

# ISTE Seal Benefits for EdTech Providers



## What is ISTE?

The International Society for Technology in Education is a nonprofit organization that focuses on accelerating innovation in education through the smart use of technology. In 2023, ISTE and ASCD merged, bringing together expertise in technology and innovation with deep knowledge of curriculum and instruction. As a collective organization, they are setting a course to design the future of education by preparing educators to use effective pedagogy practices supported by technology.



## What is the ISTE Seal?

The seal is a certification that signals to K-12 decision-makers that a company's solution supports evidence-based, high-impact pedagogy and is designed for scalable, equitable learning experiences. It helps school district decision-makers feel confident in an EdTech product.

## What are the general benefits of the ISTE Seal?

Since ISTE is a trusted organization known to many educators, leaders, and decision-makers, the seal brings meaningful credibility to its holders. It helps educators understand that an EdTech product is high-quality and designed to be useful and engaging.

Additionally, the ISTE seal benefits include:

- ✓ Digital seal (2-year license) to be used on websites, social media, emails, etc.
- ✓ Detailed findings report that can be used as a white paper or quotes (this is up to the company to decide)
- ✓ The company's logo, weblink, and findings report are linked on the [ISTE Seal webpage](#).
- ✓ Social media posts from the ISTE X (Twitter) account
- ✓ Blurb in the ISTE member newsletter
- ✓ Media kit that includes press release, email, and social media templates
- ✓ Unique opportunities such as being invited to present ISTE-sponsored webinars or being included in research projects.



## What are the ISTE Live benefits?

**2024** there were **over 16,500 attendees** and in 2025 the ASCD conference will be in the same time/place as ISTE Live meaning there will be an even larger audience.

- Dedicated poster session (outside of the expo hall)
- Large ISTE Seal sign at the vendor booth
- Invitations to special events throughout the conference

