AASPA

American Association of School Personnel Administrators | Est. 1938

2023 SPONSORSHIP & ADVERTISING OPPORTUNITES

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AMERICAN ASSOCIATION OF SCHOOL PERSONNEL ADMINISTRATORS

As AASPA has attracted a growing number of attendees to our unmatched educational and networking opportunities, businesses large and small are making an AASPA Sponsorship part of their marketing plan. As an AASPA Business Partner, you can benefit from brand exposure, opportunities for engagement with our members and more access to key decision makers and influencers than ever before. Sponsors can deliver their message to more than 2,600 PK-12 school human resource leaders that are interested in the solutions you can provide. An AASPA Sponsorship distinguishes you from your competition, ensures your company's exposure and can significantly increase your overall success.

Top three reasons to sponsor with AASPA:

1. Brand exposure/impact – Gain an immediate competitive advantage by ensuring your brand is known throughout the field of PK-12 school human resource administrators.
2. Your competitors are involved in AASPA – If you are considering a sponsorship, then your competitors are too. Ensure that it's your company that our members know with an AASPA Sponsorship.
3. Direct access to the decision makers – AASPA is the only organization that specifically targets and represents PK-12 school human resource leaders.

We offer sponsorship options to fit a variety of budgets. Exclusive opportunities and an array of additional benefits are available to Elite Sponsors who want to get more out of their annual sponsorship dollars. If you would like to discuss our sponsorship and marketing opportunities in more detail, contact Sandy Wachter, Director of Meetings & Events at sandy@aaspa.org or 913.327.1222 for more information.

2023 AASPA MEETINGS

Meeting	Date	Location	Estimated Attendance
National Educator Shortage Summit	January 19-20, 2023	New Orleans, LA	250-300
Winter Boot Camp	February 2-3, 2023	Dallas, TX	100-150
Diversity, Equity & Inclusion Summit	April 20-21, 2023	Baltimore, MD	250-300
Summer Boot Camp	June 15-16, 2023	Kansas City, MO	125-200
Annual Conference	October 3-6, 2023	Anaheim, CA	700-850
Human Capital Leadership Summit	Dates Coming Soon!	Location Coming Soon!	75-125

BUSINESS MEMBERSHIP - $275

- Access to the members only benefits on aaspa.org
- Discounted pricing on AASPA advertising
- Access to AASPA's Member Directory
- Access to AASPA's newsletters and magazines
- Complimentary exhibitor badge for a 3rd person in exhibit booth at Annual Conference

WHO ARE AASPA MEMBERS?

AASPA serves more than 3,000 members from the United States and across the world. Our unique group of professionals represent PK-12 public, private and charter schools. What sets AASPA members apart from other educational professional associations is the fact that our members originate from both an educational background, as well as the professional human resource profession. Our members are directly involved in the recruitment, retention, evaluation and training of all school personnel. This responsibility includes the selection and purchase of all products and resources attached to these responsibilities. With over $650 billion spent each year on products and services for PK-12 school districts, put yourself front and center as our members make their purchasing decisions.

6,600+
Followers across four social media platforms

71%
of our members are manager level or above

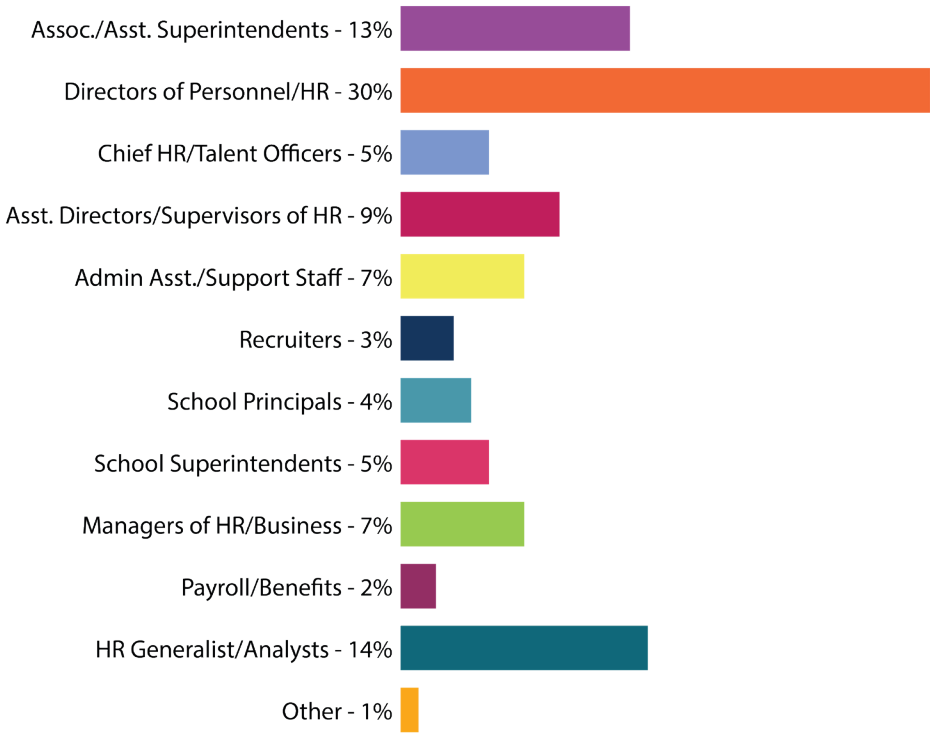
over **3,000** members from all **50** states, **4** countries and the District of Columbia

980
new members in 2022

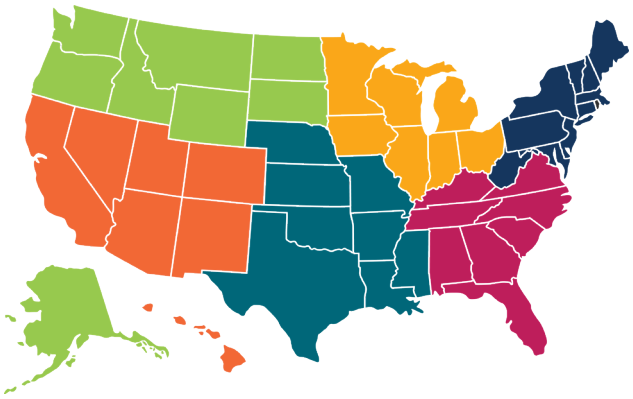
1,560+
different school districts

> "IF I COULD ONLY ATTEND ONE CONFERENCE A YEAR IT WOULD DENITELY BE THIS ONE. THE AASPA STAFF GOES OUT OF THEIR WAY TO MAKE THE CONFERENCE THE PREMIER CONFERENCE FOR HR PROFESSIONALS."

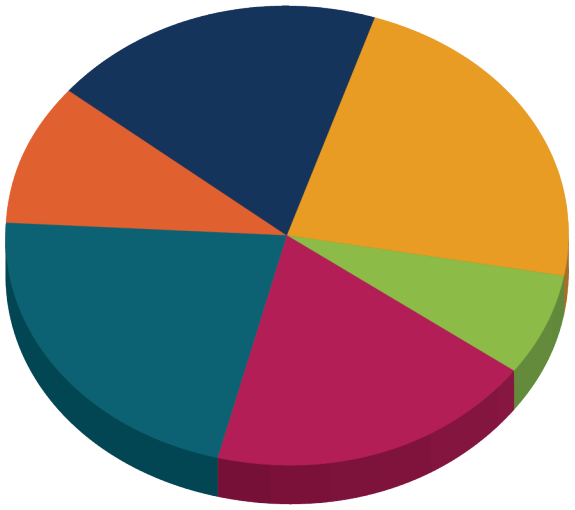
MEMBER TITLES



REGIONS

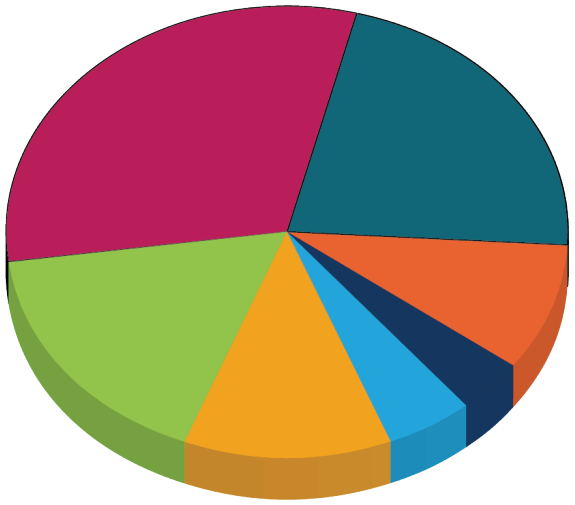


- 7% - Region 1
- 23%- Region 2
- 19%- Region 3
- 10%- Region 4
- 22%- Region 5
- 19%- Region 6



DISTRICT SIZE
NUMBER OF EMPLOYEES

- 9% - under 100
- 22% - 100 to 499
- 31% - 500 to 1,499
- 17% - 1,500 to 3,499
- 12% - 3,500 to 6,999
- 5% - 7,000 to 14,999
- 4% - over 15,000



19%

of AASPA members hold a Professional Human Capital Leader in Education (pHCLE) Certification

"I HAVE BEEN IN HR FOR 15 YEARS AND IN EDUCATION FOR FIVE. IT IS SOMETIMES HARD TO FIND A CONFERENCE THAT CAN SATISFY BOTH MY NEED FOR PROFESSIONAL GROWTH AND HOW TO MAKE MY ORGANIZATION BETTER. AASPA'S CONFERENCE IS AMAZING AND ALLOWS FOR BOTH."

ELITE SPONSORSHIP

Elite sponsorship levels are based on a ***combined selection of advertising and sponsorships from the following pages that total the selected level.*** These selections include items such as advertisements, webinars, exhibit booths and receptions. Additional benefits are awarded, per the table below, once sponsorship level is achieved.

How does it work?

1. Pick your level
2. Pick your advertising opportunities
3. Pick your sponsorship opportunities
4. Check availability

	Blue Diamond ($75,000)	Black Diamond ($50,000)	Diamond ($25,000)	Platinum ($20,000)	Gold ($15,000)	Silver ($10,000)
Exhibit Booths at Annual Conference	Quad Premium ($5,600)	Quad Premium ($5,600)	Double Premium ($2,800)	Double Prime ($2,400 value)	Double Standard ($2,000 value)	Standard ($1,000 value)
Annual Conference Program Book Ad	Full Page ($825 value)	Full Page ($825 value)	Full Page ($825 value)	Full Page ($825 value)	Full Page ($825 value)	Half Page ($475 value)
Business Memberships	6 ($1,350)	4 ($900 value)	2 ($450 value)	1 ($225 value)	1 ($225 value)	—
Awards Luncheon Tickets	12 ($720 value)	10 ($600 value)	6 ($360 value)	4 ($240 value)	2 ($120 value)	2 ($120 value)
Educational Approved Session at Conference	2 (Priceless)	1 (Priceless)	1 (Priceless)	1 (Priceless)	1 (Priceless)	1 (Priceless)
Elite Sponsor Guide Ad	1 ($500 value)	1 ($500 value)	1 ($500 value)	1 ($500 value)	1 ($500 value)	1 ($500 value)
Pre&Post Conference Attendee List	With emails (Priceless)	With emails (Priceless)	With emails (Priceless)	Without emails (Priceless)	Without emails (Priceless)	Without emails (Priceless)
Small Meeting Program Book Ad	Back Cover ($600 value)	Back Cover ($600 value)	Full Page ($500 value)	Full Page ($500 value)	Half Page ($400 value)	Quarter Page ($300 value)
Searchable Business Directory	1 ($1,500 value)	1 ($1,500 value)	1 ($1,500 value)	1 ($1,500 value)	1 ($1,500 value)	1 ($1,500 value)
Magazine Ad	2 Full Page ($2,000 value)	Full Page ($1,000 value)	Full Page (1,000 value)	Half Page ($750 value)	Quarter page ($400 value)	—
Sales Webinar	3 ($3,000 value)	2 ($2,000 value)	1 ($1,000 value)	50% off ($500 value)	—	—
Scheduled Tweets	8 ($400 value)	6 ($300 value)	4 ($200 value)	2 ($100 value)	—	—
Focus on a Blog Feature	6 ($600 value)	4 ($400 value)	2 ($200 value)	1 ($100 value)	—	—
Post on AASPA Blog	2 ($2,000)	1 ($1,000)	1 at 50% off	—	—	—
Podcast	1 ($1,500 value)	1 ($1,500 value)	—	—	—	—

Create a customized package to fit the needs of your company and gain access to an array of benefits. We would be happy to tailor a sponsorship designed to fit your needs and help you maximize your benefits. For more information, please contact Sandy Wachter at sandy@aaspa.org or 913-327-1222.

2022 ELITE SPONSORS

Blue Diamond Elite Sponsor

"In education it is hard to find a organization where you actually find value as a vendor. For over five years, I have felt invested in AASPA as a partner, where we work together to ensure our common goals are achieved."

ESS Every day counts. | PROXIMITY LEARNING

Black Diamond Elite Sponsors

"As Elite Sponsors, AASPA has provided Edustaff with numerous opportunities to interact with HR personnel nationwide and meet professionals that are new to public school HR. "

Edustaff

"Our strategic partnership with AASPA has been an invaluable platform in continuing to carry our mission forward."

ELEVATE K-12

"AASPA has been a great organization to work with as they prioritize their sponsor relationships and have various valuable opportunities to connect with school personnel administrators throughout the year."

frontline education

"The AASPA partnership has been great for us. The variety of sponsorship opportunities allows us to share our message with districts in person, online and a mix."

PowerSchool

Diamond Elite Sponsor

Clear Concepts consulting group

Platinum Elite Sponsor

Kelly Education

Gold Elite Sponsors

International Alliance Group

iteach®

Teachers of Tomorrow Teacher Certification

Red Rover

Silver Elite Sponsors

STEDI.org We Train Substitute Teachers

Torace

UPBEAT

PUBLICATIONS & ADVERTISING

With a variety of opportunities to highlight your brand, AASPA offers a diverse array of options to expose your company to PK-12 school human resource leaders throughout the country. Our advertising and sponsorship opportunities are focused on driving engagement with your target audience through a variety of traditional and digital advertising and sponsorship avenues. This helps put your business in front of the people you want to meet with. No matter your budget or size, there is an opportunity waiting for you! Advertising opportunities are also available with customized sponsorship packages to meet the needs of your company.

BLOG POST - $1,000 (Linkable to your website)

Write an article for the AASPA blog. This article will be featured on AASPA's website and social media pages. Please send any additional images and links you want included in your post.

EMAIL MARKETING ADVERTISEMENTS - $250 to $1,500

These digital marketing pieces are sent to over 10,000 individuals weekly on a variety of topics. You may select a bottom ad or more visible side ad. With over 15,000 weekly opens, AASPA email marketing ads help you put your brand in front of school HR leaders.

Pricing for bottom ad (375x225px)
Member: 1 ad-$250 / 2 ads-$400 / 4 ads-$600
Non-Member: 1 ad-$350 / 2 ads-$600 / 4 ads-$800

Pricing for side ad (160x600px)
Members: 1 ad-$500 / 2 ads-$800 / 4 ads-$1,200
Non-Member: 1 ad-$600 / 2 ads-$1,000 / 4 ads-$1,500

EMAIL MARKETING BLASTS - $1,200 to $1,500

AASPA will send an email blast to over 10,000 school personnel administrators promoting your event, webinar, product or press release. If you design your own email (using HTML or PDF) the price is $1,200. If you would like AASPA to design your email, the price is $1,500. With open and click thru rates as high as 32% and 23%, respectively, this is your chance to reach thousands of school HR decision makers.

HR FOCUS ADVERTISEMENTS - $500 to $3,500

The AASPA HR Focus is an online newsletter that is distributed to members every two weeks. It focuses on various current issues and events in human capital leaderhip and highlights a blog. Bottom and side ads available.

Pricing for side ad (375x225px)
Member: 1 mo-$500 / 6 mo-$1,000 / 12 mo-$1,800
Non-Member: 1 mo-$1,000 / 6 mo-$2,000 / 12 mo-$3,500

Pricing for bottom ad (160x600px)
Member: 1 mo-$300 / 6 mo-$800 / 12 mo-$1,500
Non-Member: 1 mo-$500 / 6 mo-$1,800 / 12 mo-$3,000

SEARCHABLE BUSINESS DIRECTORY - $1,500*

The Searchable Business Directory on AASPA.org is designed to link members directly to the company providing K-12 HR solutions. For an introductory fee of $1,500, your company can be featured in AASPA's online directory, which will be searchable by service catagory.

*Introductory Rate

MAGAZINES - $500 to $1,250

AASPA Magazine Advertisements

AASPA produces online magazines, distributed to our members four times per year (February, May, August, November). These magazines are archived on our members only portion of the website. You may purchase ads in a variety of sizes to meet your needs.

Artwork Submission Guidelines

Advertising materials should be submitted electronically as high resolution (300dpi) PDF or JPEG files. Please set your options to include crop marks. Size of ads are shown below. The final page size is 8.5”x 11”.
Please contact anna@aaspa.org for submission deadlines.

Member
- $1,000 Full Page
- $750 Half Page
- $500 Quarter Page

Non-Member
- $1,250 Full Page
- $1,000 Half Page
- $750 Quarter Page

TWEETS FROM @_aaspa_ - $250

AASPA will schedule five Tweets about your company. Write your own copy, submit any photos or videos to be sent with the Tweets and a link to your website. AASPA will provide analytics following the Tweets upon request.

3,186
followers

250,000+
annual impressions

35,000+
annual profile visits

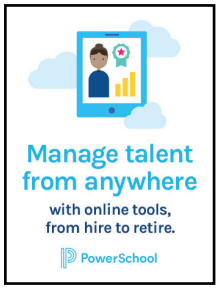
WEBINARS - $1,000

Companies are welcome to host a webinar. A business wanting to conduct a webinar thru AASPA can do so for $1000. Following the webinar, hosts will receive a registration list with emails. All sponsored webinars are offered free to our members and non-members. Attendees must register through the AASPA website. Webinar recordings will be archived on the AASPA website for future viewing and AASPA retains the rights to all webinar recordings.

WEBSITE BANNER ADS - $1,000- $7,200

Place your banner ad on the homepage of the AASPA website, linkable to your website. Ads may be updated throughout the year.

Pricing for ad (447x344px)
Member: 1 mo-$1,200 / 6 mo-$4,800 / 12 mo-$7,200
Non-Member: 1 mo-$5,000 / 6 mo-$7,500 / 12 mo-$10,000



EXHIBITOR OPPORTUNITIES

Every year, key PK-12 HR decision makers from around the globe come together in one place for AASPA's Annual Conference. The Annual Conference is a four-day event packed with networking, education and engagement. The Exhibit Hall offers two-days for attendees to shop the aisles for new products and services to save time and money for their districts. We encourage you to take advantage of the opportunity to highlight your brand before, during and after the event. Maximize your Exhibit Hall experience and ROI by choosing the right sponsorship to meet your marketing and sales goals.

- Stand out from your competition
- Gain recognition before, during and after the event
- Meet new contacts and strengthen key relationships
- Be a resource for Human Captial Leaders
- Network with current and future customers
- Learn about the issues facing school HR

2023 EXHIBIT SPACE COSTS*

Standard Booths
Starting at: $1,000
Prime Booths
Starting at: $1,200
Premium Booths
Starting at: $1,400

*Exhibit space does NOT include any special furnishings or utilities. Pricing and order forms for these items will be included in the Exhibitor Service Manual, which will be available Summer, 2023.

Floor plan and booth registration will be available Spring 2023. Elite sponsors will have priority in booth selection. For more information or to purchase a booth, contact Sandy Wachter, Director of Meetings & Events at sandy@aaspa.org or (913) 327-1222.

For more information on the 85th Annual Conference, visit www.aaspaconference.com

WHAT'S INCLUDED?

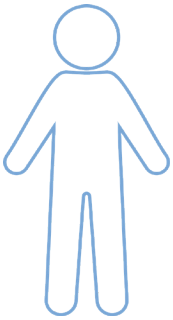
- One complimentary conference registration (including meals)
- One complimentary booth-only badge
- AASPA Business members receive one additional complimentary booth-only badge
- Complimentary listing on mobile app with company description and contact information
- Networking opportunities that include receptions and refreshment breaks
- Name badge ribbons designating you as an exhibitor
- Pre or post conference attendee mailing list

10+ CONSECUTIVE YEARS SOLD OUT

AT THE 2022 ANNUAL CONFERENCE

3 KEYNOTES **100+** SESSIONS **60+** EXHIBIT BOOTHS **138** SPEAKERS ON **13** STAGES

7
NETWORKING EVENTS



50%+
INCREASE IN ATTENDANCE OVER THE PAST 10 YEARS

150+
GALLONS OF COFFEE CONSUMED

71%
of mobile app users viewed exhibitor pages

98%
of conference attendees downloaded our mobile app

26%
of our members attended our 2021 Annual Conference

267K+
mobile app sponsor ad impressions

AASPA
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BENEFITS OF SPONSORING AASPA'S ANNUAL CONFERENCE

BRANDING

Invest in your brand by supporting AASPA's network of school system leaders. AASPA's Annual Conference gives you the unique opportunity to put your brand in front of hundreds of top PK-12 leaders.

TALENT ATTRACTION

Connect with HR leaders, superintendents and principals at this cutting edge event hosted by AASPA. Meet face-to-face with the leaders of today and tomorrow and form relationships that last for years.

THOUGHT LEADERSHIP

Demonstrate your company's leadership and innovation in front of the most talented leaders in school HR. Showcase your latest and greatest products, ideas and services to those that matter most.

WHAT OUR ATTENDEES SAY

Patty Balenseifen
@pbalenseifen

Radically Inclusive - “If it’s to be, it’s up to me.” Increase self awareness - Communicate, collaborate, cultivate clarity & courageously commit. @_AASPA_ @DShannonSpeaks #AASPA22 #DEI

Brian White
@bcwhite

Opening Session with over 700 HR Leaders! Let’s Go!!! #AASPA22

#IASPAchat
@_IASPA_

Not even halfway through this year’s conference and already excited for next year in Anaheim. #AASPA22

Caroline Giroux
@CarolineGPCSB

Want people to come to your booth? Bring in puppies 😍 #AASPA22

Kathleen Kelly Colgan
@KathleenKColgan

Kudos to the @_AASPA_ team for another outstanding #AASPA22 conference! Top notch learning & opportunities to connect with school HR friends and colleagues from across the country.

ANNUAL CONFERENCE SPONSORSHIP

Members of your target market are gathering for their most important event of the year and we have the perfect opportunity for you to reach them. The AASPA Annual Conference brings several hundred PK-12 school HR decision-makers together. Your sponsorship at this event is a unique opportunity to network and connect with a vast array of executive leaders from school districts across the country and beyond. Sponsorship at the AASPA Annual Conference sets your company apart from the rest, boosts your visibility, strengthens your brand recognition and generates powerful results that last long after the event.

HYBRID SPONSOR - $25,000

One organization can market their company by sponsoring the virtual conference option for attendees. Attendees will access pre-conference sessions, Keynote Speakers and select conference sessions on the virtual platform.
Sponsor requirements: supply hi-resolution logo and artwork for ad.

NAME BADGES - $15,000

Get your company noticed the moment attendees walk in the door. The name badges, with lanyards, imprinted with your company name, are distributed at registration. One company can promote their brand by providing name badges with their logo for more than 600 attendees.
Sponsor requirements: supply hi-resolution logo.

WEDNESDAY AWARDS LUNCHEON - $12,500

After a great morning of sessions, attendees will be ready for a well-deserved lunch. Take this opportunity to sponsor the Awards Luncheon on Wednesday, October 4th. This includes a three-minute welcome or video for approximately more than 600 attendees.
Sponsor requirements: supply hi-resolution logo and provide video, if desired.

THURSDAY PRESIDENTS' BREAKFAST - $12,500

Get attendees off to a great start and thinking about your company first thing in the morning by promoting your company at the Presidents' Breakfast. This sponsorship includes a three-minute welcome or video for more than 600 attendees.
Sponsor requirements: supply hi-resolution logo and provide video, if desired.

MOBILE APP - $12,500

One organization can market their company by sponsoring the mobile app. Attendees will download the conference app before they arrive to explore the conference events, create their own personalized schedule and to determine which exhibitors they want to see. After the conference they will use the app to recall exhibitors, event information and stay in touch with contacts they made while at conference.
Sponsor requirements: supply hi-resolution logo and artwork for ad.

GIFT FOR CONFERENCE PARTICIPANTS – $12,500+

This is an attendee favorite! Increase your visibility by marketing your company on more than 700 gifts which are provided to attendees at conference check-in. Work with AASPA to selece the perfect gift
Sponsor requirements: supply hi-resolution logo.

CONFERENCE PADFOLIOS & PENS – $12,500

With so many sessions for note-taking, every attendee will be thankful to have your branded padfolio and pen to keep them organized. Attendees will see your company logo every time they take notes. After the show, attendees will continue to use these items and see your brand.
Sponsor requirements: supply hi-resolution logo.

CONFERENCE BAGS – $12,500

Conference bags are used by attendees both during and after the conference, providing exceptional exposure for sponsors. As the conference bag sponsor, you can be confident that you are leaving a lasting impression on more than 700 attendees.
Sponsor requirements: supply hi-resolution logo.

REUSABLE WATER BOTTLE – $10,000

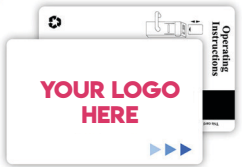
Secure a brand reminder every time attendees take a sip. Don't forget to include your website. Attendees will thank you for providing an item they can use throughout the conference and after.
Sponsor requirements: supply hi-resolution logo.

KEYNOTE SPEAKERS – $7,500, $10,000, $15,000

Three organizations can promote their company by sponsoring one of the keynote speakers on, Wednesday, Thursday or Friday. This sponsorship includes a two-minute welcome and the opportunity to introduce the speaker. Wednesday's keynote speaker is $15,000, Thursday's is $10,000 and Friday's is $7,500
Sponsor requirements: supply hi-resolution logo and provide signage, if desired.

HOTEL KEYCARD – $7,500

This sponsorship puts your company name and logo right in our attendees' hands - on their hotel key cards - guaranteeing exposure in front of each conference attendee multiple times during the conference, providing thousands of impressions.
Sponsor requirements: supply hi-resolution logo and provide artwork for keycard.



BREAKFAST SPONSORS – $7,500 TO $10,000

Two companies can market their organizations by sponsoring a breakfast for the conference attendees. Choose from a Wednesday continental breakfast for more than 500 attendees or a Friday breakfast buffet for approximately 400 attendees.
Sponsor requirements: supply hi-resolution logo and provide signage, if desired.

WIFI – $7,500

Be the connection for all AASPA conference attendees. Promote your company by sponsoring the Wi-Fi for all conference attendees. Wi-Fi login will be set to sponsoring company's name or other mutually agreed upon login.
Sponsor requirements: supply hi-resolution logo.

DEI RECEPTION – $5,000 TO $25,000

Be part of AASPA's most popular event! Choose from appetizer, dessert, bar, attendee gift or entertainment sponsorship options. Select one or more options to make this an unforgetable night!
Sponsor requirements: supply hi-resolution logo, provide signage, if desired.

ATTENDEE LOUNGE – $5,000 TO $10,000

Attendees will love to stop by the sponsor lounge to relax and enjoy a beverage or afternoon treat, making this sponsorship a great way to promote your company and network.
Sponsor requirements: supply hi-resolution logo, provide signage, if desired. Select food and beverage included. Additional A/V and furniture rental may be required.

WELCOME BAGS – $5,000

One sponsor can welcome all attendees to the conference with a welcome bag of water and snacks. Bags will be distributed at the registration desk or may be picked up in sponsor's booth.
Sponsor requirements: supply hi-resolution logo, bag and a postcard or one-page advertisement directing attendees to pick up bag in sponsor booth, if desired.

REFRESHMENT BREAKS – $4,000

Three sponsors can promote their companies by sponsoring a refreshment break for conference attendees to regroup in between educational sessions. Choose from a Tuesday morning or afternoon break, a Wednesday afternoon break, a Thursday morning break or a Friday morning break.
Sponsor requirements: supply hi-resolution logo and provide signage, if desired.

EXHIBIT HALL GRAND OPENING – $3,500

Three companies can be the sponsors of the Exhibit Hall Grand Opening on Wednesday and give the attendees the opportunity to network with our business partners and provided food and beverages in the Exhibit Hall. Food and beverage located stations near your booth.
Sponsor requirements: supply hi-resolution logo.

FIRST-TIME ATTENDEE RECEPTION – $3,500

Three sponsors can be the first to advertise their companies as we welcome the first-time attendees to the 85th Annual Conference. Sponsor this important event and your company representative will have the opportunity to interact one-on-one with first-time attendees and new members of AASPA.
Sponsor requirements: supply hi-resolution logo, provide signage and bring a give-a-way item, if desired.

SPECIALITY BREAK – $3,500

Sponsor a break between sessions and treat attendees to something special. Options may include a puppy break, massage break, coffee bar and much more. Attendees will enjoy each extraordinary experience!
Sponsor requirements: supply hi-resolution logo and artwork for ad.

HOTEL BRANDING – $2,500+

Make your brand pop by branding the conference hotel. Choose from pillar, wall, door wraps and more. Options will vary by location. Please contact anna@aaspa.org for available opportunities and requirements.

MOBILE APP ADVERTISING – $2,500

Don't miss this opportunity to increase your exposure, booth traffic and leads by securing premium ad space on the AASPA conference mobile app! Three organizations can market their company by sponsoring a rotating ad on the conference mobile app. Advertisements will rotate with other ads throughout the app.
Sponsor requirements: supply hi-resolution logo and artwork for ad.

WELCOME RECEPTION – $2,500 TO $20,000

Sponsor this popular reception held on Tuesday night. Don't miss the opportunity to network in a relaxed atmosphere with over 500 conference attendees. A $5,000 sponsorship includes two complimentary tickets. A $10,000 sponsorship includes four complimentary tickets.
Sponsor requirements: supply hi-resolution logo, provide signage, if desired.

COCKTAIL HOUR – $2,500 TO $6,000

Network with attendees and promote your presence by hosting a Wednesday night cocktail hourf at the hotel, with one hour of food or drinks included. This event will kick off our Wednesday evening celebration. Limited opportunities available.
Sponsor requirements: supply hi-resolution logo, provide signage, if desired.

CHARGING STATION – $2,500

Put your company logo and graphics out there for all attendees to see as they charge their cell phones and other devices on these free-standing electronic charging stations. Two sponsorships available.
Sponsor requirements: supply hi-resolution logo and provide signage, if desired.

PRODUCT USER SUPPORT GROUP – $2,000 TO $5,000

Connect with your users face to face at the AASPA Conference. Select either a table or room to host your user support groups and help your customers and those interested in your product get answers to their questions or concerns and help their district run smoothly. This will run the three days of conference and will be open the full day.
Sponsor requirements: MUST send proper staffing (i.e. support specialist, this is NOT for sales associates, this is an opportunity for attendees to recieve face to face support for your product) supply hi-resolution logo and provide signage, if desired, addition AV costs will apply.

STATE LEADERS MEETING – $2,000

Spend time with AASPA's affiliate leaders as they share information about their state associations. As a sponsor you receive the opportunity to network with these representatives and enhance your relationships at the state affiliate level. This includes a two-minute welcome for up to 50 attendees.
Sponsor requirements: supply hi-resolution logo and provide signage, if desired.

THURSDAY LUNCH – $2,000

Plan your own lunch and program on Thursday, with approximately 200-250 conference attendees. This opportunity is perfect for showcasing a new product or service.
Sponsor requirements: supply hi-resolution logo, provide signage, if desired. Additional food & beverage purchase is required. Basic A/V included, upgraded options additional.

STATE LEADERS MEETING – $2,000

Spend time with AASPA's affiliate leaders as they share information about their state associations. As a sponsor you receive the opportunity to network with these representatives and enhance your relationships at the state affiliate level. This includes a two-minute welcome for up to 50 attendees.
Sponsor requirements: supply hi-resolution logo and provide signage, if desired.

CONFERENCE BAG INSERT – $1,500 TO $3,000

Drop a flyer, postcard or product brochure in the conference bag given to each registered attendee. Draw attendees to your booth or remind them of your products and services and let them know how to connect after the conference. Cost is $1,500 for an exhibiting company or $3,000 for a non-exhibiting company.
Sponsor requirements: Insert design and printing not included. All inserts must be approved by AASPA. Must meet delivery deadline.

FLOOR DECALS – $1,500

Increase your visibility with custom floor decals that can spotlight your booth. Lead attendees through the exhibit hall and right to your booth. Your brand will not be missed with this unique opportunity!
Sponsor requirements: supply hi-resolution logo and decal artwork

EXHIBIT HALL RECEPTION – $1,500 TO $7,500

Attendees will be looking for a way to unwind after a full day of sessions. Plan to sponsor the Exhibit Hall Reception on Wednesday evening where attendees will network as they enjoy refreshments and visit the booths. Sponsors may provide food stations or drink tickets for the attendees. Food stations start at $1,500 each. *Sponsor requirements: supply hi-resolution logo.*

COMMUNITY SERVICE PROJECT – $500 TO $1,500

Help AASPA by sponsoring the community service project. You will be helping the community as well as building relationships, which is a win-win! Multiple opportunities available to support.
Sponsor requirements: supply hi-resolution logo.

PROGRAM BOOK ADVERTISING – $325 TO $5,000

Advertise through the conference program book. You may purchase ads in a variety of sizes to meet your needs
Sponsor requirements: supply hi-resolution logo and artwork for ads.

Program Book

Member
- $2,000 Back Cover
- $825 Full Page
- $475 Half Page
- $325 Quarter Page

Non-Member
- $5,000 Back Cover
- $1,000 Full Page
- $600 Half Page
- $400 Quarter Page

CONFERENCE ADVERTISING – $250 TO $600

AASPA conference email marketing ads help you put your brand in front of school HR leaders. You may select a bottom ad or a more visable side ad.
Sponsor requirements: supply hi-resolution logo and artwork for ads.

Email Advertising

Member
- $500 Side Ad ***(375x225px)***
- $250 Bottom Ad ***(160x600px)***

Non-Member
- $600 Side Ad ***(375x225px)***
- $350 Bottom Ad ***(160x600px)***

SMALL MEETING SPONSORSHIPS

The AASPA Personnel Administrator Boot Camp, Human Capital Leadership Summit and Diversity, Equity and Inclustion Summit are fantastic events where you can maximize your networking opportunities. The Boot Camp is the industry's premier professional development event for PK-12 school HR leaders new to their position. Attendees are highly motivated and eager to learn about what you have to offer. The Human Capital Leadership Summit attracts school leaders who are looking for that next level of professional development and the Diversity, Equity and Inclusion Summit attendes are looking to learn about the latest efforts that can help them maximize DEI in their districts.

KEYNOTE SPEAKER - $2,500

One organization can promote their company by sponsoring the opening keynote speaker. This sponsorship includes a two-minute welcome and the opportunity to introduce the speaker. The sponsorship also includes a table top for two days, one complimentary event registration and an opportunity to share information about your company with attendees.
Sponsor requirements: supply hi-resolution logo.

LUNCH - $2,500

Two companies can promote their presence at this event by sponsoring a lunch on Thursday or Friday. This includes a two-minute welcome for over 100 attendees. The sponsorship also includes a table top for two days, one complimentary event registration and an opportunity to share information about your company with attendees.
Sponsor requirements: supply hi-resolution logo.

THURSDAY RECEPTION - $2,500

Three companies can promote their presence by hosting a Thursday night reception at the hotel for meeting attendees. A room at the hotel will be provided. The sponsorship also includes a table top for two days, one complimentary event registration and an opportunity to share information about your company with attendees.
Sponsor requirements: supply hi-resolution logo, provide signage if desired.

BREAKFAST - $2,000

Two companies can market their organizations by sponsoring a breakfast for the attendees. Choose a Thursday or Friday breakfast buffet for over 100 attendees. The sponsorship includes a table top for two days, one complimentary event registration and an opportunity to share information about your company with attendees.
Sponsor requirements: supply hi-resolution logo.

BREAK - $1,500

Up to six sponsors can promote their companies by sponsoring a refreshment break for attendees. Choose from a Thursday or Friday, morning or afternoon break. The sponsorship also includes a table top for two days, one complimentary event registration and an opportunity to share information about your company with attendees.
Sponsor requirements: supply hi-resolution logo.

BAG INSERT - $750 TO $1,500

Drop a flyer, postcard or product brochure in the bag given to each registered attendee. Cost is $750 for a sponsoring company or $1,500 for a non-sponsoring company.
Sponsor requirements: Insert design and printing not included. All inserts must be approved by AASPA. Must meet delivery deadline.

BAGS - $500

One sponsor can promote their company by supplying a branded bag for over 100 attendees. The sponsorship also includes a table top for two days, one complimentary event registration and an opportunity to share information about your company with attendees.
Sponsor requirements: supply hi-resolution logo. Bags must be purchased & provided by sponsor.

BADGES - $500

One company can promote their brand by providing name badges with their logo for over 100 attendees. The sponsorship also includes a table top for two days, one complimentary event registration and an opportunity to share information about your company with attendees.
Sponsor requirements: supply hi-resolution logo. Badges must be purchased & provided by sponsor

PROGRAM BOOK ADVERTISING - $300 TO $1,000

Advertise through a small meeting program book. You may purchase ads in a variety of sizes to meet your needs.
Sponsor requirements: supply hi-resolution logo and artwork for ads.

Program Book

Member
- $600 Back Cover
- $500 Full Page
- $400 Half Page
- $300 Quarter Page

Non-Member
- $1,000 Back Cover
- $700 Full Page
- $600 Half Page
- $400 Quarter Page

WEDNESDAY RECEPTION - $500

Network with attendees and promote your company by hosting a Wednesday night reception at the hotel for meeting attendees. A room at the hotel will be provided. The sponsorship also includes a table top for two days, one complimentary event registration and an opportunity to share information about your company with attendees.
Sponsor requirements: supply hi-resolution logo, provide signage if desired. Additional food & beverage purchase is required.

SMALL MEETING ADVERTISING - $250 TO $600

AASPA small meeting email marketing ads help you put your brand in front of school HR leaders. You may select a bottom ad or a more visable side ad.
Sponsor requirements: supply hi-resolution logo and artwork for ads.

Email Advertising

Member
- $500 Side Ad ***(375x225px)***
- $250 Bottom Ad ***(160x600px)***

Non-Member
- $600 Side Ad ***(375x225px)***
- $350 Bottom Ad ***(160x600px)***

WHAT'S NEXT?

AASPA is committed to helping you make the most of your sponsorship experience. We provide a wide variety of cost-effective sponsorship and advertising opportunities to drive exposure for your organization, product and services. Our team is dedicated to helping your organization optimize the return on its sponsorship investment and connect with the PK-12 school HR leadership community. The conference is a unique marketing opportunity and we are confident your involvement as a sponsor in this extraordinary event will provide your company with exceptional business rewards. If you would like to discuss sponsorship and exhibitor packages in more detail, please contact Sandy Wachter, Director of Meetings & Events. Please call to discuss your company goals, so that we may customize a marketing and sponsorship opportunity to achieve your objectives.

- Sponsorships are reserved on a first-come, first-served basis. Although a large number of sponsorships are available, many opportunities are limited in number or are exclusive.
- Invoice payments are due upon receipt and must be paid prior to the event.
- Funds paid as part of a marketing/sponsorship agreement are non-refundable.
- Advertising will be forfeited if the ad is not received by the due date.
- Design services are available at $50 per hour with a $30 minimum charge. Quotes available upon request.

CONTACT US FOR INFORMATION ON:

Elite Sponsorship, Annual Conference & Exhibits, Small Meetings
Sandy Wachter
sandy@aaspa.org
(913) 327-1222 ext.

Advertising Opportunities
Anna Weber
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(913) 327-1222

American Association of School Personnel Administrators
7201 W. 129th Street, Suite 220
Overland Park, KS 66213

We look forward to partnering with you!