

FEBRUARY 12-14, 2026  
MUSIC CITY CENTER  
NASHVILLE, TN



the  
**FUTURE**  
is  
**Ready**

ADVERTISING  
OPPORTUNITIES

**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%!**

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

1-5

3%

6-10

3%

11-15

8%

16-20

16%

21+

21%

## ANNUAL BUDGET FOR EDUCATION PROJECTS

34%

More than \$5M  
(497)

25%

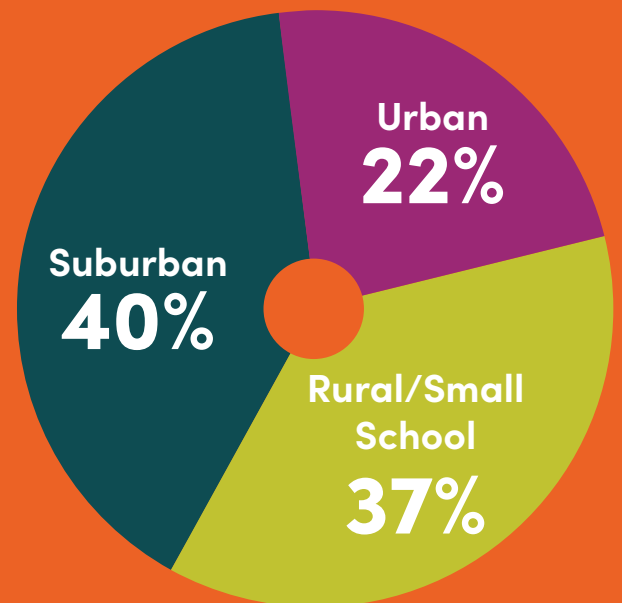
Under \$499K  
(360)

22%

\$1M-\$4M  
(324)

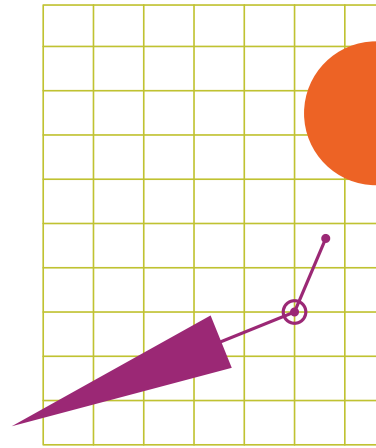
19%

\$500K-\$999K  
(286)



**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 [nce.aasa.org/sof](http://nce.aasa.org/sof). 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**

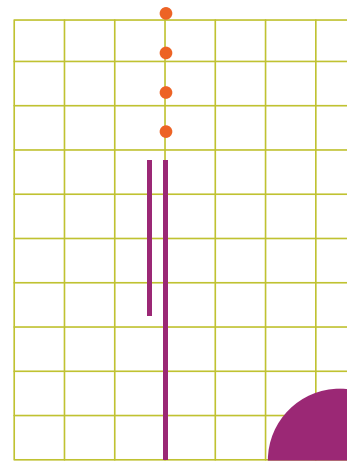
**\$1,500/Insert**

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 [nce.aasa.org/digitaleducationinserts](http://nce.aasa.org/digitaleducationinserts). 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.AASA.ORG ADVERTISING

**Limited Inventory – Book Soon!**

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

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

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

Ask Kathy Sveen about combo pricing.

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

### NCE.AASA.ORG/CDO ADVERTISING

**Limited Inventory – Book Soon!**

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

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

**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**

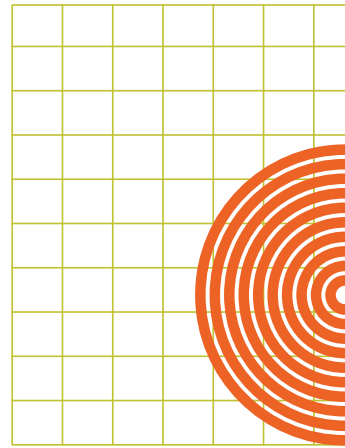
*Go Live dates will be provided upon receipt of contract.*

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**

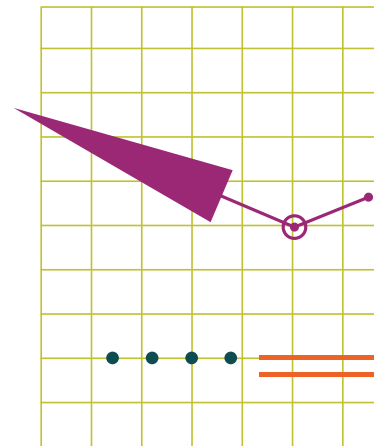
**Side Block Banner (300x300) – 3 available per deployment: \$3,500/banner**

**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.



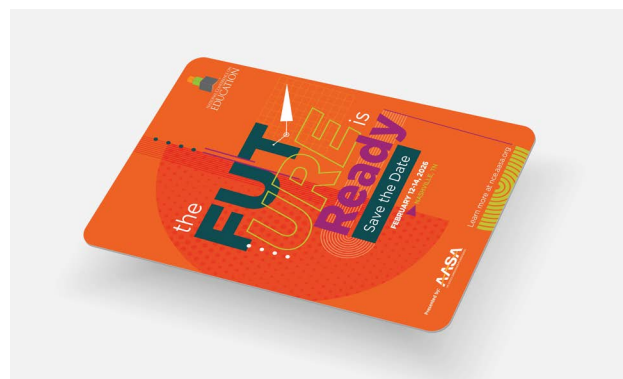
## HOTEL KEY CARDS

Subject to First Right of Renewal

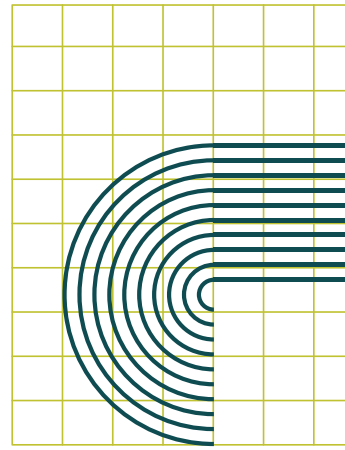
**\$10,000**

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

*Graphics due by December 12, 2025, with final approval by AASA.*



# ADVERTISING *Opportunities*



## EXHIBITOR MOVE-IN SIGNAGE

**\$3,000**

**1 Sponsorship Available | 6 Signs**

Place your company's logo and message throughout the show floor during exhibitor move in on Wednesday, February 11, until the show opens on Thursday, February 12.

## PRIVATE MEETING ROOMS

**\$12,000/each**

Includes ONE 10x20 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. Meeting rooms are subject to space available and Freeman deadlines sometime in January 2026. Not required to exhibit to contract meeting room; 1 Full Conference registration and 2 exhibit hall only passes included for staff.

## BRANDED DIGITAL WAYFINDERS

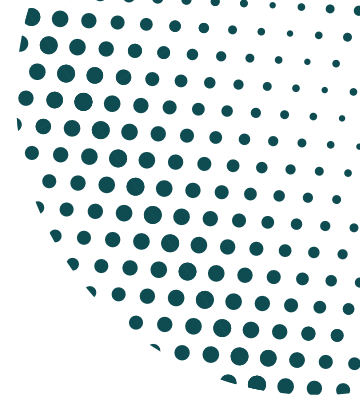
**\$15,000 for Exclusive Branding for 5 Stations  
OR \$4,000 per Station**

Add your branding both digitally and physically to the digital wayfinders placed throughout the floor as attendees navigate the NCE Exhibit Hall.



# HEALTH & WELLNESS CENTER

## Sponsorship



For the 5th year at our National Conference on Education, AASA brings our attendees the Health & Wellness Center 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 Center sponsor onsite at NCE 2026 where applicable.	✓	✓
Sponsor may provide business cards to be placed on a table within the Health & Wellness Center. <sup>1</sup>	✓	✓
Sponsor may provide one (1) collateral item to be placed on a table within the Health & Wellness Center. <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 Center within Conference Daily Online E-Newsletter sent to conference attendees. (AASA promotes the “area” in their communications.)	✓	✓
Promotion of Health & Wellness Center in pre-show “Pack Your Bag” emails to attendees. (AASA promotes the “area” in their communications.)	✓	✓
Recognition as a Health & Wellness Center sponsor on a general session walk-in slide Recognition as a Health & Wellness Center sponsor on NCE.org.	✓	✓
Ability to RENEW sponsorship if offered for NCE 2027. (First right of renewal through March 2026 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 Center. 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 Center. 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 9



# 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 2026 NCE Social Media Lounge sponsors
- Sponsor branding on glass clings in our 2026 NCE Social Media Lounge
- Promotion of the Social Media Lounge in Conference Daily E-Newsletter to be sent out during 2026 NCE
- Promotion of Social Media Lounge to attendees in pre-show marketing.
- Two (2) staff members from sponsoring company may attend the VIP Reception inside the Social Media Lounge (time and date TBD).
- Two (2) Exhibit Hall Passes
- Registration information provided by CMR
- Ability to renew sponsorship if offered for NCE 2027 (First right of renewal through March 2026 only. Actual activities TBD.)

\* Sponsorships subject to T&C listed on Page 9

### 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

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

[nce.aasa.org/nce2026exhibitorcontract](https://nce.aasa.org/nce2026exhibitorcontract)



### 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 2026 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.

# 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!

[nce.aasa.org/nce2026exhibitorcontract](https://nce.aasa.org/nce2026exhibitorcontract)

**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:**

[nce.aasa.org/exhibit](https://nce.aasa.org/exhibit)

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