE WALL OF OUR BOOTH NOTING YOU AS A PARTNER*
- ✓ NAMED SPONSOR OF THE ISE HIGHER ED HAPPY HOUR ON THURSDAY
- ✓ RECAP ARTICLE PUBLISHED TO HIGHER ED AV ABOUT YOUR SHOW PRESENCE
- ✓ 5 SOCIAL MEDIA BLASTS: 2 PRE-SHOW, 2 DURING, 1 POST-SHOW
- ✓ COMPANY MENTION IN OUR "BEST-OF-ISE" WRAP-UP SHOW
- ✓ NAMED STOP ON OUR HETMA "MUST SEE" HIGHER ED SHOW FLOOR MAP
- ✓ B-ROLL FILMED AT YOUR BOOTH TO BE EDITED INTO THE PODCAST EPISODE
- ✓ ABILITY TO DONATE A RAFFLE PRIZE FOR THE HIGHER ED HAPPY HOUR GIVEAWAY

SPOTS ARE LIMITED!
ALL-INCLUSIVE FLAT RATES:

FOR CURRENT HETMA ANNUAL
PLATINUM & DIAMOND SPONSORS:
\$2,000*

FOR CURRENT HETMA ANNUAL
GOLD & STANDARD PARTNERS:
\$2,500*

[*PAYMENT AND SINGLE-COLOR COMPANY LOGO MUST BE RECEIVED
BY 1/13/25 TO GUARANTEE INCLUSION ON VINYL WALL PRINTING.]

HETMA COMMUNITY STATS:

ACTIVE COMMUNITY MEMBERS: +3,000
TOTAL GLOBAL MEMBERS: +8,000
NEWSLETTER SUBSCRIBERS: +33,000
MONTHLY HIGHER ED AV VIEWS: +500,000

DISCOVER MORE AT [HETMA.ORG](https://hetma.org) & FOLLOW OUR ISE COVERAGE AT [HIGHEREDAV.COM/ISE2025](https://higheredomedia.com/ise2025)

THE HETMA BRAND ECOSYSTEM



HIGHER ED AV
MEDIA



HETMA
CORP ORG



ONLINE
COMMUNITY



FLEXSPACE
DESIGN SITE



GOLF
CLASSIC



HIGHER ED AV
AWARDS



PRISM
SCHOLARSHIP



VIRTUAL
CONFERENCE



APPROVED
PROGRAM