



nsba
APRIL 4-6
2025
ATLANTA
The Conference for Public Education Leaders

Exhibitor & Sponsorship Prospectus



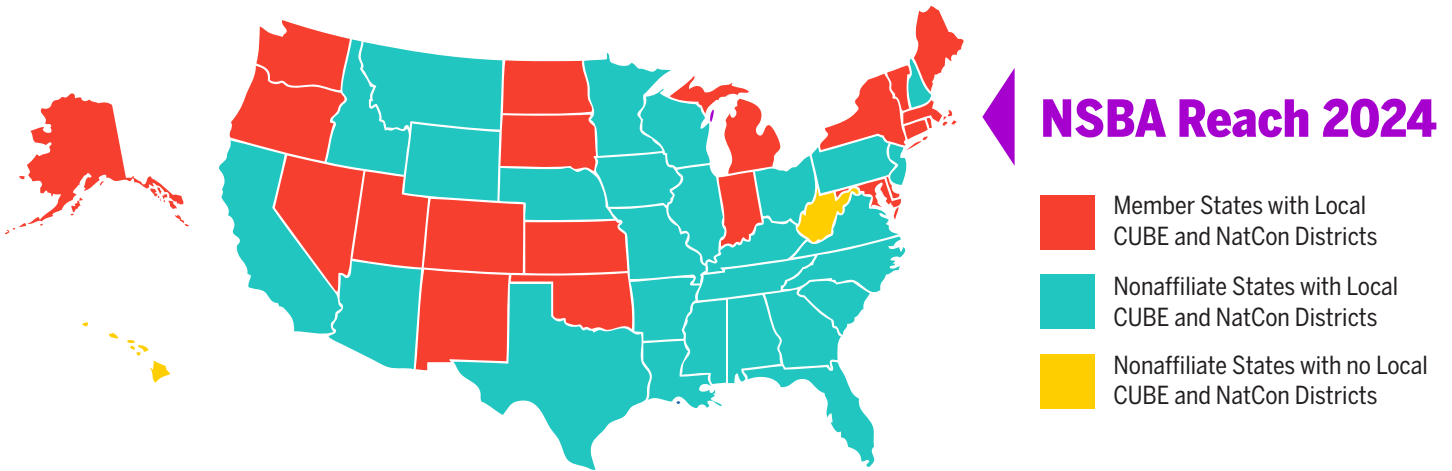
nsba.org/NSBA2025

About the Audience

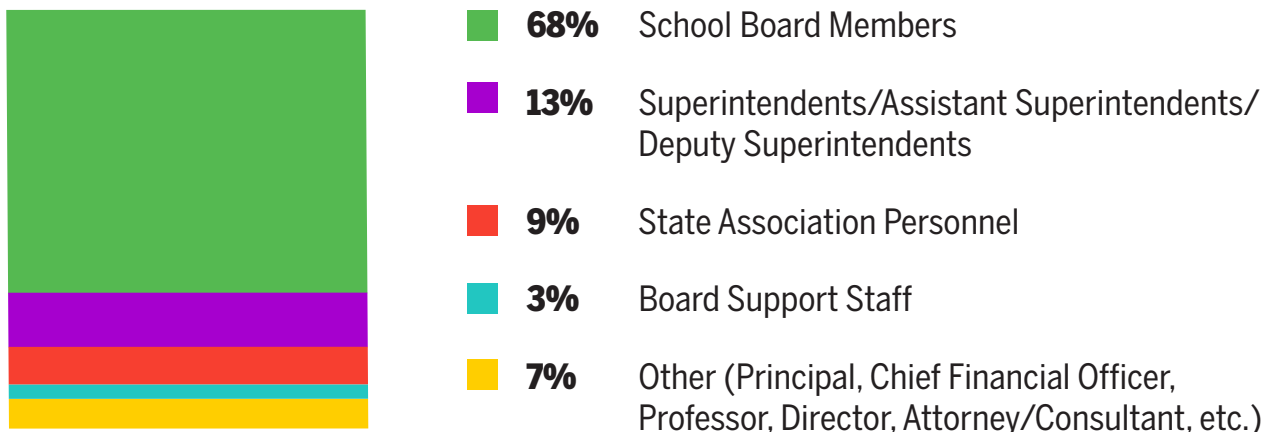
Reasons Why Attendees Choose

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



By Role: 2024 Annual Conference Registrants



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.



2024 SPONSORS

DIAMOND SPONSOR



Diligent Community.
Governance solutions
for education.

PLATINUM SPONSORS



GOLD SPONSOR



SILVER SPONSORS



BRONZE SPONSORS



Thought Leadership Opportunities

General Session

3 Opportunities Available

\$35,000 each

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 Session

Limited Opportunities Available

\$25,000 each

Invest in this dynamic platform to showcase your expertise, build relationships, and leave a lasting impact. Elevate your brand today by partnering with us for this powerful educational experience!

- Board Governance, Oversight, & Accountability
- Equity & Inclusion
- Family & Community Engagement
- Safe, Supportive, & Healthy Schools
- Schools of the Future (Technology and advances to enhance teaching, learning, operations, and facilities)
- Staff Development and Student Achievement

Student Performing Groups at General Session

3 Opportunities Available

\$25,000 each

For decades, our dynamic student performing groups have been the undeniable highlight of the Annual Conference General Sessions. These remarkably talented young performers 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.

Thought Leadership Opportunities

Exhibit Hall Fireside Chats

6 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 Fireside Chat. 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

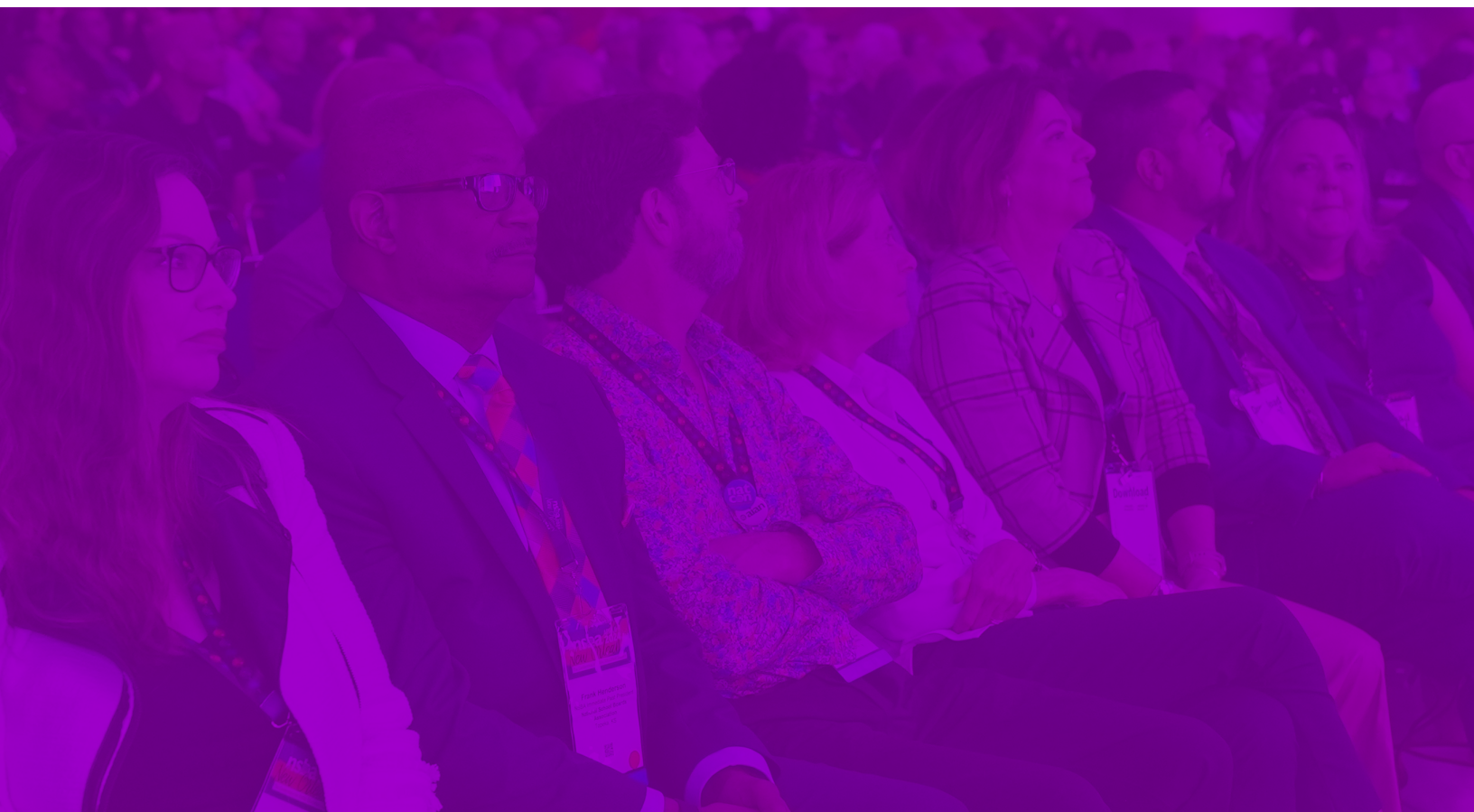
\$40,000 for Exclusive Sponsorship

3 opportunities: \$15,000 each

The Magna Awards program has a 20-year history of recognizing exemplary programs. The 2025 program will feature a challenge with creativity and innovation, spotlighting innovative strategies. A grand prize and up to 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 a Master Class 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 breakfast; 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.

SOLD



Target Audience Opportunities

CUBE UNO Branded Spaces

Limited 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

\$7,500

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 popular signature event. Sponsors will be prominently recognized on event signage, mobile app, website, and in communications to attendees about 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.

Joint Council/National Connection Luncheon

3 opportunities available

\$15,000 each

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.

Member Lounge

2 opportunities available (1 sponsor per day)

\$15,000 each

Elevate your brand visibility and member 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.

Experiential Learning Visits

\$10,000

Experiential Learning Visits offer a rare opportunity to explore education in practice while in Atlanta.

Visit local schools to witness firsthand the innovative practices, dynamic classrooms, and dedicated educators shaping the future of our communities. Explore state-of-the-art facilities designed to foster creativity and collaboration, engage in interactive demonstrations showcasing student-led initiatives, and participate in insightful discussions with school administrators and teachers. This visit will provide participants with valuable insights into the challenges and triumphs of modern education while connecting with fellow board members and education leaders committed to driving positive change.

Rural Education Breakfast

Exclusive Opportunity

\$15,000

The Rural Education Breakfast is designed for rural school board members and education leaders to come together to share experiences, and learn from experts in the field, delving into crucial topics that are pivotal for the success of rural school districts. Whether you serve our sprawling countryside or remote communities, this event is designed to empower you with insights, strategies, and solutions that cater to the specific needs of rural education.

Brand Boosting Opportunities

Charging Stations

2 Opportunities Available

\$3,000 each

Show your video on charging stations placed in highly trafficked area where guests also can relax and reenergize.

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 eventgoers.

Exclusive Photo Booth at the NSBA Booth

\$5,000

Step into the spotlight and captivate your audience with our state-of-the-art photo booth, designed to create unforgettable moments and elevate your brand presence.

Your logo and branding prominently displayed on the booth, photos, sponsor-provided props (optional) and digital sharing options, ensuring maximum exposure.

Partner with us and watch your brand shine in the limelight!

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 also will be prominently featured on select registration counters and signage in the registration area. (Deadline to commit: February 15, 2025)

Motorized Scooter Fleet

3 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.

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.

Mobile App Game

\$3,500/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.

Brand Boosting Opportunities

Tote Bags

Exclusive Opportunity

\$20,000

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.

Event Mobile App

Exclusive Opportunity

\$20,000

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 also can 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.

NEW! Welcome Reception, hosted by the Joint Councils

Kick off NSBA's 85th Annual Conference in style at the Joint Councils' Inaugural Opening Reception. A vibrant blend of student artistry, networking, and socializing.

SOLD

Price: \$6,500

Includes 550 drink tickets and your very own branded bar near your booth. Be the toast of the night!

À La Cart Drink Tickets: \$950 for 75 tickets

Hand out drink tickets, redeemable at bars placed throughout the exhibit hall, and let your booth be the buzz of the reception.

Attendees will be drawn to your booth for a sip, a snack, and a chat—all while soaking in the creativity of the next generation. Your brand will be front and center across the reception area, event materials, and digital promotions. Got branded napkins or cups? Bring them along and add an extra touch of flair!

Don't miss this opportunity to shine at NSBA's milestone 85th Anniversary celebration and set the stage for a memorable conference!

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 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 Fireside Chat session (based on availability)
- 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)
- Company logo featured on the conference center entrance banner or unit

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

Silver level benefits plus:

- Five (5) 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



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

Bronze level benefits plus:

- Four (4) Full Conference registrations in addition to any registrations provided with booth (registrations do not accumulate from lower sponsorship tiers)
- 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 and description on conference website (if exhibiting)
- 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 (if exhibiting)

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.

Exhibit with NSBA in Atlanta



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
- Over five (5) hours of exclusive exhibit hall time
- Free access to the NSBA Exhibitor ROI Center

NEW! Targeted Zones on the Exhibit Floor

Contact us for pricing and more information.

Position your brand at the center of attention by sponsoring a dedicated, high-traffic zone on the exhibit floor. Create a lasting impact with immersive branding opportunities tailored to your goals, whether through signage, displays, or interactive experiences.



Life Launch

Rocket Your Future! Step into the Life Launch Zone, where dreamers become doers. Here, you'll find solutions that prepare and connect students to their future careers—from STEAM programs and durable skills training to career fairs, military pathways, and job apprenticeships. It's all about launching into the workplace with confidence!



Thrive and Shine

Radiate Success! The Thrive and Shine Zone is your destination for all things that make schools shine. Discover tools and partnerships that foster mental health, equity, and inclusion. From academic tools and assessments to summer school programs, family engagement, and PBIS/IDEA initiatives—this zone is designed to help teachers, students, and communities thrive together!



Shield and Fortify

Secure and Protect! Enter the Shield and Fortify Zone to explore the latest in district operations and keeping students safe. Whether it's infrastructure, school construction, sustainability, or cybersecurity, this zone covers it all. Discover solutions for weapons monitoring, transportation, and maintaining secure and environmentally safe school environments.



Guardians of Governance

Lead with Vision! In the Guardians of Governance Zone, visionary leaders unite! Find cutting-edge solutions for C-suite governance teams, including good governance practices, policymaking, and super stewardship. It's all about equipping leaders with the tools they need to guide their districts towards a brighter future.

The Conference for Public Education Leaders

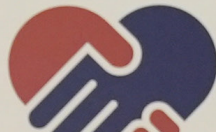


EXHIBIT HALL HOURS

Friday, April 4
4 – 5:30 p.m.

Saturday, April 5
11:30 a.m. – 5 p.m.

Sunday, April 6
9 a.m. – 2 p.m.

For more information regarding exhibiting opportunities, please contact

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

Diligent
+
BoardDocs



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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