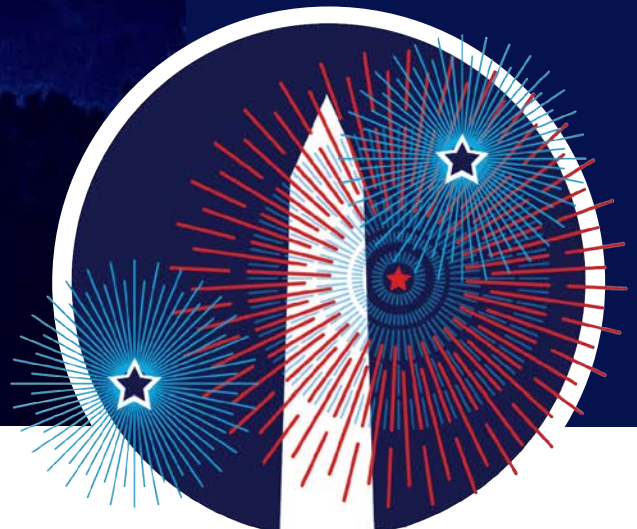


★★★ Named a top K-12 conference to attend in 2025 by *K-12 DIVE* ★★★



# NSPRA 2025 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 conference for school communicators and education leaders.



JULY 20-23  
WASHINGTON, D.C.

NSPRA 2025

# MONUMENTA

IMPACT ★ PROGRESS ★ POSSIBILITIES

## Top Job Titles of Seminar Attendees

Chief Communications Officer	Director of Communications
Public Information Officer	Superintendent of Schools

100%

of NSPRA 2024 exhibitor survey respondents said they plan to exhibit at the NSPRA 2025 National Seminar.

100%

of NSPRA 2024 exhibitor survey respondents said exhibiting was valuable or very valuable in meeting their exhibitor goals.

100%

of NSPRA 2024 exhibitor survey respondents said the quality of leads generated by exhibiting were good or excellent.

**“The Marketplace is great. I connected with a company and started working with them last month – they’re the best!”**

**“I found the Marketplace to be way more valuable than I thought it would be.”**

**“I love, love, love the vendors. It is great getting to know them and learn about their products.”**

— Previous NSPRA National Seminar Attendees



## Why NSPRA?

Sponsoring or exhibiting at the NSPRA 2025 National Seminar can help ensure your company reaches target audiences and meets your bottom-line objectives. Sponsors and exhibitors 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.

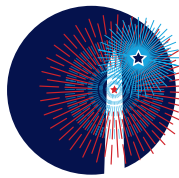
Opportunities at the 2025 National Seminar include:

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

### PREVIOUS NSPRA NATIONAL SEMINAR SUPPORTERS INCLUDE:

#SocialSchool4EDU	Class Intercom	JustFOIA	SchoolStatus
Alpaca	CrumbI	Mapme	School Revenue Partners
Albourn Translation Services	ECRA	Niche	School Spirit PR
AlwaysOn	Edlio	ParentSquare	SchoolMint
BrightArrow Technologies	Finalsite	Peachjar	TalkingPoints
Apptegy	Granicus	Possip	Target River
CatapultK12	Intrado	PowerSchool	TeacherLists
CEL	SchoolMessenger	Rally	ThoughtExchange
CESO Communications	K12 Insight	Remind	Volunteer Matters
	Jakapa	Rhodes Branding	

**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.



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## Seminar Sponsorship and Exhibit Opportunities

### **Gold Sponsorship — \$15,000** **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 session for on-demand viewing
- Designated break-out room for use during Sunday, Monday and Tuesday. Schedule meetings and meet with clients and prospects
- (1) piece of marketing collateral offered at the Seminar registration desk
- (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, 2025

**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 session for on-demand viewing
- (1) piece of marketing collateral offered at the Seminar registration desk
- (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, 2025

**Limited availability**

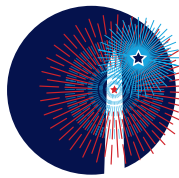
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### **Marketplace Booth Exhibitor — \$1,900** **Showcase your company in the Marketplace.**

#### **Exhibit includes:**

- (1) 10x10 booth in the Marketplace
- (1) Marketplace registration
- Listing and logo on the NSPRA website as a sponsor through August 31, 2025

**Limited availability**



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## Seminar Event Sponsorship Opportunities *(continued)*



**SOLD**

### Opening Reception — \$30,000

Welcome attendees to Washington, D.C., 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, 2025

### Celebrating Equity Through Inclusion Kickoff — \$8,000

Kick off the first day of Seminar learning with a breakfast celebrating diverse backgrounds, cultures and cuisine. Hosted by NSPRA's Communication Equity and Diversity Task Force, this inclusive event is a great way for attendees to connect and embrace cultured traditions.



#### 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, 2025

**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 90-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, 2025

**Limited to 1 sponsor**

### Tuesday General Session — \$6,000

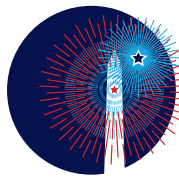
Increase brand awareness with a dedicated, in-person audience of more than 1,000 attendees.

#### Sponsorship includes:

- (1) full Seminar registration
- Acknowledgment by NSPRA executive director in opening remarks
- Opportunity to play a pre-approved 90-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, 2025

**Limited to 1 sponsor**





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## 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, 2025

**Limited to 1 sponsor**



### **#K12PRChat Kickoff — \$8,000**

Connect with fellow attendees IRL over a cup of joe and some morning nibbles. Open to all attendees, this event will kick Tuesday morning off with fuel for another full day of learning.

#### **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, 2025

**Limited to 1 sponsor**

## Seminar Event Sponsorship Opportunities *(continued)*



### **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, 2025

**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 Washington, D.C. 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, 2025

**Limited to 1 sponsor**



## Seminar Event Sponsorship Opportunities *(continued)*

### Gold Mine Roundtable Sessions I and II — \$6,500

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, 2025

**Limited to 1 sponsor**

### NEW! Partner Power Sessions — \$3,500

Sunday morning has been set aside for sponsors to offer up to four hours of learning and sharing with our attendees.

#### Sponsorship includes:

- Logo/company name listed wherever the sponsorship is mentioned and on Seminar signage.
- Session title and company name listed on the official NSPRA National Seminar agenda.
- Room setup of screen, projector and one podium microphone. (Room size varies. Options include 1-95 attendee with round tables; 1-30 attendees with round tables; 1-30 attendees with round tables.)
- Sponsor logo on the NSPRA website through August 31, 2025

**Sponsor is responsible for developing session content and separate registration (if applicable).**

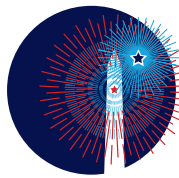
### NEW! Relaxation Zone — \$7,000 – \$9,000

Provide a much-needed stress relief area for school PR professionals. Seated chair and foot massages, calming/meditative music and spa-like refreshments will help rejuvenate Seminar attendees.

#### Sponsorship includes:

- Logo/company name listed wherever the sponsorship is mentioned.
- Professional massage therapists available during set times
- Soft seating for those resting their legs/feet
- Refreshment station inside the designated area
- Sponsor logo on the NSPRA website through August 31, 2025

**Sponsor may (at their own cost) offer additional branded items if desired.**



# Seminar Event Sponsorship Opportunities *(continued)*



**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.**

**Professional Headshots — \$3,500**  
 Take advantage of this exclusive opportunity to provide Seminar attendees with a professional headshot.

- 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, 2025



# Seminar Event Sponsorship Opportunities *(continued)*



**Networking Break Enhancement – \$3,500 and up**

Refueling is essential when professional learning and networking is on the agenda. Partner with NSPRA to deliver just the right element to inspire and recharge attendees between sessions. Branding and menu selection to be developed in partnership with NSPRA.



**Inclusive Transcription and Audio – \$5,500**

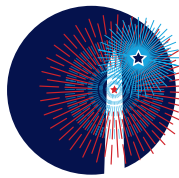
NSPRA aims to deliver high quality programming accessible to all. Through the use of this technology, attendees can listen to sessions in various languages or follow along with the real-time transcription of the presentation.

**Sponsorship includes:**

- Logo/company name listed wherever sponsorship is mentioned
- Branded signage
- On-site dedicated audio-visual support
- Sponsor logo on the NSPRA website through August 31, 2025

**Sponsor may provide headsets for attendees use (cost is responsibility of sponsor).**





# Advertising Opportunities



## Seminar Program Book – \$325 – \$650/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 - \$650
- Half-page color ad in the Seminar program book - \$325



## Seminar Mobile App Push Notification – \$650/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)

