

NATIONAL CONFERENCE ON
EDUCATION

HERE FOR THE



KIDS

Did you know?

According to the Center for Exhibit
Industry Research (CEIR), sponsorships
and advertising can help increase your
booth traffic by up to 104%!

**ADVERTISING
OPPORTUNITIES**

FEBRUARY 15-17, 2024
San Diego, CA

AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION

Advertising OPPORTUNITIES

NCE PAID VIDEO “PRE-RECORDED” School of the Future (SOF) PRESENTATIONS

\$2,500/Presentation

You may book multiple presentations for 2024 NCE. Presentations will be pre-recorded by customer and posted by AASA for viewing on www.nce.aasa.org. This opportunity is a great way to position your company as a thought leader within K-12 education. Secure yours today! Submission details delivered upon contract submission. We recommend submitting a video no more than 5 minutes in length.

NCE PAID “LIVE” PRESENTATIONS: School of the Future (SOF)

\$3,750/Presentation

Limited Availability! Act Fast to Secure!

Extremely popular and sell OUT annually for our live events, these LIVE presentations are during Exhibit Hall hours inside our School of the Future (SOF). Our designated area will draw attendees to see you present on information you most want to share. Invaluable face time! This opportunity is a great way to position your company as a thought leader within K-12 education. Secure yours today! Submission details will be delivered upon contract confirmation. MUST be a confirmed exhibitor to secure, complete an application and be accepted.

NCE DIGITAL EDUCATION INSERT

\$1,500/Insert

Gain important branding virtually and get noticed! Submit your (465x150) banner with URL to link to for each insert you wish to secure. Prospects and attendees will see these on www.nce.aasa.org. An awesome way to gain exposure pre-show, at-show and post-show, and reach additional decision-makers who may be on our site but not able to attend in person.



Advertising OPPORTUNITIES

CONFERENCE GUIDE ADVERTISING OPPORTUNITIES

Limited Inventory — Book Soon!

Conference Guide Cover Positions:

Back Cover

Full Page (4-color): **\$2,000**

Half Page (Horizontal, 4-color): **\$1,500**

Inside Front Cover (Cover 2): **\$3,500**

Inside Back Cover (Cover 3): **\$3,500**

Email Kathy Sveen at ksveen@smithbucklin.com to inquire about availability.

Specs/Sizing to be provided upon receipt of contract.

NCE.ORG ADVERTISING

Limited Inventory — Book Soon!

Top Leaderboard (728x90): **\$5,000**

Half Leaderboard (360x90): **\$4,000**

Skyscraper Banner (160x600): **\$3,500**

Half Skyscraper Banner (160x300): **\$2,750**

Lower Leaderboard (728x90): **\$4,500**

Go Live dates will be provided upon receipt of contract.

CDO.ORG ADVERTISING

Limited Inventory — Book Soon!

Top Leaderboard (728x90): **\$5,000**

Half Leaderboard (360x90): **\$4,000**

Half Skyscraper Banner (160x300): **\$2,750**

Lower Leaderboard (728x90): **\$4,500**

Go Live dates will be provided upon receipt of contract.

CDO DAILY ONLINE E-NEWSLETTER ADVERTISING

Limited Inventory — Book Soon!

Top Leaderboard (650x90) — 1 available: **\$4,500**

Featured Showcase (310x100) — 3 available: **\$3,750**

Lower Leaderboard (650x90) — 1 available: **\$4,000**

Go Live dates will be provided upon receipt of contract.

AASA's Conference Daily Online E-Newsletter just received the coveted EXCEL "GOLD Award" in June 2023 for Best Convention Daily: E-Newsletter. This is the top honor and awarded to only one company each year in this category. Advertise and align your brand with highly awarded content that our attendees engage with daily.



Advertising OPPORTUNITIES

NCE EBLAST “TO ATTENDEES” BANNER ADVERTISING

Extremely popular and sell out FAST! Your brand is dropped into the inboxes of our attendees. Don't delay — secure yours today.

AASA will email our attendees information on our event. We encourage attendees to share the email content with additional team members within their districts. Securing banner ad(s) within these EBLASTS will help position your brand ahead of the competition. You can book multiple EBLAST slots, and weeks if desired. Pricing shown is per week/per deployment. Post-show EBLASTS deploy starting around 1 week after our event and are great opportunities to stay on radar the rest of the year. Exact schedules will be confirmed closer to the event based on inventory booked and available.

PRE-SHOW EBLAST(S)

Leaderboard (726x80) — 1 available per deployment: \$4,000/banner

Side Block Banner (300x300) — 3 available per deployment: \$3,500/banner

Sponsored Content URL:

Sponsored Content from _____
\$3,500/1 deployment

POST SHOW EBLAST(S)

Leaderboard (726x80) — 1 available per deployment: \$4,000/banner

Side Block Banner (300x300) — 3 available per deployment: \$3,500/banner

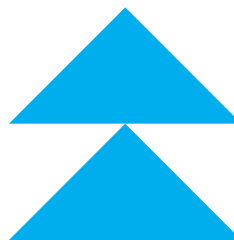
Sponsored Content URL:

Sponsored Content from _____
\$3,500/1 deployment

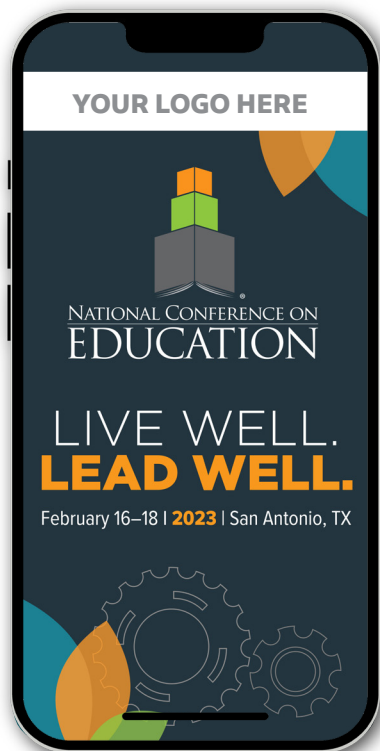
PRIVATE MEETING ROOM

\$9,500/room

Includes ONE 10'x20' space with 4 hard walls, lockable door, 1 standard conference table, 6 standard chairs, carpeting and 120"x20" ID sign on the door. Space will be on the show floor. **Space is limited and must be reserved by January 26, 2024.** Not required to exhibit to contract meeting room; 1 Full Conference registration and 2 Exhibit Hall only passes included for staff.



Advertising OPPORTUNITIES



MOBILE APP ROTATING BANNER

Limited Quantity Available

\$1,500/each

- Sponsor's graphics rotating with top banner of mobile app
- Attendees will see whenever they access the app

DOOR CLINGS

\$5,000/door

As attendees walk through the primary doors into the convention center, they'll see your branding! Once secured, our fulfillment team will be in touch with additional information on file submission and deadlines. Pricing is per door; up to 14 total entrance doors.



PORTABLE CELL PHONE CHARGERS

Limited to 2 companies TOTAL:

2 Stations: \$5,000 or 4 Stations: \$9,000

There are a total of 4 portable charging stations available for sponsorship. Sponsors can either co-brand by sponsoring 2 out of the 4 stations or sponsor all 4 charging stations.

One of the many onsite charging options! These chargers allow you to be "mobile" while charging!

Attendees can grab a charger and continue networking while their phone charges. Branding included on Top/Bottom and Pack, as shown.

Advertising OPPORTUNITIES

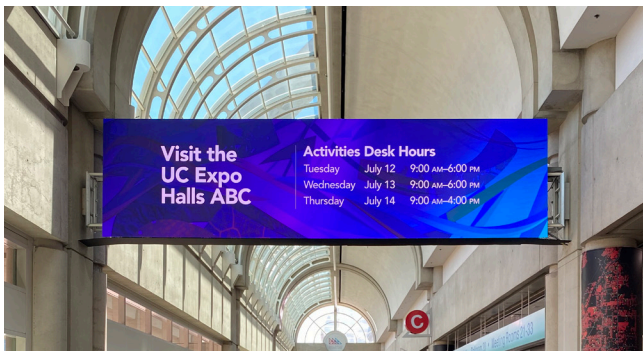


Hotel Key Cards

\$10,000

Place your company's logo and message in attendees' hands upon check-in at AASA host hotel.

Graphics due by December 22, 2023, with final approval by AASA.



Lobby C Video Wall

\$3,750

Get your message across as attendees go to General Sessions each day of NCE. Includes 1 video spot up to 15 seconds; video will run Thursday–Saturday of conference (when General Sessions take place).

Inquire with Kathy Sveen at ksveen@smithbucklin.com for exclusivity.

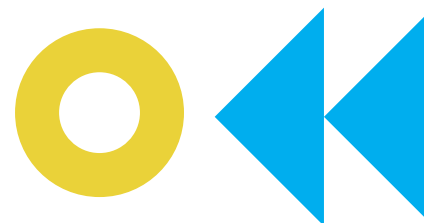


Lobby B1 Video Wall

\$3,500

Get your message across to NCE attendees with this rotating video wall located across from the Exhibit Hall entrance outside Hall B. Includes 1 video spot up to 15 seconds; video will run Wednesday–Friday of conference.

Inquire with Kathy Sveen at ksveen@smithbucklin.com for exclusivity.



Advertising OPPORTUNITIES



Quantum Video Wall

\$4,750

Video wall will be seen as attendees walk near the Exhibit Hall outside Hall A. Includes 1 video spot up to 15 seconds.

Inquire with Kathy Sveen at ksveen@smithbucklin.com for exclusivity.



Digital Posters

\$2,000

Digital poster placed in high-traffic area outside the Exhibit Hall. Includes 1 digital poster spot with current location approval outside Hall A and Hall B. Graphics are static images only.

Inquire with Kathy Sveen at ksveen@smithbucklin.com for exclusivity.



Banner Cling Above Starbucks

1 Available: \$12,000

Includes 1 static banner that will be displayed above Starbucks across from the Exhibit Hall where attendees will frequent.



Double-Sided Banner

1 Available: \$8,500

Includes 1 double-sided banner in Lobby B area near the Exhibit Hall.

Advertising OPPORTUNITIES



MAIN LEVEL



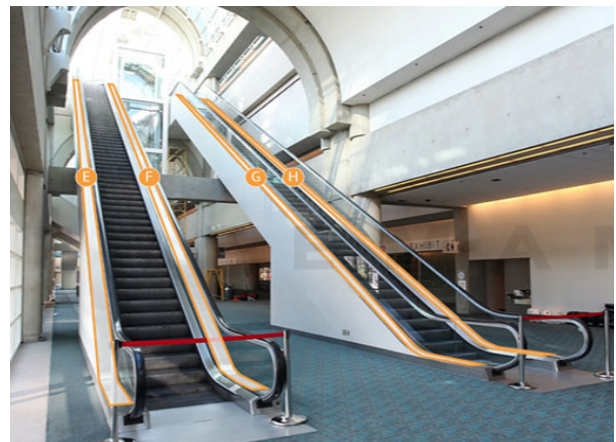
2ND FLOOR —
EDUCATION SPACE

Column Wraps

\$5,000

Display your graphics on the lower level near registration and Exhibit Hall or near our Education Sessions upstairs!

Pricing is per column wrap with 8 columns upstairs and 4 downstairs. These wraps will share visuals with AASA/NCE.



Escalator Rail Clings

\$8,000/set of escalators

Greet attendees as they go up/down from Education Sessions all the way to the General Sessions and Exhibit Hall! Pricing is \$8,000 per set (2 sets total for main escalators).



Exhibit Hall B Banner Cling

1 Available: \$8,500

Display your graphics as attendees enter the Exhibit Hall! Includes 1 static banner placed right above the doors to the Exhibit Hall's main entrance.



Escalator Hanging Banner

**1 Available:
\$7,000**

In between the escalators attendees use as they enter

education space and come back down to the Exhibit Hall and General Sessions. Includes 1 static banner rigged in between main escalators on the lower level. Banner is partially obstructed on the back side so only doing full graphics on 1 side is recommended.

Interested in **HEALTH & WELLNESS**, Social Media Lounge or other sponsorships?

Contact Kathy at ksveen@smithbucklin.com or 312.673.5635



Secure your advertising today!

https://uExhibit.formstack.com/forms/aasa_nce_2024_exhibitor_contract_copy

Email Kathy Sveen for availability and details. Inventory, schedules and specs subject to change per AASA. Our fulfillment team will be in touch to confirm specs/sizing and submission deadlines for each advertising opportunity you request to secure. Inventory is limited and first-come, first-served. You will be invoiced upon receipt of signed reservation.

KATHY SVEEN, VP of Sales, AASA
ksveen@smithbucklin.com

Learn more about exhibiting at NCE :
<https://nce.aasa.org/become-an-exhibitor/>

2024 NCE

FEBRUARY 15-17, 2024
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