

THE ADAPTIVE LEADER

2022 ASCD Leadership Summit

Gaylord National, National Harbor, MD
October 21–23, 2022



PARTNERSHIP OPPORTUNITIES

WHY PARTNER WITH ASCD?

At the Leadership Summit attendees can reconnect in-person and gain the leadership skills needed to inspire and motivate their school community. Together superintendents, principals and administrators will learn from leaders in the field, explore best practices and think creatively alongside other passionate practitioners.

PARTNER PACKAGES (BUNDLE AND SAVE)

The ASCD Leadership Summit will allow for networking and promotion of your organization to all ASCD attendees. These bundles let you reach the superintendents, principals and administrators before they arrive, right at registration and during the event. It's the marketing trifecta to support tabletop traffic and brand messaging!

Associate Partner / \$1,500

- One (1) 6" tabletop with two (2) chairs
- One (1) electrical outlet
- Two (2) full conference badges
- Recognition on ASCD website and mobile app

Platinum Partner / \$2,500

- One (1) 6" tabletop with two (2) chairs
- One (1) electrical outlet
- Two (2) full conference badges
- One (1) mobile app ad
- Recognition on ASCD website and mobile app

Premium Partner / \$4,000

- One (1) 6" tabletop with two (2) chairs
- One (1) electrical outlet
- Two (2) full conference badges
- One (1) tote bag insert
- One (1) pre-conference eblast sent from ASCD
- Recognition on ASCD website and mobile app

THOUGHT LEADER PARTNERSHIPS

Sponsored Session / \$4,000

Connect with conference attendees by hosting a 90-minute industry thought leadership innovation session. Your marketing presentation will be included in the ASCD conference schedule which will include your session description. *6 available.*

Benefits include:

- One (1) Sponsored Session on Friday or Saturday of Leadership Summit
- One (1) mobile app ad
- One (1) push notification
- Pre-conference eblast from ASCD promoting all Sponsored Sessions

TECHNOLOGY PARTNERSHIPS

Mobile App / \$3,000

As the exclusive sponsor of the mobile app, your company information will be displayed on the opening splash screen (for 2 seconds) before the mobile app opens. One (1) mobile app banner ad included.

Sponsored Email Message / \$3,000

Promote your business and generate leads with a personalized email message sent directly to conference registrants. Sponsor must provide HTML copy. All copy must be approved by ASCD. All emails are sent through ASCD, no direct access to attendee emails is available. *2 available.*

Know Before You Go Email / \$2,500

An exclusive opportunity to reach attendees with your banner ad before the meeting. This important newsletter sent days before the conference goes live will provide information to help attendees navigate the online virtual conference. Your message can reach all registered attendees just before the conference. Sponsorship includes one (1) banner ad with link to your preferred URL.



TECHNOLOGY PARTNERSHIPS (CONT.)

Digital Marketing Package / \$2,000

Connect with conference attendees through an array of digital opportunities. This includes:

- One (1) mobile app ad
- Two (2) social media posts
- One (1) push notification

Social Media Outreach / \$2,000

Reach the ASCD audience on social media and maximize your visibility. The social media package is a great way to stay engaged with attendees before and during the conference. **Twitter:** Two (2) tweets exclusively about your organization (1 tweet before the event, 1 tweet during the event). **Facebook:** One (1) post about your organization to ASCD's followers.

RESOURCE PARTNERSHIPS

Lanyards / \$4,000

Exclusive. Provided to every attendee at registration, the lanyards ensure your company maximum visibility to meeting attendees. Your logo will appear alongside the ASCD logo on all lanyards.

Charging Lounge / \$4,000

Charging stations help attendees power up their phones, laptops and other devices without leaving the conference. The charging tables will prominently display your company logo and message.

Registration Tote Insert / \$1,500

Take advantage of a great way to drive attendees to your tabletop. Purchase a registration tote insert letting attendees know where to find you and how they can receive an extra conference perk!

CONTACT OUR TEAM TO LEARN MORE

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