



nsba
New Orleans
2024

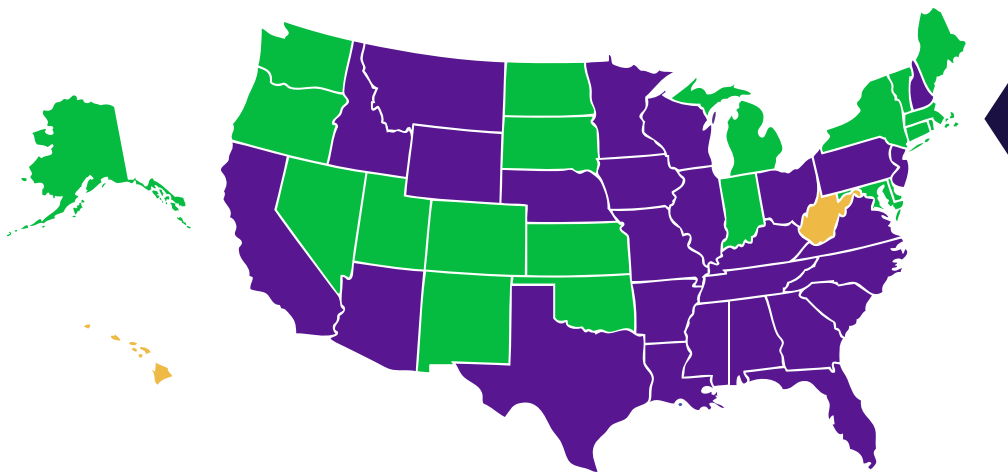
The Conference for Public Education Leaders

NSBA.ORG/NSBA2024

About the Audience

Reasons Why Attendees Choose The Conference For Public Education Leaders

- To learn about cutting-edge issues in education
- To learn about education technology solutions
- To learn about resources and products that improve student outcomes, reduce overhead expenses, and enhance the overall school environment



NSBA Reach 2023

- Member States with Local CUBE and NatCon Districts
- Nonaffiliate States with Local CUBE and NatCon Districts
- Nonaffiliate States with no Local CUBE and NatCon Districts

By Role: 2023 Annual Conference Registrants



- **68%** School Board Members
- **13%** Superintendents/Assistant Superintendents/Deputy Superintendents
- **9%** State Association Personnel
- **3%** Board Support Staff
- **7%** Other (Principal, Chief Financial Officer, Professor, Director, Attorney/Consultant, etc.)

Engage K-12 Decision-Makers

REACH

Attract new customers looking for solutions in the education space.

RETENTION

Connect with current customers and fortify relationships.

RELEVANCE

Network face-to-face with school district leaders.

REPUTATION

Showcase your products and services with your target audience.

REVENUE

Gain new customers to increase your bottom line.



Overheard from Our Sponsors...

“We love being here. We love the board members and the superintendents. The staff at NSBA has been amazing.”

*—Gary Margolis
Founder & CEO, Social Sentinel*

“We’ve been a long-time partner of NSBA. We appreciate the relationship. It’s good business for us. The show has been great. We had fantastic traffic—a ton of people coming in.”

*—Mark Waterbury
Director of Business Development,
Aramark K-12 Education*

2023 Sponsors

DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSOR



Thought Leadership Opportunities

General Session

(One exclusive sponsor each day)

Saturday: \$35,000

Sunday: \$30,000

Monday: \$25,000

Become the exclusive daily General Session Sponsor. This is your chance to align your brand with thought leadership, innovation, and inspiration that sets the tone for the entire conference. A senior-level company representative will be invited to make remarks for up to four minutes or show a video (both must be approved in advance). Enjoy additional perks such as a meet and greet with the keynote speaker backstage, VIP seating, and prominent company recognition during the event.

Education Tracks

(8 opportunities available)

\$25,000 each

The highly attended education sessions at the conference are organized into eight focus area tracks. We invite you to be the exclusive sponsor of one of the tracks. Enjoy unparalleled exposure as your company is acknowledged at each session within a track. Take the stage and bring greetings as well as introduce speakers at two track sessions, positioning your brand as an integral part of the educational experience.

Student Performing Groups at General Session

(One exclusive sponsor each day)

Saturday: \$25,000

Sunday: \$20,000

Monday: \$15,000

For decades, our dynamic student musical groups have been the undeniable highlight of Annual Conference. These remarkably talented young musicians bring energy, creativity, and a vibrant atmosphere to our event. Now, you have the opportunity to show your support and be a part of their legacy. In addition to your company being prominently acknowledged as the official sponsor at that day's General Session, a senior-level company representative will be invited to make remarks for up to two minutes or show a video (both must be approved in advance) and enjoy VIP seating at that day's session.

Virtual Education Sessions

\$1,500 each

Be a part of NSBA's Virtual Conference Experience which is provided to hundreds of online participants in addition to all in-person attendees. The Virtual Conference Experience is an opportunity to host a recorded Education Session that can be viewed on demand from the start of the conference for 90 days. This unique opportunity will allow you to reach our full audience, who can view your message at their convenience, regardless of their event schedules.

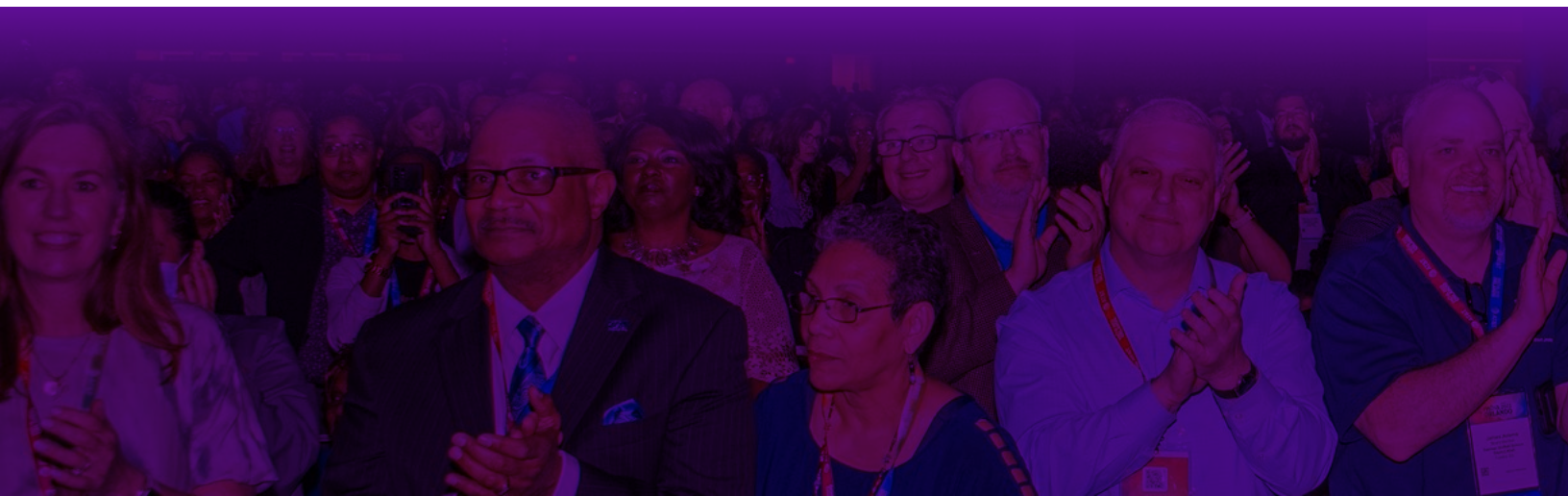


Exhibit Hall Solution Theater Sessions

(12 opportunities available)

\$7,500 each

Educate and empower our attendees by hosting an informative session (up to 30 minutes) in our highly coveted Exhibit Floor Solution Theater. Seize the chance to showcase how your solutions can unravel their most pressing dilemmas. Limited slots available! Your session will appear on signage, the website, and mobile app.

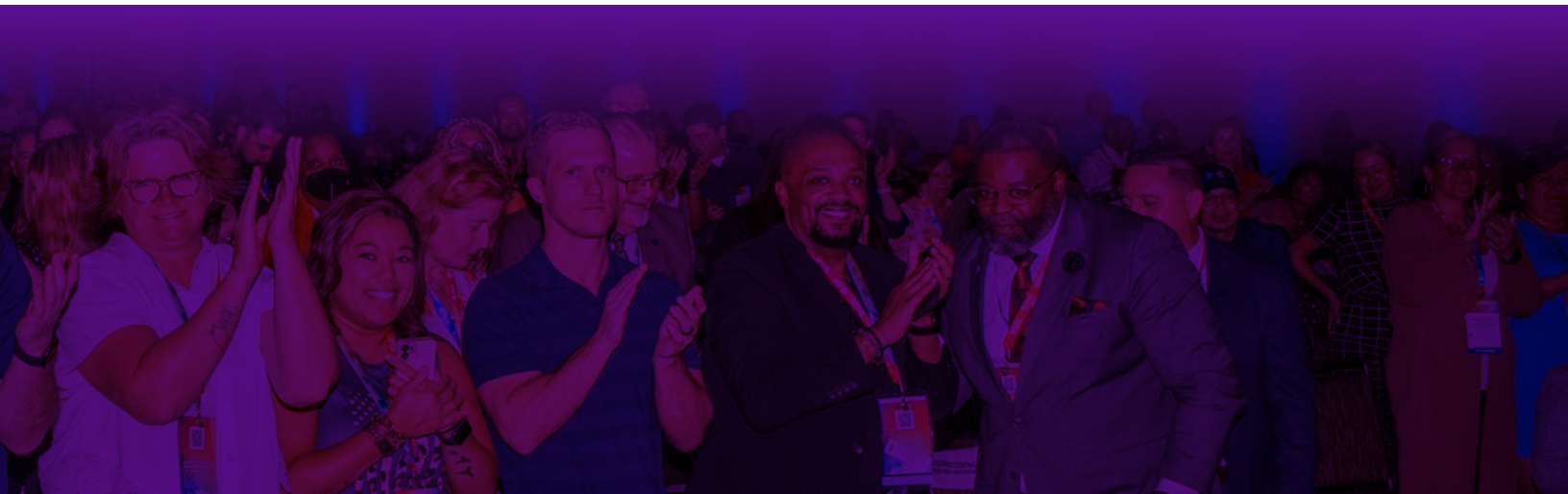
Magna Awards Exclusive

\$40,000

3 opportunities: \$15,000 each

The Magna Awards program has a 25-year history of recognizing exemplary school district programs. The 2024 awards focus on innovation in education, spotlighting district initiatives that solve a challenge with creativity and out-of-the-box strategies. A grand prize and five silver awards will be awarded in each enrollment category: under 5,000 enrollment; 5,000-20,000 enrollment; and over 20,000 enrollment. The three Grand Prize winners showcase their winning programs at an education session during Annual Conference. They also are featured in a video shown during Conference and on the NSBA website. All winning districts are featured in the April issue of *American School Board Journal* (ASBJ).

Become the exclusive sponsor of this prestigious honor and give greetings at the Magna Awards education session; receive an introduction and recognition at the Magna Awards reception; have your logo added to the Magna Awards video and print advertising in ASBJ; receive recognition in social media mentions, as well as a digital ad in the ASBJ Brief e-newsletter.



Target Audience Opportunities

Exhibit Floor Attendee Lounge

\$1,500

Sponsor our Attendee Lounge—a central hub for networking, relaxation, and collaboration on the exhibit floor. As a sponsor, you will not only enhance the overall event experience for attendees but also gain valuable exposure and recognition through 3 branded table clings in the space. Feel free to distribute literature and network with attendees throughout the exhibit hours.

Convention Center Charging Lounges

Multiple opportunities available

\$5,000 each

Show your message on vertical display screens positioned outside recently built charging stations, providing guests with the chance to relax and replenish energy.

NEW! CUBE UNO Branded Spaces

5 Opportunities Available

\$15,000 each

Support one of the popular areas, such as food stations, entertainment, or bars, and gain visibility through signage and promotional materials in the lead-up to the event. You're welcome to provide your own personalized napkins and/or cups too.

CUBE UNO General Sponsor

Multiple opportunities available

\$10,000

CUBE UNO stands out as the essential social gathering for urban school leaders at the conference. Demonstrate your company's commitment to supporting CUBE members by hosting this prestigious gala event. Sponsors will be prominently recognized on event signage, mobile app, website, and in communications to attendees about the event.

NEW! CUBE UNO VIP Package

3 Opportunities Available

\$25,000

CUBE UNO stands out as the essential social gathering for urban school leaders during the conference. Demonstrate your company's backing for CUBE members by hosting this gala event at an even higher level. Sponsors will be provided with an exclusive area to entertain VIP clients, waiter service, extra drink tickets for distribution, a signature drink, personalized napkins and cups (sponsor-provided), and personalized invitations that sponsors can distribute from their booth prior to the event.

CUBE Luncheon

2 opportunities available

\$15,000 each

Take the opportunity to host the yearly luncheon for CUBE members. As hosts, you'll have the chance to deliver either a two-minute in-person greeting or a 90-second video greeting. Your support will be acknowledged in the luncheon program and prominently featured on event signage.

Relaxation Station

Exclusive

\$15,000

Who wouldn't appreciate a free massage after navigating a convention center throughout the day? Become the conference sensation by sponsoring the relaxation station in the exhibit hall. Your company brand will be showcased throughout the station, and you are invited to supply the onsite therapists with branded T-shirts while distributing information about your organization. Drive booth traffic by requiring attendees to collect a branded ticket at your booth before gaining access to the massage area.

NEW! Joint Council/National Connection Luncheon

3 opportunities available

\$15,000 each

NEW this year, NSBA has combined the Council events so attendees don't have to choose which to attend. Align your brand with a key moment of connection and collaboration while meeting and mingling with these targeted attendees from the National Black Council, the National Hispanic Council, and the American Indian/Alaskan Native Council. Take the stage for either a two-minute address or show a 90-second video, allowing you to convey your company's message directly to a targeted and engaged audience. In addition, receive VIP seating at the event and enjoy extensive recognition in the luncheon program and event signage.

National Connection/CUBE Lounge

2 opportunities available

\$15,000 each

Elevate your brand visibility and engage with key stakeholders by becoming a sponsor of our exclusive lounge experience! As a Lounge Sponsor, you will enjoy unparalleled exposure and the opportunity to create a welcoming environment for conference attendees. Feel free to provide (optional) staffing in the lounge, allowing for direct engagement with attendees. Distribute literature about your company and receive recognition on our website and onsite signage.

Coffee Break

4 opportunities available

\$5,000 each

Be the most popular kid on the block by offering complimentary coffee to attendees! We will place your company's coffee cart in a high-traffic area on the exhibit floor during exclusive hours so that attendees can find the pick-me-up they need! Feel free to provide branded cups or napkins

Council Education Sessions

Exclusive for each session (3)

\$15,000 each

Each of NSBA's Councils conducts an education session (National Black Council; National Hispanic Council; Native American/Alaska Native Council). Support the work of these Councils by hosting one of their education sessions and enjoy unparalleled exposure as your company is acknowledged at each session through signage; the ability to provide a three-minute greeting and introduce speakers; and distribute company literature.

Board of Directors' Dinner

Exclusive

\$25,000

Engage with NSBA's leadership by hosting the Board of Directors' dinner. As a host, you have the opportunity to extend greetings and actively participate in the dinner, fostering valuable connections with key decision-makers.

Community Service Initiative

5 opportunities available

\$7,500 each

Associate your brand with a noble cause by sponsoring the NSBA Cares community service initiative. This initiative offers attendees a hands-on and meaningful opportunity to give back to the community. As a sponsor, you'll collaborate with attendees in tasks such as repackaging food for weekend food programs, stuffing backpacks with school supplies, and crafting special notes of encouragement for students. It's a chance to make a positive impact and showcase your commitment to social responsibility.

NEW! Career Readiness/ Campaign Central

\$10,000 for exclusive sponsorship

Contact us for individual activation area sponsorship costs

Introducing our brand-new dual-themed area on the exhibit floor! This dedicated space is designed for informative sessions and valuable resources. One day, delve into the intricacies of running a successful school board member campaign, and the next day, discover how school boards can champion career readiness beyond traditional 4-year college programs. Sponsor the entire area or the individual activations.

- Resume review area: attendees can benefit from personalized resume reviews by seasoned career consultants, coupled with valuable advice on optimizing their social media presence.
- Mock interview space: attendees can hone their interview skills with an experienced consultant
- Fireside chat: Listen to firsthand accounts from individuals who have navigated both challenges and reaped rewards. Gain valuable insights as these individuals share their stories of triumphs and trials.

NEW! Private Meeting Room (in the convention center)

\$2,500/day; \$1,500/half-day

In search of private meeting room facilities within the convention center for staff meetings or one-on-one client discussions? Instead of meeting in a noisy lobby or other public space, reserve a room for half-day or full-day intervals according to your requirements. Any additional services, such as internet, electrical, audio-visual, or room setup changes, will incur extra charges. Seize this excellent chance to bring your remote team together for team-building activities as well.

NEW! Happy Hour/Snack Break at Booths

\$6,000

Host a happy hour or snack break in your booth to draw in attendees for a beverage or bite while providing an opportunity to discuss the solutions your business offers. Your event will be highlighted on the event website and mobile app.

* Depending on the booth location, the event may need to be situated in a high-traffic area elsewhere in the exhibit hall. However, signage will be provided at your booth, directing attendees to the event's location.

Joint Council Reception

3 opportunities available

\$15,000 each

Celebrate the impactful work of NSBA's Councils by becoming the host of an exclusive gala reception! This sponsorship opportunity allows your company to honor the dedication and achievements of NSBA's Councils in a prestigious setting. Showcase your company's commitment with a three-minute greeting, allowing you to connect directly with the audience and share your appreciation for the Councils. Your brand will be prominently featured on event signage, ensuring visibility and acknowledgment throughout the gala reception. Finally, take the opportunity to engage with industry leaders, decision-makers, and Council members in an upscale and celebratory atmosphere.



Brand Boosting Opportunities

NEW! Aisle Signs

\$10,000 for Exclusive (all 8 signs)

\$2,000/sign

Direct eyes skyward! Feature your company logo and booth number on one of eight hanging signs strategically placed throughout the exhibit floor. Ensure attendees easily locate your booth in the bustling event space.

NEW! Convention Center Digital Signage

\$3,500/location

Showcase your company dynamically! Amplify your brand through strategically placed displays featuring static high-resolution images or engaging videos (no audio) throughout the convention center. Secure prime visibility that ensures your message resonates with attendees at key locations throughout the convention center.

NEW! Escalator Clings

Contact us for pricing

Take your brand to new heights! Elevate your visibility by placing your company's brand on one of the bustling escalators at the NSBA Annual Conference, where activities span multiple levels of the center. This prime advertising opportunity ensures your message captures the attention of our engaged attendees. Contact us today for detailed information and pricing, and let your brand ascend to the forefront of this event.

NEW! Coat and Bag Check

Exclusive opportunity

\$2,500

Lighten the load for our attendees by sponsoring the coat and bag check at the convention center. Elevate your brand's visibility with your company logo and booth number prominently featured on signage. As a sponsor, you're encouraged to provide branded luggage tags or other giveaways for distribution, ensuring your brand is not only seen but also appreciated.

NEW! Exclusive Photo Booth at the NSBA Booth

Contact us for pricing

Attendees leave with a digital photo keepsake containing your company's logo, slogan, website, or more. You'll expand your reach as the photos are shared with colleagues and friends.

NEW! Registration Sponsor

Exclusive Opportunity

\$20,000

Ensure your brand takes center stage by becoming the exclusive sponsor of the NSBA Annual Conference registration! With this unique opportunity, your company will enjoy premium visibility, including an advertisement on the registration site landing page and confirmation emails. Your logo and booth number will also be prominently featured on select registration counters and signage in the registration area. (Deadline to commit: February 15, 2024)

NEW! Motorized Scooters

4 opportunities available

\$5,000/fleet of 10

Expand your brand beyond the exhibit floor when you sponsor a fleet of 10 of our motorized scooters and have your name and booth number advertised everywhere they roam in the convention center.

NEW! Bookstore

Exclusive Opportunity

\$5,000

Unlock a world of literary possibilities with our exclusive Bookstore Sponsorship opportunity! Benefit from strategic logo placement in the bookstore, providing your own branded tote bags, and acknowledgment in event promotions. The bookstore is located in the highly traversed area in the lobby of the convention center.

NEW! Mobile App Game

\$3,500 per participating company

10 opportunities available

Ignite excitement and brand engagement by sponsoring our app gamification experience. This unique opportunity allows your company to be at the forefront of a dynamic and interactive gaming environment within our app. As users immerse themselves in challenges, competitions, and rewards, your brand will enjoy heightened visibility and positive association with the thrill of gamified interactions.

Wi-Fi

Exclusive opportunity

\$30,000

Keep attendees connected throughout the conference by providing complimentary Wi-Fi with your company-named network and password. As the exclusive Wi-Fi sponsor, your company's logo will take center stage on the Wi-Fi login page, ensuring that every user interaction is an opportunity for brand visibility. It's not just Wi-Fi; it's a branded connectivity experience.

Tote Bags

Exclusive opportunity

\$25,000

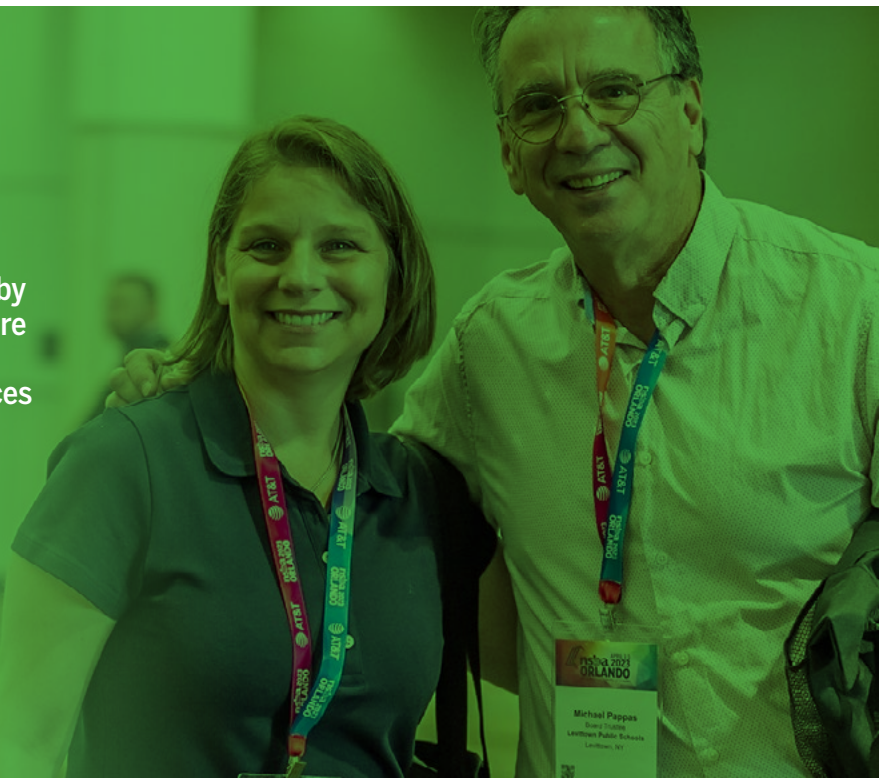
Your logo will be prominently featured on our stylish and practical tote bags, providing widespread exposure as attendees carry them throughout the event. This sponsorship not only offers premium brand visibility but also aligns your company with the convenience and functionality of a sought-after accessory. Maximize your impact and connect with our diverse audience by becoming the official tote bag sponsor for this event.

Lanyards

Exclusive opportunity

\$15,000

Your company's logo will be prominently displayed in a step-and-repeat pattern on the lanyards worn by every attendee, ensuring continuous brand exposure throughout the event. The lanyard is not just an accessory; it's a strategic branding space that places your logo at eye level, creating lasting impressions among event-goers.



Event Mobile App

Exclusive Opportunity

\$25,000

The mobile app now serves as the official NSBA Annual Conference Program Book. Don't miss this opportunity to place your brand in every attendee's hand. In addition to a branded splash page, banner ad, watermark, and premier exhibitor list recognition, we can also provide post-show metrics on downloads and click-throughs. In 2023, we had over 5,000 downloads of the app.

Transportation Host

Exclusive Opportunity

\$10,000

The majority of attendees will take the NSBA shuttle to and from the event each day, so embark on an exclusive journey when you are the official transportation host for the NSBA Annual Conference. Your brand will be at the forefront of every attendee's daily commute, gaining unparalleled exposure as your company's video will run continuously on the majority of buses and will be recognized with signage on the buses that do not have video capability. You also will be recognized on shuttle signage at participating hotels even further extending your brand.

Banners and Column Wraps

Contact us for pricing

Be visible to attendees the minute they arrive at the conference! Lobby, registration, and other public areas buzz with activity all day long—having a well-placed, high-impact banner or column wrap ensures your message will be seen and that your company brand will be at the forefront of each and every attendee's mind. Please note that banners and column wraps are assigned on a first-come, first-served basis. Sponsorship fee does not include production or hanging.

Hand Sanitizer Stations

Multiple opportunities available

\$2,500/set of 3

Position your brand as a caring and responsible partner and keep your company brand at the forefront of attendees' minds on safety. These stations will be placed in key high-traffic areas throughout the convention center. Your company logo will be printed on signage by each sanitizer location.

Carpet Tiles

Contact us for pricing

Whether it's promoting a product launch, highlighting a key message, or simply adding a touch of fun, floor stickers allow for versatile and impactful messaging. Floor stickers will be strategically placed in high-visibility areas throughout the convention center, ensuring that your brand is seen by a diverse and engaged audience.

Sponsorship Levels and Benefits

Diamond Sponsor (\$50,000 investment and above)

Platinum level benefits plus:

- **Eight (8) Full Conference registrations** in addition to any registrations provided with booth (registrations do not accumulate from lower sponsorship tiers)
- **One (1) 60-minute education session** (based on availability) with lead retrieval
- **VIP dinner or event co-hosted by NSBA** (based on availability)
- **Ten (10) additional priority points** (points do not accumulate from lower sponsorship tiers)
- **One push notification via mobile app during one show day** (limited opportunities available)
- **Three (3) table clings with company logo** to be placed in exhibit hall lounge/networking area
- **Two (2) guaranteed room reservations at headquarter's hotel** (company responsible for room costs)
- **Custom post-show ROI report**

Platinum Sponsor (\$25,000-\$49,999 investment)

Gold level benefits plus:

- **Six (6) Full Conference registrations** in addition to any registrations provided with booth (registrations do not accumulate from lower sponsorship tiers)
- **One (1) 30-minute Solution Theater session** (based on availability) with lead retrieval
- **Five (5) additional priority points** (points do not accumulate from lower sponsorship tiers)
- **One (1) carpet sticker with company logo** (not to exceed 24" x 24" in size)
- **One (1) guaranteed room reservation at headquarter's hotel** (company responsible for room costs)
- **Early on-site booth selection for the 2025 Conference**
- **Company logo featured on the conference center entrance banner or unit**

Gold Sponsor (\$15,000-\$24,999 investment)

Silver level benefits plus:

- **Four (4) Full Conference registrations** in addition to any registrations provided with booth (registrations do not accumulate from lower sponsorship tiers)
- **Rotating company banner ad on mobile app**
- **Online floor plan banner ad** (limited availability)
- **Three (3) additional priority points**



Silver Sponsor (\$7,500-\$14,999 investment)

Bronze level benefits plus:

- Three (3) Full Conference registrations in addition to any registrations provided with booth (registrations do not accumulate from lower sponsorship tiers)
- Company logo on conference website with a hyperlink to sponsor's website
- Company logo on sponsor recognition signage, website, mobile app and slides (hyperlinked when available)

Bronze Sponsor (Up to \$7,499 investment)

- Two (2) Full Conference registrations
- Company listing on conference website
- Recognition in NSBA-sent email blast to attendees recognizing sponsors
- Company name on sponsor recognition signage, website, mobile app and slides
- Sponsor level signage at exhibit booth

Sponsor Advertising Opportunities

NEW! Mobile App Banner Ads

Limited Opportunities Available

\$1,500

Maximize your brand exposure with a captivating rotating banner ad on the official NSBA mobile app, doubling as the event's official program book. Drive targeted traffic to your booth by showcasing your message prominently where attendees navigate event details. By securing this advertising opportunity, not only will you leave a lasting impression on a tech-savvy audience, but you'll also receive comprehensive post-show metrics, including click-through rates and more.

NEW! Walk-in Slides at Education Sessions

\$5,000

Grab the audience's attention beyond the exhibit floor! Showcase your logo or static ad as part of our walk-in slide presentation at over 90 education sessions. Be a part of the first impression where it matters most.

American School Board Journal Magazine (Conference Issue)

Contact us for pricing

Reach key decision-makers, such as school board members, superintendents, and business officials, in public schools across the United States with print advertising in the award-winning magazine.

Digital Promotion Opportunities (For Exhibitors only)

Floor Plan Banner Ad

\$295

A rotating graphic/image/company logo at the footer of the floor plan.

Floor Plan Booth Logo

\$395

Company logo physically on the yellow booth. For booths 20x20 or larger.

Exclusive Online Floor Plan Sponsorship

\$1,800

An image in the top whitespace of the floor plan with label floor plan sponsor.

Includes:

- Gold Listing
- Rotating Banner Ad

Featured Exhibitor Block

\$2,000 (6 available)

Get premier placement on the exhibitor directory by becoming a featured exhibitor.

Includes:

- Gold Listing

Exhibitor Package Tiers

(These prices are in addition to the base \$2,500 booth fee.)

Features	GOLD	SILVER	BRONZE	BASIC
Featured Placement	✓			
Uploaded Videos	2	1		
Online Products	Unlimited	5	3	
Press Releases	Unlimited	5	3	
Show Specials	Unlimited	5	3	
Enhanced Floor Plan Icon	🟡	🟢	🟠	
Company Logo	✓	✓	✓	✓
Online Profile Online Profile Description Character Limit	2000	1500	1000	500
Product Categories	Unlimited	10	5	3
Booth Number, Address, Website URL, Social Media Links	✓	✓	✓	✓
Price	\$995	\$695	\$395	Included
<i>Discounted Price if purchased on Online Booth Contract</i>	\$796	\$556	\$316	



Exhibit with NSBA in New Orleans



BOOTH PRICING

Each 10 x 10 Booth \$2,500

Each 10 x 10 booth receives:

- Five (5) full conference booth badges that allow access to all education sessions, the general session, and the exhibit hall
- Company listing in the program guide, conference mobile app, online floor plan and exhibitor search
- Six (6) hours of exclusive exhibit hall time
- Free access to the NSBA Exhibitor ROI Center

The background of the entire page is a photograph of a large, brightly lit exhibit hall. In the foreground, a woman with long brown hair and glasses sits on a white armchair, looking towards the right. To her right, another woman with short blonde hair, wearing a bright orange jacket, sits on a similar white armchair, looking down. In the background, several people are walking or standing near various booths. A large blue sign with the 'nsba' logo is prominent on the right. Other signs include 'Green Zone', 'Study Hall 7', 'Study Hall 6', and 'LifeReady STUDENTS Making Skills. Advancing Success.'

EXHIBIT HALL HOURS

Saturday, April 6

11:30 a.m. – 4:30 p.m.

Sunday, April 7

11:30 a.m. – 4:30 p.m.

For more information regarding exhibiting opportunities, please contact

**Charlotte Keppers at
ckeppers@nsba.org**

About NSBA

Founded in 1940, the National School Boards Association's (NSBA) purpose is to ensure each student everywhere has access to excellent and equitable public education governed by high-performing school board leaders and supported by the community.

With members spread across the United States, the Virgin Islands, and Canada, NSBA is the only national organization representing school boards. Along with its member state associations and member public school districts representing locally elected school board officials serving millions of public school students, NSBA believes that public education is a civil right necessary to the dignity and freedom of the American people and that each child, regardless of their ability, ethnicity, socioeconomic status, identity, or citizenship, deserves equitable access to an education that maximizes their individual potential.

For more information, visit nsba.org.



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