



# Ed Expo

Orlando, FL • March 18–20, 2010

Face to Face:  
Stronger Together

## SPONSORSHIP Opportunities

Ed Expo is the meeting place for school dealers from the company owners to the top level buyers who are actively seeking the best product solutions. As a sponsor, your company will be showcased with highly visible opportunities to generate leads and help in achieving your marketing and sales objectives. Don't miss the chance to highlight your company's products and services before this select group of attendees!

- ★ Put your company's name and logo in front of the school market's top-selling dealers!
- ★ Make the most of your marketing money!
- ★ Reinforce name recognition for your company and products among a loyal audience with proven buying power!
- ★ Enhance your visibility beyond the exhibit hall to achieve maximum exposure at the tradeshow!

### General Sponsorship Levels

#### Platinum (\$5,000 and more)

- One meeting room for the sponsor to conduct business meetings (during non-exhibit hours only)
- Free full page black and white ad in the Show Program (deadline: 1/8/10)
- Free Gold Level upgrade in the Online Planner (company logo, 2 press releases, 5 product images, 4 contact names, link to audio/video clips, Web site link and 150-word description)
- Signage recognizing the sponsor at the sponsored event (if applicable)
- Recognition as a sponsor in the Show Program (if known by 12/18/09)
- Opportunity to introduce an educational session speaker (if applicable)
- Special booth signage and sponsor ribbons

#### Gold (\$1,000–\$4,999)

- Free Gold Level upgrade in the Online Planner (company logo, 2 press releases, 5 product images, 4 contact names, link to audio/video clips, Web site link and 150-word description)
- Signage recognizing the sponsor at the sponsored event (if applicable)
- Recognition as a sponsor in the Show Program (if known by 12/18/09)
- Opportunity to introduce an educational session speaker (if applicable)
- Special booth signage and sponsor ribbons

#### Silver (\$500–\$999)

- Free Silver Level upgrade in the Online Planner (company logo, press release, 3 product images, 2 contact names, Web site link and 100-word description)
- Signage recognizing the sponsor at the sponsored event (if applicable)
- Recognition as a sponsor in the Show Program (if known by 12/18/09)
- Special booth signage and sponsor ribbons

#### Bronze (\$200–\$499)

- Free Bronze Level upgrade in the Online Planner (company logo, 1 product image, 1 contact name, Web site link and 50-word profile)
- Signage recognizing the sponsor at the sponsored event (if applicable)
- Recognition as a sponsor in the Show Program (if known by 12/18/09)
- Special booth signage and sponsor ribbons



# Ed Expo Special Item/Event Sponsorship List

## Casino Party

*(\$25,000)*

Ed Expo is famous for a big party and this year is no exception! Your company can serve as the official host of this party and will be provided with 50 drink tickets to give to your customers and friends.

## Shuttles

*(\$10,000; \$2,500 each day)*

Be the first thing show attendees see each morning and the last thing they see each night by sponsoring the shuttle bus service from the host hotels to the Orange County Convention Center.

## Welcome Reception

*(\$5,000)*

Ed Expo attendees mingle with exhibitors while enjoying hors d'oeuvres and refreshments. Sponsorship includes a tabletop space for company materials and public recognition during the event.

## Badge Holder Lanyards (Deadline: 2/1/10)

*(\$2,500)*

Each Ed Expo attendee is provided an official badge for entrance into the exhibit hall and educational sessions. Each badge is attached to a lanyard and will have your logo or name printed on them offering your company great exposure and your logo will be seen by everyone, everyday, even after the conference ends.

## Internet Lounge

*(\$4,000)*

Computer terminals will be available for show attendees to check emails, surf the Web, print boarding passes, and retrieve messages. Your company's web page or logo and booth number can be prominently displayed on the screens.

## Rent a Box

*(\$4,000)*

Ed Expo attendees receive a complimentary box to store their show materials in before shipping them back to their business. Sponsor this show feature and the dealers will be thanking you too!

## Dealer Lunch Tickets

*(\$2,500 each day)*

No such thing as a free lunch? Well maybe not, but Ed Expo attendees get a coupon on Thursday and Friday for \$5 to use in the concession stand. You can take all the dealers to lunch for just \$2,500 each day.

## Continental Breakfast

*(\$15,000; \$5,000 each day)*

Be the first thing on show attendees minds each day by sponsoring fresh fruit, pastry, cereal, yogurt, coffee, tea and juice.

## Leadership Orientation Luncheon

*(\$1,500)*

NSSEA leaders gather before the start of meetings to learn about the association governance. Get your name in front of the key NSSEA decision makers.

## Ice Cream Break

*(\$1,000 + the cost of the ice cream)*

Make every dealer happy by sponsoring an ice cream break during an afternoon of exhibits. The sponsor can have their employees on hand to meet and greet the dealers while passing out the treats.

## Educational Workshops

*(\$1,000 each)*

NSSEA delivers educational sessions that give our attendees the competitive advantage in the marketplace and your organization the benefit of affiliation with that knowledge.

## Exhibitor Morning Coffee

*(\$500 each day)*

NSSEA will be offering exhibitors free coffee during each morning of the show. Get your name in front of fellow suppliers by sponsoring this service.

# 2010 Ed Expo Sponsorship Agreement

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Sponsorship event/level: \_\_\_\_\_ \$ \_\_\_\_\_

## Payment Information

Company check Check number \_\_\_\_\_ for \$ \_\_\_\_\_  
Make check payable to NSSEA.

Charge to:     VISA     MasterCard     American Express     Discover

Account number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature \_\_\_\_\_

## Checklist for Sponsorship

- Complete and submit Sponsorship Agreement with payment.
- Submit camera-ready logo.

By signing below, I acknowledge that I am authorized to sign for my company and understand that I am making a commitment to participate in this sponsorship opportunity. Total sponsorship payment is due upon the execution of this agreement. If full payment is not received, I understand the sponsorship agreement may be canceled.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please complete this application and send it along with payment to: NSSEA, 8380 Colesville Road, Suite 250, Silver Spring, MD 20910. Fax credit card payments to 301.495.7386. Contact Sherrie Roberts at (800) 395-5550, ext. 1032 or sroberts@nssea.org for more information.