



FUTURE DRIVEN LEADERSHIP

MARCH 6-8 — 2025
NEW ORLEANS, LA

Presented by: **AASA**
THE SCHOOL SUPERINTENDENTS ASSOCIATION

AASA 2025 NCE Sponsorship Opportunity

SCHOOL SAFETY & SECURITY LEARNING LAB

AASA, The School Superintendents Association, is proud to announce we are bringing back this learning experience for our attendees. The School Safety & Security Learning Lab is located within our Exhibit Hall. The Learning Lab is an additional educational opportunity that allows attendees to walk and learn at their own pace, in a self-guided, museum-like experience. When exiting the Learning Lab, visitors can spend time in our Learning Lounge, where Gold-Level sponsors who offer prevention, mitigation, response and recovery products and services will be on hand to listen, learn and brainstorm solutions to district challenges.

You could be part of this amazing experience for our district decision-makers. AASA is offering three sponsorship levels to align with your specific needs and budgets. The opportunities are available on a first-come, first-serve basis, and there are limits to the number of sponsors in each focus area: Prevention, Mitigation, Response and Recovery.

Sponsor Benefits:	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Logos on hanging sign for Learning Lab and Lounge.	✓		
(1) Representative per company to engage with attendees in the Learning Lounge area after attendees have walked through the lab. ¹	✓		
(2) Exhibit Hall Only passes (if you do not have a separate booth, you will not get any additional complimentary badges and these must be purchased. If you do have a booth, these passes are "in addition to" what you get with your booth per our Rules & Regulations.)	✓		
(1) PDF collateral piece. (Content provided by sponsor. AASA combines content with other sponsor content, as a QR code attendees can scan onsite.)	✓	✓	
Data from post event survey specific to the Learning Lab & Lounge. Data will include respondents contact info.	✓	✓	
One (1) NCE Digital Education Insert per 2025 NCE advertising prospectus.	✓	✓	
Recognition as a Learning Lab sponsor on a general session walk-in slide.	✓	✓	
Ribbons for sponsoring staff to wear. ²	✓	✓	✓
Logo on NCE signage at the School Safety & Security Learning Lab. (Meter board signage around the Learning Lab only.) Sponsor will be branded at level/contract. AASA will promote the School Safety & Security Learning Lab and Lounge to conference attendees. Pre-Show & onsite promotion/recognition via social media and signage.	✓	✓	✓
(1) 8.5x11 easelback sign to be displayed in your booth. ³	✓	✓	✓

Sponsor Benefits:	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Promotion of Learning Lab Area includes: <ul style="list-style-type: none"> • Mention in March Issue of AASA's Magazine, School Administrator • Mention in printed 2025 NCE conference guide • Mention in Conference Daily Online E-Newsletter • Mention in Pre-Show Pack Your Bag email to attendees • Area promoted in mobile app & push notifications 	✓	✓	✓
Recognition Includes <ul style="list-style-type: none"> • NCE.org website • Thank you e-mail to attendees post show 			

SPONSOR DELIVERABLES:

All deliverables and inclusion subject to availability at time of signing. Our fulfillment team will be in touch with details and deadlines. AASA reserves the right to cap the total number of supporting sponsors.

*Sponsorship Agreement Details: All inventory and sponsorships are first come, first serve upon receiving a signed contract. Learning Lab Sponsorships are in addition to already contracted 2025 NCE and/or AASA year-round opportunities. Customer acknowledges and accepts that this custom sponsorship and pricing is confidential to their company and will not share details with others. The offer is for 2025 NCE only. Booth space is not included with sponsorship and would be an additional investment, and on a space-available basis when signing. Only Gold-Level sponsors, per sponsorship offerings, are allowed to be in the School Safety & Security Live Learning Lab. AASA's fulfillment team will be in touch with a confirmation invoice, and additional details. Sponsorships are not exclusive. This agreement constitutes the entire sponsorship agreement between the sponsoring company and AASA. AASA sponsor engagements are not exclusive unless specifically noted in this agreement. No modification or amendment to this Agreement shall be effective unless made in writing and signed or acknowledged by the parties to be bound. By completing and returning this agreement, the parties listed acknowledge that this document becomes a binding contract between the sponsoring company and AASA and is non-cancellable by customer. AASA reserves the right to adjust sponsorship quantities and details as needed and to accept or reject sponsorship requests per AASA 2025 NCE Rules and Regulations. We have read, understand, and agree to all rules, regulations, and terms of this agreement and understand and accept the rules and regulations for this custom sponsorship program with AASA.

¹ Gold Sponsors ONLY may have one (1) representative from their company at a time available to engage with attendees in the School Safety & Security Learning Lounge. (Sponsor understands and accepts that the Learning Lab stations are for attendees to go through their self-guided learning and may not interrupt that experience. Attendees wishing to get more information will either stop at the Learning Lounge or visit exhibitors inside the hall. Sponsor may rotate company staff during Exhibit Hall hours in shifts, but only one (1) representative is allowed at a time.)

² • Gold Sponsors receive Five Learning Lab sponsor ribbons
 • Silver Sponsors receive Three Learning Lab sponsor ribbons
 • Bronze Sponsors receive One Learning Lab sponsor ribbons

³ Exhibit space is NOT included in sponsorship. Sponsorship benefits mentioned around exhibit space, are only available if sponsor is also a confirmed exhibitors.

Ready to secure?: Complete 2025 NCE, select sponsorship level and submit.
https://uexhibit.formstack.com/forms/aasa_nce_2025_exhibitor_contract

Questions: Contact Kathy Sveen, VP of Sales: ksveen@smithbucklin.com

