



154TH ANNUAL CONFERENCE & EXPOSITION 

February 17-19, 2022 | Music City Center | Nashville, TN



2022 NATIONAL CONFERENCE ON EDUCATION ADVERTISING OPPORTUNITIES

Rates are Net to AASA

✓ EMAIL KATHY SVEEN: KSVEEN@SMITHBUCKLIN.COM to secure YOURS-today!



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%!”

NCE PAID VIDEO “PRE-RECORDED” School of the Future (SOF) PRESENTATIONS **\$2,500.00/Presentation**

You may book multiple presentations for 2022. Presentations will be pre-recorded by customer and posted for attendees to view on nce.org. 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. Suggest shorter presentations within our digital event. Use a re-direct to your website or landing page at end of your presentation, to share additional information most important to, with attendees.

NCE PAID “LIVE” PRESENTATIONS: School of the Future (SOF) **\$3,750.00/Presentation: (Limited Available! Act fast to secure!)**

Extremely popular and sell OUT annually for our live events, these LIVE Presentations are during dedicated exhibit hall hours inside our School of the Future (SOF) inside the exhibit hall. 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.

NCE VIRTUAL SWAG BAG INSERT: =\$1,500.00/insert

Gain important branding in our swag bag and get noticed! Submit your (465x150) banner with URL to link to for each insert you wish to secure. We will place these in our virtual swag bag on www.nce.org.



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NCE PRODUCT DISPLAYS/LED WALL: *(Limited Availability): \$4,000.00/Each*

Display your product(s) AND/OR or service offerings during our event in TWO locations on the Product Showcase LED display. Locations based on Fire Marshal final approval with one on the education meeting room level with the 2nd near registration and the exhibit hall. Pricing includes one, twenty-second video (visual/no audio) displays on BOTH Led Walls. Advertise and open the door for our district decision-makers to experience first-hand how they can help their districts. Hundreds or impressions over the course of the event, in two prime locations! Details on locations and what you may provide will be provided soon. Secure your spot today!

NCE PRODUCT DISPLAYS/LED WALL CLING: *(4 Available):*

Education Area LED Wall Cling: Left Side: \$3,750.00 | Right Side: \$3,750.00

Registration Area LED Wall Cling: Left Side: \$3,750.00 | Right Side: \$3,750.00

Display your product(s) AND/OR or service offerings during our event in TWO locations on our LED Wall. Locations based on Fire Marshal final approval with one LED Wall being on the education Level with the 2nd being housed around registration. This opportunity would be to add a wall cling on an LED Wall. You supply files, (Specs/sizing TBD), production included. Advertise and open the door for our district decision-makers to experience first-hand how they can help their districts. Secure your spot today!

CONFERENCE GUIDE ADVERTISING OPPORTUNITIES: *(Limited Inventory-Book Soon!)*

Full Page-4 Color=\$2,000.00

Half Page-Horizontal-4 Color= \$1,500.00

Addendum Ad: Full Page-Black & White=\$1,500.00

Conference Guide Cover Positions: (Back Cover | Inside Front Cover (Cover 2) | Inside Back Cover (Cover 3))

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

**Specs/sizing is the same as School Administrator magazine and will be emailed upon receipt of signed reservation. We will invoice you.*

NCE.ORG ADVERTISING: *(Limited Inventory-Book Soon!)*

Top Leaderboard: (728x90) = **\$5,000.00**

Half Leaderboard: (360x90) = **\$4,000.00**

Skyscraper Banner: (160x600) = **\$3,500.00**

Half Skyscraper Banner: (160x300) = **\$2,750.00**

Lower Leaderboard: (728x90) = **\$4,500.00**

Banner will go live shortly after receipt of banner files as contracted and run through event. Email Kathy Sveen: ksveen@smithbucklin.com for inventory available.



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CDO.ORG ADVERTISING: *(Limited Inventory-Book Soon!)*

Top Leaderboard: (728x90) = \$5,000.00

Half Leaderboard: (360x90) = \$4,000.00

Skyscraper Banner: (160x600) = \$3,500.00

Half Skyscraper Banner: (160x300) = \$2,750.00

Lower Leaderboard: (728x90) = \$4,500.00

Banner will go live a few days in advance of the conference and be live through the event. Email Kathy Sveen: ksveen@smithbucklin.com for inventory available.

CDO DAILY ON-LINE E-NEWSLETTER ADVERTISING: *(Limited Inventory-Book Soon!)*

Top Leaderboard: (650x90) (1) Available = \$4,500.00

Featured Showcase: (310x100) (3) Available = \$3,750.00

Lower Leaderboard (650x90) (1) Available = \$4,000.00

**Banner is included in ALL days of the E-Newsletter. A GREAT exposure and branding opportunity!*

Email Kathy Sveen: ksveen@smithbucklin.com for inventory available.

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

PRE-SHOW EBLAST(S):

Leaderboard- (726x80) 1 Available per deployment= \$4,000.00 per banner

Side Block Banner-(300x250) 2 Available per deployment = \$3,500.00 per banner

Sponsored Content URL: Sponsored Content from _____. = \$3.500.00. (1/deployment)

POST SHOW EBLAST(S):

Leaderboard- (726x80) 1 Available per deployment = \$4,000.00 per banner

Side Block Banner-(300x250) 2 Available per deployment = \$3,500.00 per banner

Sponsored Content URL: Sponsored Content from _____. = \$3.500.00. (1/deployment)

AASA will email our attendees important information on our event- AND- include links to exhibit hall and includes important conference information. We encourage attendees to share the email content with additional team members within their districts. Securing a banner ad(s) within these EBLASTS will help position your brand ahead of the competition. Pre-Show EBLASTS go out starting 4 weeks prior to the event and you can book multiple EBLAST slots and weeks if desired pricing shown is per week. Post Show EBLAST deploy around 1 week after our event. 4 post show opportunities are available and pricing shown is per week. Schedule will be confirmed closer to the event.

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 reach advertising opportunity you request to secure. Inventory is limited and must be confirmed after receipt of signed reservation.

✓ **EMAIL KATHY SVEEN: KSVEEN@SMITHBUCKLIN.COM to secure your advertising today!**