



# NSPRA 2023 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.







## Why NSPRA?

Sponsoring or exhibiting at the NSPRA 2023 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 2023 National Seminar include:

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

### PREVIOUS NSPRA SEMINAR SUPPORTERS INCLUDE:

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

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 in the “Destination” or “Success” theater at the Seminar
- Designated break-out room for use during Sunday, Monday and Tuesday. Schedule meetings and meet with clients and prospects.
- (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 black and white 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, 2023

**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) piece of marketing collateral in the Seminar registration packet
- (1) full-page black and white 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, 2023

**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, 2023

**Limited availability**



## Seminar Event Sponsorship Opportunities

### Opening Reception — \$30,000

Welcome attendees to St. Louis 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, 2023

### Monday Networking Lunchboxes — \$5,000

Sponsor lunch at the Monday networking luncheon program, where attendees will connect with colleagues with similar professional interests in a relaxed and comfortable environment.



#### **Sponsorship includes:**

- (1) hosted roundtable discussion table
- (1) full Seminar registration
- Branded lunch box for attendees (provided by sponsor)
- Company name/logo on tabletop signage and everywhere this opportunity is listed
- Sponsor logo on the NSPRA website through August 31, 2023

### Tuesday Networking Lunchboxes — \$5,000

Sponsor lunch at the Tuesday networking luncheon program, where attendees will connect with colleagues with similar personal interests in a relaxed and comfortable environment.

#### **Sponsorship includes:**

- (1) hosted roundtable discussion table
- (1) full Seminar registration
- Branded lunch box for attendees (provided by sponsor)
- Company name/logo on tabletop signage and everywhere this opportunity is listed
- Sponsor logo on the NSPRA website through August 31, 2023

## Seminar Event Sponsorship Opportunities (continued)

### Monday General Session — \$6,000

Increase brand awareness with a dedicated, in-person audience.



#### **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 reserved seating for up to 10 guests (selected by sponsor) at the front of the room
- Meet and greet photo opportunity with General Session speaker for up to 10 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, 2023

**Limited to 1 sponsor**

### Tuesday General Session — \$6,000

Increase brand awareness with a dedicated, in-person audience.

#### **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 reserved seating for up to 10 guests (selected by sponsor) at the front of the room
- Meet and greet photo opportunity with General Session speaker for up to 10 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, 2023

**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 to play during the Ceremony Luncheon (pre-approval required; production covered by sponsor)
- (2) complimentary luncheon admissions
- (1) VIP table to invite registered guests
- 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, 2023

**Limited to 1 sponsor**



### **Barry Gaskins Mentor Legacy Award — \$5,000**

The Barry Gaskins Mentor Legacy Award recognizes a practicing school public relations professional for outstanding efforts in mentoring colleagues new to school PR, providing counsel and advice on job success, and assisting colleagues in their professional development by creating or offering programs and activities designed to improve PR skills and knowledge.

#### **Sponsorship of the award includes:**

- Acknowledgment during a General Session awards presentation (1,000+ attendees)
- Presentation of the award to the recipient by a company representative
- Sponsor acknowledgement on award announcement, program and marketing materials
- Sponsor logo on the NSPRA website through August 31, 2023

**Limited to 1 sponsor**

## Seminar Event Sponsorship Opportunities (continued)



### **Bob Grossman Leadership in School Communications Award — \$12,000**

The Bob Grossman Leadership in School Communications Award is given annually to a practicing superintendent or CEO of a school district, education agency or service center in recognition of outstanding leadership in school public relations and communications. This award is given in memory of Robert L. Grossman, ASPR, an NSPRA past president who believed that the support and commitment of our top education leaders is vital to successful school communication.

#### **Sponsorship of the award includes:**

- (1) full Seminar registration
- Acknowledgment during a General Session awards presentation (1,000+ attendees)
- Presentation of the award to the recipient by a company representative
- (1) 10x10 booth in the Marketplace
- (1) piece of marketing collateral in the Seminar registration packet
- (1) full-page black and white ad in the Seminar program book
- One-time use of the pre-Seminar and post-Seminar participant mailing list
- Sponsor logo included on signage and promotional materials, and acknowledgement on all award materials
- Sponsor logo on the NSPRA website through August 31, 2023

**Limited to 1 sponsor**

### **Communication Technology Award for Superintendents — \$12,000**

The Communication Technology Award for Superintendents recognizes a superintendent of a K-12 school system, intermediate unit, BOCES or county education office for leadership in redefining, upgrading and integrating cutting-edge communication technology to improve and expand outreach and engagement with education stakeholders — both internal and external.



#### **Sponsorship of the award includes:**

- (1) full Seminar registration
- Acknowledgment during a General Session awards presentation (1,000+ attendees)
- Presentation of the award to the recipient by a company representative
- (1) 10x10 booth in the Marketplace
- (1) piece of marketing collateral in the Seminar registration packet
- (1) full-page black and white ad in the Seminar program book
- One-time use of the pre-Seminar and post-Seminar participant mailing list
- Sponsor logo included on signage and promotional materials, and acknowledgement on all award materials
- Sponsor logo on the NSPRA website through August 31, 2023

**Limited to 1 sponsor**

## Seminar Event Sponsorship Opportunities (continued)

### **#K12PRChat Tweetup — \$5,000**

Attendees will connect with their #k12PRchat friends IRL at this highly popular event. All are welcome to attend the networking event, whether active in the #schoolPR Twitter community or just looking to expand their social network. The Tweetup will include spirited award presentations, live-tweeting and light refreshments.



#### **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, 2023

**Limited to 1 sponsor**

### **Celebrating Equity Through Inclusion Mixer — \$5,000**

This highly popular social mixer is open to all Seminar attendees to network and celebrate equity, diversity and inclusion.



#### **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, 2023

**Limited to 1 sponsor**



## Seminar Event Sponsorship Opportunities (continued)



### **Superintendents' Luncheon — \$9,000**

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, 2023

**Limited to 1 sponsor**

### **Mentor Match Meet Up — \$3,500**

An exclusive networking reception for association members who have a mentor-mentee relationship established through NSPRA's Mentor Match program, this event celebrates NSPRA volunteers who help guide newer PR professionals on their career path.



#### **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 reception attendee mailing list
- Sponsor logo on the NSPRA website through August 31, 2023

**Limited to 1 sponsor**

## Seminar Event Sponsorship Opportunities (continued)

### 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 St. Louis. 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 General Session 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, 2023



### Gold Mine Roundtable Session — \$5,500

The Gold Mine Roundtable is one of the most popular sessions every year! These dynamic sessions 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
- 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 General Session attendees (pre-approval by NSPRA; production covered by sponsor)
- Logo/company name listing everywhere the sponsorship is listed

**Limited to 1 sponsor**



## Seminar Event Sponsorship Opportunities (continued)

### **Product Demos — \$1,500**

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



#### **Sponsorship includes:**

- (1) 15-minute product demo in the “Destination” or “Success” theater 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**

### **Networking Breaks— \$15,000/day**

Keep attendees hydrated and caffeinated during the Seminar. NSPRA provides multiple refreshment breaks throughout the day on Monday, Tuesday, and part of Wednesday.

#### **Sponsorship includes:**

- (1) full Seminar registration
- Signage at each break location
- One-page flyer in the registration packet
- (1) half-page black and white ad in the Seminar program book
- (1) daily push notification on the Seminar mobile app to advertise break and sponsor

**May be one sponsor for the full Seminar or multiple one-day sponsors. NSPRA will determine the locations and items served in refreshment breaks.**

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### **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**

## Advertising Opportunities



### Seminar Program Book — \$250 - \$500/ad

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

- Full-page black and white ad in the Seminar program book - \$500
- Half-page black and white ad in the Seminar program book - \$250

### Seminar Mobile App Push Notification — \$750/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 number available

### 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)

