



INFLUENCE • REACH • CREDIBILITY

ASCD ANNUAL CONFERENCE

**MARCH 18–21, 2022
HILTON CHICAGO, CHICAGO, IL**

Sponsorship and Engagement Packages

SPONSORSHIP AND ENGAGEMENT PACKAGES

Align your brand with one of education's most highly respected organizations and influence the audience that matters most to you. Sponsorships are available throughout the year to companies that meet ASCD's sponsorship guidelines. Your sponsorship contribution may be tax deductible. Packages can be customized.

The ASCD Annual Conference in Chicago is expected to attract 1,600 attendees and more than 100 exhibiting companies. Annual is the place for networking, inspiration, and education and has set itself apart as the industry event for K–12 education professionals. It's the perfect venue to showcase your company in front of this important, influential audience.

ASCD is committed to helping your company benefit from incredible brand awareness and gain a significant volume of high-quality leads at Annual. Reach beyond the competition and set your company apart with an exclusive sponsorship opportunity. Call or email us today before the best opportunities are taken!

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SPONSOR LEVELS

The opportunities in this brochure are designed to fit a variety of budgets and may be combined to meet the desired sponsorship level. For example, a sponsor can receive Diamond benefits by sponsoring two \$7,500 items. You will receive the benefits associated with those items as well as Diamond sponsor benefits.

List of Benefits	Diamond: \$15,000	Platinum: \$10,000	Gold: \$7,500
E-blast to Annual pre-registration attendees	1x		
Mobile app push notification	2x	1x	
Highlighted listing in mobile app	✓	✓	✓
Additional conference registrations	8	6	3
Complimentary Passport to Prizes	✓	✓	
VIP seats at General Sessions	8	6	3
Acknowledgement on social media	✓	✓	✓
Prominent logo acknowledgement at the sponsorship level	✓	✓	✓
Priority points for 2022 Sponsorship	10	7	5
Priority booth selection for Annual Conference 2023	✓	✓	✓

BRANDING

Tote Bag—\$8,000 (Exclusive)

Your logo along with the ASCD logo will be placed on the conference tote bags given out to all attendees at registration. Includes one tote bag insert.

Lanyards—\$8,000 (Exclusive)

Provided to every attendee at registration, the lanyards ensure your company maximum visibility to meeting attendees. Your logo will appear alongside the ASCD logo on all lanyards.

Mobile App - \$7,500 (Exclusive)

Sponsor Annual's mobile app that will be the "go-to" source for all information. The mobile app includes schedules, maps, and exhibitor listings. This mobile app is essential for attendees to navigate Annual Conference.

BENEFITS INCLUDE

- Landing Page Splash Screen
- Mobile App Banner Ad
- One mobile app push notification message

Mobile App Banner Ad—\$2,000 (4 Available)

The Annual mobile app is the official app of the conference and one of the most used resources by conference attendees. Advertising in the conference mobile app is a tremendous way to increase booth traffic and brand visibility at the conference.

Exclusive Sponsored Email Message—\$6,500 (2 available)

Promote your business and generate leads with a personalized email message sent directly to conference registrants. Sponsor must provide HTML copy. All copy must be approved by ASCD. All emails are sent through ASCD, no direct access to attendee emails is available.

Hand Sanitizer Stations—\$5,000

Put your company message on the hand sanitizer stations that all attendees will be reaching for. Several stations will be placed throughout the conference. Your sponsorship includes four(4) hand sanitizer stations per sponsorship.

Charging Lounge—\$5,000

Charging stations help attendees power up their phones, laptops and other devices without leaving the conference. The charging tables will prominently display your company logo and message and be placed in a high traffic area.

Registration Confirmation—\$7,500 (Exclusive)

Exclusive Sponsorship! Increase your brand exposure and drive traffic to your website and booth with a clickable banner ad that will be on all ASCD registration confirmation emails sent to all conference attendees.

Know Before You Go Email—\$5,000 (Exclusive)

An exclusive 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 registered attendees just before the conference. Sponsorship includes one (1) banner ad with link to your preferred URL.

Tote Bag Insert—\$2,000

Inserting marketing material or a giveaway in the tote bags is a way to get your promotional or marketing material into the hands of thousands of attendees. Must be an ASCD Annual Exhibitor.

ATTENDEE EXPERIENCE

President's Reception—\$12,000 (Exclusive) Saturday, March 19

This will be a night to remember and a celebration you don't want to miss! Mix and mingle with attendees from around the world.

BENEFITS INCLUDE

- 20 drink tickets
- Sponsor recognition on signage throughout the reception
- Logo on cocktail napkins
- Meet-and-greet with entertainment
- Verbal thank-you during introduction remarks
- Opportunity to introduce entertainer (2–3 minutes)

Keynote Luncheon—\$8,000 (Exclusive) Saturday, March 19

This luncheon is open to all attendees! The Keynote Luncheon is an opportunity to engage with attendees and enjoy a meal together while listening to one of our keynote speakers. Sponsoring the luncheon is a great opportunity to increase brand experience and align your company with a popular keynote speaker.

SPEAKER—CAROL ANN TOMLINSON

Carol Ann Tomlinson works with educators to create classrooms that are more responsive to a broad range of learners. She is William Clay Parrish, Jr. Professor Emeritus at the University of Virginia's School of Education and Human Development. Tomlinson teaches post-graduate students mainly in the areas of curriculum design and differentiated instruction.

BENEFITS INCLUDE:

- Opportunity to introduce and give brief opening remarks (2 minutes or less) at start of lunch
- Logo on screen during start of lunch
- Logo recognition on signage throughout the lunch
- 2 complimentary registrations for the lunch
- Opportunity to provide promotional item on seats (ASCD final approval)

Welcome Reception—\$8,000 (Exclusive) Friday, March 18

The welcome reception is the official kickoff event for Annual. It is a great way to gain tremendous brand exposure in a fun networking environment.

BENEFITS INCLUDE:

- 10 drink tickets for reception
- 1 banner ad in conference mobile app
- Logo on cocktail napkins
- Sponsor recognition on signage throughout the reception
- Table provided for giveaways/promotional items

General Session Speakers—(5 Opportunities) \$7,500

Sponsoring a general session speaker provides you with some of the best possible exposure during Annual. Align your brand with the most prominent speakers, meet the speaker, and provide a brief introduction in front of thousands of conference attendees.

Michael Jr.—Opening General Session Saturday, March 19 AM Keynote

Known as one of today's most gifted communicators, Michael Jr brings laughter and encouragement to audiences all over the world. Using comedy and dynamic storytelling he inspires audiences to discover and activate their purpose. This unique skill set has landed him on stages like The Tonight Show on NBC, TEDx talks and Jimmy Kimmel Live. His mission to make laughter commonplace in uncommon places means that he also seeks opportunities to share his gift with those in homeless shelters and prisons. You can find him in Sony Pictures' feature film War Room, as well as starring roles in Selfie Dad, Laughing on Purpose, and More Than Funny.

Liz Dozier
Saturday, March 19
PM Keynote

Founder & CEO of Youth Equity Platform Chicago Beyond; Star of CNN's Documentary Series "Chicagoland", Former Principal. From education to activism, Liz Dozier has spent her career working tirelessly to disrupt the culture of inequity that is often pervasive in urban neighborhoods. Her ambition is born from her experiences as a teacher and principal in Chicago Public Schools.

Weston Kieschnick
Sunday, March 20
AM Keynote

Former Educator, Weston Kieschnick offers a clear path to developing the positive relationships that underpin student engagement and academic success.

Second City Improv
Sunday, March 20
PM Keynote

We are not teaching your Educators to become improvisers on a theatrical stage, we're teaching the skills of an improviser to put into practice on your stage: in meetings, with parents, in the classroom- anywhere you need them to operate at peak performance. Improvisational skill is the ability to adapt and excel in communication, collaboration, leadership, change readiness - all with boundless resilience to weather what's new and changing and unexpected. These are the skills for the world we work and live in now and for the future.

Dan Lerner

Monday, March 21

Closing Keynote

A psychology professor, and phenomenal storyteller, Daniel Lerner studies the way our commitments and our well-being intersect. A psychology professor at New York University, he currently teaches the school's largest, most popular non-required course, "The Science of Happiness". According to Dan, we're happiest when we pursue "harmonious passion": balancing our work and hobbies with our other life commitments. But, when we become "obsessively passionate", self-critical, and over-committed, things go awry. How can your people avoid burnout? How can they *balance* their passions, in order to be grittier and more resilient? One of the most emotional, funny speakers in the game, Dan paints a picture of what positive balance looks like, and how it can impact your personal and professional life. \$15,000 + travel

BENEFITS FOR EACH KEYNOTE INCLUDE:

- 10 VIP seats
- Logo on screen as attendees enter
- Meet-and-greet with keynote (if approved by speaker)
- Verbal thank-you during introductory remarks
- Opportunity to introduce keynote speaker (2–3 minutes)
- Logo recognition on signage at General Session entrance
- Opportunity to provide seat-drop or to meet and greet attendees as they enter or exit the General Session

Company Education Session—\$7,500

A sponsored education session is the best way to speak in front of a large audience at Annual Conference. Session topic chosen by sponsor and promoted in all Annual Conference signage and mobile app.

BENEFITS INCLUDE

- 60-minute education speaking session during conference
- A room that can hold up to 80 attendees (attendance not guaranteed)
- Session listed among other education sessions during conference
- Complimentary standard A/V package
- Complimentary standard conference wireless Internet
- Logo recognition on signage at entrance to session

NETWORKING OPPORTUNITIES

Social Media Outreach—\$3,500

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

Make My Day Vouchers—\$1,700

Connect with your target market and develop qualified leads! Make your brand more meaningful by giving attendees simple pleasures sure to improve their Empower experience! Hand out \$5 Starbucks gift cards at the exhibitor booth.

BENEFITS INCLUDE

- 50 printed vouchers with your company's message to hand out from the exhibitor's booth
- 8 ½ x 11" sign in your Booth to recognize a Make My Day sponsor

ASCD Passport to Prizes Game—\$750

Conference attendees love a challenge! Participate in the booth traffic game, and participating attendees will stop by your booth to learn about your company and get their passport stamped. Availability is limited to 20 companies. Companies will be accepted on a first-come, first-served basis. Prizes will be provided by ASCD.

BENEFITS INCLUDE

- Sponsor logo and booth number on game passports
- Sponsor logo and booth number recognition on all Passport to Prizes signage

Signage

Place your company message in front of our 4,000 attendees on wall and floor clings, column wraps, aisle signs and meter board signs positioned in high-traffic and high-visibility areas. Cost is determined by size and location.

ELEVATOR WRAPS—\$7,500

WALL CLINGS—DIRECTLY OUTSIDE OF EXHIBIT HALL—\$6,500

FLOOR CLINGS—\$4,000

COLUMN WRAPS—INSIDE EXHIBIT HALL—\$4,000

DOUBLE SIDED METER BOARD SIGN—\$2,500

AISLE SIGNS—\$2,000 PER AISLE

Increase awareness of your company by sponsoring the aisle sign in your exhibit area. Your company logo will be displayed on the aisle sign(s) in your exhibit row

Mailing Lists—\$2,000 for Pre-show / \$2,500 for Post-show

Rent the attendee list to help market your company's products and services. The list includes attendee names, title, organization, and physical mailing address. Lists are only available to tabletop exhibitors.