



# **2021 SPONSORSHIP & ADVERTISING OPPORTUNITIES**



# AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

As AASPA has attracted a growing number of attendees to our unmatched educational and networking opportunities, businesses large and small are making an AASPA Sponsorship part of their marketing plans. As an AASPA Business Partner, you can benefit from brand exposure, opportunities for engagement with our members and more access to key decision makers and influencers than ever before. Sponsors can deliver their message to more than 2,500 PK-12 school human resource leaders that are interested in the solutions you can provide. An AASPA Sponsorship distinguishes you from your competition, ensures your company's exposure and can significantly increase your overall success.

## Top three reasons to sponsor with AASPA:

1. Brand exposure/impact – Gain an immediate competitive advantage by ensuring your brand is known throughout the field of PK-12 school human resource administrators.
2. Your competitors are involved in AASPA – If you are considering a sponsorship, then your competitors are too. Ensure that it's your company that our members know with an AASPA Sponsorship.
3. Direct access to the decision makers – AASPA is the only organization that specifically targets and represents PK-12 school human resource leaders.

We offer sponsorship options to fit a variety of budgets. Exclusive opportunities and an array of additional benefits are available to Elite Sponsors who want to get more out of their annual sponsorship dollars. If you would like to discuss our sponsorship and marketing opportunities in more detail, contact Sandy Wachter, Director of Meetings & Events at [sandy@aspa.org](mailto:sandy@aspa.org) or 913.327.1222 for more information.

## AASPA 2021 EVENTS:

### JANUARY

**BOOT CAMP**  
28 - 29  
*Virtual*

### APRIL

**DIVERSITY SUMMIT**  
22 - 23  
*Orlando, FL*

### JUNE

**BOOT CAMP**  
*COMING SOON!*

### OCTOBER

**CONFERENCE**  
12 - 15  
*Washington, DC*

### DECEMBER

**HUMAN CAPITAL LEADERSHIP**  
*COMING SOON!*



## ELITE SPONSORSHIP

Elite sponsorship levels are based on a ***combined selection of advertising and sponsorships from the following pages that total the selected level.*** These selections include items such as advertisements, webinars, exhibit booths and receptions. Complete benefits of reaching each level are listed in the table below.

Create a customized package to fit the needs of your company and gain access to an array of benefits. We would be happy to tailor a sponsorship to fit the needs of your company. For more information, please contact Sandy Wachter at [sandy@aspa.org](mailto:sandy@aspa.org) or 913-327-1222.

	BLACK DIAMOND (\$40,000)	DIAMOND (\$20,000)	PLATINUM (\$15,000)	GOLD (\$10,000)	SILVER (\$7,500)
Exhibit Booths at Annual Conference	✓ Quad Premium	✓ Double Premium	✓ Double Prime	✓ Double Standard	✓ Standard
Annual Conference Program Book Ad	✓ Full Page	✓ Full Page	✓ Full Page	✓ Full Page	✓ Half Page
Business Memberships	✓ 4	✓ 2	✓ 1	✓ 1	
Tickets to Awards Luncheon	✓ 12	✓ 6	✓ 4	✓ 2	✓ 2
Approved Educational Session at Conference	✓	✓	✓	✓	✓
Online Buyers Guide Ad	✓	✓	✓	✓	✓
Hosting an AASPA Twitter Chat	✓	✓	✓	✓	✓
Pre/Post Conference Attendee List	✓ With Emails	✓ With Emails	✓	✓	✓
Boot Camp, DEIS or HCLS Program Ad	✓ Back Cover	✓ Back Cover	✓ Full Page	✓ Half Page	✓ Quarter Page
Magazine Ad	✓ Full Page	✓ Full Page	✓ Half Page	✓ Quarter Page	
Sales Webinar	✓ 2	✓ 1	✓ 50% off 1		
Develop Twitter Questions of the Week	✓ 8	✓ 4	✓ 2		
Focus on a Blog Feature	✓ 4	✓ 2	✓ 1		

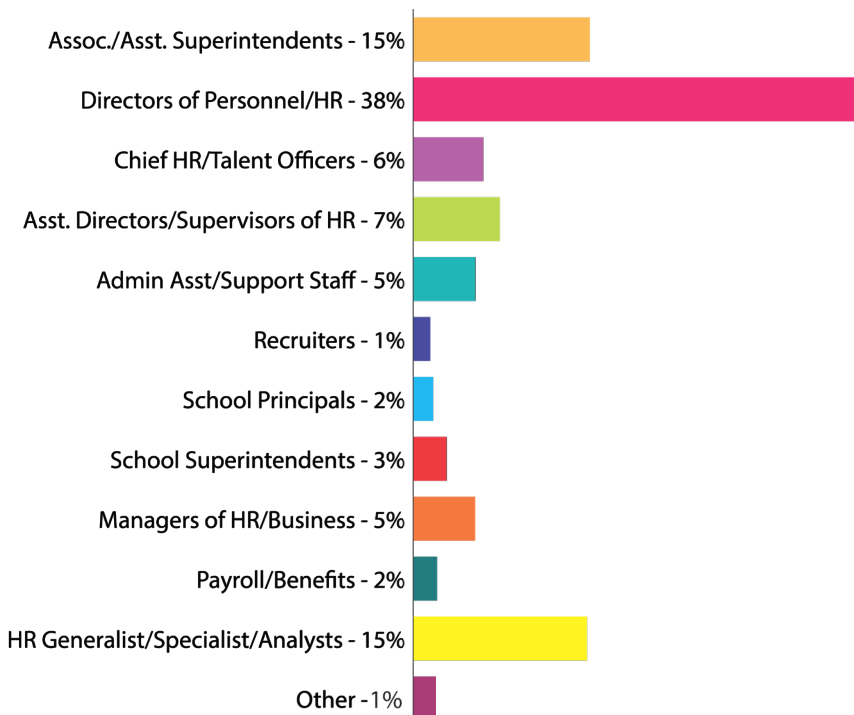


## WHO ARE AASPA MEMBERS?

AASPA serves more than 2,500 members from the United States and across the world. Our unique group of professionals represent PK-12 public, private and charter schools. What sets AASPA members apart from other educational professional associations is the fact that our members originate from both an educational background as well as the professional human resource profession. Our members are directly involved in the recruitment, retention, evaluation and training of all school personnel. This responsibility includes the selection and purchase of all products and resources attached to these responsibilities. With over \$600 billion spent each year on products and services for PK-12 school districts, put yourself front and center as our members make their purchasing decisions.

*"If I could only attend one conference a year it would definitely be this one. The AASPA staff goes out of their way to make the conference the premier conference for HR professionals."*

### MEMBER TITLES



**5,000+**

Followers across four social media platforms



**71%**

of our members are manager level or above



over **2,500** members

from all **50** states,  
**4** countries and the District of Columbia



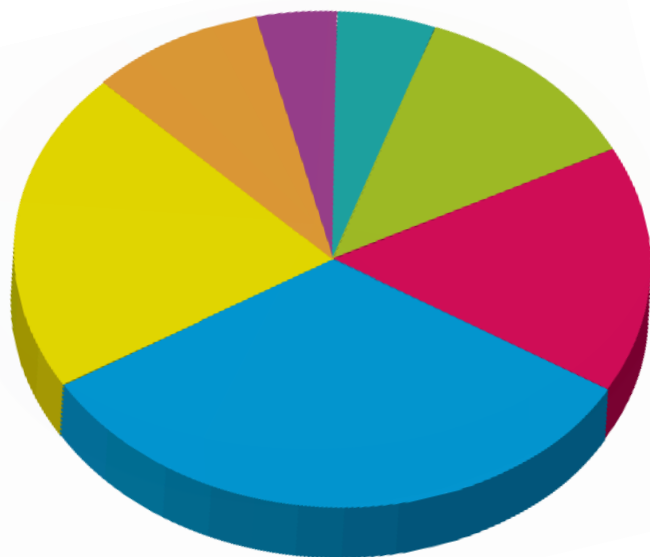
**489**

new members in 2020



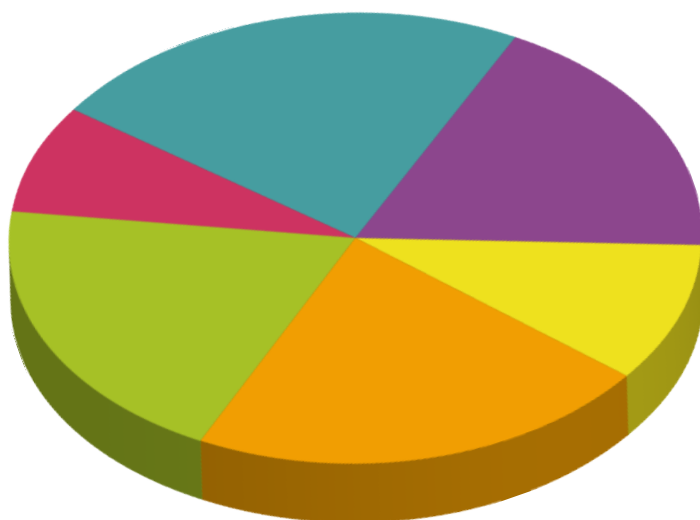
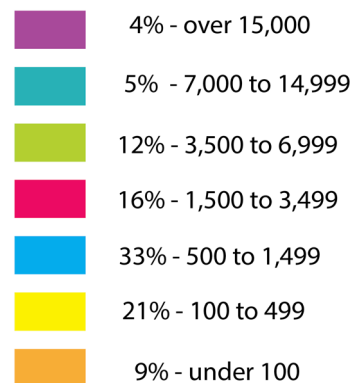
**1,523**

different school districts

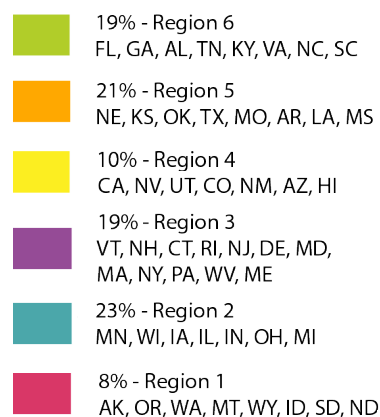


## DISTRICT SIZE

### NUMBER OF EMPLOYEES



## REGIONS



*"I have been in HR for 15 years and in education for five. It is sometimes hard to find a conference that can satisfy both my need for professional growth and how to make my organization better. AASPA's conference is amazing and allows for both."*

## PUBLICATIONS & ADVERTISING

With a variety of opportunities to highlight your brand, AASPA offers a diverse array of options to expose your company to PK-12 school human resource leaders throughout the country. Our advertising and sponsorship opportunities are focused on driving engagement with your target audience through a variety of traditional and digital advertising and sponsorship avenues. This helps put your business in front of the people you want to meet with. No matter your budget or size, there is an opportunity waiting for you! Advertising opportunities are also available with customized sponsorship packages to meet the needs of your company.

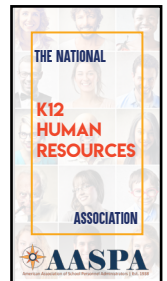
### BLOG POST - \$1,000 (Linkable to your website)

Write an article for the AASPA blog. This article will be featured on AASPA's website, social media pages and highlighted in our HR Focus Newsletter.

### ONLINE BUYERS GUIDE ADVERTISEMENTS - \$500 (Linkable to your website)

The Online Buyers Guide on AASPA.org ([www.aaspa.org/online-buyers-guide](http://www.aaspa.org/online-buyers-guide)) is designed to link members directly to the company providing K-12 HR solutions. For a fee of \$500, your company can place an ad for one year. Ads may be updated throughout the year.

Size: 300x600px.



### EMAIL MARKETING ADVERTISEMENTS - \$200 TO \$1,200

These electronic notices are sent to over 6,000 individuals weekly on a variety of topics. You may select a bottom ad or more visible side ad.

#### **Pricing for bottom ad (375x225px)**

Member: 1 ad-\$250 / 2 ads-\$400 / 4 ads-\$600

Non-Member: 1 ad-\$350 / 2 ads-\$600 / 4 ads-\$800

#### **Pricing for side ad (160x600px)**

Members: 1 ad-\$500 / 2 ads-\$800 / 4 ads-\$1,200

Non-Member: 1 ad-\$600 / 2 ads-\$1,000 / 4 ads-\$1,500



### EMAIL MARKETING BLASTS - \$1,200

AASPA will send an email blast to over 6,000 school personnel administrators promoting your event, webinar, product or press release. You can design and write your own email, and we will send your information out. With open and click thru rates as high as 32% and 23%, respectively, this is your chance to reach thousands of school HR decision makers.

### HR FOCUS ADVERTISEMENTS - \$150 TO \$2,500

The AASPA HR Focus is an online newsletter that is distributed to members every two weeks. It focuses on various current issues and showcasing a blog. Bottom and side ads available.

#### **Pricing for bottom ad (375x225px)**

Member: 1 mo-\$150 / 6 mo-\$800 / 12 mo-\$1,500

Non-Member: 1 mo-\$300 / 6 mo-\$1,000 / 12 mo-\$2,000

#### **Pricing for side ad (160x600px)**

Member: 1 mo-\$300 / 6 mo-\$1,400 / 12 mo-\$2,500

Non-Member: 1 mo-\$500 / 6 mo-\$1,800 / 12 mo-\$3,000



## MAGAZINES - \$295 TO \$895

### AASPA Magazine Advertisements

AASPA produces online magazines, distributed to our members four times per year (February, May, August, November). These magazines are archived on our members only portion of the website. You may purchase ads in a variety of sizes to meet your needs.

### Artwork Submission Guidelines

Advertising materials should be submitted electronically as high resolution (300dpi) PDF or JPEG files. Please set your options to include a .25" bleed and crop marks. Size of ads are shown below. The final page size is 8.5"x 11".

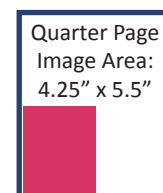
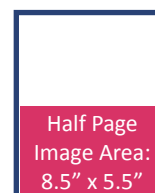
Please contact [anna@aspa.org](mailto:anna@aspa.org) for submission deadlines.

#### Member

- \$1,000 Full Page
- \$750 Half Page
- \$400 Quarter Page

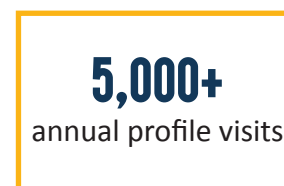
#### Non-Member

- \$1,250 Full Page
- \$1,000 Half Page
- \$650 Quarter Page



## TWEETS FROM @\_AASPA\_ - \$250

AASPA will schedule five Tweets about your company. Write your own copy, submit any photos or videos to be sent with the Tweets and a link to your website. AASPA will provide analytics following the Tweets upon request.



## WEBINARS - \$500 TO \$1,000

Companies are welcome to sponsor a webinar. A business wanting to conduct a webinar for the purpose of "professional development" can do so for \$500. These webinars are approved for HRCI, HCLE and SHRM credit and may not mention your products or services. Webinars for the purpose of "showcasing a product or service" are \$1,000. All webinars are offered free to our members, recorded and archived on the AASPA website for future viewing.

## WEBSITE BANNER ADS - \$1,000- \$7,200 (Linkable to your website)

Place your banner ad on the homepage of the AASPA website. 3 banners available

### Pricing for ad (447x344px)

Member: 1 mo-\$1,000 / 6 mo-\$4,800 / 12 mo-\$7,200

Non-Member: 1 mo-\$5,000 / 6 mo-\$7,500 / 12 mo-\$10,000



## EXHIBITOR OPPORTUNITIES

Every year, key PK-12 HR decision makers from around the globe come together in one place for AASPA's Annual Conference. The Annual Conference is a four-day event packed with networking, education and engagement. The Exhibit Hall offers two-days for attendees to shop the aisles for new products and services to save time and money for their districts. We encourage you to take advantage of the opportunity to highlight your brand before, during and after the event. Maximize your Exhibit Hall experience and ROI by choosing the right sponsorship to meet your marketing and sales goals.

- ◆ Stand out from your competition
- ◆ Gain recognition before, during and after the event
- ◆ Meet new contacts and strengthen key relationships

### EXHIBIT SPACE COSTS\*

#### Standard Booths

Starting at: \$950

#### Prime Booths

Starting at: \$1,050

#### Premium Booths

Starting at: \$1,250

\*Exhibit space does NOT include any special furnishings or utilities. Pricing and order forms for these items will be included in the Exhibitor Service Manual, which will be available Summer, 2021.

Floor plan and booth registration will be available Spring 2021. Elite sponsors will have priority in booth selection. For more information or to purchase a booth, contact Sandy Wachter, Director of Meetings & Events at [sandy@aspa.org](mailto:sandy@aspa.org) or (913) 327-1222.

For more information on the 83<sup>rd</sup> Annual Conference, visit [www.aspaconference.com](http://www.aspaconference.com)

### WHAT'S INCLUDED?

- ◆ One complimentary conference registration (including meals)
- ◆ One complimentary booth-only badge
- ◆ AASPA Business members receive one additional complimentary booth-only badge
- ◆ Complimentary listing on mobile app with company description and contact information
- ◆ Networking opportunities that include receptions and refreshment breaks
- ◆ Name badge ribbons designating you as an exhibitor
- ◆ Pre or post conference attendee mailing list

**16%**

of our members  
attended our 2020  
Virtual Conference

*"I wanted to reach out and let you know how energizing, smooth, meaningful and engaging this conference has been. I must be honest and share that, at first, when I heard it was all going to be virtual I was a bit sad, from both the presenter and the attendee perspective. However, after spending the last two days "with" AASPA, this is certainly not the case at all. Challenging times also call for more innovative and progressive ways of thinking ahead... AASPA has nailed it with every single detail... as I sit between sessions enjoying the jazz break. Thank you so darn much! Absolutely incredible!"*



# ANNUAL CONFERENCE SPONSORSHIP

Members of your target market are gathering for their most important event of the year and we have the perfect opportunity for you to reach them. The AASPA Annual Conference brings several hundred PK-12 school HR decision-makers together. Your sponsorship at this event is a unique opportunity to network and connect with a vast array of executive leaders from school districts across the country and beyond. Sponsorship at the AASPA Annual Conference sets your company apart from the rest, boosts your visibility, strengthens your brand recognition and generates powerful results that last long after the event.

## HYBRID SPONSOR - \$15,000

**New**

One organization can market their company by sponsoring the online Conference platform. Attendees will access Keynote Speakers, Conference sessions, breaks and evening events on the platform. After the conference they will use the platform to recall exhibitors, event information and session recordings.

*Sponsor requirements: supply hi-resolution logo and artwork for ad.*

## MOBILE APP - \$10,000

One organization can market their company by sponsoring the mobile app. Attendees will download the conference app before they arrive to explore the conference events, create their own personalized schedule and to determine which exhibitors they want to see. After the conference they will use the app to recall exhibitors, event information and stay in touch with contacts they made while at conference.

*Sponsor requirements: supply hi-resolution logo and artwork for ad.*



## THURSDAY PRESIDENTS' BREAKFAST - \$10,000

Get attendees off to a great start and thinking about your company first thing in the morning by promoting your company at the Presidents' Breakfast. This sponsorship includes a three-minute welcome or video for approximately 450 attendees.

*Sponsor requirements: supply hi-resolution logo and provide video, if desired.*

## WEDNESDAY AWARDS LUNCHEON - \$10,000

After a great morning of sessions, attendees will be ready for a well-deserved lunch. Take this opportunity to sponsor the Awards Luncheon on Wednesday, October 14<sup>th</sup>. This includes a three-minute welcome or video for approximately 450-500 attendees.

*Sponsor requirements: supply hi-resolution logo and provide video, if desired.*



## CONFERENCE BAGS - \$7,500

Conference bags are used by attendees both during and after the conference, providing exceptional exposure for sponsors. As the conference bag sponsor, you can be confident that you are leaving a lasting impression on more than 600 attendees.

*Sponsor requirements: supply hi-resolution logo.*



## CONFERENCE PADFOLIOS & PENS - \$7,500

With so many sessions for note-taking, every attendee will be thankful to have your branded padfolio and pen to keep them organized. Attendees will see your company logo every time they take notes. After the show, attendees will continue to use these items and see your brand.

*Sponsor requirements: supply hi-resolution logo.*

## GIFT FOR CONFERENCE PARTICIPANTS - \$7,500

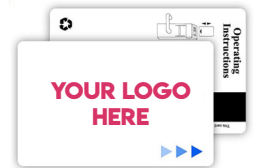
This is an attendee favorite! Increase your visibility by marketing your company on more than 600 gifts which are provided to attendees at conference check-in.

*Sponsor requirements: supply hi-resolution logo.*

## HOTEL KEYCARD - \$7,500

This sponsorship puts your company name and logo right in our attendees' hands - on their hotel key cards - guaranteeing exposure in front of each conference attendee multiple times during the conference, providing thousands of impressions.

*Sponsor requirements: supply hi-resolution logo and provide artwork for keycard.*



## KEYNOTE SPEAKERS - \$7,500

Three organizations can promote their company by sponsoring one of the keynote speakers on Wednesday, Thursday or Friday. This sponsorship includes a two-minute welcome and the opportunity to introduce the speaker.

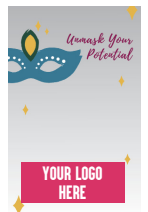
*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*



## NAME BADGES - \$7,500

Get your company noticed the moment attendees walk in the door. The badge holders, imprinted with your company name, are distributed at registration. One company can promote their brand by providing name badge holders with their logo for more than 600 attendees.

*Sponsor requirements: supply hi-resolution logo.*



## REUSABLE WATER BOTTLE - \$7,500

*New*

Secure a brand reminder every time attendees take a sip. Don't forget to include your booth number. Attendees will thank you for providing an item they can use throughout the conference and after.

*Sponsor requirements: supply hi-resolution logo.*



## WIFI - \$7,500

*Exclusive*

Be the connection for all AASPA conference attendees. Promote your company by sponsoring the Wi-Fi for all conference attendees. Wi-Fi login will be set to sponsoring company's name or other mutually agreed upon login.

*Sponsor requirements: supply hi-resolution logo.*



## BREAKFAST SPONSORS - \$5,000

Two companies can market their organizations by sponsoring a breakfast for the conference attendees. Choose from a Wednesday continental breakfast for approximately 500 attendees or a Friday breakfast buffet for approximately 300 attendees.

*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*

## FIRST-TIME ATTENDEE RECEPTION - \$3,000

Three sponsors can be the first to advertise their companies as we welcome the first-time attendees to the 83<sup>rd</sup> Annual Conference. Sponsor this important event and your company representative will have the opportunity to interact one-on-one with first-time attendees and new members of AASPA.

*Sponsor requirements: supply hi-resolution logo, provide signage and bring a give-a-way item, if desired.*



## EXHIBIT HALL GRAND OPENING - \$2,500

Three companies can be the sponsors of the Exhibit Hall Grand Opening on Wednesday and give the attendees the opportunity to network with our business partners in the Exhibit Hall.

*Sponsor requirements: supply hi-resolution logo.*



## REFRESHMENT BREAKS - \$2,500

Three sponsors can promote their companies by sponsoring a refreshment break for conference attendees to regroup in between educational sessions. Choose from a Wednesday afternoon break, a Thursday morning break or a Friday morning break.

*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*

## WELCOME BAGS - \$2,500

One sponsor can welcome all attendees to the conference with a bag of water and snacks. Bags will be distributed at registration or picked up in sponsor's booth.

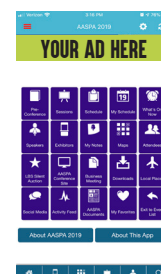
*Sponsor requirements: supply hi-resolution logo, bag and a postcard or one-page advertisement directing attendees to pick up bag in sponsor booth, if desired.*



## MOBILE APP ADVERTISING - \$2,000

Don't miss this opportunity to increase your exposure, booth traffic and leads by securing premium ad space on the AASPA conference mobile app! Three organizations can market their company by sponsoring a rotating ad on the conference mobile app. Advertisements will rotate with other ads throughout the app.

*Sponsor requirements: supply hi-resolution logo and artwork for ad.*



## SPECIALITY BREAK - \$2,000

Sponsor a break between sessions and treat attendees to something special. Options include a puppy break, massage break, coffee bar and much more. Attendees will enjoy each extraordinary experience!

*Sponsor requirements: supply hi-resolution logo and artwork for ad.*



## THURSDAY LUNCH - \$2,000

Plan your own lunch and program on Thursday where approximately 200-250 conference attendees will join you.

*Sponsor requirements: supply hi-resolution logo, provide signage, if desired. Additional food & beverage purchase is required. Additional A/V may be required.*

## ATTENDEE LOUNGE - \$1,500

*New*

Attendees love to stop by the sponsor lounge to relax and enjoy a beverage or afternoon treat, making this sponsorship a great way to promote your company.

*Sponsor requirements: supply hi-resolution logo, provide signage, if desired. Additional costs are required, including food & beverage, furniture rental and A/V rental.*

## CHARGING STATION - \$1,500

Put your company logo and graphics out there for all attendees to see this year, as they charge their cell phones and other devices on these free-standing electronic charging stations. Two sponsorships available.

*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*



## CONFERENCE BAG INSERT - \$1,500 TO \$3,000

*New*

Drop a flyer, special offer or product brochure in the conference bag given to each registered attendee. Draw attention to your booth or remind attendees of your products and services after the conference. All inserts must be approved by AASPA. Cost \$1,500 for an exhibiting company or \$3,000 for a non-exhibiting company.

*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*

## FLOOR DECALS - \$1,500

*New*

Increase your visibility with custom floor decals that can spotlight your booth number, leading to the main exhibit hall entrance and booth. Your brand will not be missed!

*Sponsor requirements: supply hi-resolution logo and decal artwork.*



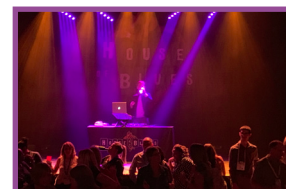


## STATE LEADERS MEETING - \$1,500

Spend time with affiliate leaders as they share information about their state associations. As a sponsor you receive the opportunity to network with these representatives and enhance your sponsorship at the local affiliate level. This includes a two-minute welcome for up to 50 attendees.  
*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*

## WELCOME RECEPTION - \$1,000 TO \$10,000

Sponsor this popular reception held on Tuesday night. Don't miss the opportunity to network in a relaxed atmosphere with over 350 conference attendees. A \$5,000 sponsorship includes two complimentary tickets. A \$10,000 sponsorship includes four complimentary tickets.  
*Sponsor requirements: supply hi-resolution logo, provide signage, if desired.*



## EXHIBIT HALL RECEPTION - \$750 TO \$4,000

Attendees will be looking for a way to unwind after a full day of sessions. Plan to sponsor the Exhibit Hall Reception on Wednesday evening where attendees will network as they enjoy refreshments and visit the booths. Sponsors may provide food stations or drink tickets for the attendees. Food stations start at \$750 each. You may purchase individual drink tickets for \$10 each, or a buy-out for \$4,000.  
*Sponsor requirements: supply hi-resolution logo.*

## HOSPITALITY SUITE - \$300

Network with attendees and promote your presence by hosting a Thursday night Hospitality Suite.  
*Sponsor requirements: supply hi-resolution logo, provide signage, if desired. Additional food & beverage purchase is required. A/V may also be required.*

## COMMUNITY SERVICE PROJECT - \$300 TO \$1,000

Help AASPA by sponsoring the community service project. You will be helping the community as well as building relationships, which is a win-win! Multiple opportunities available.  
*Sponsor requirements: supply hi-resolution logo.*

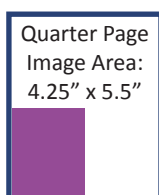
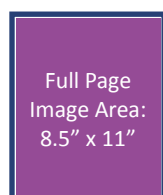


## CONFERENCE ADVERTISING - \$200 TO \$2,000

Advertise through email marketing and/or the conference program book.  
*Sponsor requirements: supply hi-resolution logo and artwork for ads.*

### Program Book

- |                      |                      |  |  |
|----------------------|----------------------|--|--|
| <b>Member</b>        |                      |  |  |
| • \$2,000 Back Cover | • \$475 Half Page    |  |  |
| • \$825 Full Page    | • \$325 Quarter Page |  |  |
| <b>Non-Member</b>    |                      |  |  |
| • \$5,000 Back Cover | • \$600 Half Page    |  |  |
| • \$1,000 Full Page  | • \$400 Quarter Page |  |  |



### Email Advertising

- |                                |                                  |
|--------------------------------|----------------------------------|
| <b>Member</b>                  |                                  |
| • \$500 Side Ad<br>(375x225px) | • \$250 Bottom Ad<br>(160x600px) |
| <b>Non-Member</b>              |                                  |
| • \$600 Side Ad<br>(375x225px) | • \$350 Bottom Ad<br>(160x600px) |



# PERSONNEL ADMINISTRATOR BOOT CAMP, HUMAN CAPITAL LEADERSHIP SUMMIT & DIVERSITY, EQUITY & INCLUSION SUMMIT

The AASPA Personnel Administrator Boot Camp and Human Capital Leadership Summit are fantastic events where you can maximize your networking opportunities. The Boot Camp is the industry's premier professional development event for PK-12 School HR leaders with five or fewer years' experience. Attendees are highly motivated and eager to learn about what you have to offer. The Human Capital Leadership Summit attracts school leaders who are past their first three-years of human capital management and are looking for that next level of professional development and value learning about the latest and future trends that can help them maximize efforts in their districts.

## KEYNOTE SPEAKER - \$1,500

One organization can promote their company by sponsoring the opening keynote speaker. This sponsorship includes a two-minute welcome and the opportunity to introduce the speaker. The sponsorship also includes a table top for two days, one complimentary event registration and a 10-15 minute sales/product demonstration.

*Sponsor requirements: supply hi-resolution logo.*



## LUNCH - \$1,500

Two companies can promote their presence at this event by sponsoring a lunch on Thursday or Friday. This includes a two-minute welcome for 100-150 attendees. The sponsorship also includes a table top for two days, one complimentary event registration and a 10-15 minute sales/product demonstration.

*Sponsor requirements: supply hi-resolution logo.*

## BREAKFAST - \$1,000

Two companies can market their organizations by sponsoring a breakfast for the attendees. Choose a Thursday or Friday breakfast buffet for 100-150 attendees. The sponsorship includes a table top for two days, one complimentary event registration and a 10-15 minute sales/product demonstration.

*Sponsor requirements: supply hi-resolution logo.*



## BREAK - \$750

Four sponsors can promote their companies by sponsoring a refreshment break for attendees. Choose from a Thursday or Friday, morning or afternoon break. The sponsorship also includes a table top for two days, one complimentary event registration and a 10-15 minute sales/product demonstration.

*Sponsor requirements: supply hi-resolution logo.*

## VIRTUAL EVENT SPONSORSHIP - \$750

Up to six companies can sponsor each of our virtual small meetings. This sponsorship includes a 2-3 minute welcome/short introduction/video, your logo on the website recognized as a sponsor, your logo on pre-event marketing emails, your logo on a slide during the event to recognize you as a sponsor, one complimentary registration and the attendee list with emails.

*Sponsor requirements: supply hi-resolution logo.*

## BADGES - \$500

One company can promote their brand by providing name badges with their logo for up to 150 attendees. The sponsorship also includes a table top for two days, one complimentary event registration and a 10-15 minute sales/product demonstration.

*Sponsor requirements: supply hi-resolution logo. Badges must be purchased & provided by sponsor*



## BAGS - \$500

One sponsor can promote their company by supplying a branded bag for up to 150 attendees. The sponsorship also includes a table top for two-days, one complimentary event registration and a 10-15 minute sales/product demonstration.

*Sponsor requirements: supply hi-resolution logo. Bags must be purchased & provided by sponsor.*



## THURSDAY RECEPTION - \$500

Promote your presence by hosting a Thursday night reception at the hotel for 80-120 attendees. A room at the hotel will be provided. The sponsorship also includes a table top for two-days, one complimentary event registration and a 10-15 minute sales/product demonstration.

*Sponsor requirements: supply hi-resolution logo, provide signage if desired. Additional food & beverage purchase is required.*

## PROGRAM BOOK ADVERTISING - \$300 TO \$600

Advertise through email marketing and/or the meeting program book.

*Sponsor requirements: supply hi-resolution logo and artwork for ads.*

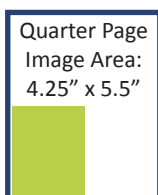
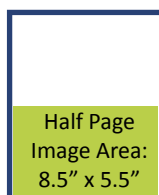
### Program Book

#### Member

- \$600 Back Cover
- \$500 Full Page
- \$400 Half Page
- \$300 Quarter Page

#### Non-Member

- \$1,000 Back Cover
- \$700 Full Page
- \$600 Half Page
- \$400 Quarter Page



### Email Advertising

#### Member

- \$500 Side Ad  
(375x225px)

#### Non-Member

- \$600 Side Ad  
(375x225px)

- \$250 Bottom Ad  
(160x600px)

- \$350 Bottom Ad  
(160x600px)



## WEDNESDAY RECEPTION - \$300

Network with attendees and promote your company by hosting a Wednesday night reception at the hotel for 40-60 attendees. A room at the hotel will be provided. The sponsorship also includes a table top for two-days, one complimentary event registration and a 10-15 minute sales/product demonstration.

*Sponsor requirements: supply hi-resolution logo, provide signage if desired. Additional food & beverage purchase is required.*

## WHAT'S NEXT?

AASPA is committed to helping you make the most of your sponsorship experience. We provide a wide variety of cost-effective sponsorship and advertising opportunities to drive exposure for your organization, product and services. Our team is dedicated to helping your organization optimize the return on its sponsorship investment and connect with the PK-12 school HR leadership community. The conference is a unique marketing opportunity and we are confident your involvement as a sponsor in this extraordinary event will provide your company with exceptional business rewards. If you would like to discuss sponsorship and exhibitor packages in more detail, please contact Sandy Wachter, Director of Meetings & Events. Please call to discuss your company goals so that we may customize a marketing and sponsorship opportunity to achieve your objectives.

- ◆ Sponsorships are reserved on a first-come, first-served basis. Although a large number of sponsorships are available, many opportunities are limited in number or are exclusive.
- ◆ Invoice payments are due upon receipt and must be paid prior to the event.
- ◆ Funds paid as part of a marketing/sponsorship agreement are non-refundable.
- ◆ Advertising will be forfeited if the ad is not received by the due date.
- ◆ Design services are available at \$50 per hour with a \$30 minimum charge. Quotes available upon request.

## CONTACT US FOR INFORMATION ON:

### Elite Sponsorship, Annual Conference & Exhibits, Small Meetings

Sandy Wachter  
sandy@aaspa.org  
(913) 327-1222

### Business Membership, Advertising Opportunities

Anna Weber  
anna@aaspa.org  
(913) 327-1222



**American Association of School Personnel Administrators**

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*We look forward to partnering with you!*