

ASCD ANNUAL CONFERENCE

EMPOWERED *and* CONNECTED

June 23–25, 2021



Exhibit & Sponsorship Opportunities

The first-ever virtual ASCD Annual Conference brings together experts and practitioners to recharge and inspire you as we end a school year that has challenged us in so many ways.

Join us to start your summer learning off right by delving into best practices, strategies, and skills you need as an educator.

June 23, 2021 — 9:00 AM - 5:00 PM EST

June 24, 2021 — 9:00 AM - 5:00 PM EST

June 25, 2021 — 9:00 AM - 1:00 PM EST

The ASCD Annual Conference was formerly known as ASCD Empower.

ASCD[®]

ascd.org



Influence the audience
that matters most to you.

Reach Every Educator

ASCD's mission—and our strength—is connecting educators to hands-on education and learning tools that they can use immediately in their classrooms. Whether it is virtual or face-to-face learning, ASCD wants to ensure teachers and administrators are equipped to face any challenges this fall.

If your marketing plans have been curtailed by travel restrictions, canceled conferences and other business disruptions, take advantage of ASCD's virtual exhibit and sponsorship opportunities to reach today's education leaders and decision makers.

Contact Information

Contact these team members for more information about sponsorships and exhibiting opportunities.

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Virtual Exhibit Booth Packages

BENEFITS	PREMIUM \$5,000 <i>Limited availability</i>	ENHANCED \$2,000	BASIC \$850
Live Booth Meeting ZOOM Room <i>(Open during dedicated Exhibit Breaks)</i>	✓		
Premium Placement on Exhibitor Listing Page	✓		
Logo Recognition on Exhibit Hall Lobby Wall <i>(Deadline permitting)</i>	✓		
Company Recognition in Annual Conference Exhibitor Preview Email to Registrants <i>(Deadline permitting)</i>	✓		
Company Recognition in Post-Show Email	✓		
Company Logo in Booth & Exhibitor Directory	✓	✓	
Embedded Welcome Video & Promotional Resource Files	✓	✓	
Live Public & Private Text Chat	✓	✓	
List Contests & Promotions on Giveaway Page and Booth	✓	✓	
Company Name, Description, Contact Details, Website & Social Media Links	✓	✓	✓
Product Categories	5	5	1
Booth Staff Listed for Attendees to Contact	10	10	1
Lead Capture when attendees click "Email Me More Information" button* & Booth Analytics <i>(*Includes name, title, company, city/state/zip and email)</i>	✓	✓	✓
Request to Schedule Meetings with Attendees	✓	✓	✓
Complimentary Full Conference Exhibitor Registration <i>(Valued up to \$179/each; company personnel only)</i>	10	6	1
Company Recognition on 2021 Annual Conference Website	✓	✓	✓
Dedicated Exhibit Breaks	✓	✓	✓
Priority Point(s) for 2022 Annual Conference Booth Selection	3	2	1
On-Demand Access for 30 days	✓	✓	✓

Virtual Sponsorship Opportunities

BENEFITS	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000
Virtual Exhibit Booth Credit of \$2,000	✓		
E-mail Recognition to Annual Conference pre-registration attendees	✓		
Additional Complimentary Full Conference Exhibitor Registration <i>(Valued up to \$179/each; company personnel only)</i>	6	4	2
Prominent logo placement	✓	✓	✓
Priority Point(s) for 2022 Annual Conference Booth Selection	4	3	2
Social Media Outreach <i>(Sponsor receives 1 individual Facebook post, 1 individual Twitter post)</i>	✓	✓	✓
Logo on ASCD conference website	✓	✓	✓

All companies are required to be a virtual exhibitor in order to receive sponsorship benefits.

Educational Opportunities

General Session Sponsorship - \$12,000

Get your message in front of all conference attendees by sponsoring the general session! Your logo and sponsor recognition will be presented in rotating slides before the session starts. This also includes the opportunity to create a 1-2 minute commercial video that will be played before the session. After the session, you will have the opportunity to invite attendees to join you for a “coffee chat” where you can network with attendees for 20 minutes. Video subject to ASCD approval. The 2021 General Session speakers are Ruby Bridges, Mari Copeny, Dena Simmons, Conseulo Kickbusch, Bernice King, Vijay Gupta and Henry Winkler.

Sponsored Session - \$10,000

Connect with conference attendees by hosting an interactive 50-minute industry thought leadership and innovation session. Your marketing presentation will be included in the ASCD conference schedule which will include your session description and company logo. Extend your reach to our more than 5,000 ASCD members and the broader ASCD community.

Educational Opportunities (cont.)

Virtual Intermission Activity - \$7,500

Use your networking room to bring attendees with similar interests together or offer a virtual session on a variety of fun topics. Sessions don't have to be all work and no play. With some creativity you can bring in entertainment of your own. Ideas include Paint and Partake, Grill and Chill, Virtual Wine Tasting, trivia contest or you can pull together out-of-the-box sessions that generate buzz, like hosting a yoga session. Your 30-minute networking room will be included in the ASCD Schedule at a Glance. Topic must be approved by ASCD. Limited number of rooms available. Maximum 75 participants. Virtual booth required. *Activity selection, costs, and logistics will be the responsibility of the sponsor.*

Email Marketing

Know Before You Go Email Banner Advertisement - \$7,500 (Exclusive)

An opportunity to reach attendees with your Banner Ad before the meeting. This important newsletter sent days before the conference goes live will provide information to help attendees navigate the online virtual conference. Your message can reach all of the registered attendees just before the conference. Sponsorship includes one (1) banner ad with link to your preferred URL.

Sponsored Email Message - \$8,000

Promote your business and generate leads with a personalized email message sent directly to conference registrants. Sponsor must provide HTML. Messages subject to ASCD approval. Limited availability.

Branding Opportunities

Registration Sponsorship - \$10,000 (Exclusive)

Be the first to welcome attendees to ASCD's Annual Conference 2021! Your banner ad will be clickable from the final registration confirmation screen. Your company's banner ad will also be included near the top of the registration confirmation email.

Photo Booth Sponsorship - \$7,500 (Exclusive)

Sponsor the virtual photo booth and have your logo stamped on all attendee's photos along with conference branding! These photos can be shared on social media and outside the conference as well.

Closed Captioning Sponsorship - \$5,000 (Exclusive)

Align your brand with a resource that will be beneficial to all conference attendees! Sponsor recognition in closed captioning messaging in every session: *"Closed Captioning presented by"* and company logo included on all closed captioning transcription pages.

Networking Opportunities

Birds of a Feather Room (formerly known as Corporate Meeting Room) - \$7,500

Host a corporate meeting room where attendees can connect throughout the conference! Meeting room will be available for you during the duration of the event.

Happy Hour - \$5,000

(2 opportunities available: Wednesday, June 23 & Thursday, June 24)

Connect with attendees by hosting a virtual happy hour! Invite attendees to join your virtual happy hour and break out into small groups to have more intimate discussions.

Morning Buzz - \$5,000

(2 opportunities available: Thursday, June 24 & Friday, June 25)

Drive traffic to your booth by treating attendees to coffee first thing in the morning! Give away \$5 Starbucks e-gift cards to your first 50 booth visitors of the day and generate 50 leads! Host an optional 5-minute introduction or demo and post the giveaway link at the end. Sponsorship includes promotion from ASCD via social media and as an agenda item to alert participants of your giveaway.

Swag Bag Sponsored Item (Pricing varies per item)

Get in front of attendees by sending an item directly to their home! Select a sponsored item that will be sent to the first 250 attendees in the attendee swag bag. Item options include essential oil room spray, laptop webcam covers, mini journals, insulated tumblers, hand sanitizer, blue light glasses and more! Pricing varies per item.

Social Media Opportunities

Social Media Outreach - \$5,000

Reach the ASCD audience on social media and maximize your visibility. The social media package is a great way to stay engaged with attendees before, during, and after the conference.

- **Twitter:** 3 tweets exclusively about your organization (1 tweet before the event, 2 tweets during the event)
- **Facebook:** 1 Facebook post about your organization to ASCD's followers

Social Media Connect Page - \$7,000

The Connect Page will collect and display all social media content during the Annual Conference. Sponsorship includes a static tile ad on the wall, visible to attendees every time they check the social wall during the conference.