



## ADVERTISING OPPORTUNITIES

# FUTURE DRIVEN LEADERSHIP

### 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%!**

**MARCH 6-8 — 2025**

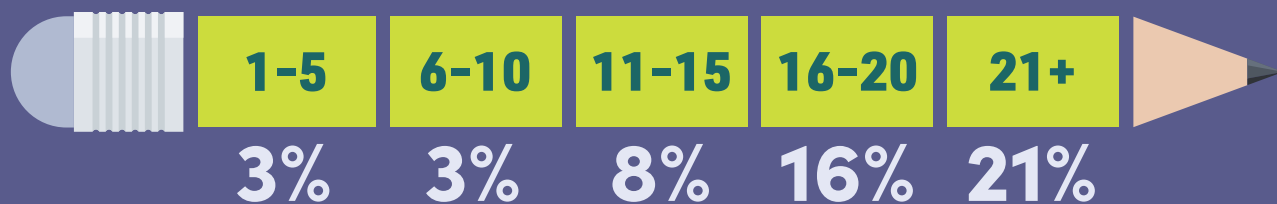
ERNEST N. MORIAL  
CONVENTION CENTER  
NEW ORLEANS, LA

Contact Kathy Sveen, VP Sales, AASA,  
at [ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com)  
or call 312.673.5635.

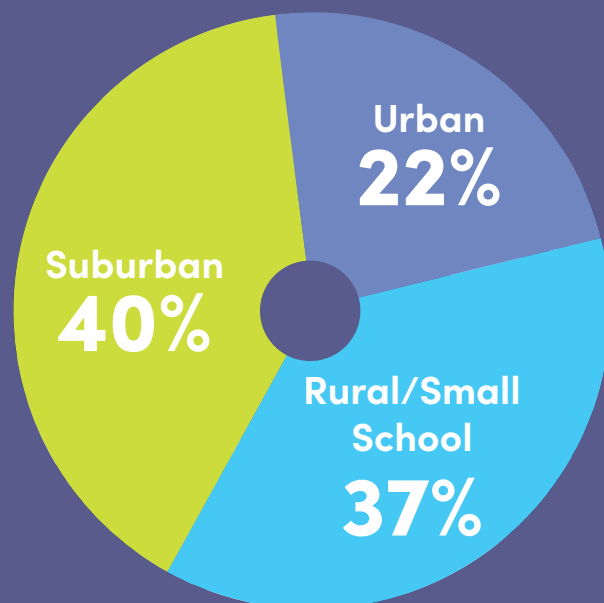
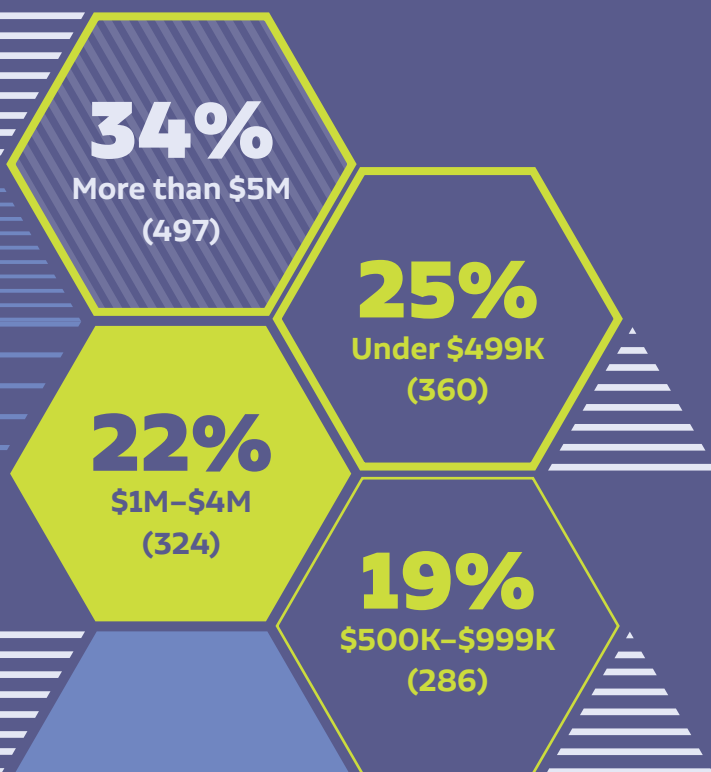


# Meet the Buyers Who MATTER

## YEARS OF EXPERIENCE



## ANNUAL BUDGET FOR EDUCATION PROJECTS



## DISTRICT WITH UNIQUE NEEDS

# Advertising OPPORTUNITIES



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

### **\$2,500/Presentation**

You may book multiple presentations for NCE. Presentations will be pre-recorded by customer and posted by AASA for viewing on [www.nce.aasa.org](http://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)**

*(20 minutes)*

### **\$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.

## **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](http://www.nce.aasa.org). An awesome way to gain pre-show, at-show and post-show exposure, 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!**

**Full Page** (4-color): **\$2,500**

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

Email Kathy Sveen at [ksveen@smithbucklin.com](mailto: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): **\$4,000**

**Half Leaderboard** (360x90): **\$3,000**

**Skyscraper Banner** (160x600): **\$3,000**

**Half Skyscraper Banner** (160x300): **\$2,250**

**Lower Leaderboard** (728x90): **\$3,500**

Ask Kathy Sveen about combo pricing.

*Go Live dates will be provided upon receipt of contract.*

## CDO.ORG ADVERTISING

**Limited Inventory — Book Soon!**

**Top Leaderboard** (728x90): **\$4,000**

**Half Leaderboard** (360x90): **\$3,000**

**Half Skyscraper Banner** (160x300): **\$2,250**

**Lower Leaderboard** (728x90): **\$3,500**

Ask Kathy Sveen about combo pricing.

*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 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**



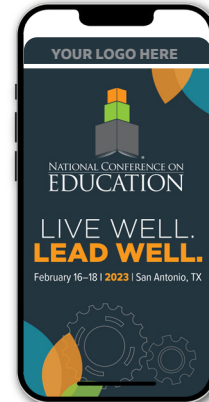
# Advertising OPPORTUNITIES

## MOBILE APP ROTATING BANNER

Limited Quantity Available

**\$1,950/each**

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



## 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.



## Hotel Key Cards

Subject to first right of renewal.

**\$10,000**

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

*Graphics due by December 20, 2024, with final approval by AASA.*



# Health & Wellness Activity Lounge SPONSORSHIP

For the 4th year at our National Conference on Education, AASA brings our attendees the Health & Wellness Activity Lounge full of “feel-good” activities that are sure to make you smile. Some past activities, (which are always free-of-charge to all attendees) have included: A puppy petting area, electric bike smoothies, chair massages, infused water, grab-and-go granola stations, wack-a-mole game and many more. This sponsorship is fairly turnkey. AASA takes care of securing the activities, and YOU get to enjoy the appreciation and thanks from our attendees, who will be grateful to you as a sponsor.

Sponsor Benefits:	Gold \$10,000	Silver \$5,000
Recognition on signage as a Health & Wellness Activity Lounge sponsor onsite at NCE 2025 where applicable.	✓	✓
Sponsor may provide business cards to be placed on a table within the Health & Wellness Activity Lounge. <sup>1</sup>	✓	✓
Sponsor may provide one (1) collateral item to be placed on a table within the Health & Wellness Activity Lounge. <sup>1</sup>	✓	
One (1) Full Conference Pass. <sup>2</sup>	✓	
Two (2) Exhibit Hall only passes. <sup>2</sup>	✓	✓
One (1) Digital Education Insert per NCE prospectus	✓	✓
One (1) Pre-Recorded School of the Future Presentation per NCE prospectus	✓	
Promotion of Health & Wellness Activity Lounge within Conference Daily Online E-Newsletter sent to conference attendees. (AASA promotes the “area” in their communications.)	✓	✓
Promotion of Health & Wellness Activity Lounge in pre-show “Pack Your Bag” emails to attendees. (AASA promotes the “area” in their communications.)	✓	✓
Recognition as a Health & Wellness Activity Lounge sponsor on a general session walk-in slide Recognition as a Health & Wellness Activity Lounge sponsor on NCE.org	✓	✓
Ability to RENEW sponsorship if offered for NCE 2026. (First right of renewal through April 2025 only. Actual activities TBD.)	✓	✓

## Sponsor Deliverables:

Submit a high-resolution company logo in .jpeg and .eps format. Confirm collateral item to be placed on table within Health & Wellness Activity Lounge. Item can be shipped to Freeman Advanced Warehouse with your exhibit booth shipment. Please notify Exhibits & Sponsorship Coordinator with shipping details if shipped separately. Our team will be in touch with any additional details on deliverables after signing.

<sup>1</sup> Note: Collateral table will be shared with other Health & Wellness Lounge sponsors. All content subject to approval by AASA. Production and shipping of collateral to be at sponsor’s expense. Shipping details to be provided by AASA at a later date.

<sup>2</sup> No booth is included in this sponsorship. Staff can be in the exhibit hall, but may not stage in the Health & Wellness Activity Lounge. This is an area for attendees to enjoy the activities, not for you to use it as a booth.

\* Sponsorships subject to T&C listed on Page 8

# Social Media Lounge SPONSORSHIP



**\$10,000**

## Sponsor Benefits:

- Branding on NCE signage as a Social Media Lounge sponsor
- Logo on signage around the convention center listing our AASA 2025 NCE Social Media Lounge sponsors
- Sponsor branding on glass clings in our 2025 NCE Social Media Lounge
- Promotion of the Social Media Lounge in Conference Daily E-Newsletter to be sent out during 2025 NCE
- Promotion of Social Media Lounge to attendees in pre-show marketing.
- Two (2) tickets to the VIP Reception inside the Social Media Lounge (time and date TBD). This event is exclusive to approximately 100 invited attendees
- Two (2) Exhibit Hall Passes
- Registration information provided by CMR
- Ability to renew sponsorship if offered for NCE 2026 (First right of renewal through April 2025 only. Actual activities TBD)


\* Sponsorships subject to T&C listed on Page 8

## Sponsor Deliverables:

- Submit a high-resolution company logo in .jpeg and .eps format
- Confirm the following information for each VIP Reception attendee: first name, last name, email address

## Sponsor Terms:

All inventory is first-come, first-serve upon receiving a signed contract. Customer acknowledges and accepts that this custom sponsorship and pricing is confidential to their company and will not share details with others. Offer is for 2025 NCE only. 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 acknowledge by the parties to be bound. By completing and returning this agreement, the parties listed acknowledge that this document becomes a binding contract between sponsoring company and AASA. 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.



Please select your sponsorship on  
our digital contract and sign/submit  
to secure.

<https://nce.aasa.org/nce2025exhibitorcontract>



# School Safety & Security Learning Lab

# SPONSORSHIP

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. <sup>1</sup>	✓		
(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. <sup>2</sup>	✓	✓	✓
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. <sup>3</sup>	✓	✓	✓

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

## 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.

<sup>1</sup> 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.)

<sup>2</sup> • Gold Sponsors receive Five Learning Lab sponsor ribbons  
 • Silver Sponsors receive Three Learning Lab sponsor ribbons  
 • Bronze Sponsors receive One Learning Lab sponsor ribbons

<sup>3</sup> 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](https://uexhibit.formstack.com/forms/aasa_nce_2025_exhibitor_contract)

**Questions:** Contact Kathy Sveen, VP of Sales: [ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com)



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

Contact Kathy at [ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com) or 312.673.5635



## Secure your advertising today!

<https://nce.aasa.org/nce2025exhibitorcontract>

**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. NCE advertising and sponsorships are non-cancelable.

**KATHY SVEEN**, VP of Sales, AASA  
[ksveen@smithbucklin.com](mailto:ksveen@smithbucklin.com)

**Learn more about exhibiting at NCE:**

<https://nce.aasa.org/become-an-exhibitor/>

**2025 NCE**

**MARCH 6–8, 2025**  
**New Orleans, LA**