



What's NOW, What's NEW, What's NEXT

The School Equipment Show

November 18–20, 2009

Phoenix, AZ

SPONSORSHIP Opportunities

The School Equipment Show consistently attracts high-level distributors and 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 leading distributors and specifiers!
- ★ Make the most of your marketing money!
- ★ Reinforce name recognition for your company and products among a loyal audience with buying power!
- ★ Enhance your visibility beyond the exhibit hall to achieve maximum exposure at the show!

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
- Recognition on the NSSEA Web site (company logo with Web site link and 50-word description)
- Signage recognizing the sponsor at the sponsored event
- Recognition as a sponsor in the Show Program (if known by 9/10/09)
- Opportunity to introduce an educational session speaker (if applicable)
- Special booth signage and sponsor ribbons

Gold (\$1,000–\$4,999)

- Free 1/2 page black and white ad in the Show Program
- Recognition on the NSSEA Web site (company logo with Web site link and 50-word description)
- Signage recognizing the sponsor at the sponsored event
- Recognition as a sponsor in the Show Program (if known by 9/10/09)
- Opportunity to introduce an educational session speaker (if applicable)
- Special booth signage and sponsor ribbons

Silver (\$500–\$999)

- Free 1/4 page black and white ad in the Show Program
- Recognition on the NSSEA Web site (company logo with Web site link and 50-word description)
- Signage recognizing the sponsor at the sponsored event
- Recognition as a sponsor in the Show Program (if known by 9/10/09)
- Special booth signage and sponsor ribbons

Bronze (\$200–\$499)

- Recognition on the NSSEA Web site (company logo with Web site link and 50-word description)
- Signage recognizing the sponsor at the sponsored event
- Recognition as a sponsor in the Show Program (if known by 9/10/09)
- Special booth signage and sponsor ribbons

Special Item/Events

Continental Breakfast

(\$7,500; \$2,500 each day)

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

Badge Holder Lanyards

(\$3,000)

Each SES 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.

Networking Reception

(\$5,000)

Friday, November 19, 5:00–6:30 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.

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.

2009 School Equipment Show 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.
- If advertising, submit artwork by September 10, 2009 (additional specifications will be provided by Naylor, the publisher of the SES Show Program).

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.