



Dear LACUE/TLS Partners,

I hope this letter finds you and yours healthy and your business successfully weathering the impact of this unprecedented pandemic. It is hard to believe that almost a year ago, we communicated the news regarding the cancellation of the LACUE 2020 Technology Leadership Summit. Even though we were not able to host a face-to-face event, the Board of Directors was committed to offering professional development opportunities to membership.... and LACUE Cares was created.

Beginning in July and culminating with what would have been our annual conference in December, LACUE offered five virtual events securing “big name” headliners such as Thomas Murray, Leslie Fisher, Michel Cohen, Weston Kieschnick, and Eric Sheninger. In addition to the keynote speakers, our events provided a number of breakout sessions hosted by Louisiana educators as well as several out of state presenters. It was a tremendous success! A huge thank you to all partners who supported the events.

While virtual meetings have become the norm and will remain a core element of what we do as an organization moving forward, LACUE is committed to executing a successful, socially distanced, in-person gathering. With much excitement, we would like to officially announce that LACUE will be hosting a COVID version of TLS 2021, both online and face-to-face, beginning on **Monday, June 14, 2021 and ending on Thursday, June 17, 2021.**

As promised we will be “honoring your placement and commitments” as we move forward with registration for TLS 2021. Your previous tiered partnership and registration order will be utilized to prioritize partnership requests for the 2021 event. The chart below indicates the tier partners based upon the TLS 2020.

Selection Priority Order							
Tier 1		Tier 2		Tier 3		Partner	
1	OnCourse	6	SHI	11	CSS	15	ContentKeeper
2	AXI	7	Troxell	12	Universal Data	16	Nutanix
3	DETEL	8	HP Enterprise	13	GoGuardian	17	Gabbart
4	HOWARDedu	9	CDWG	14	Extreme Networks	18	Piraino Consulting
5	Transformyx	10	Classlink			19	EDgear of America
						20	Server@Work
							Intrado
						21	SchoolMessenger
						22	Trinity3

Throughout the planning process, we will listen to advice and follow all recommendations of the appropriate governing bodies. As I am sure you will understand, **TLS 2021 will look very different** as compared to previous years, including but not limited to, the number and type of partnerships, the number of attendees per day, number of participants per session room, and the elimination of “Bring the Fun.” The remainder of this letter will describe the changes, outline partnership opportunities, and explain the registration process.

Attendance

TLS 2019 was the largest ever; hosting a total of 400 attendees. In collaboration with the Marriott and aligned with current Covid restrictions, we are currently planning this year’s event at 50% capacity. Total capacity must include partner representatives and district level attendees. In an effort to limit the total number of attendees without eliminating any district level decision makers in their respective area(s) of expertise, we have decided to host one strand per day as follows:

Day	Strands	Max Number of District-Level Attendees
Monday, June 14, 2021	Computer Technicians and Network Administrators	125
Tuesday, June 15, 2021	Data Managers and Administrative Leadership (CTOs, Tech. Directors, etc.)	125
Wednesday, June 16, 2021	Administrative Leadership and Curriculum and Innovation (Curriculum Directors, Curriculum Supervisors, etc.)	125
Thursday, June 17, 2021	Curriculum and Innovation and Instructional Leadership (Technology Trainers, etc.)	125

Note: Tom Murray will deliver the keynote address, breakout, and book signing on Wednesday, June 16, 2021.

Partnership Opportunities

Unlike previous years, for the 2021 Event year, all event partnerships will be exclusive to that particular event. Due to the current unknown for the LACUE December Event, we are unable to sell space at that event. As we work with our event host throughout the year, we will make sure to keep all of you informed of any developments.

In order to comply with capacity limitations, the Summit Committee had to also reevaluate and revise prior partnership structure and associated benefits. This year, TLS 2021 will only be able to accommodate **22 partnerships** in the face-to-face setting. Two types of partnerships will be available as described below.

Level	Amount	Benefit	Number Available	Notes
Exclusive	\$6000/week or \$2,000/day*	<ul style="list-style-type: none"> Exclusive rights to meeting space on the second floor of the hotel to schedule events as you see fit (private meetings, presentation sessions, etc.). LACUE will include sessions open to all attendees in the program. Six-foot product table in the Ballroom. Signage of partnership. Advertisement of your participation on all social media outlets and in the LACUE Newsletter. 	7	<ul style="list-style-type: none"> Max number of partner attendees is 5. Room and table selection will be based upon registration date and time.
Table	\$3500/week or \$1000/day*	<ul style="list-style-type: none"> Six-foot product table in high- traffic area on the first floor. One (1) concurrent session presentation included in the program. Signage of partnership. Advertisement of your participation on all social media outlets and in the LACUE Newsletter. 	15	<ul style="list-style-type: none"> Max number of partner attendees is 3. Table selection will be based upon tiered partnership, registration date, and time.
*Sales for weekly partnerships will be sold first as outlined in the Partner Registration Process below.				

Room Capacity Chart - Second Floor

Room	Capacity at 50% per Set-Up Configuration		
	Banquet	Theater	Classroom
Evangeline	20	20	16

Lafourche	26	30	16
Feliciana	26	30	16
Orleans - upper/lower	20/26 = 46	26/26 = 52	20/18 = 38
Acadia - upper/lower	20/26 = 46	26/26 = 52	20/18 = 38
Bienville - upper/lower	20/26 = 46	26/26 = 52	20/18 = 38
Vermillion - upper/lower	20/26 = 46	26/26 = 52	20/18 = 38

Lunch and Learn Partnership for TLS 2021

This sponsorship is only available to partners registered for TLS 2021.

Level	Amount	Benefit	Number Available	Notes
Lunch and Learn	\$2500/day	<ul style="list-style-type: none"> Sponsors will be given 30 minutes of presentation time during lunch. All attendees will be provided with a box lunch and seated socially distanced in the ballroom. 	4	<ul style="list-style-type: none"> Selection of day will be based upon registration date and time.

Other Partnerships Available - Virtual Options Throughout 2021 (Calendar Year Unless Otherwise Specified in the Table Below)

LACUE is pleased to announce its recent purchase of Canvas, a virtual learning platform, which will assist us in our commitment of providing continuous, high quality professional learning to our membership year around. We will open the platform to service providers who wish to host asynchronous and/or synchronous professional development opportunities and/or product demonstrations throughout the year. (Note: The year will run based upon LACUE's fiscal year - April 1 - March 31.)

Advertisement of all sessions on all social media outlets, training regarding how to use the platform, and technical support is included in the cost. This partnership is open to all service providers.

Level	Amount	Benefit	Number Available	Notes
Virtual - Yearly Events	\$5000/year	<ul style="list-style-type: none"> LACUE will host 12 asynchronous or synchronous professional development opportunities and/or product demonstrations via Canvas. LACUE will provide access to the platform, advertisement, and training to facilitate posting of the session. LACUE will 	Unlimited	<ul style="list-style-type: none"> Time runs based upon LACUE's fiscal year- April 1 - March 31

		<ul style="list-style-type: none"> not be responsible for content development. Advertisements will be scheduled upon receipt of confirmed date and registration information and will be sent out every three days until the day before the event (unless otherwise requested by the provider). 		
Virtual - One Time Event	\$750/event	<ul style="list-style-type: none"> LACUE will host 1 asynchronous or synchronous professional development opportunity and/or product demonstration via Canvas. LACUE will provide access to the platform, advertisement, and training to facilitate posting of the session. LACUE will not be responsible for content development. Advertisements will be scheduled upon receipt of confirmed date and registration information and will be sent out every three days until the day before the event (unless otherwise requested by the provider). 	Unlimited	
Virtual - Regional LACUE Events	<p>3 options:</p> <ol style="list-style-type: none"> \$100/event <u>or</u> Donate a door prize (\$25-\$50 in value) <u>or</u> Provide a valued item to each participant 	<ul style="list-style-type: none"> One session scheduled and advertised within the program of the virtual event. Provider is responsible for content development. 	Unlimited	<ul style="list-style-type: none"> Partner must agree to mail items for cost options 2 and 3. LACUE sponsors 8 regional events per year. Service providers are allowed to select events (one event, 2 events,...all events). Provider will work with the Regional Director of each event to coordinate logistics.

Registration Process

On **Monday, March 8, 2021**, we will open registration requests for this year's event utilizing the TLS 2020 partners only. From **Monday, March 8, 2021 to Friday, March 12, 2021**, you will be able to request your company's desired partnership level.

All registration requests will be reviewed, prioritized, and awarded as follows:

- Partners requesting weekly participation
- 2020 Tier Eligibility based upon selection priority as outlined above
- Day/Time stamp of registration

After accepting weekly sales, daily sales will be reviewed, prioritized, and awarded as follows:

- 2020 Tier Eligibility based upon selection priority as outlined above
- Availability for requested day(s)
- Day/time stamp of registration

We will review all requests and then open up any remaining spots to non-2020 partners on **Tuesday, March 16, 2021.**

Submission of a registration form constitutes a binding agreement to LACUE that the partner will comply with all terms and conditions and financial commitments made during the registration process. Final confirmation of your participation will be secured upon receipt of payment, which is due no later than April 15, 2021. Failure to pay by the deadline will result in the forfeiture of your TLS participation.

Final Thoughts

Please note that we have not cancelled our Fall 2021 Conference at this time. In fact, the Conference Committee is meeting with the Hyatt on a monthly basis and will release information as it becomes available.

Finally, as always, we can not thank you enough for your support of Louisiana educators. As an organization, we strive to provide support and networking for our teachers and leaders and we recognize that you are a huge part of our success. We look forward to your participation as a partner at the 2021 LACUE Technology Leadership Summit Covid-Edition and the LACUE 2021 Fall Conference. If you need any additional information, please contact Jenny Constantin, LACUE Administrator, by either email or phone: (e) lacue@lacue.org (p) 225-408-4413.

Thank you,

The LACUE Board