



naesp™
Pre-K-8 Principals
Conference™

19

JULY 10-12 • SPOKANE, WA
Spokane Convention Center



2019

SPONSORSHIP OPPORTUNITIES

The NAESP Pre-K-8 Principals Conference
www.naesconference.org

NAESP CONFERENCE SPONSORSHIP *is an excellent way to enhance your corporate image and is an important part of your marketing plan, as well as an opportunity to build goodwill among elementary and middle school principals.*

AS A SPONSOR YOU CAN BENEFIT FROM:

- **BRAND EXPOSURE:** Gain immediate competitive advantage for your COMPANY – ensure your brand is known within the EDUCATION INDUSTRY.
- **DRIVE TRAFFIC TO YOUR BOOTH:** As an exhibitor at THE NAESP PRE-K-8 PRINCIPALS CONFERENCE, our sponsorship opportunities will help to drive traffic to your booth – valuable PROSPECTS who you do business with.
- **YOUR COMPETITORS ARE ALSO SPONSORING:** If you are considering sponsoring at THE NAESP CONFERENCE, then your competitors are too – ensure it's your company that attendees are seeing this year in SPOKANE.
- **WE HAVE A PACKAGE TO SUIT YOUR BUDGET AND GOALS:** Whether you have a small budget or a large budget, we have the package to suit you – and however much you spend, your name will be seen by over 1,500 attendees.

OUR PRINCIPALS

Are Decision Makers

Recognize the value of being a Loyal Customer

May not need your services right now, but certainly know someone in their school who does

85% OF ATTENDEES

did not attend ANY other show!



ATTENDEE COMMUNICATION

Program Guide Advertising

Place your ad in the official NAESP 2019 program guide. The guide will be in the hands of every attendee, not only during the conference, but long after they return to their schools.

	EXHIBITOR	NON-EXHIBITOR
INSIDE FRONT COVER (4 color)	\$3,500	--
INSIDE BACK COVER (4 color)	\$3,200	--
BACK COVER (4 color)	\$4,000	--
FULL PAGE (4 color)	\$2,700	\$3,300
FULL PAGE (B/W)	\$2,000	\$2,600
½ PAGE (4 color)	\$1,600	\$2,200
½ PAGE (B/W)	\$1,000	\$1,600
¼ PAGE (4 color)	\$800	\$1,400
¼ PAGE (B/W)	\$600	\$1,200

Advertising Bundles

\$5,000 – PROGRAM GUIDE, APP & EMAIL BUNDLE

Bundle a full page (4 color) ad in the program guide, logo in the exhibitor listing, conference app banner.

\$500 – PROGRAM GUIDE & APP BUNDLE

Display your company logo next to your company name in the program guide and in the exhibitor listing in the conference app.

Hotel Door Drops

\$3,000 – PER DOOR DROP

Deliver your customized advertisement to hotel guest rooms on either Wednesday, Thursday, or Friday. The sponsor is responsible for the cost of production and shipping to hotel.

Push Notifications

\$500 EACH

Have your messages pushed to conference attendees through the NAESP19 mobile app. Notifications are limited to 30 words and may contain weblinks.

Pre-Show Mailing List Rental

(physical mailing addresses only)

\$600

Send your message directly to each attendee prior to the beginning of the conference. The attendee mailing list will be provided to the sponsor in Excel for one-time use 30 days prior to the conference. The list does not include email addresses.

90% OF ATTENDEES ARE PRINCIPALS



SPECIALTY ITEMS

Attendee Tote Bag

\$15,000

Show your support for elementary and middle school principals by making a statement of your participation at the NAESP Pre-K-8 Principals Conference & Exposition. The conference tote bag is a traditional keepsake for attendees and your logo will build a positive image in the minds of more than 1,500 attendees. The Sponsor will also have the opportunity to insert a company flyer in the tote bag at no additional cost. Price includes Tote Bag design, production and distribution.

Hotel Key Cards

\$10,000

Put your message directly in the hands of attendees! Hotel key cards capture attention and provide maximum exposure for your brand. Hotel key cards will be distributed to all attendees upon hotel check in staying at the official conference hotels. Sponsor submits artwork to NAESP. Fees includes printing and distribution.

Lanyards

\$8,500

With this exclusive brand awareness opportunity, your company logo will be prominently worn by all attendees as it is required for entrance to all conference activities. This popular item will be co-branded with the NAESP logo. Fee includes design, production and distribution.

Attendee Gift – Water Bottle

\$7,500

Help our attendees beat the heat! Increase your visibility by sponsoring the NAESP 2019 bottles that attendees will use long after the conference. **Deadline: April 15, 2019**

Tote Bag Insert

\$1,000

Drop a discount flyer, special offer in the conference tote bag given to each registered attendee. Draw attention to your booth, or remind attendees of your products and services after the conference. Inserts are limited to 5 companies. **Deadline: April 30, 2019**

Find the Missing Lunch Box

\$1,000

Be one of the 10 companies all attendees will visit. Your company name, logo, and booth number will be printed on the game card. Get exposure in the Exhibit Hall by participating in our **Find the Missing Lunch Box** sponsorship. Attendees get their game card stamped at your booth and enter into a drawing for a chance to win prizes. Sponsors will also have the opportunity to place items in the lunch box.

96% OF PRINCIPALS
make the final decision on what
products to purchase for their schools



BRAND AWARENESS OPPORTUNITIES

Welcome Reception

\$50,000

Welcome attendees to Spokane during the Welcome Reception on Wednesday evening. Open to all registrants, this event is a great way for attendees to network. Food, bar, and entertainment will be part of this fun and engaging kick-off event.

Sponsorship includes:

- Listing as an overall sponsor in all pre-show print/digital material
- Recognition during the Welcome Reception via promotional items/giveaways
- 10x10 furnished exhibit booth

VIP Connection Lounge & Charging Station

\$20,000 (Exclusive Opportunity)

Looking to make a strong impression with attendees? Greet visitors in the VIP Connection Lounge, centrally located in the Principals HUB. The lounge provides attendees with an upscale, comfortable place to sit and relax, hold an informal meeting, network and charge their electronic devices

Sponsorship includes:

- Signage at lounge entrance
- Electrical outlets and a charging station
- Lounge carpet

Mobile App

\$15,000

All attendees will download the conference app before the arrive in Spokane to check out the conference events, create their own personalized schedule of the sessions they will attend, and determine what exhibitors they want to see. They'll send tweets and emails to their friends to let them know what sessions they will be attending. After the conference, they'll use the app to recall exhibitors, event information and stay in touch with conference attendees.

Sponsorship includes:

- Sponsor recognition/corporate logo on the splash page
- Rotating banner ad at the bottom of the dash board (up to 3 ads)

- Enhanced exhibitor listing in the app – with logo and expanded company description
- Signage in registration area advertising the app and acknowledging sponsorship
- Acknowledgement in the Official Program Guide

New Member Reception

\$5,000

Welcome NAESP's newest members by sponsoring this reception. Sponsor get the opportunity to network with new members and make brief remarks. Recognition on all materials promoting this event. This event is held to show our appreciation and to give our new members the opportunity to meet some of NAESP's key stakeholders and meet fellow new members.

NDP Reception

\$5,000

Opportunity to network with principals who have been selected as National Distinguished Principals by his or her respective sponsoring organization. This recognition is based on the principal's outstanding commitment to significantly improve student learning, meaningful community engagement, and safe supportive environments for all learners.

Exhibit Hall Breakfast Sponsor

THREE OPPORTUNITIES

+ 1 DAY: \$7,500

+ 2 DAYS: \$14,000

+ 3 DAYS: \$20,000

Don't pass up this opportunity for your corporate logo to be visible through the exhibit hall where all attendees will gather for their daily networking breakfast. Table tent cards will be branded with your company's logo. **Purchase one, two or three days: Wednesday – Thursday – Friday.**

- Company name and logo on each round table and buffet table in the exhibit hall
- Sponsoring company may provide cups and napkins with company name and logo (sponsor is responsible for associated costs and coordination).



EDUCATION

Innovative Rotation

\$30,000

A creative professional learning platform with three sessions happening simultaneously with the use of presentation radios co-branded with NAESP and your company logo. Your company will have a platform to present during this two hour presentation on Wednesday afternoon.

Sponsorship includes:

- Table inside to room to promote your company
- Presentation session in the Innovation Rotation meeting room
- Signage on the mobile app
- Logo on the NAESP conference website
- Branded radio devices

CONTACT INFORMATION

For more information, or to create a customized package that is right for you, contact *Deborah Young*, Assistant Executive Director, Conferences & Exhibits at (703) 518-6296 or dyoung@naesp.org

General Session

\$10,000 PER SESSION

General Sessions are the key sessions of the conference with nothing competing against them and are attended by most registrants. They kick-off the conference each day and includes the Keynote address from our featured speaker(s).

Sponsorship includes:

- Company logo on the General Session grand entrance unit
- Company name and logo projected on the General Session video screens
- Acknowledgement of your company by session moderator
- VIP seating for your company in the general session
- Acknowledgement in the mobile app and website

Pre-Conference Workshops

\$5,000 PER SESSION

NAESP offers 2 pre-conference workshops on the day prior to the official conference opening.

Sponsorship includes:

- Logo recognition on the session signage outside the meeting room
- List of session attendees' post conference
- Acknowledgement in the mobile app and website
- Acknowledgement of sponsorship at workshop