



# NSPRA 2024 National Seminar Exhibit and Sponsorship Opportunities

Showcase your product or service with the estimated 1,500+ attendees at the nation's largest communications-focused professional development event for school public relations professionals and education leaders.



**Named a  
top K-12  
conference  
to attend  
in 2024 by  
K-12 DIVE**







## Why NSPRA?

Sponsoring or exhibiting at the NSPRA 2024 National Seminar can help ensure your company reaches your target audience and meets your bottom-line objectives. Sponsors and exhibitors will receive exposure to NSPRA’s members and stakeholders through website placement and in-person recognitions, as well as have the opportunity to:

- Meet face-to-face with current and prospective customers.
- Engage with the leading experts in school PR/communications.
- Build your reputation as a leader in the field.
- Gain visibility of and build strength in your brand.

Choose from a variety of sponsorships and exhibit packages to get your message front and center with critical influencers and decision-makers on vendor selection for communication-related products and services for their schools, districts and agencies.

Opportunities at the 2024 National Seminar include:

- Tiered Seminar Sponsorships
- Marketplace Exhibitor
- Event Sponsorships
- Giveaway/Swag Sponsorships
- Advertising Opportunities

### PREVIOUS NSPRA SEMINAR SUPPORTERS INCLUDE:

#SocialSchool4EDU	ClassTag Inc.	K12 Insight	Remind101 Inc.
Albourn Translation Services	ECRA	Niche	Rhodes Branding
AlwaysOn	Edlio	Optimere	SchoolStatus
Anntoine Marketing + Design	Finalsite	ParentSquare	Smore
Apptegy	Gabbart Communications	Peachjar	Story Fuel
CatapultK12	Gaggle	Possip	TalkingPoints
CEL	Gipper Media, Inc.	Public School Marketing Services/ 11 Productions	Target River
Changemaker	Granicus	Qualtrics	TeacherLists
Class Intercom	Intrado	Remind	ThoughtExchange
	SchoolMessenger		VOLY, powered by VolunteerNow

Customized opportunities are also available. Contact NSPRA Manager of Seminar and Partnerships, **Colleen Lewallen, CMP**, at [clewallen@nspra.org](mailto:clewallen@nspra.org) or (301) 519-1230.



## Seminar Sponsorship and Exhibit Opportunities

### Gold Sponsorship — \$12,500

Showcase your company as a Gold Sponsor.

**Sponsorship includes:**

- (3) full Seminar registrations
- (1) Marketplace registration
- (1) 10x10 booth in the Marketplace
- (1) 45-minute presentation session at the Seminar
- (1) pre-recorded 30-minute Corporate Showcase session for on-demand viewing
- Designated break-out room for use during Sunday, Monday and Tuesday. Schedule meetings and meet with clients and prospects (7 rooms available).
- (1) piece of marketing collateral in the Seminar registration packet
- (1) full-page color ad in the Seminar program book
- Logo/company name listed wherever sponsorship is mentioned and on Seminar signage
- One-time use of the pre-Seminar and post-Seminar participant mailing list
- Listing and logo on the NSPRA website as a Gold Sponsor through August 31, 2024

Limited to 8 sponsors

### Silver Sponsorship — \$8,000

Showcase your company as a Silver Sponsor.

**Sponsorship includes:**

- (2) full Seminar registrations
- (1) Marketplace registration
- (1) 10x10 booth in the Marketplace
- (1) pre-recorded 30-minute Corporate Showcase session for on-demand viewing
- (1) piece of marketing collateral in the Seminar registration packet
- (1) full-page color ad in the Seminar program book
- Logo/company name listed wherever the sponsorship is mentioned and on Seminar signage
- One-time use of the pre-Seminar and post-Seminar participant mailing list
- Listing and logo on the NSPRA website as a Silver Sponsor through August 31, 2024

Limited availability

### Marketplace Booth Exhibitor — \$1,800

Showcase your company in the Marketplace.

**Exhibit includes:**

- (1) 10x10 booth in the Marketplace
- (1) Marketplace registration
- Listing and logo on the NSPRA website as a sponsor through August 31, 2024

Limited availability





# Seminar Event Sponsorship Opportunities

(continued)



**SOLD**

## Opening Reception — \$30,000

Welcome attendees to Seattle/Bellevue during our 90-minute Opening Reception on Sunday. Open to all registrants, this event is a great way for attendees to reconnect and network.

### Sponsorship includes:

- (1) full Seminar registration
- Logo/company name listed wherever the sponsorship is mentioned and on Seminar signage
- Introduction of the sponsor by NSPRA president for brief welcome remarks
- Giveaway opportunity
- Evening entertainment
- One-time use of the pre-Seminar and post-Seminar participant mailing list
- Sponsor logo on the NSPRA website through August 31, 2024

## Celebrating Equity Through Inclusion Kickoff — \$5,000

Hundreds of Seminar attendees celebrate their diversity during this inclusive tradition hosted by NSPRA's Communication Equity and Diversity Task Force. New in 2024, it will become a morning event with coffee and continental breakfast to kick off the first day of Seminar learning sessions.

**NEW  
FORMAT  
IN  
2024!**



### Sponsorship includes:

- Acknowledgment by an NSPRA vice president in opening remarks
- Opportunity for a company representative to make brief welcome remarks
- Logo/company name listed everywhere the sponsorship is mentioned
- Sponsor logo on the NSPRA website through August 31, 2024

**Limited to 1 sponsor**





# Seminar Event Sponsorship Opportunities (continued)

## Monday General Session — \$6,000

Increase brand awareness with a dedicated, in-person audience of more than 1,000 attendees.



### **Sponsorship includes:**

- (1) full Seminar registration
- Acknowledgment by NSPRA executive director in opening remarks
- Opportunity to play a pre-approved 30-second video prior to the keynote presentation
- VIP seating for up to 10 registered guests (selected by sponsor) at the front of the room
- Meet and greet photo opportunity with General Session speaker for up to 10 registered guests (pending speaker approval)
- Opportunity to distribute marketing collateral to General Session attendees (pre-approval by NSPRA; production covered by sponsor)
- Logo/company name listed everywhere the sponsorship is mentioned and on Seminar signage
- One-time use of the pre-Seminar and post-Seminar participant mailing list
- Sponsor logo on the NSPRA website through August 31, 2024

**Limited to 1 sponsor**

## Tuesday General Session — \$6,000

Increase brand awareness with a dedicated, in-person audience of more than 1,000 attendees.

### **Sponsorship includes:**

- (1) full Seminar registration
- Acknowledgment by NSPRA executive director in opening remarks
- Opportunity to play a pre-approved 30-second video prior to the keynote presentation
- VIP seating for up to 10 registered guests (selected by sponsor) at the front of the room
- Meet and greet photo opportunity with General Session speaker for up to 10 registered guests (pending speaker approval)
- Opportunity to distribute marketing collateral to General Session attendees (pre-approval required; production covered by sponsor)
- Logo/company name listed everywhere the sponsorship is mentioned and on Seminar signage
- One-time use of the pre-Seminar and post-Seminar participant mailing list
- Sponsor logo on the NSPRA website through August 31, 2024

**Limited to 1 sponsor**





## Seminar Event Sponsorship Opportunities (continued)

### NSPRA President Installation and Gold Medallion Awards Ceremony Luncheon — \$9,000

NSPRA will install its next president and celebrate winners of its top national award during a luncheon ceremony open to all Seminar attendees – premier event and fitting finale to four days of networking and learning.



#### Sponsorship includes:

- Acknowledgment by the NSPRA executive director in opening remarks
- Opportunity to distribute branded giveaways on luncheon tables
- Opportunity to play a pre-approved 30-second video during the Ceremony Luncheon (pre-approval required; production covered by sponsor)
- (2) complimentary luncheon admissions
- (1) VIP table with reserved seating for up to 10 registered guests (selected by sponsor)
- Logo/company name listed everywhere the sponsorship is mentioned and on Seminar signage
- One-time use of the pre-Seminar and post-Seminar participant mailing list
- Sponsor logo on the NSPRA website through August 31, 2024

Limited to 1 sponsor



### #K12PRChat Kickoff — \$5,000

Seminar attendees love connecting with their #k12PRchat friends IRL at this highly popular networking event for the #schoolPR community. New in 2024, it will become a morning event with coffee and continental breakfast to kick off the second day of Seminar learning sessions.

#### Sponsorship includes:

- Acknowledgment by an NSPRA vice president in opening remarks
- Opportunity for a company representative to make brief welcome remarks
- Logo/company name listed everywhere the sponsorship is mentioned
- Sponsor logo on the NSPRA website through August 31, 2024

Limited to 1 sponsor





## Seminar Event Sponsorship Opportunities (continued)



**SOLD**

### Superintendents' Luncheon — \$9,500

NSPRA supports superintendents in creating a culture of communication with dedicated professional development at the Seminar, including an exclusive luncheon session featuring a speaker. The luncheon is open to superintendents, assistant superintendents and school board members.

#### **Sponsorship includes:**

- Acknowledgment by an NSPRA vice president in opening remarks
- Opportunity for a company representative to make brief welcome remarks
- Logo/company name listed everywhere the sponsorship is mentioned
- One-time use of the luncheon attendee mailing list
- Sponsor logo on the NSPRA website through August 31, 2024

**Limited to 1 sponsor**



### How to Make the Most of Your First NSPRA Seminar Session — \$3,500

Always a packed house, this session helps to maximize the professional development and networking opportunities to first-time NSPRA Seminar attendees. Session attendees will learn how the Seminar program is set up, which special offerings to take advantage of, what after-hours activities are available, and what not to miss while they're in Seattle/Bellevue. Attendees will also be able to mix and mingle with other first-timers to start building a new professional network right away.

#### **Sponsorship includes:**

- Acknowledgement by an NSPRA representative in opening remarks
- Opportunity for a company representative to make brief welcome remarks
- Opportunity to distribute marketing collateral to attendees (pre-approval by NSPRA; production covered by sponsor)
- Logo/company name listing everywhere the sponsorship is listed
- Sponsor logo on the NSPRA website through August 31, 2024

**Limited to 1 sponsor**



# Seminar Event Sponsorship Opportunities (continued)

## Gold Mine Roundtable Sessions I and II — \$5,500

The Gold Mine Roundtable is one of the most popular sessions every year! These two dynamic, 75-minute session blocks offer a great opportunity for a company to be seen as a leader in innovation and knowledge sharing.



### Sponsorship includes:

- (1) hosted Gold Mine table during each of the two session blocks
- Acknowledgment by the NSPRA associate director in opening remarks
- Opportunity for a company representative to make brief welcome remarks
- Opportunity to distribute marketing collateral to attendees (pre-approval by NSPRA; production covered by sponsor)
- Logo/company name listing everywhere the sponsorship is listed
- Sponsor logo on the NSPRA website through August 31, 2024

**Limited to 1 sponsor**



## Product Demos — \$1,750

Present a product demo during Marketplace hours on Monday and Tuesday.

### Sponsorship includes:

- (1) 15-minute product demo on the marketplace floor during morning hours open to all attendees
- Logo/company name listing everywhere the sponsorship is listed
- Screen, projector and microphone
- (4) total presentation opportunities (two on Monday and two on Tuesday)

**Limited to 4 opportunities**

**(two on Monday and two on Tuesday).**

**Must be an exhibitor to purchase.**





# Seminar Event Sponsorship Opportunities

(continued)

## Branded Tote Bag — \$4,500

Sponsor the bag that all attendees will be given at the Seminar registration desk.

### Sponsorship includes:

- (1) bag with sponsor logo for each attendee (style selected by NSPRA with sponsor approval)
- Logo/company name listed wherever sponsorship is mentioned and on Seminar signage



Limited to 1 sponsor



## Professional Headshots – \$3,500

Take advantage of this exclusive opportunity to provide Seminar attendees with a professional headshot, located on the Marketplace floor.

### Sponsorship includes:

- Logo/company name listed wherever sponsorship is mentioned and on Seminar signage
- Mailing list of attendees who visited the headshot station (one-time use)
- Option to provide company-branded giveaways/materials (approval by NSPRA, production costs covered by sponsor)
- Sponsor logo on the NSPRA website through August 31, 2024



## Puppy Pawloozza – \$5,000

Get ready for a tail-wagging extravaganza! Immerse yourself in a world of adorable puppies, where snuggles and relaxation create lasting emotional connections.

As showcased at the NSPRA 2023 Seminar, attendees couldn't get enough time and attention with these sweet pups. Help bring a smile to attendees and love to the dogs.

### Sponsorship includes:

- Logo/company name listed wherever sponsorship is mentioned
- Dedicated space for dogs and attendees to visit and snuggle
- \$500 donation in sponsor's name to the animal shelter providing the puppies
- Option to provide company-branded giveaways/materials (approval by NSPRA, production costs covered by sponsor)
- Sponsor logo on the NSPRA website through August 31, 2024



## Seminar Event Sponsorship Opportunities (continued)



### Common Grounds Networking Lounge – \$20,000

Keep attendees hydrated, caffeinated and energized via the Common Grounds Networking Lounge, an exclusive area designed for attendees to engage in camaraderie and networking. Picture plush soft seating, adorned with branded materials, inviting visitors to settle in and engage in robust discussions. Whether sipping on a freshly brewed coffee or indulging in a delectable treat, attendees are sure to enjoy a relaxing break.

#### Sponsorship includes:

- (1) full Seminar registration
- Logo/company name listed wherever sponsorship is mentioned
- Soft seating and traditional banquet tables
- Branded signage in the lounge
- Coffee and tea service from 8 a.m. – 3 p.m.
- Branded napkins with sponsor logo
- Option to add treats at sponsor's expense
- Option to provide company-branded giveaways/materials (approval by NSPRA, production costs covered by sponsor)
- Sponsor logo on the NSPRA website through August 31, 2024

### “Silent Conference” Audio System – \$10,000

Help attendees make the most of their visit to the Marketplace. Special headphones will allow users to tune in to various presentations offered throughout the day in designated sections of the Marketplace, which helps minimize distractions and better connect attendees with the speakers' presentations.



#### Sponsorship includes:

- Logo/company name listed wherever sponsorship is mentioned
- Branded signage
- On-site dedicated audio-visual support to ensure ease of use
- Sponsor logo on the NSPRA website through August 31, 2024

### Social Impact Giveback – \$9,000

Sponsor an interactive station where attendees will participate in a social impact project that will be donated to a non-profit organization in the local community. This unique experience is sure to be unforgettable, where attendees can make connections, create memories and help leave a lasting legacy.

#### Sponsorship includes:

- Logo/company name listed wherever sponsorship is mentioned
- Dedicated space for attendees to participate in the project
- Option to provide company-branded giveaways/materials (approval by NSPRA, production costs covered by sponsor)
- Sponsor logo on the NSPRA website through August 31, 2024





# Advertising Opportunities



## Seminar Program Book — \$300 - \$600/ad

The printed Seminar program book is distributed at registration to attendees. Draw attention to your products and services and reinforce your presence at the Seminar through a program book ad.

- Full-page color ad in the Seminar program book - \$600
- Half-page color ad in the Seminar program book - \$300

## Seminar Mobile App Push Notification — \$600/notification

Call attendees to action directly through the Seminar mobile app with push notifications. Notifications will be mixed between sponsors and NSPRA.

Limited availability

## Seminar Mobile App Banner Ad — \$1,000

Rotating banner ads are available for key sections of the Seminar mobile app, an essential Seminar tool. Your advertisement will be featured throughout the lifecycle of the app, which will be offered on both Android and Apple platforms.

Limited availability

## Seminar Daily Newsletter Banner Ad — \$1,000/day

This must-read daily digital publication previews the day's upcoming events and shares highlights from the previous day.

### Sponsorship includes:

- Banner ad linking to your webpage in the daily newsletter email to all Seminar attendees

One sponsor per day (Sunday - Wednesday)

