

# ADVERTISING

**INCREASE YOUR VISIBILITY!** Make the most of your 2009 T+L Conference experience by advertising in the official T+L Program Book or be the exclusive advertising sponsor of the T+L Daily Newspaper. Early bird discounted ad rates apply if you reserve your space by January 31, 2009.

For a great advertising impact, learn more about the advertising opportunities that exist in the *American School Board Journal (ASBJ)*. ASBJ reaches 40,000 district level decision makers each and every month.

**Please contact:**

Fox Associates, Inc.  
312-644-3888, x114  
adinfo.nsb@foxrep.com

## CUSTOMIZE YOUR COMPANY'S PRESENCE

with options for every budget! Your support team at NSBA is ready to help you connect with customers actively looking for solutions. Call us today!

**Christine Tschampel**, Sponsorships  
703-838-6759  
ctschampel@nsba.org

**Dominique Baldwin**, Exhibits  
703-838-6755  
dbaldwin@nsba.org


## 2008 T+L Sponsors

ADOBE SYSTEMS, INC.  
APPLE INC.  
ATOMIC LEARNING  
EDMIN  
FOLLETT SOFTWARE  
HEWLETT-PACKARD  
INFINITE CAMPUS, INC.  
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IQITY  
NETTREKKER D.I.  
PANASONIC SYSTEMS INTEGRATION  
PROMETHEAN  
SMART TECHNOLOGIES  
UBOOST



ADVERTISING

SPONSORSHIPS



"Sponsoring T+L is a great way to increase our visibility and enhance our sales contacts. NSBA show organizers do a **GREAT JOB OF CREATING SYNERGY** between NSBA, show attendees, and Follett Software that lasts for the duration of the conference."

SHERI THOMPSON  
Event Manager  
Follett Software  
Company

[www.nsba.org/T+L](http://www.nsba.org/T+L)

EXHIBITS

# Sponsorship Brochure

Presented by: The National  
School Boards Association

Colorado Convention Center

Denver, Colorado

October 28–30, 2009

[www.nsba.org/T+L](http://www.nsba.org/T+L)



**RESULTS**



**SUCCESS**



**SALES**

# ELEVATE your impact

THE NATION'S ONLY K-12 TECHNOLOGY CONFERENCE THAT

TARGETS DISTRICT LEADERS AND DECISION MAKERS

# MEET THE RIGHT AUDIENCE AND RAISE YOUR SALES TO NEW HEIGHTS

Choosing a T+L sponsorship allows you to differentiate your product and message to technology directors, superintendents, school board members, district administrators, principals, and lead teachers. Put this intimate gathering to work for you, build relationships with influential decision-makers, and keep them thinking about your company throughout the year. Buy a sponsorship package, sponsor an activity, put your logo on a give-away...or do it all! Get your company's name out there, and you'll have a great way to start a conversation with this highly targeted group of school leaders!



## Platinum Sponsors

\$15,000 TO \$40,000

Co-Sponsorships available

Benefits include:

### All of the Silver and Gold Benefits plus:

- ▶ Include one item (no larger than 8½" x 11" — no catalogs please) in the conference tote bag distributed to each attendee
- ▶ Early booth selection time slot for next year's conference
- ▶ Two-time use of pre-conference attendee mailing list
- ▶ Sponsor's logo featured on large banner recognizing our PLATINUM SPONSORS to be displayed in a highly visible area in the conference center
- ▶ Opportunity to welcome the group from the podium — 3–5 minutes (where applicable)
- ▶ Opportunity to provide a banner — no larger than 4'x 9' (where applicable)
- ▶ Opportunity to sample/distribute corporate token to attendees (where applicable)
- ▶ **BONUS:** 15% discount on one full-page, four-color ad in a selected issue of *American School Board Journal* or *School Board News*



## Gold Sponsors

\$7,500 TO \$12,000

Co-Sponsorships available

Benefits include:

### All of the Silver Benefits plus:

- ▶ One-time use of event-specific attendee mailing list (where applicable)
- ▶ Recognition in one pre-conference e-mail newsletter that goes to conference attendees
- ▶ 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)
- ▶ Opportunity to network/display literature at the event or registration area (where applicable)
- ▶ **BONUS:** 10% discount on one full-page, four-color ad in a selected issue of *American School Board Journal* or *School Board News*



## Silver Sponsors

\$2,500 TO \$7,000

Co-Sponsorships available

Benefits include:

- ▶ Recognition in Conference Program Book
- ▶ Special sponsor ribbon for your booth staff
- ▶ Custom signage at the sponsorship site (where applicable) — sign to feature sponsor's name and logo
- ▶ Sponsor's name and/or logo to be featured on large "meter board" displayed in a highly visible area
- ▶ Recognition on the T+L Conference Website sponsors' page with a link to the sponsor's home page
- ▶ Special sponsor sign for your booth

"T+L is a significant, national K–12 technology conference that consistently attracts district-level educators who are transforming education for the 21<sup>st</sup> century. There is **REAL VALUE** in contributing to its success."

LINDA THOMAS  
Vice President – Marketing  
SMART Technologies

## PLATINUM SPONSORSHIP OPPORTUNITIES:

- ▶ Technology Leadership Network Final Event
- ▶ Wednesday Night Networking Reception
- ▶ Opening Reception & Education Excellence Fair
- ▶ E-mail Stations
- ▶ Hotel Key Cards
- ▶ T+L Blog Central

## GOLD SPONSORSHIP OPPORTUNITIES:

- ▶ Salute Luncheon
- ▶ Tote Bags
- ▶ Wi-Fi
- ▶ Interactive Downloadable Conference Schedule for PDA
- ▶ Technology Leadership Network and National Affiliate Room
- ▶ Showcase Luncheons (2)

## SILVER SPONSORSHIP OPPORTUNITIES:

- ▶ School District Presenters' Reception
- ▶ Breakfast Sessions
- ▶ Lead Retrieval Cards
- ▶ Lanyards
- ▶ Presenters' Lounge
- ▶ Program Book Belly Bands
- ▶ Technology Leadership Network Meeting Continental Breakfast
- ▶ Technology Leadership Network Meeting Lunch and Transportation
- ▶ Conference-Wide Networking Coffee Breaks (3)

**Co-Sponsorships are available. If you would like to sponsor an event but do not see it on the list, please feel free to contact us. We will work with your company to customize a sponsorship that fits your goals.**



# LET YOUR ROI SOAR

Generate tremendous attention for your company and watch your ROI soar!

To take advantage of these opportunities to boost booth traffic and elevate your company's exposure at the 2009 NSBA T+L Conference, please call:

**Christine Tschampel**

National Sponsorship Sales Manager

703-838-6759

[ctschampel@nsba.org](mailto:ctschampel@nsba.org)