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**INFLUENCE • REACH • CREDIBILITY**

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# **ASCD** **SPONSORSHIP** **OPPORTUNITIES**

Through March 2015

Put the Power of an ASCD  
Sponsorship to Work for Your Brand

Contact Marjory Moore • Director of Corporate Relations • [mmoore@ascd.org](mailto:mmoore@ascd.org) • 1-703-575-5630

# SPONSORSHIP OPPORTUNITIES

**Align your brand with one of education's most highly-respected organizations and influence the audience that matters most to you. Sponsorships are available throughout the year to companies that meet ASCD's sponsorship guidelines. Packages can be customized.**

## Why ASCD

ASCD is the only professional association that cuts across roles in education. And, because ASCD is known for its content and leadership offerings, we deliver an engaged audience of top level decision-makers— in fact, 86 percent are involved in purchasing products and services.

As a sponsor with ASCD, you can create a package that is tailor-made to help you reach your marketing goals. Over the term of the sponsorship, your benefits may include logo recognition in print and e-communications and press releases, on-site branding, and access to VIP events, social media and more.

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# PREMIER SPONSORSHIP PACKAGES

(Four available.) Some business category restrictions may apply. Multi-year customized opportunities and pricing available.

Discover how year-round direct access to our audience, plus brand alignment with ASCD can set your company apart. This sponsorship builds your brand, keeps your company top-of-mind, and helps you develop lasting relationships with decision makers.

Includes our high visibility **Lead Sponsorship of the ASCD Annual Conference** (see Lead Sponsor benefits page 6) – *plus* presenting sponsorships at additional events:

- **Conference on Teaching Excellence** – June 2014 in Dallas Metro Area
- **Conference on Educational Leadership** – November 2014 in Orlando Metro Area
- **Leader 2 Leader** – July in Washington Metro Area
- **Whole Child Symposia**

## Additional Premiere Sponsor Benefits

1. Company description year-round on the ASCD website (1.25 million page views per month)
2. Onsite recognition at the above events
3. Full page ads in the above event program books (subject to deadlines.)
4. Two complimentary tickets to evening events at the above conference
5. Promotional insert in *Educational Leadership* magazine – one time per year, largest paid circulation in the industry
6. Digital and print advertising package
7. Additional attendee mailing list use (postal addresses only) – 3 per year
8. Access to private meeting space at conferences

# THE ASCD ANNUAL CONFERENCE and EXHIBIT SHOW

March 21-23, 2015 • Houston, Texas

Held each year in March, this one of the education industry's most important and high-profile events. Through speakers and theme-driven content, this event provides thought leadership on a range of education topics and inspires over 10,000 administrators, emerging leaders, specialists and teachers to learn, teach and lead at the highest levels.

As an Annual Conference Sponsor, your brand will be prominent on-site at registration, in General Sessions and in both print and online promotions during the five months leading up to the event. Certain benefits are subject to deadlines, approvals and availability.

*challenging* CONVENTION

// Leading Disruptive Innovations

## ANNUAL CONFERENCE

**MARCH 21-23, 2015 • HOUSTON, TEXAS**

- Number of attendees: 10,000
- 300+ sessions
- Three days, plus two optional days of pre-conference sessions (sponsorship sold separately)
- Premiere event venue: George R. Brown Convention Center
- Two Major Keynote Addresses
- Exhibit Hall featuring 300 Exhibitors—many of the industry's most well-known brands
- State-of-the-art, centrally located facility
- Evening Events
- 800 International attendees representing 44 countries

### OUR ATTENDEES ARE DECISION MAKERS

- 45 percent are superintendents or school executives
- 78 percent involved purchasing – 28 percent make final decisions
- 62 percent have more than 15 years in education

### MARKETPLACE

- Approx. 65,000 square feet of exhibit space
- 95 percent of attendees visit the hall
- 56 percent rate the exhibit hall as “excellent” or “very good”
- 47,000 online views of exhibitor listings in 5 days
- Workshop and presentation opportunities
- Exclusive advertising and booth marketing opportunities

*challenging* CONVENTION

// *Leading Disruptive Innovations*

## ANNUAL CONFERENCE

### LEAD SPONSOR: \$45,000

(Four Available) Exclusive rights within industry or product category. Some restrictions may apply.

One marketing opportunity from List A (See page 7.)

#### Plus Lead Sponsor Benefits

1. Prominent Logo ID on site and logo in select promotional materials, including on screens at General Sessions (9,000 + attendees; 300,000 mailed. Subject to deadlines.)
2. Two thought leadership sessions for your subject matter experts (subject to ASCD approval)
3. Fifteen (15) VIP Seating Passes for General Sessions
4. Three (3) VIP passes for photo op with General Session speakers (when possible)
5. Ten (10) full access conference passes
6. Opportunity for one (1) company representative to be introduced and welcome attendees at one General Session (2 minute limit)
7. Corporate executive on dais at General Session
8. Company announced as Lead Conference Sponsor in ASCD press release (subject to deadline)
9. Press Room access for interviews
10. Company logo prominently featured on Conference web site
11. Company description (300 words) on sponsor page, ASCD Conference Website
12. One (1) 20x20 booth (or equivalent square footage) in premiere location on the Exhibit Hall Floor
13. Meeting room on Exhibit Hall floor
14. One (1) Product Category Owner Ad Package on MapYourShow interactive floor plan and session planner
15. One (1) full page color ad in Conference Program Book
16. One (1) full page color ad, Conference Daily newspaper, 3 days
17. Four (4) VIP invitations to President's Reception
18. Two (2) uses of pre-*or* post-registration list, postal addresses only
19. Hospitality Suite space
20. Lead Sponsor ribbons for registered company attendees

## ANNUAL CONFERENCE

### PRESENTING SPONSOR: PLATINUM - \$20,000

*SELECT ONE OF THE FOLLOWING:*

- WELCOME RECEPTION** – (One available)
  - Prominent logo recognition at event venue and in event promotional materials
  - Opportunity for company representative to welcome attendees (2 minute limit)
  
- REGISTRATION SPONSOR – Pre-Conference plus all 3 days** (One available)
  - Company logo on confirmation emails delivered to each attendee
  - Prominent logo recognition at venue and in promotional materials (subject to deadline)
  
- LEADERSHIP APPRECIATION LUNCH** – (One available)
  - Conference headquarters hotel, VIP guest list
  - Sponsor has the opportunity to be introduced and welcome attendees (2 minute limit)
  
- NETWORKING LOUNGE**
  - Add cyber café \$5,000
  - High visibility common area
  - Prominent logo recognition at venue and in promotional materials (subject to deadline)

**Plus All Platinum Level Benefits:**

1. Prominent Logo ID on site and logo in promotional materials, including on large screen at General Sessions (9,000 + attendees; 300,000 mailed)
2. One (1) 1-hour concurrent session
3. One (1) Product Category Owner ad package on interactive floor plan and session planner
4. Company description (150 words) on sponsor webpage, ASCD Annual Conference website
5. One 10 x 30 booth space (or equivalent square footage) in premiere location on the Exhibit Hall floor
6. Press Room Access
7. Meeting room space on Exhibit floor
8. Eight (8) full conference passes
9. One (1) full page color ad in Conference Program Book
10. One full (1) page color ad, Conference Daily newspaper, two days
11. Company logo on Conference Marketing Collateral (subject to signing and artwork deadlines)
12. Two (2) VIP invitations to President’s Reception
13. Sponsor ribbons for registered company attendees
14. One use of pre-or post-registration mailing list (postal only)

## ANNUAL CONFERENCE

### PRESENTING SPONSOR: GOLD LEVEL- \$15,000

#### SELECT ONE OF THE FOLLOWING:

- TWEET UP** — (2 available) ASCD's fun gathering for social media enthusiasts (local entertainment venue or "hot spot")
  - Extensive social media exposure
- TOTE BAGS** — (1 available)
  - Your logo one side, ASCD logo opposite side
  - Opportunity to provide promotional insert

#### Plus All Gold Level Benefits:

1. Company Logo ID on site and logo in promotional materials, including on large screen at General Sessions (9,000 + attendees; 300,000 mailed. Subject to deadlines.)
2. One (1) 10 x 20 booth space
3. One (1) Level 2 ad package on online conference agenda planner and exhibit hall directory
4. Company description (150 words) on sponsor page, ASCD conference web site
5. Six (6) full conference passes
6. One (1) full page color ad in Conference Program Book
7. One (1) half-page color ad, *Conference Daily* newspaper, one day
8. Two (2) VIP invitations to President's Reception
9. Sponsor ribbons for registered company attendees
10. One (1) use of pre-or post-registration list, postal addresses only



## ANNUAL CONFERENCE

### **PRESENTING SPONSOR: INTERNATIONAL PANEL - \$12,000**

(Exclusive for an international company – One Available)

- Opportunity for company representative to be introduced and welcome attendees (2 minute limit)
- Opportunity for seat drop at session (subject to ASCD approval)

#### **Additional Benefits:**

1. Company Logo ID on site and logo in promotional materials, including on large screen at General Sessions (9,000 + attendees; 300,000 mailed. Subject to deadlines.)
2. One (1) 10 x 10 booth space
3. One (1) Level 2 ad package for online conference agenda planner and exhibit hall directory
4. Company description (100 words) on sponsor webpage, Annual Conference website
5. Four (4) full conference passes
6. Press Room Access
7. One half-page color ad in Conference Program Book
8. One half-page color ad, Conference Daily newspaper, one day
9. Two (2) VIP invitations to President's Reception
10. Sponsor ribbons for registered company attendees
11. One (1) use of pre-or post-registration list, postal addresses only

## ANNUAL CONFERENCE

### PRESENTING SPONSOR: **SILVER - \$10,000**

*SELECT ONE OF THE FOLLOWING:*

- LEARNING THEATERS**
- EXHIBIT HALL VENUE FOR INDUSTRY PRESENTATION** — (One available)
- LIVE STREAM**—Your logo on screen in all live stream sessions and onscreen to virtual audience (One available)
- H2O TO GO**—Company logo branded water bottles distributed in tote bag
- LANYARDS**—Company logo on 10,000 lanyards. Keep your brand top-of-mind during and after the conference

**Plus All Silver Level Benefits:**

1. Company Logo ID on site and logo in promotional materials, including on large screen at General Sessions (9,000 + attendees; 300,000 mailed. Subject to deadlines.)
2. One (1) 10 x 10 booth space
3. One (1) Level 2 ad package for online conference agenda planner and exhibit hall directory
4. Company description (100 words) on sponsor webpage Annual Conference website
5. Four (4) full conference passes
6. One (1) half-page color ad in Conference Program Book
7. One (1) half-page color ad, Conference Daily newspaper, one day
8. Two (2) VIP invitations to President's Reception
9. Sponsor ribbons for registered company attendees
10. One (1) use of pre-or post-registration list, postal addresses only

## ANNUAL CONFERENCE

### FEATURED SPONSORS: \$8,000

*SELECT ONE OF THE FOLLOWING:*

- WIRELESS**—Recognition on signage in registration and additional onsite locations (Two available)
- MORNING COFFEE**—Greeting area upon arrival at George R. Brown Convention Center (Three days)
- LUNCH AND LEARN OR BREAKFAST BRIEFING**—(Ten available) Present your company's products and services to attendees over breakfast or lunch provided at Convention Center in a session room. Company markets to attendees or sign up on site. Two days available for \$14,000, sponsor benefits remain unchanged.

**Plus All Featured Sponsor Additional Benefits:**

1. Company Logo ID on site and logo in promotional materials, including on large screen at General Sessions (9,000 + attendees; 300,000 mailed. Subject to deadlines.)
2. One (1) 10 x 10 booth space
3. Company description (75 words) on sponsor webpage, Annual Conference website
4. Three (3) full conference passes
5. One (1) half-page color ad in Conference Program Book
6. Two (2) VIP invitations to President's Reception
7. Sponsor Ribbons for registered company attendees
8. One (1) use of pre-or post-registration list, postal addresses only.

## ANNUAL CONFERENCE SUPPORTERS - \$5,000

*SELECT ONE OF THE FOLLOWING:*

- REFRESHMENT STATION IN EXHIBIT HALL** (Price may vary)
- APP BANNER SPONSOR** (One available) High visibility – 5,000+ downloads, 100,000+ views.
- RECHARGE STATIONS** (Two available) Exhibit Hall and common areas. Branded recharging units at lounge area (multiple available)
- EXHIBITOR LOUNGE** (Three available) An ideal B2B opportunity. Gain brand awareness with your partners and corporate customers by providing refreshments in the Exhibitor Lounge.

All of the above include the Conference Supporter Benefits. **Note:** Booth space sold separately.

### **Plus All Conference Supporter Benefits:**

1. Company Logo ID on site, in program book and in promotional materials, including on large screen at General Sessions (9,000 + attendees; 300,000 mailed. Subject to deadlines.)
2. Company description (55 words) on sponsor webpage, Annual Conference website
3. One half-page program book ad (subject to deadline)
4. Two (2) full conference passes
5. Sponsor Ribbons for registered company attendees
6. One(1) use of pre-or post-registration list

## ANNUAL CONFERENCE **MARKETING OPPORTUNITIES**

Pricing Upon Request

### **LIST A**

- Digital Signage (venue dependent)
- Floor Clings (Exhibit Hall Only)
- Hotel Key Cards—Conference Headquarters Hotel
- Welcome Reception Gift
- Shuttle Bus Signage

### **LIST B**

- Tote Bag Inserts – (Five available)
- Program Book Advertising
- App Advertising
- Website Advertising
- Exhibitor Workshops
- Re-charging Stations
- Online Agenda Planner Ad Packages (exhibitor only)

# NATIONAL and REGIONAL PROFESSIONAL DEVELOPMENT EVENTS

## ASCD CONFERENCE ON TEACHING EXCELLENCE

**JUNE 27-29, 2014 • DALLAS METRO AREA**

### EVENT OVERVIEW

- 2000 Attendees: Dedicated educators—from classroom teachers to system leaders
- Focus on classroom instruction best practices, scaling from classroom to district
- 150 concurrent sessions
- Luncheon with keynote
- Networking events
- In-depth pre-conference institutes

### ATTENDEES

- 32 percent are principals/assistant or associate
- 34 percent teachers
- 9 percent central office
- 20 years average tenure in education

## ASCD CONFERENCE ON EDUCATIONAL LEADERSHIP

**OCTOBER 31 - NOVEMBER 2, 2014 • ORLANDO METRO AREA**

### EVENT OVERVIEW

- 2000 Attendees: school, district and state level leaders
- Focus on leadership knowledge and current issues for administrators
- 70 concurrent sessions
- Three general sessions
- Luncheon with keynote

- Networking events
- In-depth pre-conference institutes

### ATTENDEES

- 32 percent are principals/assistant or associate
- 34 percent teachers
- 9 percent central office
- 20 years average tenure in education

## LEAD SPONSOR – \$12,000

(Two available.) Exclusive rights within product category. Some restrictions may apply.

### Lead Sponsor Benefits

1. Prominent Logo ID on site and logo in select promotional materials (subject to deadlines)
2. Market your company onsite one break time
3. Two VIP passes for ticketed evening event (if held)
4. Four discounted passes for your customers to evening event (if held)
5. Two (2) full access conference passes for use by your customers
6. Opportunity for one (1) company representative to be introduced at one General Session
7. Verbal recognition at Welcome Reception
8. Company announced as Lead Conference Sponsor in ASCD press release (subject to deadline)
9. Company logo and description on ASCD conference website pages
10. One (1) full page color ad in Conference Program Book (deadlines apply)
11. Recognition in online *Conference Daily* newspaper
12. One (1) use of pre-or post-registration list, postal addresses only
13. Access to private meeting space
14. Hospitality Suite space (if available)
15. Lead Sponsor Ribbons for registered company attendees

## ADD A PRE-CONFERENCE SPONSORSHIP – \$1000

Add additional Recognition to any Conference Sponsorship

1. Prominent Logo ID on site and logo in select promotional materials (subject to deadlines)
2. Verbal recognition at Welcome Reception for full conference
3. Sponsor Ribbons for registered company attendees

## WELCOME RECEPTION-\$6,500

(Two available)

1. Prominent Logo ID on site and logo in select promotional materials (subject to deadlines)
2. Opportunity for company representative to welcome attendees (2 minute limit)
3. Market your company face-to-face onsite one break time
4. Two VIP passes for ticketed evening event (if held)
5. Four discounted passes for your customers to evening event (if held)
6. Two (2) full access conference passes for use by your customers
7. Opportunity for one (1) company representative to be introduced at one General Session
8. Verbal recognition at Welcome Reception
9. 9.Company announced as Lead Conference Sponsor in ASCD press release (subject to deadline)
10. Company logo and description on ASCD conference website pages
11. One (1) full page color ad in Conference Program Book (deadlines apply)
12. Recognition in online *Conference Daily* newspaper
13. One (1) use of pre-or post-registration list, postal addresses only
14. Access to private meeting space
15. Sponsor Ribbons for registered company attendees

## SPECIAL EVENT - \$5,000

(Six available. Subject to Deadline)

1. Sponsor a ticketed evening event, keynote address or excursion for attendees and their guests.
2. Prominent Logo ID at venue and logo in select promotional materials (Subject to deadlines)
3. Market your company face-to-face onsite at one break time
4. Two VIP passes for evening event (if held)
5. Four discounted passes for your customers to evening event (if held)
6. Two (2) conference passes for use by your customers
7. Two (2) conference passes for your company representatives
8. Opportunity for one (1) company representative to be introduced at the event (when possible)
9. Company announced as Conference Sponsor in ASCD press release (subject to deadline)
10. Company logo and description on ASCD Conference Website
11. One (1) full page color ad in Conference Program Book (deadlines apply)
12. One (1) use of pre-or post-registration list, postal addresses only
13. ponsor Ribbons for registered company attendees



## LANYARDS OR TOTE BAG – \$3,500

(One available for each)

1. Logo ID at venue and on co-branded lanyard or tote-bag
2. logo in select promotional materials (Subject to deadlines)
3. Market your company face-to-face onsite at one break time
4. Two VIP passes for evening event (if held)
5. Two (2) discounted passes for your customers to evening event
6. Two (2) full access conference passes
7. Company logo and description on ASCD Conference Website
8. One (1) ½ page color ad in Conference Program Book (deadlines apply)
9. One (1) use of pre-or post-registration list, postal addresses only
10. Ribbons for registered company attendees

## COFFEE BREAK OR AFTERNOON BREAK - \$2,500 EACH

(Two available each day, one per break)

1. Logo ID at break set-up and logo in select promotional materials (Subject to deadlines)
2. Market your company face-to-face onsite at one break time
3. Two VIP passes for evening event (if held)
4. Two (2) full access conference passes
5. Company logo on ASCD Conference Website
6. One (1) ½ page color ad in Conference Program Book (deadlines apply)
7. One (1) use of pre-or post-registration list, postal addresses only
8. Ribbons for registered company attendees

## CYBER CAFÉ - \$2,500

(One available)

1. Logo ID at venue and logo in select promotional materials (Subject to deadlines)
2. Market your company face-to-face onsite at one break time
3. Two VIP passes for evening event (if held)
4. Two (2) full access conference passes
5. Company logo on ASCD Conference Website
6. One (1) ½ page color ad in Conference Program Book (deadlines apply)
7. One (1) uses of pre-or post-registration list, postal addresses only
8. Ribbons for registered company attendees

## ADDITIONAL OPPORTUNITIES

### AWARDS AND EVENTS

ASCD hosts events year round from membership networking opportunities to national conferences that focus on teaching and leadership best practices, plus a highly-regarded international virtual conference on Whole Child education.

### LEADERSHIP INSTITUTE FOR LEGISLATIVE ADVOCATES

Support the bipartisan efforts of more than 100 high level administrators from across the country as they gather for specialized training in advocacy, and to discuss the most pressing issues facing educators today. Several VIP sponsorship opportunities are available including the Welcome Reception and an advocacy luncheon on Capitol Hill.

### VISION IN ACTION

Build your brand and show your commitment to educators who deliver on the promise of a whole child education by sponsoring ASCD's prestigious Vision in Action award. This highly selective recognition is given to one school each year for its demonstrated success in implementing their whole child program.

The Award is presented in front of an audience of 9,000 at ASCD's Annual Conference in March as well as in the winner's school district. National and local media attention plus the ability to leverage the credibility of the ASCD brand make this investment an effective way to connect with and influence today's decision makers.

### LEADER 2 LEADER

ASCD convenes its A-List of education leaders for this event in the Washington, D.C. area each July. Face-to-face access to 150 of the nation's best and brightest plus access to emerging national leaders. An opportunity to market your company and VIP events set this sponsorship apart.

## CONTACT US

**to learn more about these and other sponsorship opportunities.**

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