

Sponsorship Opportunities at The 12th Annual School Equipment Show

PUT YOUR COMPANY IN THE INDUSTRY SPOTLIGHT AND BRING YOUR PRODUCTS AND BRANDS TO LIFE

It has been proven that on-site marketing more than **DOUBLES booth traffic. (according to Center for Exhibition Industry Research)**

Extend the impact of your exhibit, brand, and message by sponsoring a particular function/event at the School Equipment Show. Position your company and its brand(s) as a strong proponent of this annual gathering of the industry's finest manufacturers, distributors, dealers, and those people involved in the planning, design or specification of equipment for educational facilities.

Sponsorship of a particular function/event also fosters the primary purpose of our conference: to provide a networking environment for members to create, maintain and improve their relationships, for suppliers to show first hand their latest and greatest products, and for individuals to enhance their professional development through education.

In return for your advancement of these ideals, NSSEA will promote your support in a very professional and prominent manner and all sponsors will be recognized accordingly, with publicity, signage, and ribbons. We offer a wide range of sponsorship opportunities that allow you to choose the program that works best within your budget. All sponsors will enjoy the following benefits:

PUBLICITY - - Not only will your company's name be prominently featured at the event you sponsor, it will be featured in the official School Equipment Show Program, *Essentials* magazine, two issues of NSSEA's e-newsletter, *Essentials Weekly*, as well as special signage boards throughout the conference hall. Early commitment to sponsorship will also include you in any new promotion brochures, the primary communication materials mailed to thousands of prospective attendees.

WEBSITE LINKS - - By sponsoring an event, your company logo will be displayed on the NSSEA, School Products Expo and SES website, linked directly to the website of your choice.

NAME BADGE RIBBONS - - Official conference sponsor name badges will be provided to all of your attending staff to display your sponsorship support.

BOOTH SIGNAGE - - You will be provided with special signage to prominently display in your booth.

MARKETING SUPPORT - - We will work with you to promote your support by providing conference collateral materials along with a list of registrants for your pre- and post-event marketing.

Your sponsorship opportunities are on the reverse side

BUILD AWARENESS -- CREATE TRAFFIC -- CAPITALIZE ON OPPORTUNITY

DON'T MISS THESE GREAT OPPORTUNITIES TO MAXIMIZE RESULTS AND BUILD BRAND AWARENESS WITH THE MOST IMPORTANT BUYERS IN THE INDUSTRY. SIGN UP BELOW.

NSSEA'S "SCHOOL'S IN" PARTY AT THE GEORGIA AQUARIUM - - a great opportunity for exposure, this party, the highlight of the conference, is held on Friday night. Have your name in front of the over 2000 people expected to attend this fantastic networking party. The reception is from 6 – 10 pm on Friday, March 2. Sponsorship: \$25,000
Contact Joe Tucker at the number/email below for more details.

SCHOOL PRODUCT EXPO SHUTTLE BUSES - - Get in front of nearly every attendee multiple times per day by sponsoring the shuttle buses. Possible signage includes bus wraps and head rests. Your company name/logo will also be displayed on all shuttle signage and flyers. Sponsorship: \$10,000

CYBER LOUNGE - - In today's world, who doesn't check their email or the weather at least once a day? By sponsoring the Cyber Lounge, your company's customized screensavers and wallpaper will be displayed on the desktop computers in the SES cyber lounge located in the exhibit hall. In addition to your company name/logo on hanging signage, and single-click link to the sponsor's desired web site, you may also distribute promotional materials (approved by NSSEA) to the hundreds of attendees that visit the cyber lounge each day. Sponsorship: \$3,000

SES CONTINENTAL BREAKFASTS - - Start the day off right for our attendees and have them on the floor awake and happy by providing their first cup of coffee, tasty breads and fruit, giving them the energy to make it through the day. Breakfast begins at 7:30 am. Sponsorship: \$5,000 for each day or \$12,500 for all three days

SES EDUCATIONAL SESSIONS - - At the educational sessions held on Thursday and Friday, you can show your support to hundreds of industry members looking to further their personal development. This targeted audience will recognize your commitment to the advancement of the industry through your generosity. Sponsorship: \$2,000 per session

RESTAURANT/FOOD SERVICE AREA TABLE SIGNAGE - - Brand your company by designing (table décor) which will be placed (installed) on the tables in the food service area(s). Have your message viewed by everyone who stops for lunch, or a quick snack in the exhibit hall. Sponsorship: \$3,000

COAT/BAG CHECK - - Attendees check their bags when they arrive and pick them up when they leave. Make your company's name the first and last they see while they are at the Center. Sponsorship: \$1,000

SES EXHIBITOR MORNING COFFEE - - Are you a business-to-business marketer? Sponsor the Exhibitor Morning Coffee and reach the more than 1,500 exhibitor personnel that represent over 250 companies. Sponsorship: \$500 each day or \$1,600 for all four days.

If you don't see the opportunity you're looking for, please contact Joe Tucker at 877.991.9711 or via email at nssea@expomanage.net to discuss your sponsorship idea.

TO BECOME A SPONSOR AT THE SCHOOL EQUIPMENT SHOW, PLEASE COMPLETE THE BELOW AND FAX TO 314.994.9650. WE WILL CONTACT YOU AS SOON WE RECEIVE THIS FORM.

Sponsorship Opportunity: _____

Name: _____ Company: _____

Phone: () _____ Email: _____

For more information, including tentative show schedule, educational session descriptions, housing, etc., please visit www.SchoolProductsExpo.com.

