Sponsorship & Exhibit Opportunities

2020 National Seminar
St. Louis, MO | July 12 -15
About NSPRA

The National School Public Relations Association’s (NSPRA) mission is to advance education through responsible public relations and communication that leads to success for all students.

NSPRA members are school leaders with various responsibilities:
- Professional communicators
- Superintendents
- Board members
- Principals
- School foundation and business partnership leaders
- Education association/agency leaders
- Consultants who work with educators

NSPRA provides professional development, products and services to:
- Build public support for the best educational opportunities and achievement for all students.
- Promote better public understanding of the objectives, accomplishments and needs of education in a diverse society.
Who Attends?

The NSPRA membership and Seminar attendees are comprised of school communication professionals in North America. Seminar attendee job titles include the following:

- Assistant Superintendent
- Associate Director
- CEO
- Communications Officer
- Chief Communications Officer
- Chief of Staff
- Director of Communication
- Director of Public Relations
- Manager of Communications
- Public Information Coordinator
- Public Relations Coordinator
- Superintendent

Here's what participants say:

“The NSPRA Seminar is the only place where you can learn job specific tips and tools for our profession. It is also a wonderful opportunity to meet other school system communication professionals in order to build a network of friends who you can turn to for advice during tough times.”
-- Meredith Mendez, Tammany Parish Public School System, Covington, La.

“Each year I come away from the NSPRA Seminar with a renewed passion for school public relations.”
-- Alison Benson, Sioux City (Iowa) Community School District
Supporting NSPRA provides a valuable opportunity to get your message front and center with our membership. Our 1,100+ Seminar attendees are influencers and decision makers for finding outside vendors for communication, marketing and outreach in their schools and districts. Each opportunity helps your company to reach your target audience and meet your bottom-line objectives. You’ll receive exposure to NSPRA’s members and customers through website placement and, in many cases, exhibit space at the Seminar.

Why Exhibit?

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

**Sponsorship & Exhibit Opportunities**

- Premium Sponsorship
- Partner Sponsorship
- Associate Sponsorship
- A La Carte Options
- Hotel Advertising
Past Exhibitors & Sponsors

- 6crickets
- Albuom Translation Services
- Alumni Nations
- Apptegy
- Blackboard
- Broadnet
- Class Intercom
- Edlio
- eSchoolView
- Finalsite
- Gabbart Communications
- Intrado
- K12 Insight
- MarketVolt
- Monsido
- Peachjar
- ParentSquare
- Qualtrics
- #SocialSchool4edu
- School Maps Online
- SchoolMint
- SCoPE
- Siteimprove
- Smore
- TeacherLists
- The Flipping Point
- Thoughexchange
- Transact
- VolunteerNow
LOCATION
St. Louis Union Station Hotel
1820 Market Street
St. Louis, MO 63103

MARKETPLACE SCHEDULE
Set-up:
• Sunday, July 12
  12:00 — 4:00 PM
Open:
• Sunday, July 12
  6:00 — 7:30 PM
• Monday, July 13
  8:30 AM — 4:00 PM
• Tuesday, July 14
  8:30 AM — 4:00 PM
Teardown:
• Tuesday, July 14
  4:00 — 10:00 PM

EXHIBIT SPECIFICATIONS
• 6’ exhibit table
• 2 chairs per table
• Wastebasket

SPACE SELECTION
Space selection will be done in order based on the company’s history of total sponsorship revenue with NSPRA. Space selection will begin in May.

PREMIUM SPONSORSHIP — $9,500 (12 available)
Benefits:
• Two complimentary full Seminar registrations
• One complimentary table in the NSPRA Marketplace
• NEW: Additional table in NSPRA Marketplace for $200
• Logo on the Seminar sponsor signage
• Listing as a sponsor in Seminar program book and mobile app
• Present one-hour Corporate Showcase session during exclusive breakout time slot (maximum seating 100)
• One-page company flyer included in Seminar registration package
• One complimentary full-page B&W ad in the Seminar program book
• One pre-conference and one post-conference participant mailing list. Each list for one-time use only. Messages must be sent to NSPRA for approval prior to mailing.
• Complimentary listing in the online NSPRA Marketplace through August 31, 2020
PARTNER SPONSORSHIP — $6,250 (7 available)

Benefits:
- One complimentary Seminar registration
- One complimentary table in the NSPRA Marketplace
- Logo on the Seminar sponsor signage
- Listing as a sponsor in Seminar program book and mobile app
- One-page company flyer included in Seminar registration package
- One complimentary full-page B&W ad in the Seminar program book
- One pre-conference and one post-conference participant mailing list. Each list for one-time use only. Messages must be sent to NSPRA for approval prior to mailing.
- Complimentary listing in the online NSPRA Marketplace through August 31, 2020

Sponsorship Options:
Each partner sponsorship is eligible to choose up to one of the following based on availability:
- Opening Reception (2 available)
  - Includes listing on reception signage, acknowledgement in Seminar program, and opportunity to welcome attendees at the reception
- Seminar Folder (1 available)
  - Company name and logo on outside back cover of folder given to all participants
- Superintendent Seminar Scholarships (1 available)
  - Includes logo and acknowledgement of sponsorship on all scholarship materials, and a list of all 10 recipients with contact information
- Monday OR Tuesday Keynote Speaker (2 available)
  - Includes acknowledgement of sponsorship in introduction and program book
- Superintendent Luncheon Sponsor (1 available)
  - Includes contact information for all luncheon attendees, invitation to luncheon and brief remarks at luncheon

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St. Louis Union Station Hotel
1820 Market Street
St. Louis, MO 63103

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- Sunday, July 12
  12:00 — 4:00 PM
Open:
- Sunday, July 12
  6:00 — 7:30 PM
- Monday, July 13
  8:30 AM — 4:00 PM
- Tuesday, July 14
  8:30 AM — 4:00 PM
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  4:00 — 10:00 PM

EXHIBIT SPECIFICATIONS
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- Wastebasket

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ASSOCIATE SPONSORSHIP — $5,000 (2 available)

Benefits:
- One complimentary Seminar registration
- One complimentary table in the NSPRA Marketplace
- Listing on the Seminar sponsor signage
- Listing as a sponsor in Seminar program book and mobile app
- One complimentary ½ page B&W ad in the Seminar program book
- One pre-conference and one post-conference participant mailing list. Each list for one-time use only. **Messages must be sent to NSPRA for approval prior to mailing.**
- Complimentary listing on the online NSPRA Marketplace through August 31, 2020

Sponsorship Options:
- Monday OR Tuesday beverage service
  - Includes signage near service acknowledging sponsorship

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EXHIBIT SPECIFICATIONS
- 6’ exhibit table
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- Wastebasket

SPACE SELECTION
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A LA CARTE ITEMS

#K12PRChat Tweetup (Monday Reception) — $5,000 (1 available)
Benefits:
- Includes listing on reception signage, acknowledgement in Seminar program book and mobile app, and opportunity to welcome attendees at the reception
- Complimentary listing in the online NSPRA Marketplace through August 31, 2020

Celebrating Equity Through Inclusion Mixer (Sunday Reception) — $4,000 (1 available)
Benefits:
- Includes listing on reception signage, acknowledgement in Seminar program book and mobile app, and opportunity to welcome attendees at the reception
- Complimentary listing in the online NSPRA Marketplace through August 31, 2020

Wednesday Morning Coffee — $3,500 (1 available)
Benefits:
- One complimentary Seminar registration
- Signage near service acknowledging sponsorship
- Listing on the Seminar sponsor signage
- Listing as a sponsor in Seminar program book and mobile app
- One complimentary ½ page B&W ad in the Seminar program book
- One pre-conference participant mailing list. List can be used only once. Messages must be sent to NSPRA for approval prior to mailing.
- Complimentary listing in the online NSPRA Marketplace through August 31, 2020
A LA CARTE ITEMS CONTINUED

Mobile App Gold Package — $3,500 (1 available)
Benefits:
- Branded secondary splash screen on start up. ‘My schedule’ logo watermark. Banner ad with landing page. Can include multi-media video.
- One complimentary Seminar registration
- Listing on the Seminar sponsor signage
- Listing as a sponsor in Seminar program book and mobile app

Marketplace Exhibit — $1,100 — 6’ table space (40 available)
Benefits:
- Listing as an exhibitor in Seminar program book and mobile app
- Complimentary listing in the NSPRA Marketplace online through August 31, 2020

Mobile App Banner Ad — $1,000 (2 available)
- Landing page display at top of dashboard screen. Can include Multimedia video.

Gold Mine Flash Drives— $1,000 (1 available)
Benefits:
More than 20 roundtable sessions offered and included on the flash drive
- Company logo on flash drive
- Listing as a sponsor in Seminar program book and mobile app
- Listing on the Seminar sponsor signage

Ad in Seminar Program Book
- Ads are printed in black and white
- Full page — 4.5”(w) x 6.5”(h) — $500
- Half page — 4.5”(w) x 3.125”(h) — $250
HOTEL ADVERTISING

Opportunity Fee (Paid to NSPRA):
- $1,200 for first opportunity
- $200 for each subsequent opportunity

Sponsor will need to work with a third-party provider for these items. Sponsor will coordinate directly with the NSPRA meetings manager on item delivery/installation and payment of any fees listed below. Listed fees are not all inclusive.

Phone Charging Station — $2500 + Power Fee
Includes a branding plate to display your product or logo

Elevator Wrap — $261 (1 available)
Wrap the main elevator doors with your logo and advertisement

Hotel Key Cards (1 available)
- $1,428 - $1,797 (one sided)
- $1,503 - $1,872 (two sided)
The price range accounts for variations in artwork.

Custom Landing Page — $500 (1 available)
Create an internet default to the web page of your choosing for the attendees to see during the Seminar.
For information only — Space selection will begin in May.
Sponsorship/Marketplace Contract
National School Public Relations Association 2020 National Seminar

Company Name: ___________________________________________________________________________________________

Address: ___________________________________________ City, State, Zip: _____________________________

Contact Name/Title: ________________________________________________________________________________________

Telephone: ______________________________________ Fax: ______________________________________

Email: ______________________________________________________________________________________________________

St. Louis Union Station Hotel, St. Louis, MO
Sponsorship Selection

___ Premium Sponsorship — $9,500  Additional Marketplace Table — $200

___ Partner Sponsorship — $6,250 (Please choose)
   ___ Seminar Folder  ___ Opening Reception  ___ Superintendent Scholarships
   ___ Superintendent Luncheon  ___ Monday Keynote  ___ Tuesday Keynote

___ Associate Sponsorship — $5,000 (Please choose)
   ___ Monday beverage service  ___ Tuesday beverage service

___ #K12PRChat Tweetup — $5,000

___ Celebrating Equity Through Inclusion Mixer — $4,000

___ Wednesday morning coffee — $3,500

___ Mobile app gold package — $3,500

___ Marketplace Exhibit — $1,100

___ Mobile app banner ad — $1,000

___ Gold Mine Flash Drives — $1,000

___ Ad in Seminar program book (Please choose)
   ___ Full page — $500  ___ Half page — $250

___ Hotel Advertising Opportunity Fee — $1,200 — $200 subsequent opportunity (each)
   (NSPRA will contact you with more information.)

___ Charging Station
___ Main Elevator Wrap
___ Custom Landing Page
___ Custom Landing Page
Method of payment (A deposit of 50% of the total fee is required and must accompany this contract.)

___ Check (Made payable to National School Public Relations Association)

___ Credit Card
Card Number: ________________________________ Expiration Date: _______________
Cardholder’s Name: ________________________________ Amount to be charged: __________
Cardholder’s signature: ________________________________
Card Security Code: _________

Authorized Sponsor Signature: ________________________________
Title: ________________________________ Date: ________________

By signing this form, you also acknowledge your review and acceptance of the Official Rules, Regulations and Guidelines of this brochure.

Please Note: Organizations with multiple sponsorships may have up to four (4) complimentary Seminar registrations, up to two (2) Marketplace tables, will receive one ad in the Seminar program (the larger of those offered in the sponsorship benefits) and will receive no more than two Seminar participants mailing lists, one pre-conference and one post-conference, each to be used one-time only, if sponsorships offer these benefits.

Please return completed forms to Jennifer Alexander at
NSPRA, 15948 Derwood Road, Rockville MD 20855
Fax: 301.519.0494
OFFICIAL RULES AND REGULATIONS

Contract for Space: The Exhibitor agrees to comply with the Sponsorship/Marketplace Contract, the Official Rules and Regulations, the Marketplace Floor Plan, and such conditions as the National School Public Relations Association (NSPRA), and the St. Louis Union Station Hotel may impose at any time.

Any violation by the Exhibitor of the Official Rules and Regulations herein may, at NSPRA’s sole determination, constitute a breach of the Agreement resulting in termination, and forfeiture of any monies paid on account. Upon due notice of such termination, NSPRA shall have the right to take possession of the Exhibitor’s space; remove all persons and properties; and hold the Exhibitor accountable for all liability, expenses, and damages arising from Exhibitor’s breach/violation of the Official Rules and Regulations.

Registration and Payment Deadlines: Contract and 50% deposit for all sponsorships/exhibits should be received in the NSPRA office by Tuesday, March 31, 2020. Final payment for all sponsorships/exhibits is due no later than Thursday, April 30, 2020.

Cancellation: A $150 cancellation fee will apply to all cancellations received through Friday, May 15, 2020. There will be no refunds on cancellations received after May 15, 2020. All cancellation requests must be made in writing and sent to: NSPRA Meetings Department, 15948 Derwood Road, Rockville, MD, 20855 or faxed to: 301.519.0494. Refund procedure: If payment is made by credit card, the adjustment will be made to your credit card account; otherwise a refund check will be issued. All refunds will be processed four weeks after the conference.

Conditions: All exhibits are to remain open during the scheduled open hours (Sunday, July 12 from 6—7:30 PM; Monday, July 13 and Tuesday, July 14 from 8:30 AM – 4:00 PM). Set-up is between 12:00 – 4:00 PM on Sunday, July 12. There will be no set-up during scheduled open hours and no teardown until after the closing on Tuesday, July 14 at 4:00 PM.

Exhibit Staff: Each exhibitor is allowed up to 5 “Marketplace only” attendees per 6’ space purchased. “Marketplace only” badges allow access to the Marketplace and not to other conference activities.

Shipping Information: Shipping of exhibit materials to and from the conference site is at the expense and risk of the exhibitor.

Liability: Exhibitor shall be fully responsible to pay for any and all damages to property owned by St. Louis Union Station Hotel, its owners or managers which result from any act or omission of the Exhibitor. Exhibitor shall defend, indemnify, and hold harmless, St. Louis Union Station Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor’s use of property. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Hotel or any part thereof.

Endorsements: The appearance of products and services represented in the exhibits does not constitute an endorsement by NSPRA of those goods and services, and Exhibitor will not do or say anything in any medium at any time that states or implies any such endorsement.

Space Assignments: The primary purpose of NSPRA exhibits is to inform Conference registrants about products and services that may be of interest to the education community served K–12 school administrators. NSPRA cannot guarantee that a supplier exhibiting similar or related products will not be located in nearby or adjoining space. NSPRA reserves the right to reconfigure exhibit space as necessary. NSPRA retains the right, at its sole determination, to refuse or deny any application submitted whose product or service has been deemed to be contrary to the best interests of schools, students, and/or NSPRA.

Space selection will be done in order based on the company’s history of total sponsorship revenue with NSPRA. NSPRA will contact exhibit companies for their space selection starting in May 2020.

Food and Beverage Service: No alcoholic beverages are to be served within an exhibit space. Food and/or beverage items served within an Exhibitor’s space must be provided by St. Louis Union Station Hotel and/or its catering representative. Preparation of food within the contracted space is prohibited. Food and beverage service may not take place during the installation and dismantling period.

Audio/Visual Services: Exhibitors must purchase audio/visual equipment and services through the St. Louis Union Station Hotel via the PSAV Exhibitor Request Form. Payments will be made directly from the exhibitor to PSAV.

Americans with Disabilities Act: St. Louis Union Station Hotel shall be responsible for compliance with all accessibility requirements and labor accommodation requirements under the Federal Americans with Disabilities Act (ADA). The Exhibitor agrees to comply with any provisions of the ADA that are applicable to the Exhibitor and its exhibit.

Compliance with Laws and Rules: Exhibitor must comply with all existing or amended federal, state, city, and other local and jurisdictional laws, regulations, and rules that might be in force before and during the exhibition and Conference period.

General: All matters and questions not covered by these regulations are at the discretion of NSPRA Management. These regulations may be amended at any time by NSPRA Management, and all amendments shall be equally binding on all parties upon publication.
Guidelines for NSPRA National Seminar Sponsors: NSPRA offers a Sponsorship & Exhibit Opportunities program for interested exhibitors, sponsors and partners each year at the National Seminar. The program provides a variety of options at different price points for businesses and organizations that serve education to showcase their products and services to members and others who attend the Seminar. Entities interested in underwriting additional Seminar programs or functions not currently offered may contact the Association to submit a proposal.

National Seminar sponsors must adhere to the following guidelines:

- NSPRA maintains a clear separation between sources of income and editorial content.
- The collaboration or information expands what is available to NSPRA members.
- Sponsored items (e.g., pens, tote bags, lanyards, portfolios) must be available to all Seminar participants, and imprints may include only the sponsor’s name, address, phone, website and logo/tagline.
- NSPRA is free to solicit other viewpoints and organizations to ensure there is balance on issues as appropriate.
- NSPRA reserves the right to refuse or reject any specific information as inappropriate to disseminate to members or Seminar participants.
- NSPRA maintains the right to review and approve all sponsor-related marketing, such as advertisements and special promotions, related to the Seminar.
- Sponsors may only distribute materials as outlined in their specific sponsorship package and agreed upon in the contract.
- Sponsors should not solicit clients to endorse their product or service as part of a Seminar session unless approved in advance by the Association as part of a contract or partnership agreement.
- All communications related to the Seminar program and site location should be conducted directly with the designated NSPRA staff contact.
- NSPRA reserves the right to decline sponsors or advertising if it deems the material unsuitable for Seminar participants.

Guidelines for Hosting/Sponsoring Social Events for National Seminar Participants: Sponsors, exhibitors, partners and chapters that wish to offer social events, entertainment activities, meals or other opportunities for clients, prospects or Seminar participants in general, that are extracurricular to the Seminar program should adhere to the following guidelines:

- NSPRA will have no responsibility (fiscally or staff-wise) or liability for coordinating any hosted/sponsored event that is not offered as a component of a direct partnership agreement with the Association.
- Social events/activities may not be branded with NSPRA’s name or logo. Promotions may say the event is offered “for NSPRA Seminar participants” if it is available to all and not restricted to an invitation-only list.
- Social events or activities may not conflict with the scheduled Seminar program day or the Closing Banquet.
- There will be no “exclusive” evening dates or time slots for events. Sponsors, exhibitors, partners and chapters that wish to hold an event or activity may do so with the understanding that there may be multiple and/or competing events/activities on any given day and time.
- A Seminar participant list will only be provided as outlined in the Sponsorship & Exhibit Opportunities brochure or contract.
- Sponsors, exhibitors, partners and chapters opting to hold a social event or activity during the Seminar are asked to notify NSPRA by June 1 with event details as a courtesy. (No approval is required.)
Contact NSPRA today for more information on these sponsorship and exhibit opportunities.

Jennifer Alexander
Manager: Seminar, Partnerships & Programs
Phone: 301.519.1230
jalexander@nspra.org