



## AASA 2024 NC Sponsorship Opportunity

### School Safety & Security Learning Lab

AASA, The School Superintendents Association is proud to announce a new feature for the 2024 National Conference on Education (NCE) – the School Safety & Security Learning Lab within our exhibit hall. School Safety and Security, an incredibly important topic, is a Focus Zones for 2024 NCE attendee education. The Learning Lab is an additional educational opportunity which allows attendees to walk & 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. Sponsors who offer products/services around: Prevention, Mitigation, Response and Recovery will be on hand to listen, learn, and brainstorm solutions to district challenges. You could be part of this inaugural 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.

#### Bronze\* (Learning Lab Only): \$2,500- 20+ available

- Logo on NCE signage at the School Safety & Security Learning Lab. (Meter board signage around the Learning Lab only)
- AASA will promote the School Safety & Security Learning Lab and Lounge to conference attendees.
- One (1) School Safety and Security Learning Lab Sponsor Easel (approx. 8”) to display in your booth to showcase your company as a sponsor. (Easel provided by AASA, booth not included.)
- One (1) Learning Lab sponsor ribbon for sponsoring staff to wear on their attendee badge. (Sponsor responsible for picking up on-site at the Info Kiosk.)
- Promotion of the Learning Lab within the February issues of School Administrator magazine sent to AASA members. Sponsor will be listed as a Bronze sponsor with company name only.
- Promotion of Learning Lab in the AASA 2024 NCE Conference Guide. Sponsor will be listed as a Bronze sponsor with company name only.
- Promotion of Learning Lab within Conference Daily Online E-Newsletter sent to conference attendees.
- Promotion of Learning Lab in pre-show “Pack Your Bag” emails to attendees.
- Recognition as Learning Lab sponsor on NCE.org
- Learning Lab will be promoted in the Mobile App and through push Notifications sent out by AASA.
- AASA will promote Learning Lab in Social Media posts during the 2024 NCE Conference.
- Sponsor recognition in a Thank You email communication to attendee’s post-show. (Company Name only.)
- Ability to RENEW sponsorship if offered for NCE 2025 (First right of renewal through April 2024 only. Lab topic TBD)
- SPONSOR BENEFITS 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.

## Silver\* (Learning Lab Only): \$5,000 - 16+ available

All Bronze level benefits plus

- AASA will create QR Codes with School Safety & Security Learning Lab content. Sponsors company name and URL will be included in this content.
- AASA will survey attendees on School Safety and Security. An overview of those findings will be provided to each sponsor. Content overview findings only-not respondents contact information.
- Sponsor may provide One (1) collateral item in PDF format for attendees. (Do not forget to include your contact information! Submission details/deadlines to follow.) AASA will combine sponsors educational content and place it in a QR Code which will be available around the Learning Lounge.
- Three (3) Learning Lab sponsor ribbon for sponsoring staff to wear on their attendee badge. (Sponsor responsible for picking up on-site at the Info Kiosk.)
- One (1) NCE Digital Education Insert per 2024 NCE advertising prospectus.
- Recognition as a Learning Lab sponsor on a general session walk-in slide.

## Gold\* (Learning Lab & Learning Lounge): \$10,000 – 12 available

All Silver level benefits plus

- Logos on Hanging Sign for Learning Lab & Lounge
- Sponsors 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.)
- Five (5) Learning Lab sponsor ribbons for sponsoring staff to wear on their attendee badge. (Sponsor responsible for picking up on-site at the Info Kiosk.)
- Two (2) Exhibit Hall-only passes in addition to booth staff allotment. Registration information provided by CMR, via our exhibit fulfillment team members.

\*All inventory and sponsorships are first come, first serve upon receiving a signed contract. Learning Lab Sponsorships are in addition to already contracted 2024 NCE and/or AASA year around 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 2024 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 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 2024 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. Please submit interest in School Safety and Security Learning Lab sponsorship to Kathy Sveen, VP of Sales, at ksveen@smithbucklin.com Upon approval of sponsorship, you must complete our digital contract and submit contract for final confirmation.