



# 2024

## **Sponsorship & Advertising Opportunities**



# **AASPA**

American Association of School Personnel Administrators | Est. 1938



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# 2024 AASPA Events

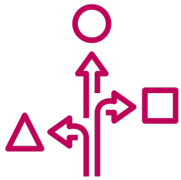
<b>MEETING</b>	<b>DATE</b>	<b>LOCATION</b>	<b>ESTIMATED ATTENDANCE</b>
Winter Boot Camp	January 25-26, 2024	Jacksonville, FL	100-150
Diversity, Equity & Inclusion Summit	April 18-19, 2024	Dallas, TX	250-300
Summer Boot Camp	June 13-14, 2024	Charlotte, NC	100-150
Annual Conference	October 15-18, 2024	Seattle, WA	800-900
Human Capital Leadership Summit	Coming Soon!	Coming Soon!	75-125



# American Association of School Personnel Administrators

As AASPA continues to attract a growing number of attendees to our unparalleled professional development, which includes 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, customizable sponsorship packages and more access to key decision makers and influencers than ever before. Sponsors can deliver their message to more than 3,400 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, giving you a competitive edge. AASPA is the only organization that specifically targets and represents PK-12 school human resource leaders.

## Why sponsor with AASPA?



### Flexibility and Customization

An AASPA Sponsorship will elevate your brand visibility and audience engagement through customizable sponsorship packages that work for your organization.



### Brand Exposure/Impact

Gain an immediate competitive advantage by ensuring your brand is known throughout the field of PK-12 school human resource administrators.



### Opportunity to Expand Your Reach

Sponsorship with AASPA gives you direct access to the decision makers with the perfect opportunity to meet potential customers, future partners and high-level leaders in PK-12 school human resources.



### Engagement

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 and are engaging with.

We offer sponsorship options to fit a variety of budgets. Our sponsorship packages are designed to help your business with networking, lead generation, brand awareness, showcasing your products and more! 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@aspa.org](mailto:sandy@aspa.org) or 913.327.1222 for more information.

# Who Are AASPA Members?

AASPA serves more than 3,400 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.

## Don't just take our word for it...



**7,100+**  
Followers across four  
social media platforms



**76%**  
of our members are  
manager level or above



**882**  
new members in 2023

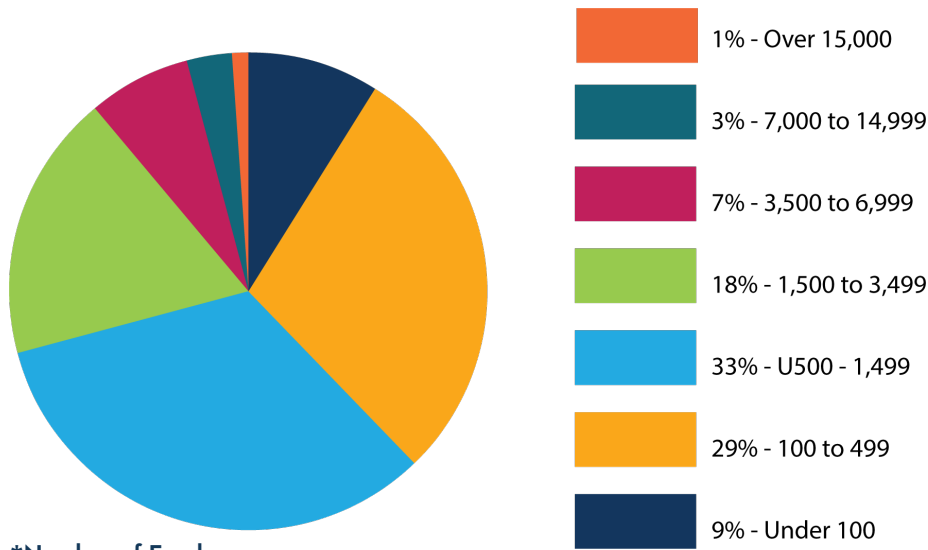


**1,720+**  
different school districts



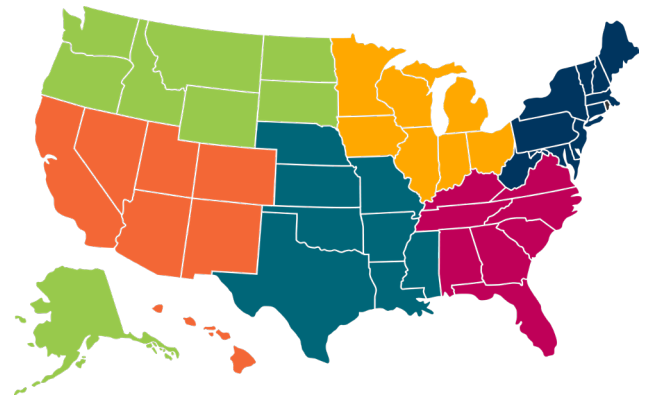
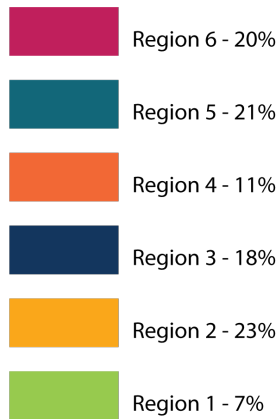
over **3,400** members from all **50** states,  
**5** countries, the District of Columbia and Puerto Rico

### District Size\*



\*Number of Employees

## Regions

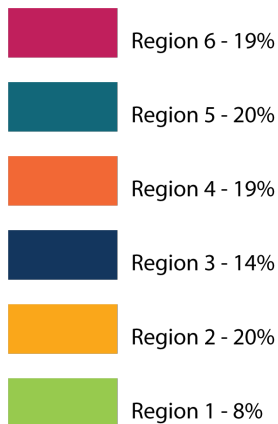


**38%**

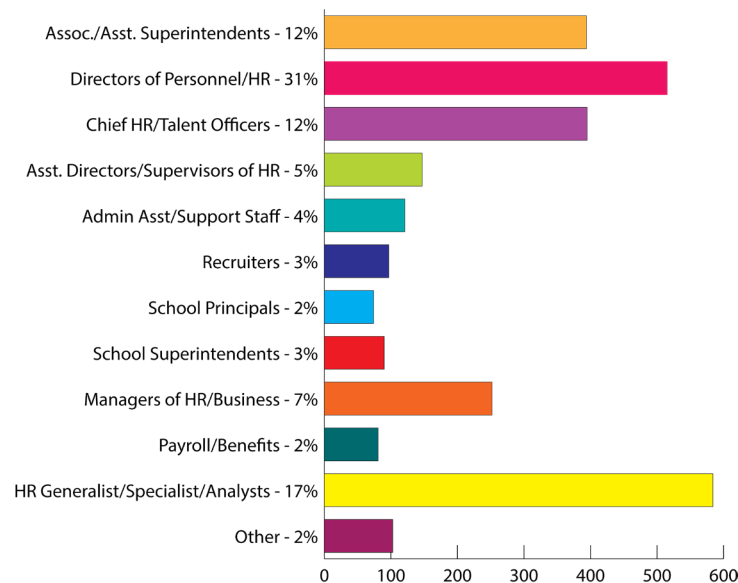
of AASPA members attended at least one AASPA event in 2023

**“ 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. ”**

## Event Attendance by Region



## Member Titles



# Elite Sponsorship

While AASPA offers sponsorships at a variety of levels to fit your needs, you will stand out from the crowd and maximize your visibility through a full year, high-impact sponsorship with AASPA. As a highly visible sponsor, you will increase your company's stature, drive more traffic to your booth and promote your organization as an industry leader. Elite Sponsorship levels start at \$10,000 and are based on a combined selection of advertising and sponsorship from the following pages that total the selected level. These selections include items such as advertisements, e-blasts, webinars, exhibit booths, receptions and much more! Additional benefits, including exclusive perks, are awarded per the table below, once the 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)
<b>Complimentary Event Sponsorship Opportunities</b>						
Annual Conference Program Book Ad	Full Page (\$1,000 value)	Full Page (\$1,000 value)	Half Page (\$600 value)	Half Page (\$600 value)	Quarter Page (\$400 value)	Quarter Page (\$400 value)
Conference Recognition/ Logo Placement	Opening Session, Program Book, Mobile App, Conf Website & Social Media	Opening Session, Program Book, Mobile App, Conf Website & Social Media	Opening Session, Program Book, Mobile App, Conf Website & Social Media	Opening Session, Program Book, Mobile App, Conf Website & Social Media	Opening Session, Program Book, Mobile App, Conf Website & Social Media	Opening Session, Program Book, Mobile App, Conf Website & Social Media
Educational Approved Session at Conference	Wednesday (Priceless)	Wed./Thurs. (Priceless)	Wed./Thurs. (Priceless)	Thursday (Priceless)	Thurs./Fri. (Priceless)	Friday (Priceless)
Exhibit Booths at Annual Conference	4 Premium (\$7,200)	3 Premium (\$5,400)	2 Premium (\$3,600)	2 Prime (\$3,000)	2 Standard (\$2,400)	1 Standard (\$1,200)
Pre&Post Conference Attendee List	(Priceless)	(Priceless)	(Priceless)	(Priceless)	(Priceless)	(Priceless)
Priority Booth selection for 2024	1 <sup>st</sup> round	2 <sup>nd</sup> round	3 <sup>rd</sup> round	4 <sup>th</sup> round	5 <sup>th</sup> round	6 <sup>th</sup> round
Small Meeting Program Book Ad	Back Cover (\$1,000 value)	Back Cover (\$1,000 value)	Full Page (\$600 value)	Full Page (\$600 value)	Half Page (\$500 value)	Quarter Page (\$400 value)
Social Media Kit	Yes	Yes	Yes	Yes	Yes	Yes
Conference E-Blast	Yes (\$1,500)	Yes (\$1,500)	Yes (\$1,500)	Yes (\$1,500)	—	—



	Blue Diamond (\$75,000)	Black Diamond (\$50,000)	Diamond (\$25,000)	Platinum (\$20,000)	Gold (\$15,000)	Silver (\$10,000)
<b>Complimentary Advertising &amp; Branding Opportunities</b>						
Online Buyers Guide Ad	Yes (\$750)	Yes (\$750)	Yes (\$750)	Yes (\$750)	Yes (\$750)	Yes (\$750)
Searchable Business Directory	Yes (\$1,500)	Yes (\$1,500)	Yes (\$1,500)	Yes (\$1,500)	Yes (\$1,500)	Yes (\$1,500)
HR Focus Blog Feature	4 (\$2,000)	3 (\$1,500)	2 (\$1,000)	1 (\$500)	—	—
Magazine Ad	2 Full Page (\$2,500)	Full Page (\$1,250)	Half Page (\$1,000)	Quarter Page (\$750)	—	—
Blog Posting	3 (\$3,000)	2 (\$2,000)	1 (\$1,000)	—	—	—
Social Media Posts	9 (\$1,500)	6 (\$1,000)	3 (\$500)	—	—	—
Webinars	2 (\$2,400)	1 (\$1,200)	1 (\$1,200)	—	—	—
Podcast	2 (\$3,000)	1 (\$1,500)	—	—	—	—
<b>Complimentary Year-Round Benefits</b>						
Recognition/ Logo Placement	AASPA Website & Social Media	AASPA Website & Social Media	AASPA Website & Social Media	AASPA Website & Social Media	AASPA Website & Social Media	AASPA Website & Social Media
Business Memberships	6 (\$1,650)	4 (\$1,100 value)	2 (\$550 value)	2 (\$550 value)	1 (\$275 value)	—
<b>Total Value of Complimentary Items</b>						
	\$29,000	\$20,700	\$13,800	\$9,750	\$5,825	\$4,250

## Don't see what you're looking for?

A variety of sponsorship packages and partnership opportunities are available. Should the opportunities listed not meet your needs or budget, we can also tailor a package to fit what you are looking for. Our customizable sponsorships are sure to offer you an option to maximize your marketing budget. For more information, please contact Sandy Wachter at [sandy@aspa.org](mailto:sandy@aspa.org) or 913.327.1222.

# At the 2023 Annual Conference...

**90+** EXHIBIT BOOTHS **190** SPEAKERS **914** ATTENDEES FROM **392** DISTRICTS



**6**  
NETWORKING EVENTS



**50%+**  
INCREASE IN ATTENDANCE  
OVER THE PAST 10 YEARS



**150+**  
GALLONS OF  
COFFEE CONSUMED

**72%**

of mobile app  
users viewed  
exhibitor pages

**92%**

of conference  
attendees  
downloaded our  
mobile app

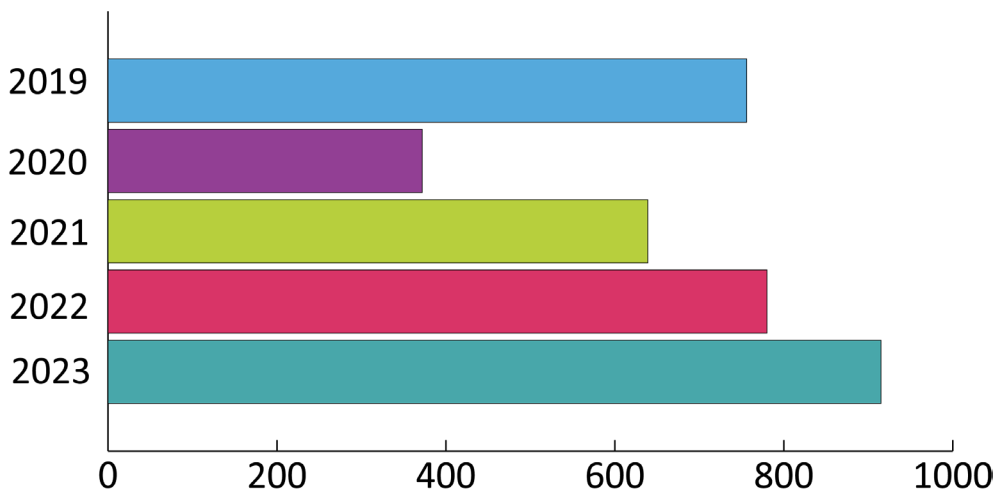
**21%**

of our members  
attended our 2023  
Annual Conference

**231K+**

mobile app sponsor ad  
impressions

## 2019 - 2023 Annual Conference Attendance



# Annual Conference Exhibitor Opportunities

Every year, key PK-12 HR decision makers from around the country come together in one place for AASPA's Annual Conference. This four-day event is packed with networking, education and engagement. The Exhibit Hall provides a platform for companies to connect with potential customers, partners and other industry stakeholders. This is your chance to interact face to face with our attendees and make long lasting partnerships. Secure a booth space to reach a captive audience of 900+ decision makers and establish your organization as a top solution provider in the industry,

In addition, we encourage you to stand out from the crowd and maximize your visibility through a high-impact sponsorship. By becoming a sponsor, you gain unparalleled visibility over the course of the exhibition, conference and networking events, allowing you to make a powerful impact on your brand's reputation. Expand your Exhibit Hall experience and ROI by choosing the right sponsorship to meet your marketing and sales goals.

- ◆ Give your company a competitive edge
- ◆ Gain recognition before, during and after the event
- ◆ Access new contacts and strengthen existing relationships
- ◆ Showcase your products, services and innovations
- ◆ Obtain unparalleled visibility for your brand
- ◆ Learn about the current issues facing school HR

## 2024 EXHIBIT SPACE COSTS\*

### Exhibit Tables

Starting at: \$1,000

### Standard Booths

Starting at: \$1,200

### Prime Booths

Starting at: \$1,500

### Premium Booths

Starting at: \$1,800

\*Purchase includes standard pipe & drape, one 6' draped table, two chairs and booth ID sign for each exhibit booth or one standard 30" highboy and two bar stools for each exhibit table. 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 2024.

Floor plan and registration will be available Spring 2024. Elite Sponsors will have priority in booth selection. For more information or to purchase a booth/table, contact Sandy Wachter, Director of Meetings & Events at [sandy@aspa.org](mailto:sandy@aspa.org) or 913.327.1222. For more information on the 86<sup>th</sup> Annual Conference, visit [www.aspaconference.com](http://www.aspaconference.com).

## WHAT'S INCLUDED?

- ◆ One complimentary All-Access conference registration
- ◆ One complimentary booth-only badge
- ◆ Companies with AASPA Business membership receive one additional booth-only badge
- ◆ Complimentary business listing on mobile app & in program book
- ◆ Lanyard buttons to designate you as an exhibitor
- ◆ Pre & post conference attendee mailing list
- ◆ Discount on additional conference registrations
- ◆ Opportunity to purchase lead retrieval



**10+ CONSECUTIVE  
YEARS SOLD OUT**



## EXHIBIT HALL HOURS (SUBJECT TO CHANGE):

**Tuesday, October 15:** Exhibitor Move-In 1:00 PM - 5:00 PM

**Wednesday, October 16:** Open 9:30 AM - 6:00 PM

**Thursday, October 17:** Open 9:30 AM - 12:15 PM

**Thursday, October 17:** Exhibitor Move-Out 12:15 PM - 3:00 PM

# Benefits of Sponsoring AASPA's Annual Conference

## 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.

## 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.

## 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.



# 2023 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."



## 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. "

"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."

"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."



## Diamond Elite Sponsors



## Platinum Elite Sponsors



## Gold Elite Sponsors

## Silver Elite Sponsors



# Annual Conference Sponsorship

The AASPA Annual Conference brings hundreds of PK-12 school HR decision-makers together. Your sponsorship at this event is a unique opportunity to network, connect with a vast array of executives from school districts across the country and show our attendees that your company is an industry leader and can provide solutions. 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. Starting as low as \$1,000, sponsorships are tailored to meet your goals, increase your return on investment and maximize your presence at the show.

\*To access sponsorship opportunities, sponsors are required to purchase an exhibit booth/table



**Ads on Conference Website**  
\$1,000 - \$2,500

Maximize your brand's visibility and reach by advertising on the conference website, ensuring prime exposure to a targeted audience of HR professionals and decision-makers.

*Sponsor requirements: supply hi-resolution logo, 970x90px and 320x50px artwork.*



**ASL Interpreters**  
\$5,000

**5 AVAILABLE**

Enhance inclusivity and accessibility for all attendees by becoming the valued sponsor of American Sign Language (ASL) interpreters, ensuring a seamless and inclusive experience for deaf and hard-of-hearing participants.

*Sponsor requirements: supply hi-resolution logo.*



**Attendee Lounge**  
\$5,000 to \$15,000

**EXCLUSIVE!**

Offer attendees a space to recharge and connect by sponsoring the attendee lounge, showcasing your brand in a relaxed, creative environment and creating a lasting positive impression among event participants.

*Sponsor requirements: supply hi-resolution logo, provide signage, if desired. Select food and beverage included based on price. Additional A/V and furniture rental may be required*



**A/V**  
\$5,000 - \$25,000

**5 AVAILABLE**

Be the driving force behind an impeccable event experience by sponsoring the audiovisual, ensuring top-tier technology and gaining unparalleled exposure among attendees, positioning your brand at the forefront of the event's success.

*Sponsor requirements: supply hi-resolution logo.*



**Breakfast Sponsor**  
\$10,000 to \$15,000

**2 AVAILABLE**

Fuel attendees for success and brand recognition by sponsoring the breakfast to kickstart the day. Choose from a Wednesday continental breakfast (\$15,000) or Friday breakfast buffet (\$10,000).

*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*



**Charging Station/Mobile Chargers**  
\$3,000

**~~2~~ AVAILABLE**

Keep attendees charged and engaged while prominently displaying your brand by sponsoring a charging station, ensuring constant exposure and appreciation throughout the event. Options include locker, table or individual handheld chargers.

*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*



### Cocktail Hour \$5,000

**5 AVAILABLE**

Be the toast of the event by sponsoring the Cocktail Hour, where your brand will shine in a relaxed and engaging setting, fostering connections among attendees while enjoying prime visibility.

*Sponsor requirements: supply hi-resolution logo, provide signage, if desired.*



### Conference Bags \$15,000

**EXCLUSIVE!**

Conference bags are used by more than 900 attendees both during and after the conference, providing exceptional exposure for sponsors. AASPA will provide you with multiple stylish options.

*Sponsor requirements: supply hi-resolution logo.*

**SOLD!**



### Conference Bag Insert \$2,500 - \$5,000

Maximize your brand's visibility among industry leaders and influencers by securing a conference bag insert sponsorship, reaching more than 900 attendees with your promotional material. Cost is \$2,500 for an exhibiting company or \$5,000 for a non-exhibiting company.

*Sponsor requirements: Insert design and printing not included. All inserts must be approved by AASPA. Must meet delivery deadline.*



### Conference Padfolio & Pen \$15,000

**EXCLUSIVE!**

Enhance your brand's visibility and professionalism with our padfolio & pen sponsorship package—be noticed at the conference and beyond! AASPA will provide you with multiple options to choose from.

*Sponsor requirements: supply hi-resolution logo.*

**SOLD!**



### Daily Conference Email Ad \$2,000 - \$6,000

**4 AVAILABLE**

Gain exposure and connect directly with attendees by sponsoring the daily event email, ensuring your brand's message reaches a captive audience each day of the conference. Includes an ad and link in daily email.

*Sponsor requirements: supply hi-resolution logo and artwork for ads.*



### DEI Reception \$5,000 to \$30,000

Champion diversity, equity and inclusion by sponsoring the DEI reception showcasing your commitment to fostering an inclusive environment. Choose from appetizer, dessert, bar, attendee gifts or entertainment. Select one or more options to make this an unforgettable night!

*Sponsor requirements: supply hi-resolution logo, provide signage, if desired.*

**SOLD!**



### Exhibit Hall Grand Opening \$5,000

**2 AVAILABLE**

Capture the attention of attendees from the very beginning by sponsoring the Exhibit Hall Grand Opening, allowing your brand to make a memorable entrance, setting the tone for an extraordinary event.

*Sponsor requirements: supply hi-resolution logo.*



### Evening Reception \$5,000 - \$50,000

Set the tone for an unforgettable event by sponsoring the Welcome Reception and/or Wednesday evening reception, positioning your brand as the catalyst for a memorable night, fostering connections and ensuring prime visibility among attendees.

Complimentary tickets included: \$5,000 (2), \$10,000 (4), \$25,000 (6), \$50,000 (10).

*Sponsor requirements: supply hi-resolution logo, provide signage, if desired.*



### Exhibit Hall Locator Board/Kiosk \$3,000 **EXCLUSIVE!**

Drive traffic and ensure your brand stands out among attendees by sponsoring the exhibit hall locator board. This exclusive sponsorship opportunity ensures that your company's logo will be prominently displayed on the navigation board strategically placed in the venue.  
*Sponsor requirements: supply hi-resolution logo.*



### Exhibit Hall Reception \$2,500 - \$8,000

Position your brand in the spotlight and forge invaluable connections by sponsoring the Exhibit Hall Reception, ensuring additional visibility and access to a captivated audience of industry leaders. Sponsors may provide food stations for \$2,500 or drink tickets for \$8,000.  
*Sponsor requirements: supply hi-resolution logo.*



### First-Time Attendee Reception \$5,000 **3 AVAILABLE**

Celebrate and engage with first-time attendees by sponsoring the First-Time Attendee Reception, offering a warm welcome and an exceptional opportunity to introduce your brand in a memorable and inviting atmosphere.  
*Sponsor requirements: supply hi-resolution logo, provide signage and give-a-way item, if desired.*



### General Session with Seat Drops \$10,000 - \$20,000 **3 AVAILABLE**

Seize the opportunity to showcase your brand's leadership by sponsoring the general session, gaining unparalleled exposure and recognition among industry influencers and event attendees. Includes a two-minute welcome or video for more than 900 attendees. Option to distribute a brochure or promotional item on chairs.  
**Pricing**  
Wed. - \$20,000, Thurs. - \$15,000, Fri. - \$10,000  
*Sponsor requirements: supply hi-resolution logo, brochure/gifts for distribution. Sponsors must place items on chairs 30 minutes before the session begins.*



### Gift for Conference Attendees \$5,000 - \$15,000

Showcase your brand by sponsoring a memorable gift for participants, leaving a lasting impression and fostering positive associations with your company beyond the event. Gifts will be included in the conference bag. \$5,000 - you supply the gift, \$15,000 - AASPA supplies the gift.  
*Sponsor requirements: supply hi-resolution logo.*



### Hotel Branding \$2,000+

Maximize your brand's impact with hotel branding, ensuring your logo and message are prominently displayed in various strategic areas, leaving a lasting impression on attendees during their stay and enhancing your brand's association with the event's experience. Options will vary by location.  
*Sponsor requirements: Artwork for branding.*



### Hotel Keycard \$7,500 **EXCLUSIVE!**

Make a lasting impression on attendees by showcasing your brand on your hotel key cards, ensuring continuous visibility and impact throughout their stay at the event.  
*Sponsor requirements: supply hi-resolution logo and provide custom artwork for keycard.*

**SOLD!**



### Inspiration Wall \$5,000 **EXCLUSIVE!**

Encourage creativity and engagement by sponsoring the inspiration wall, showcasing your brand's commitment to innovation and providing a platform for attendees to share ideas, leaving a lasting impression on the event's collaborative atmosphere.  
*Sponsor requirements: supply hi-resolution logo.*





**Keynote Speaker**  
\$10,000 - \$20,000

**2 AVAILABLE**

Elevate your brand with our keynote sponsorship which includes a two-minute welcome and the opportunity to introduce the speaker.  
Wednesday - \$20,000, Thursday - \$15,000 and Friday - \$10,000  
*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*



**Meeting Rooms**  
\$2,000

**LIMITED AVAILABILITY**

Facilitate exclusive networking opportunities and elevate attendee experience by sponsoring private meeting rooms, providing a space for meaningful connections and showcasing your brand's commitment to fostering valuable interactions.  
Options will vary by location.  
*Sponsor requirements: supply hi-resolution logo.*



**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.*



**Mobile App**  
\$15,000

**EXCLUSIVE!**

Drive engagement and brand exposure by sponsoring the event's mobile app, ensuring your logo and message reach attendees directly, maximizing visibility and interaction throughout the event.  
*Sponsor requirements: supply hi-resolution logo, launch graphics, banner ads, landing page.*



**Mobile App Push Notifications**  
\$750

**4 AVAILABLE**

Stand out among attendees by leveraging exclusive mobile app push notifications, ensuring your brand message reaches participants instantly and effectively throughout the event.  
*Sponsor requirements: supply hi-resolution logo and artwork for ads.*



**Name Badges**  
\$15,000

**EXCLUSIVE!**

Ensure continuous brand visibility and recognition by sponsoring the event's name badges, making a lasting impression as attendees wear your logo throughout the entire event.  
*Sponsor requirements: supply hi-resolution logo.*



**Presenter Gift**  
\$2,500 - \$5,000

**EXCLUSIVE!**

Align your brand with thought leadership and appreciation by sponsoring presenter gifts leaving a lasting impression on speakers and enhancing your visibility among industry leaders.  
*Sponsor requirements: supply hi-resolution logo.*



**Pre-Exhibit**  
\$1,000

**4 AVAILABLE**

Be the first brand attendees encounter by sponsoring a pre-exhibit table strategically placed near registration, ensuring maximum visibility and engagement with every participant right from the event's start. Includes table on Monday afternoon and Tuesday.  
*Sponsor requirements: supply hi-resolution logo and signage, if desired.*



## Program Book Advertising

\$400 - \$2,500

Amplify your brand's visibility and reach a targeted audience by securing advertising space in the event's program book, ensuring your message stands out and resonates with every attendee.

### 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. The final page size is 8.5"x 11".

### Pricing

Back Cover- \$2,500 | Full Page - \$700 | Half Page - \$500 | Quarter Page - \$400



## Refreshment Breaks

\$5,000

**5 AVAILABLE**

Keep attendees refreshed and energized while showcasing your brand's support by sponsoring the revitalizing refreshment break, ensuring prime visibility and appreciation during the event. Choose from five different break options.

*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*



## Restrooms

\$5,000

**EXCLUSIVE!**

Gain exclusive exposure by sponsoring the event restrooms, strategically positioning your brand in a high-traffic area ensuring maximum visibility and leaving a lasting impression on attendees. Includes complimentary hand sanitizer and assorted toiletries.

*Sponsor requirements: supply hi-resolution logo.*

**SOLD!**

RESERVED

## Reserved Seating/Tables

\$1,500

Elevate the attendee experience and showcase your brand by sponsoring reserved seating at the General Sessions, offering a premium, personalized touch and reinforcing your brand's commitment to excellence and creating lasting impressions. Includes one table or 10 reserved chairs and signage.

*Sponsor requirements: supply hi-resolution logo.*



## Reusable Water Bottle

\$12,500

**EXCLUSIVE!**

Boost your brand's visibility with our water bottle sponsorship, ensuring your logo travels far and wide with every refreshing sip.

*Sponsor requirements: supply hi-resolution logo.*



## Session Spotlight

\$5,000

**10 AVAILABLE**

Shine a spotlight on your brand's expertise and innovation by sponsoring session spotlight, garnering significant visibility and engagement across various digital platforms.

*Sponsor requirements: supply hi-resolution logo.*



## Session Room

\$2,500

Showcase your brand's commitment to knowledge sharing and innovation by sponsoring a session room, ensuring prominent visibility and association with thought leadership throughout daily breakout sessions. Includes ability to introduce the speakers and offer prizes and/or chair drops for each session.

*Sponsor requirements: supply hi-resolution logo, provide signage and brochure/gifts for distribution, if desired.*



## Solutions Showcase

\$1,500

Position your brand as an industry leader by sponsoring the Solutions Showcase, a dedicated space to showcase professional development, demonstrate your offerings and engage with attendees seeking industry-leading products and services. Sponsors will present three 15-minute sessions to share information with attendees.

*Sponsor requirements: supply hi-resolution logo, provide signage and brochure/gifts for distribution, if desired.*



### Speciality Break \$4,000

Enhance attendee experiences and spotlight your brand's uniqueness by sponsoring a speciality break, providing a memorable and engaging moment that leaves a lasting impression. Options may include a puppy break, massage break, coffee bar and much more.

*Sponsor requirements: supply hi-resolution logo and artwork for ad.*



### State Leaders Meeting \$3,000

**3 AVAILABLE**

Align your brand with influence and impact by sponsoring the State Leaders Meeting, gaining exclusive visibility among key decision-makers and demonstrating your commitment to shaping the future of the industry. This includes a two-minute welcome for up to 50 attendees.

*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*



### Transportation \$5,000

**LIMITED AVAILABILITY**

Drive your brand's visibility forward by sponsoring event transportation, ensuring prominent exposure and recognition as attendees commute. Includes signage on bus doors and in the loading area.

*Sponsor requirements: supply hi-resolution logo.*



### Thursday Lunch \$2,500

**EXCLUSIVE!**

Plan your own lunch and program on Thursday, with approximately 200-250 conference attendees. This opportunity is perfect for showcasing professional development or 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 and labor additional.*



### Thursday Presidents' Breakfast \$15,000

**EXCLUSIVE!**

Cultivate a powerful start to the day by sponsoring the breakfast event, offering attendees a refreshing morning experience and ensuring your brand enjoys prime visibility and appreciation as they kick off their day. This includes a two-minute welcome or video for more than 900 attendees.

*Sponsor requirements: supply hi-resolution logo, provide signage and brochure/gifts for distribution, if desired.*



### Wednesday Awards Luncheon \$15,000

**EXCLUSIVE!**

Position your brand at the heart of recognition by sponsoring the Wednesday Awards Luncheon, an exclusive opportunity to align your company with excellence and celebrate outstanding achievements. Sponsorship includes a two-minute welcome or video for more than 900 attendees.

*Sponsor requirements: supply hi-resolution logo and provide video, if desired.*



### Welcome Bags \$6,000

**EXCLUSIVE!**

Make a lasting first impression and maximize your brand's exposure by sponsoring the welcome bags with snacks. Attendees will experience a Build-Your-Own opportunity, selecting what they like and ensuring you leave a memorable impact on each attendee. Bags with sponsors' logos will be provided.

*Sponsor requirements: supply hi-resolution logo.*



### Wellness Station \$5,000

**EXCLUSIVE!**

Revitalize attendees and stand out by sponsoring the Wellness Station, providing essential care and comfort to guests, ensuring your brand's positive and memorable impact on their event experience. Includes essentials such as Liquid IV, Tylenol, antacid, neckties, bandaids and more.

*Sponsor requirements: supply hi-resolution logo and provide signage, if desired.*



### Wi-Fi \$10,000

**EXCLUSIVE!**

Help your customers and prospects stay connected while at the conference. Wi-Fi login will be set to sponsoring company's name or other mutually agreed upon login.

*Sponsor requirements: supply hi-resolution logo.*

# Small & Virtual Meeting Sponsorship

The AASPA Personnel Administrator Boot Camps, Human Capital Leadership Summit and Diversity, Equity & Inclusion Summit are tailored to increase brand visibility, make more connections and showcase your company's products & services. Boot Camps are the industry's premier professional development events for PK-12 school HR leaders new to their positions. 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 attendees are looking to learn about the latest efforts that can help them maximize DEI in their districts. Make an impact by sponsoring one of these events.



A/V  
\$1,500

**4 AVAILABLE!**

Be the driving force behind an impeccable event experience by sponsoring the audiovisual, ensuring top-tier technology and gaining unparalleled exposure among attendees, positioning your brand at the forefront of the event's success.  
*Sponsor requirements: supply hi-resolution logo.*



Badges\*  
\$750

**EXCLUSIVE!**

Promote your brand by sponsoring the event's name badges, making a lasting impression as attendees wear yours throughout the event.  
*Sponsor requirements: supply hi-resolution logo. Badges must be purchased & provided by sponsor.*



Bags\*  
\$750

**EXCLUSIVE!**

Put your brand in the hands of every participant by sponsoring our event bags, providing a unique opportunity for direct and impactful engagement..  
*Sponsor requirements: supply hi-resolution logo. Bags must be purchased & provided by sponsor.*



Bag Insert  
\$1,000 to \$2,000

Enhance your brand visibility among our attendees by sponsoring bag inserts, adding exposure and engagement with your brand's message. Cost is \$1,000 for a sponsoring company or \$2,000 for a non-sponsoring company.  
*Sponsor requirements: Insert design and printing not included. All inserts must be approved by AASPA. Must meet delivery deadline.*



Break\*

Elevate your brand's presence by sponsoring an event break, offering a prime opportunity to engage attendees during networking moments, ensuring heightened visibility and recognition. Choose from a Thursday or Friday, morning or afternoon break.



Breakfast\*  
\$1,500

**6 AVAILABLE!**

Start the day right by sponsoring our event's breakfast, ensuring your brand stands out and creates a positive association with attendees as they engage in networking and sessions. Choose a Thursday or Friday breakfast buffet.  
*Sponsor requirements: supply hi-resolution logo.*

\*This sponsorship also includes a table top for two days, one complimentary event registration and an opportunity to share information about your company with attendees.



**Keynote Speaker\***  
\$3,000

**EXCLUSIVE!**

Maximize your brand's impact by sponsoring our keynote presentation, gaining exclusive recognition and the opportunity to associate your brand with significant and influential ideas.

**SOLD!**



**Lunch\***  
\$1,500

**6 AVAILABLE!**

Become the exclusive sponsor of our event's lunch, gaining unparalleled exposure and recognition as attendees gather to recharge and network. Choose a Thursday or Friday lunch for over 100 attendees.

*Sponsor requirements: supply hi-resolution logo.*



**Wednesday Reception\***  
\$500

**EXCLUSIVE!**

Make a memorable first impression by sponsoring our Wednesday evening reception, allowing your brand to engage with guests as they arrive, setting a positive tone for the event and fostering early connections. A room at the hotel will be provided. *Sponsor requirements: supply hi-resolution logo. Additional food and beverage purchase required.*



**Thursday Reception\***  
\$2,500

**3 AVAILABLE!**

Position your brand as a key supporter by sponsoring our Thursday evening reception, offering a unique opportunity to connect with attendees in a relaxed environment. Food, beverages and a room at the hotel provided. *Sponsor requirements: supply hi-resolution logo, provide signage if desired.*



**Program Book Advertisements**  
\$400 - \$1,000

Gain exposure by sponsoring a program book ad, allowing your brand to stand out and leave a lasting impression on attendees as they reference this resource during and after the event. You may purchase ads in a variety of sizes to meet your needs.

**Pricing**

Back Cover- \$1,000 | Full Page - \$600 | Half Page - \$500 | Quarter Page - \$400



**Small Meeting Email Advertisements**  
\$400 - \$7,50

These digital marketing pieces are sent to over 12,000 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



**WiFi**  
\$2,000

**EXCLUSIVE!**

Help your customers and prospects stay connected while at the event. Wi-Fi login will be set to sponsoring company's name or other mutually agreed upon login. *Sponsor requirements: supply hi-resolution logo.*



**Virtual Event Sponsorships**  
\$1,500 - \$2,500

**LIMITED AVAILABILITY**

Elevate your brand's presence and engage with an online audience through strategic sponsorship of our virtual events. Several virtual opportunities to choose from to fit your schedule. Includes a 2-minute welcome and/or video as well as the attendee list following the event. One or two day events available. *Sponsor requirements: supply hi-resolution logo and video if desired.*

# Advertising & Branding

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

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.

### AASPA Blog

Welcome to Candid Conversations with AASPA

It's a pleasure to have members share their expertise, experiences and wisdom as school personnel professionals. These topics are not only relevant to human capital leaders, but are critical to the success of the education leader, head on, and enjoy a self-fulfilling contribution to the field. Please remember to include #AASPA.



## Email Marketing Advertisements \$400 to \$1,500

These digital marketing pieces are sent to over 12,000 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)

1 ad-\$400 / 2 ads-\$600 / 4 ads-\$1,000

### Pricing for side ad (160x600px)

1 ad-\$750 / 2 ads-\$1,200 / 4 ads-\$1,500



## Eblast \$1,500 to \$2,000

AASPA will send an email blast to over 12,000 school personnel administrators promoting your event, webinar, product or press release. If you design your own email (using HTML or PDF) the price is \$1,500. If you would like AASPA to design your email, the price is \$2,000. With open and click thru rates as high as 49% 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 leadership and highlights a blog. Bottom and side ads available.

### Pricing for bottom ad (160x600px)

1 mo-\$500 / 6 mo-\$1,000 / 12 mo-\$1,800

### Pricing for side ad (375x225px)

1 mo-\$750 / 6 mo-\$1,200 / 12 mo-\$2,000



## Gather Voices Video \$500

Record a 30 second video using AASPA's Gather Voices platform. AASPA will edit this video and provide a link to share, as well as an mp4 file.



## Legislative Brief \$500 to \$3,500

AASPA's legislative brief is shared quarterly with members and nonmembers highlighting legislative topics relevant to K-12 personnel administrators. Bottom and side ads available.

### Pricing for side ad (375x225px)

1 mo-\$1,000 / 3 mo-\$2,000 / 12 mo-\$3,500

### Pricing for bottom ad (160x600px)

1 mo-\$500 / 3 mo-\$1,800 / 12 mo-\$3,000



## Magazine Advertisements \$750 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 website.

### 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”.

### Pricing

Full Page - \$1,250 | Half Page - \$1,000 | Quarter Page - \$750



## Online Buyers Guide \$750

**AASPA’s Online Buyers Guide** is designed to link members directly to companies providing K-12 HR solutions. This ad runs for one year.  
Size: 300x600px.



## Podcast Guest \$1,500

Co-host AASPA’s podcast. As the co-host, you will pick the topic and write five to seven questions to be interviewed about. Recording takes about 15-20 minutes via Zoom.



## Podcast with Executive Director/Board \$300

Want to feature AASPA Leadership in your company podcast? Our industry experts are happy to participate. Topics and questions will need to be pre-approved by AASPA.



## Searchable Business Directory \$1,500

**AASPA’s Searchable Business Directory** provides an online directory, which is searchable by service category. This directory is located on AASPA’s website and was viewed over 300 times a month.



## Social Media Posts \$500

AASPA will schedule three posts on either LinkedIn or X about your company. Write your own copy, submit any photos or videos to be sent with the posts and a link to your website.

**7,000+**  
total followers

**250,000+**  
annual impressions

**35,000+**  
annual profile visits



## Webinars \$1,200

A business wanting to conduct a webinar through AASPA can do so for \$1,200. 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 \$1,200 to \$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)

1 mo-\$1,200  
6 mo-\$4,800  
12 mo-\$7,200

# 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.

## Pro Tips:

- ◆ Place your order right away. Although a large number of sponsorships are available, many opportunities are limited in number or are exclusive. Our sponsorships are offered on a “first come, first served basis” and current sponsors hold “first right of refusal.”
- ◆ Submit your session proposals early! Sessions and placement for presentation opportunities are not held or guaranteed.
- ◆ Purchase additional discounted tickets for your staff through September 13<sup>th</sup>.
- ◆ Invoice payments are due upon receipt and must be paid within 30 days or before the event, whichever is sooner.
- ◆ Funds paid as part of a marketing/sponsorship/exhibition agreement are non-refundable.
- ◆ Make note of all deadlines and meet them! Items will be forfeited if deadlines are not met.
- ◆ Design services are available at a rate of \$100 per hour with a \$50 minimum charge. Quotes available upon request.

## Contact us for information on:

**Elite Sponsorship**  
**Annual Conference & Exhibits**  
**Small & Virtual Meetings**  
Sandy Wachter  
sandy@aaspa.org  
913.327.1222

**Advertising Opportunities**  
Anna Weber  
anna@aaspa.org  
913.327.1222

All companies must complete AASPA's Exhibitor Contract. You can find the link to the contract below.  
Please send completed forms to [sandy@aaspa.org](mailto:sandy@aaspa.org)

<https://assets.noviams.com/novi-file-uploads/aaspa/TaC.pdf>



**American Association of School Personnel Administrators**  
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Overland Park, KS 66213

**We look forward to partnering with you!**