

MAKE
WAVES

NSBA 69TH ANNUAL CONFERENCE AND EXPOSITION
SPONSORSHIP BROCHURE



APRIL 4-7, 2009 • SAN DIEGO, CA • WWW.NSBA.ORG/CONFERENCE

SHOW UP YOUR BRAND

NSBA offers abundant opportunities to increase your exposure at the Annual Conference. If you would like to sponsor an event that's not on this list, call us and we'll customize a program to meet your goals. All sponsorships are on a first-come, first-served basis, with the exception of the current year's sponsorships.

SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL SPONSORSHIP

- Conference Tote Bags
- Hotel Key Cards
- NSBA Joint Caucuses Reception
- President's/Leadership Reception
- Council of Urban Boards of Education (CUBE) Urban Night Out
- Attendee Badge Holders/Lanyards
- Focus on Education/Featured Speaker (multiple speakers available for sponsorship)
- E-mail Stations
- General Session Musical Groups and Luncheon Concert Series

GOLD LEVEL SPONSORSHIP

- Online Conference Planner
- Relaxation Station
- Lead Retrieval Cards
- National Affiliate Center Refreshments
- Council of Urban Boards of Education (CUBE) Reception
- Council of Urban Boards of Education (CUBE) Keynote Buffet Breakfast
- Council of Urban Boards of Education (CUBE) Breakfasts and Breaks
- National Affiliate Member Giveaways
- School Law Seminar Reception
- COSA School Law Seminar Handbook and School Law in Review Production
- National Black Caucus of School Board Members Luncheon
- Cultural Networking Reception
- National Hispanic Caucus of School Board Members Luncheon
- Early Bird Refreshments
- Exhibit Hall Attendee Break (co-sponsorships available)
- Exhibit Hall Lounge (co-sponsorships available)

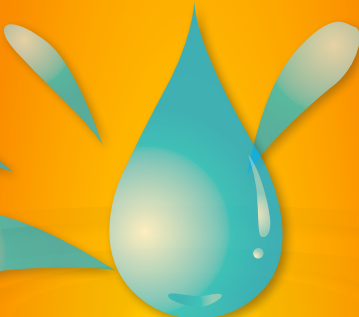
SILVER LEVEL SPONSORSHIP

- Specialized Strand Breaks (including new Board Members and Superintendents)
- National Affiliate Ice Cream Social
- School Law Seminar: Continental Breakfast
- TLN (Technology Leadership Network) Hosted Site Visits and Sessions (multiple opportunities)
- Breaks & Lunch for Site Visit Attendees
- National Caucus of American Indian/Alaska Native School Board Members Luncheon
- National Caucus of Hispanic School Board Members Reception
- Early Bird Workshop Coffee Service
- Motorized Wheelchair/Scooters
- Walk of Excellence Refreshments (Best District Practices Display)
- Speaker Ready Room (3 days available)
- General Conference Sponsorship

CONTACT: CHRISTINE TSCHAMPEL, National Sponsorship Sales Manager
703-838-6759 • ctschampel@nsba.org



YOUR PRESENCE AT THE 2009 NSBA ANNUAL CONFERENCE



places your company among the nation's top business leaders in the education market. Capitalize on your prime position as districts make critical budgeting and buying decisions. Increase your exposure to this highly-qualified audience with a sponsorship and gain even more visibility throughout the conference.

BECOME AN ANNUAL CONFERENCE SPONSOR!

Booth Traffic
Increases up to

104%

When You Add
a Sponsorship[#]

2008 ANNUAL CONFERENCE AT-A-GLANCE

1,000 BOARD PRESIDENTS

5,000 BOARD MEMBERS

1,000 SUPERINTENDENTS

THAT'S **7,000 PAID ATTENDEES** WITH
MORE THAN **\$240 BILLION** IN TOTAL BUYING POWER*

Plus, a bustling show floor with more than

325 EXHIBITORS

Nearly 90% of conference attendees are superintendents,
board members, or district administration staff —
**THE PEOPLE WITH THE AUTHORITY TO SPEND MONEY
TO IMPROVE THEIR SCHOOL DISTRICTS.**

PLATINUM SPONSORS — \$15,000 AND ABOVE

Benefits include all Silver and Gold Sponsorship Benefits, plus:

- Include one item (no larger than 8.5" x 11" — no catalogs please) in the conference tote bag, which will be distributed to each attendee
- Early booth selection time slot for the 2009 NSBA Annual Conference
- One time use of pre-conference attendee mailing list
- Sponsor logo featured on large banner recognizing our PLATINUM SPONSORS, to be displayed in a highly visible area in the conference center
- Sponsor name, logo, booth number, and a brief description (75 words max.) of a product and/or service they wish to highlight to all conference attendees, which will be featured in a special Platinum Sponsors' "Thank You" section of the Conference Program Book
- Sponsor's logo will be featured on at least one bus banner (primary route), recognizing our Platinum Sponsors. Banner will be displayed on the passenger side of the bus
- Opportunity to welcome the group from the podium — 3 to 5 minutes (where applicable)
- Opportunity to provide a banner — no larger than 4' x 9' (for receptions and luncheons)
- Opportunity to sample/distribute corporate token to attendees (for receptions and luncheons)
- Logo recognition on the conference Web site sponsors' page with a link to the sponsors' home page
- Bonus: Larger discount on one full-page, 4-color ad in *American School Board Journal* or *School Board News*

IMMERSE

YOUR COMPANY IN THE CONFERENCE

SPONSORSHIP BENEFITS

GOLD SPONSORS — \$7,500 AND ABOVE

Benefits include all Silver Sponsorship Benefits, plus:

- One time use of event-specific attendee mailing list (where applicable)
- Sponsor name and/or logo displayed on a slide during the pre-General Session slide show
- Recognition in program-specific materials/handouts/workbooks (where applicable)
- Recognition in Conference Edition of *School Board News* (Conference Daily) and May issue of *School Board News* (Post Conference edition)
- Opportunity to network/display literature at the event or registration area (where applicable)
- Bonus: Discount on one full-page, 4-color ad in *American School Board Journal* or *School Board News*

SILVER SPONSORS — \$1,000 AND ABOVE

Benefits include:

- Recognition in Conference Program Book
- Special sponsor ribbon for your booth staff
- Recognition in one pre-conference e-mail newsletter sent to conference attendees
- Custom signage at the sponsorship site (where applicable); sign to feature sponsor name
- Sponsor name to be featured on large "meter board" which will be displayed in a highly visible area
- Recognition on the conference Web site sponsors page with a link to the sponsor's home page
- Opportunity to network/attend the sponsored event
- Special sponsor sign to display at your booth

Please note that sponsorship levels are determined by the sponsored event price.

CONTACT: CHRISTINE TSCHAMPEL, National Sponsorship Sales Manager
703-838-6759 • ctschampel@nsba.org

ARE YOU LOOKING TO ZERO-IN ON A PARTICULAR AUDIENCE AT THE CONFERENCE?

Consider sponsoring an event for one of the following special interest groups.

RISING TIDE

SPECIALIZED GROUP EVENTS

URBAN SCHOOL LEADERS

The Council of Urban Boards of Education (CUBE) is the urban arm of NSBA's National Affiliate program and provides its member districts with a voice in the national policy arena. CUBE's current membership includes more than 115 of the nation's largest urban school districts. These districts spend a combined total of more than \$78.8 billion annually to educate urban school children. There are outstanding opportunities to network with these key decision makers from large, urban school districts from across the nation by sponsoring one of the CUBE events at Annual Conference.

SCHOOL ATTORNEYS

The Council of School Attorneys (COSA) is the only national advocacy organization composed of attorneys representing school boards. Sponsor one of the COSA events and gain exposure for your company to nearly 500 of the nation's most influential school attorneys, most of whom are in private practice and represent multiple school districts.

TECHNOLOGY LEADERS

NSBA's Education Technology Programs is hosting some unique opportunities to help sponsors connect with administrators and board members committed to advancing technology to meet district goals and improve student achievement.

NSBA CAUCUS OPPORTUNITIES

The three NSBA national caucuses — American Indian/Alaska Native, Black, and Hispanic — provide a forum to actively participate in national dialogue on public school education issues.

NATIONAL AFFILIATES

National Affiliates are local school board districts that are direct members of NSBA. The National Affiliates usually represent more than half of the paid registrants at the Annual Conference (over 5,000 paid attendees in 2008). These districts range from small districts to the largest school districts in the nation (CUBE). The National Affiliate program provides school districts with free professional development and networking opportunities throughout the Annual Conference.

NEW MEMBER BOOT CAMP

Newly-elected school board members (and veteran school board members who are looking for a refresher course) come to explore topics ranging from ethics to NCLB to community engagement. Newly-elected school board members are able to receive a broad foundation to start their term from these four days of programming.

"We are honored to support NSBA's General Sessions' High School Musical Performing Groups and Luncheon Concert Series which features promising young musical artists from schools around the country, and through this sponsorship helps promote NAMM's message that a complete education includes music and the arts for all children."

.....
JOE LAMOND

President and CEO, NAMM

ANCHOR

YOUR PRESENCE

CONTACT US TODAY!

2008 ANNUAL CONFERENCE SPONSORS INCLUDED: (as of March 13, 2008)

PLATINUM LEVEL

Aetna, Inc.
Apple Inc.
BoardDocs by Emerald
Data Solutions
Broker's Risk
Edison Schools
French Toast Official School Wear
Houghton Mifflin Harcourt Publishers
Johnson Controls, Inc.
McGraw-Hill Education
NAMM – International Music
Products Association
Pearson
Sodexo
Sprint

GOLD LEVEL

American Heart Association
ARAMARK Education.
Digital Identification Solutions
Kelly Educational Staffing
Landscape Structures, Inc.
Nova Southeastern University –
Fischler School
Preferred Meal Systems, Inc.

SILVER LEVEL

Community Education Partners
Connections Academy
Everyday Wireless, Inc.
Hogan & Hartson
Huntington Learning Center
Nice Pak Commercial
IQ-ity
Pearson Foundation
School-Link Technologies

Reach the country's top K-12 school district decision makers by becoming a sponsor/exhibitor/advertiser at NSBA's 69th Annual Conference.

SPONSORSHIPS

Christine Tschampel
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EXHIBITS

Susan Clubb
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ADVERTISING

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"Our sponsorship of the Annual Conference provides us with an invaluable opportunity to reach this key audience and to provide a clear understanding of Sprint's commitment to develop solutions that will enhance the learning process, improve communication and help to create a safer environment for school districts."

RICHARD MARVIN

Sprint, National Marketing Manager – Education

