

2024 ASCD Annual Conference

# Sponsorship Opportunities

MARCH 22-25, 2024 | WASHINGTON, D.C.



SPONSORSHIP LEVEL	TIER 1	TIER 2	TIER 3
	<b>\$40,000</b>	<b>\$30,000</b>	<b>\$15,000</b>
	1 available	4 available	6 available

BRAND AWARENESS			
Email sent to ASCD24 registration list	Exclusive	Shared with Tier 2	Shared with Tier 3
Mobile app banner ad	•	•	•
Use of preconference and post-conference postal list	•	•	•
Mobile app push notification	3	2	1
Opportunity for seat drop at General Session	•	•	
Discount on additional marketing opportunities	20%	15%	10%
Tote bag insert	•	•	•

ENGAGEMENT			
Content and session opportunities	Dedicated room, full conference	Dedicated room, 1 day	1 session
Complimentary full conference registrations	10	5	2
Drink tickets for welcome reception	20	15	10
Inclusion in passport game	•	50% discount	25% discount

ACKNOWLEDGMENT/RECOGNITION			
Recognition in footer of conference email blast (1 time) with link to url of sponsor choice	•	•	
Sponsor recognition on conference website ("Thank you sponsors" page)	Home Page	Sponsor Page	Sponsor Page
Exclusive signage in high-traffic area	•		
Combined signage/recognition in high-traffic area (by level)		•	•
Recognition on thank you signage in high-traffic public space area (e.g., registration, lobby, etc.)	•	•	•
Banner ad on "know before you go" email	•		
Logo on sponsor thank you in slide rotation at General Session	•	•	•
Acknowledgment and logo on mobile app landing page splash screen	•		
Aisle sign: Logo and booth location added to sponsor signs in aisles of booths	•	•	•

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## EXPO HALL

Exhibit space allowance	Up to \$5,800	Up to \$2,900	
20% discount on decorator/drayage services	•		

STAND-ALONE SPONSORSHIPS	QTY	PRICE	DESCRIPTION
Tote bags	1	\$10,000	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	1	\$12,000	Provided to every attendee at registration, the lanyards give your company maximum visibility with attendees. Your logo will appear alongside the ASCD logo.
Connect and Reflect General Session	2	\$7,500	<p>These sessions are always jam-packed! <b>The Connect and Reflect General Session</b> sponsorships provide an opportunity to engage with attendees during one of our most popular session formats, and are great opportunities to increase brand experience and align your company with relevant content.</p> <p><b>Benefits include:</b></p> <ul style="list-style-type: none"> <li>• Opportunity to introduce and give brief opening remarks (2 minutes or less) at start of session.</li> <li>• Logo on screen during start of session.</li> <li>• Logo recognition on signage throughout the session.</li> <li>• Two additional complimentary registrations (beyond any allotment already allocated for exhibit participation).</li> <li>• Opportunity to provide promotional item on seats (with ASCD final approval).</li> </ul>

### BASIC ENTITLEMENTS (included with stand-alone sponsorships above)

- Post-conference registration list (postal addresses only; 1-time use)
- Logo on general sponsor thank you signage
- Logo recognition in conference mobile app
- Logo recognition on conference website (sponsor thank you page)
- 10% discount on additional marketing opportunities

For additional information about these exciting engagement opportunities, please contact our sponsor and exhibit team at [exhibits@ascd.org](mailto:exhibits@ascd.org).

**TERMS & CONDITIONS** This fact sheet is for information only. Full benefits, terms and conditions are included in the sponsorship contract. • Benefits and pricing are subject to change without notice. • Specific benefits may be changed or become unavailable based on the specific planning for each year's conference. All benefits are delivered within the sponsorship/conference term established in the sponsorship contract. • Attendance numbers, exposure and view estimates for overall attendance, mainstages and other events are based on historical performance and are not a guarantee or prediction of future performance. Benefit packages are nontransferable. Refunds, substitutions or reductions in price for unused benefits will not be made. Each sponsor is welcome to use or not use the deliverables outlined above.