

STAND OUT FROM THE CROWD— Gain Additional Exposure

The School Equipment Show consistently attracts high-level distributors and buyers who are actively seeking the best product solutions. As a sponsor, your company can choose 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 leading distributors and specifiers!
- Reinforce name recognition for your company and products among a loyal audience with buying power!
- Make the most of your marketing money!
- Enhance your visibility beyond the exhibit hall to achieve maximum exposure at the show!

General Sponsorship Levels

Platinum (\$5,000 and more)

Platinum level sponsors receive all of the benefits of Gold Level sponsors. In addition, NSSEA will work with your company to customize a program that will maximize your exposure to your target market.

Gold (\$4,000)

- One meeting room for the sponsor to conduct business meetings (during non-exhibit hours only)
- Opportunity to introduce an educational session speaker
- Gold Level upgrade in the Online Exhibitor Directory (company logo, 2 press releases, 5 product images, 4 contact names, link to audio/video clips, Web site link and 150-word description)
- Recognition on the NSSEA Web site home page (company logo with Web site link)
- Signage recognizing the sponsor
- Recognition as a sponsor in the *Show Program* (if known by 9/3/10)
- Sponsor ribbons

Silver (\$2,500)

- Silver Level upgrade in the Online Exhibitor Directory (company logo, press release, 3 product images, 2 contact names, Web site link and 100-word description)
- Recognition on the NSSEA Web site (company logo with Web site link)
- Signage recognizing the sponsor
- Recognition as a sponsor in the *Show Program* (if known by 9/3/10)
- Sponsor ribbons

Bronze (\$1,000)

- Bronze Level upgrade in the Online Exhibitor Directory (company logo, 1 product image, 1 contact name, Web site link and 50-word profile)
- Recognition on the NSSEA Web site (company logo with Web site link)
- Signage recognizing the sponsor
- Recognition as a sponsor in the *Show Program* (if known by 9/3/10)
- Sponsor ribbons

Special Item/Events

Continental Breakfast (\$5,000; \$2,000 each day)

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

Badge Lanyards (\$2,500)

Each School Equipment Show attendee is provided an official badge for entrance into the exhibit hall and educational sessions. Each badge is attached to a lanyard imprinted with your logo or name offering your company great exposure everyday of the show. (Must be reserved by 9/11/10.)

Networking Reception (\$5,000)

Thursday, November 18, 5:00–6:15 pm

School Equipment Show 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.

Exhibitor Morning Coffee (\$1,500; \$500 each day)

NSSEA will be offering exhibitors free coffee during each morning of the show. If you are looking to attract the attention of potential vendors or advertisers this sponsorship is ideal.

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.

Educational Seminar (\$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.

Contact Sherrie Roberts for additional sponsorship opportunities: 800.395.5550, ext. 1032 or sroberts@nssea.org.

2010 SES SPONSORSHIP AGREEMENT

Name: _____

Company: _____

Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Web site: _____

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 company logo in eps format

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.