



Elevate

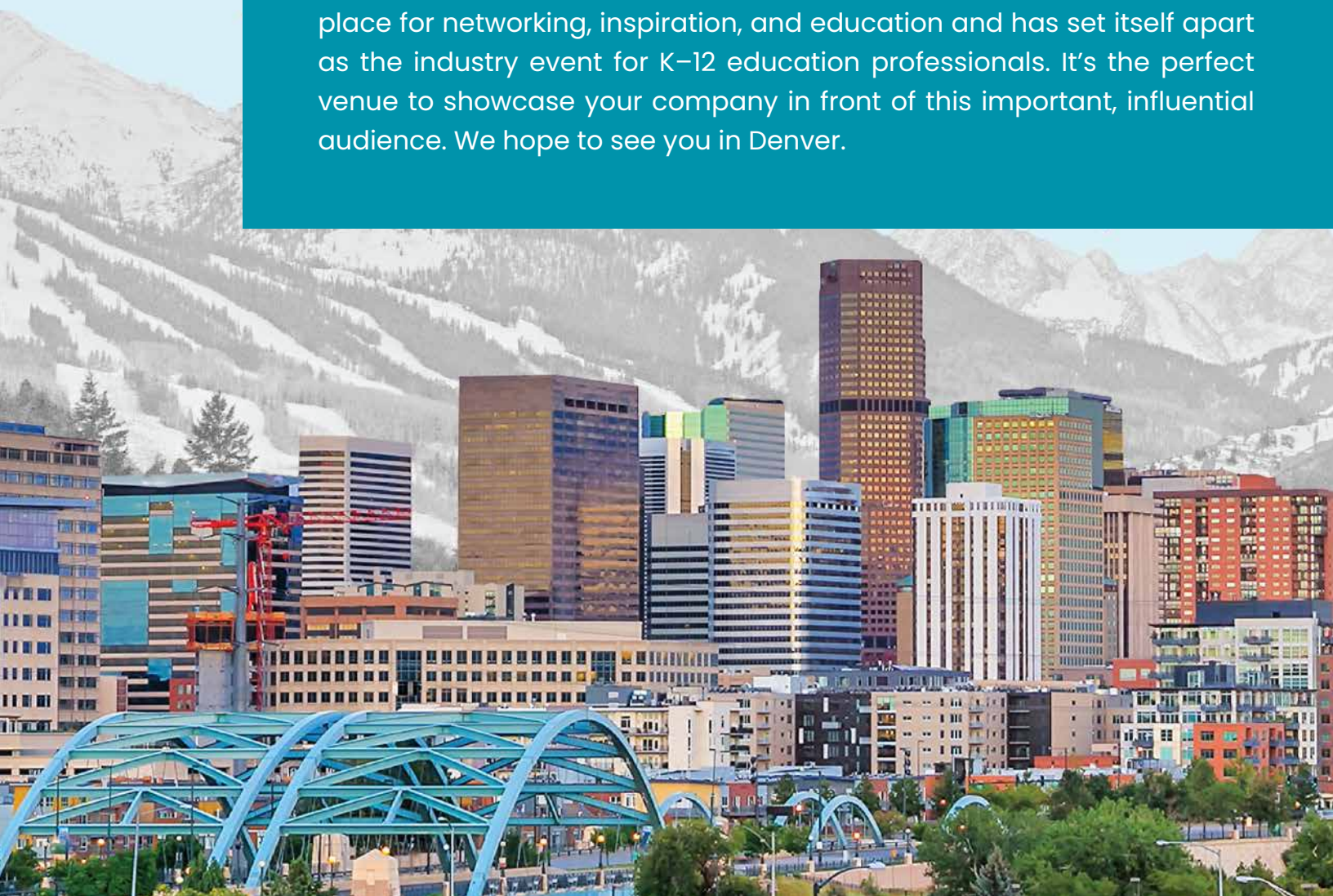
**ASCD ANNUAL
CONFERENCE**

MARCH 31–APRIL 3, 2023

DENVER, CO

EXHIBIT & SPONSORSHIP OPPORTUNITIES

The 2023 ASCD Annual Conference is expected to attract 3,000 attendees and more than 200 exhibiting companies. The Annual Conference is the place for networking, inspiration, and education and has set itself apart as the industry event for K–12 education professionals. It's the perfect venue to showcase your company in front of this important, influential audience. We hope to see you in Denver.



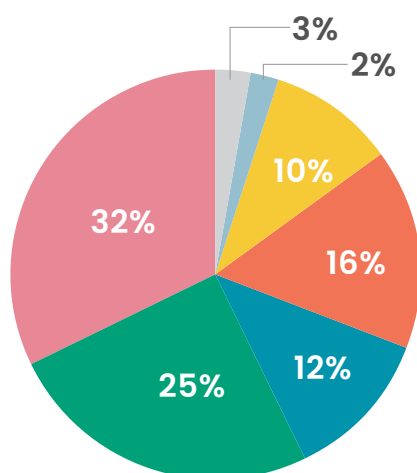
WHO WILL YOU MEET?

CONNECT WITH EDUCATION DECISION MAKERS

At the 2023 ASCD Annual Conference you'll reach a targeted group of dedicated and experienced educators, practitioners, and administrators involved in every aspect of education. As an exhibitor, you'll have the opportunity to:

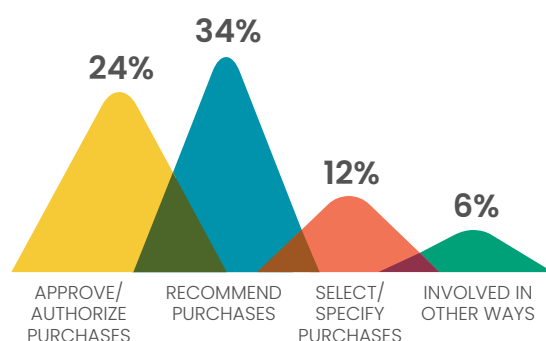
- Generate and nurture qualified leads
- Enhance your company's credibility and standing
- Create greater awareness and visibility for your brand
- Differentiate your company from competitors
- Deepen ties with an influential professional network

ROLE IN EDUCATION



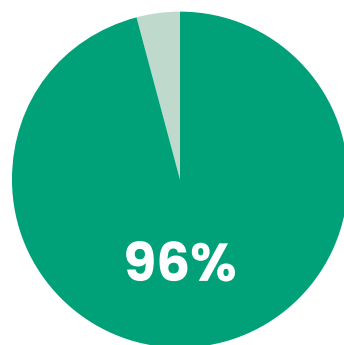
PRINCIPAL/SUPERINTENDENT
 TEACHER
 INSTRUCTIONAL COACH
 CENTRAL OFFICE
 OTHER
 BUILDING-LEVEL SPECIALIST
 HIGHER EDUCATION

PURCHASING INVOLVEMENT

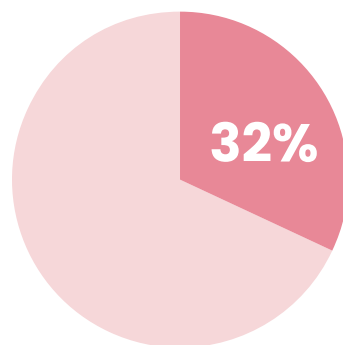


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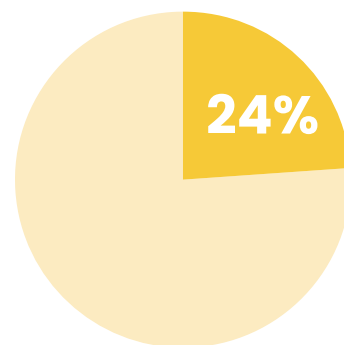
OF ATTENDEES HAVE PURCHASING INVOLVEMENT



96 PERCENT OF ATTENDEES VISIT THE EXHIBIT SHOW



32 PERCENT ARE SUPERINTENDENTS OR SCHOOL-BASED EXECUTIVES



24 PERCENT OF ATTENDEES APPROVE/AUTHORIZE PURCHASES

REACH TODAY'S EDUCATION LEADERS

EXHIBIT SHOW LOCATION

Colorado Convention Center – Exhibit Hall F
Denver, CO

EXHIBIT SCHEDULE

**Schedule subject to change*

EXHIBIT MOVE IN

Thursday, March 30 8:00 a.m. – 5:00 p.m.
Friday, March 31 8:00 a.m. – 3:00 p.m.

EXHIBIT HOURS

Friday, March 31 5:00 p.m. – 7:00 p.m.
Welcome Reception in Exhibit Hall
Saturday, April 1 10:00 a.m. – 4:30 p.m.
Sunday, April 2 10:00 a.m. – 4:30 p.m.
Monday, April 3 8:00 a.m. – 11:00 a.m.

EXHIBIT MOVE OUT

Monday, April 3 11:00 a.m. – 5:00 p.m.
Tuesday, April 4 8:00 a.m. – 12:00 p.m.

Early dismantling or ceasing business prior to the official closing on Monday, April 3, is strictly prohibited.

EXHIBIT BOOTH PRICING

\$25/sq. ft. (\$200 extra for each corner)
10' x 10' inline \$2,500
10' x 10' corner \$2,700

YOUR EXHIBIT BOOTH INCLUDES

- Four complimentary booth personnel badges per 10' x 10' booth space. These passes give you access to the Exhibit Show, Welcome Reception, and all sessions, including General Sessions.
- Exhibiting sponsors may receive additional passes as part of their sponsorship.
- Standard 8' high back drape and 3' high side drape for inline booths.
- One company identification sign bearing the company name and booth number (7" x 44") for inline booths.
- One basic online company listing and one listing in the mobile app.

Your exhibit rental space does NOT include tables, chairs, electricity, internet services, shipping or any freight handling labor, installation or dismantle labor, booth cleaning or lead retrieval. These services can be ordered through the Exhibitor Manual.



"ANY OPPORTUNITY TO INTERACT WITH MOTIVATED AND ENERGETIC INDIVIDUALS LOOKING TO IMPROVE THEIR SCHOOL TO HELP STUDENTS LEARN, IS OUR TOP PRIORITY. ASCD IS THAT OPPORTUNITY."

SchoolsPLP
2022 EXHIBITOR

EXHIBIT

ELIGIBILITY TO EXHIBIT

The ASCD Exhibit Show is designed to showcase information, ideas, products, and services for our members and attendees. To fulfill this goal, the association reserves the right to review all exhibit applications for eligibility. All applications are subject to approval by ASCD based on the following criteria:

1. The items on exhibit relate to the purposes of ASCD, are consistent and compatible with adopted ASCD values, and do not unfairly exploit ASCD products or services
2. The exhibit relates to the purposes of the conference, conference theme, and various conference sessions.
3. Items without educational merit may be excluded.

BOOTH RESERVATIONS

Secure your booth space at:

https://s23.a2zinc.net/clients/corcexpo/ASCD2023/Public/e_BoothSales.aspx

A 50 percent nonrefundable deposit must be submitted with your application. Applications received without payment will not be processed. The booth balance is due February 1, 2023. No refunds will be issued after February 1, 2023. Applications submitted after February 1, 2023, must include full payment.

[VIEW FLOOR PLAN & CURRENT EXHIBITORS](#)

EXHIBIT SPACE ASSIGNMENT

Applications for booth space will be processed based on past participation, amount of space required, date of receipt of the Application and Exhibit Booth Contract and deposit, special needs, and general grouping of exhibits for proper display comparison.

EXHIBITOR REGISTRATION AND HOUSING

Exhibitor registration information is e-mailed after space is assigned. Four complimentary exhibitor registrations will be given for each 10' x 10' booth rented. Housing information will be emailed in December 2022.

SERVICE INFORMATION

Freeman Co. Exposition Services is the official decorating service contractor. Contracted exhibitors will receive a service kit with complete information in January 2023.

CONTACT US

DOREEN BONNEMA

ASCD Exhibit Manager
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312-265-9653

SCOTT BREWSTER

ASCD Exhibit Sales
scott@corcexpo.com
847-702-2742

ENHANCE YOUR EXPOSURE

ASCD is committed to helping your company benefit from incredible brand awareness and gain a significant volume of high-quality leads at the 2023 ASCD Annual Conference. Reach beyond the competition and set your company apart with an exclusive sponsorship opportunity.

	OPPORTUNITY	AMOUNT	PAGE
BRANDING	Tote Bags	\$9,000	6
	Lanyards	\$9,000	6
	Charging Lounge	\$6,500	6
	Tote Bag Insert	\$2,000	6
DIGITAL	WiFi	\$10,000	7
	Mobile App	\$7,500	7
	Mobile App Banner Ad	\$2,000	7
	Sponsored Email Message	\$7,500	7
	Know Before You Go Email	\$6,500	7
ATTENDEE EXPERIENCE	Welcome Reception	\$10,000	8
	General Session Speakers	\$10,000	8
	Company Education Session	\$8,000	9
	First-time Attendee Orientation	\$5,000	9
	Keynote Luncheon	\$5,000	9
NETWORKING	Social Media Outreach	\$3,500	10
	Make My Day Vouchers (Starbucks)	\$2,000	10
	Make My Day Vouchers (Lunch)	\$5,000	10
	ASCD Passport to Prizes Game	\$1,000	10
	ASCD Premium Passport to Prizes Game	\$3,500	10
SIGNAGE	Stair Wrap	\$7,500	11
	Wall Clings (Outside Session Rooms)	\$6,500	11
	Column Wrap (Registration Area)	\$4,000	11
	Standing Sign	\$2,500	11
	Aisle Signs	\$2,500	11



BRANDING OPPORTUNITIES

TOTE BAGS

\$9,000

Your logo along with the ASCD logo will be placed on the conference tote bags given out to all attendees at registration. Includes one tote bag insert.

LANYARDS

\$9,000

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

\$6,500

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 and be placed in a high traffic area.

TOTE BAG INSERT

\$2,000

Inserting marketing material or a giveaway in the tote bags is a way to get your promotional or marketing material into the hands of thousands of attendees. Must be an ASCD Annual Exhibitor.

DIGITAL OPPORTUNITIES

WIFI

\$10,000 (EXCLUSIVE)

As the official WiFi sponsor for ASCD Annual, your company will receive a wide variety of online exposure to conference attendees. Benefits include:

- WiFi landing page will take attendees to a URL of sponsor's choosing and design
- Opportunity to choose WiFi password (with final approval from ASCD)

MOBILE APP

\$7,500 (EXCLUSIVE)

Sponsor the mobile app that will be the "go-to" source for all information. The mobile app includes schedules, maps, and exhibitor listings. This mobile app is essential for attendees to navigate the Conference. Benefits Include:

- Landing Page Splash Screen
- Mobile App Banner Ad
- One mobile app push notification message

MOBILE APP BANNER AD

\$2,000 (4 AVAILABLE)

Advertising in the conference mobile app is a tremendous way to increase booth traffic and brand visibility at the conference.

EXCLUSIVE SPONSORED EMAIL MESSAGE

\$7,500 (2 AVAILABLE)

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

KNOW BEFORE YOU GO EMAIL

\$6,500 (EXCLUSIVE)

This important newsletter sent days before the conference will provide information to help attendees navigate the conference. Sponsorship includes one (1) banner ad with link to your preferred URL.

ATTENDEE EXPERIENCE

WELCOME RECEPTION – FRIDAY, MARCH 31 \$10,000 (EXCLUSIVE)

The welcome reception is the official kickoff event for Annual. It is a great way to gain tremendous brand exposure in a fun networking environment. Benefits include:

- 10 drink tickets for reception
- 1 banner ad in conference mobile app
- Logo on cocktail napkins
- Sponsor recognition on signage throughout the reception
- Table provided for giveaways/promotional items

GENERAL SESSION SPEAKERS \$10,000 (3 OPPORTUNITIES)

Sponsoring a general session speaker provides you with some of the best possible exposure during Annual. Align your brand with the most prominent speakers, meet the speaker, and provide a brief introduction in front of thousands of conference attendees. Benefits include:

- 10 VIP seats
- Logo on screen as attendees enter
- Meet-and-greet with keynote (if approved by speaker)
- Verbal thank-you during introductory remarks
- Opportunity to introduce keynote speaker (2–3 minutes)
- Logo recognition on signage at General Session entrance
- Opportunity to provide seat-drop or to meet and greet attendees as they enter or exit the General Session

BRANDON P. FLEMING – OPENING GENERAL SESSION

Saturday, April 1 – 9:00 a.m. – 10:00 a.m.

Assistant Debate Coach, Harvard University; Founder, Harvard Diversity Project; Author

Brandon is a nationally acclaimed Harvard educator and author of *MISEDUCATED: A Memoir*. As an at-risk youth and college dropout turned award-winning educator, his story of struggle, success, and service has inspired millions around the world.

MICHELE BORBA – OPENING GENERAL SESSION

Sunday, April 2 – 9:00 a.m. – 10:00 a.m.

Best-selling Author; Educational Psychologist

Michele is an internationally renowned educator, recognized world-wide for her solution-based strategies to strengthen children's social-emotional intelligence, resilience, and empathy.

SHAWN ACHOR – CLOSING GENERAL SESSION

Monday, April 3 – 9:00 a.m. – 10:00 a.m.

*Researcher, NYT Best-Selling Author of *The Happiness Advantage**

Shawn is one of the world's leading experts on the connection between happiness, success and potential. His research on mindset made the cover of *Harvard Business Review*, and his TED talk is one of the most popular of all time with 16 million views.

ATTENDEE EXPERIENCE (CONT.)

COMPANY EDUCATION SESSION

\$8,000

A sponsored education session is the best way to speak in front of a large audience at Annual Conference. Session topic chosen by sponsor and promoted in all Annual Conference signage and mobile app. Benefits include:

- 60-minute education speaking session during conference
- A room that can hold up to 100 attendees (attendance not guaranteed)
- Session listed among other education sessions during conference
- Complimentary standard A/V package
- Complimentary standard conference wireless Internet
- Logo recognition on signage at entrance to session

FIRST TIME ATTENDEE ORIENTATION \$5,000 (NEW TEACHERS)

On Friday, March 31st, be the first to greet first year teachers to ASCD. Welcome attendees and join ASCD leaders in inviting them to take advantage of the many features and experiences the Annual Conference has to offer. This is an opportunity to give a brief overview of your company for 2-3 minutes before the orientation begins. Give away some of your company swag. Benefits Include:

- 2-3 minute speaking opportunity before orientation begins
- Recognition of your sponsorship from the podium
- ASCD will open this up to all 1st time attendees/attendees in their first 1-3 years of teaching
- Signage at and in the 1st Time Attendee Orientation
- Session listed among other education sessions during conference



KEYNOTE LUNCHEONS

\$5,000 PER LUNCHEON (4 AVAILABLE)

These luncheons SELL OUT every year! A Keynote Luncheon is an opportunity to engage with attendees and enjoy a meal together while listening to one of our keynote speakers. Sponsoring a luncheon is a great opportunity to increase brand experience and align your company with a popular keynote speaker. Benefits Include:

- Opportunity to introduce and give brief opening remarks (2 minutes or less) at start of lunch
- Logo on screen during start of lunch
- Logo recognition on signage throughout the lunch
- 2 complimentary registrations for the lunch
- Opportunity to provide promotional item on seats (ASCD final approval)



NETWORKING OPPORTUNITIES

SOCIAL MEDIA OUTREACH

\$3,500

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:** 2 tweets exclusively about your organization (1 tweet before the event, 1 tweet during the event) – **Facebook:** 1 Facebook post about your organization to ASCD's followers.

MAKE MY DAY STARBUCKS VOUCHERS \$2,000

MAKE MY DAY LUNCH VOUCHERS \$5,000

Connect with your target market and develop qualified leads! Make your brand more meaningful by giving attendees simple pleasures sure to improve their Annual experience! Benefits Include:

- 50 printed Starbucks vouchers with your company's message to hand out from the exhibitor's booth OR
- 100 printed Lunch vouchers with your company's message to hand out from the exhibitor's booth
- 8 ½ x 11" sign in your Booth to recognize a Make My Day sponsor

ASCD PASSPORT TO PRIZES GAME

\$1,000

Annual attendees love a challenge! Participate in the booth traffic game, and participating attendees will stop by your booth to learn about your company and get their passport stamped. Availability is limited to 20 companies. Companies will be accepted on a first-come, first-served basis. Prizes will be provided by ASCD.

ASCD PREMIUM PASSPORT TO PRIZES GAME

\$3,500

Your company's booth will serve as the drop off location for all of the completed Passport to Prizes cards. Benefits Include:

- Raffle drum located near or in your booth
- Opportunity for a company representative to act as emcee for the drawing
- Complimentary Passport included on all game passports
- Sponsor logo and booth number on Passport to Prizes signage

SIGNAGE OPPORTUNITIES

STAIR WRAP

\$7,500

Envision your company message on the stairs leading to the exhibit hall. All attendees will travel these stairs every day – Place your company message in an unusual, well-travelled not to be missed location! Artwork provided by sponsor.

WALL CLINGS – OUTSIDE OF SESSION ROOMS

\$6,500

Place your company message on a 10' x 10' wall cling. Attendees must pass your artwork several times a day walking through the conference.

COLUMN WRAP – REGISTRATION AREA

\$4,000 (2 AVAILABLE)

Display your company message and logo across the front of the columns in the entrance area. This sponsorship provides you with a highly visible presence throughout the conference.

STANDING SIGN

\$2,500 (4 AVAILABLE)

Your advertisement will be prominently displayed on freestanding, double-sided signboards. Measuring 8" high and 3" wide, your signboards will be placed in a high traffic area at the Conference.

AISE SIGNS

\$2,500 PER AISLE

Increase awareness of your company as the sponsor of the Exhibit Hall aisle sign in your aisle. Your company logo will be displayed on the aisle sign in your corresponding aisle.

CONTACT US

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