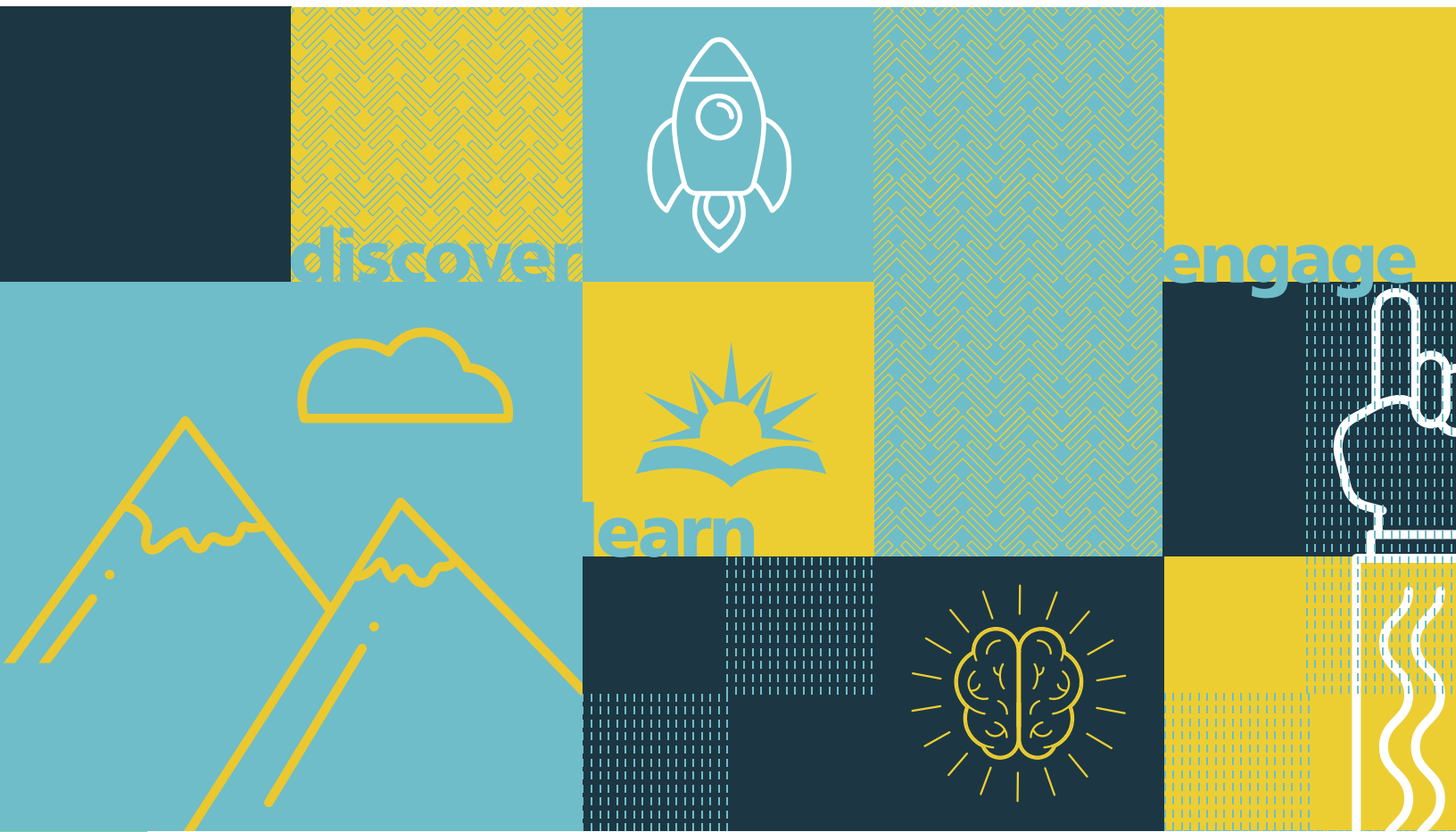


csbaaec

annual education conference and trade show

November 29 - December 1, 2018
San Francisco, Moscone West



2018 Sponsorship Guide

2018 Sponsorships

Think outside the booth! Build brand awareness with school governance teams and top-level district administrators during CSBA's Annual Education Conference and Trade Show by reserving one of these opportunities today!

Supporting Sponsorship*

\$10,000 (3 available)

Our prominent keynote speakers draw huge crowds to the General Session on Thursday, Friday and Saturday. Sponsorship of a General Session guarantees exposure to the largest gatherings at conference and the opportunity for a company representative to address the audience.

Strand Sponsorship*

\$10,000 (6 available)

Align your company's name with the specific issues that school board members face by sponsoring a specific conference strand. Choose from these 2018 strands: Equity and access; social and emotional; in the classroom; advocacy, engagement, and community relations; leadership through governance and full and fair funding.

Conference Lanyards*

\$5,000 (1 available)

Put your company logo on one of the most visible items at the event given to each attendee, the official conference lanyard.

Golden Bell Awards Sponsorship**

\$5,000 (multiple available)

In its 39th year, this program promotes excellence in education by recognizing outstanding programs in school districts and COEs. Put your company front and center as more than 400 attendees gather to express congratulations to the winners. See all categories at <http://gb.csba.org/call/categories>.

Event Sponsorship*

\$5,000 (Multiple available)


Network with our members through sponsorship one of these events: Executive Assistants Program, Small School District Luncheon, Student Board Member Program or Urban School District Luncheon.

Hotel Keycards*

\$5,000 (1 available)

Increase your visibility by branding the hotel keycards. Attendees will be reminded of your company each time they retrieve their keycard to enter their hotel room. Sponsorship includes your company logo on a custom designed keycard at our host hotel the San Francisco Marriott Marquis.



 **To secure a sponsorship**, or for specific details about sponsorship deliverables, contact Andrew Exner at 916-669-3278 or aexner@csba.org today!

**Available only to CSBA business affiliates or business partners. **Available only to CSBA business affiliates at the Professional level and above or business partners.*

Hosted Snack Break*

\$5,000 (multiple available)

Treat attendees to a snack on the trade show floor while branding your company! These breaks are sure to draw a big crowd and ensure maximum exposure with opportunities to distribute promotional materials and branded items.

Charging Stations*

\$3,000 (3 available)

Your company's name and message can be wrapped on one of the charging stations set up where attendees can relax and recharge in between sessions. Multiple devices can be plugged in at these stations which will be strategically located throughout the conference facility.

EduLab Sponsorship*

\$3,000 (6 available)

Showcase your company's latest trends by hosting a 30-minute presentation and Q&A. EduLab sessions are held in a dynamic and interactive space on the trade show floor to facilitate networking and promote lively discussion. Sessions are promoted in the AEC app and pocket program.

Attendee Badges*

\$2,500 (1 available)

Include your company logo, printed in black and white on the attendee badges opposite the CSBA logo.



Additional Branding Opportunities

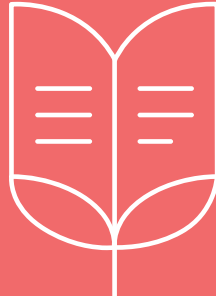
\$2,000 and up (multiple available)

There are a number of innovative options to get your message across to conference attendees at both the Moscone West and our host hotel, the San Francisco Marriott Marquis, including escalator wraps, digital signage, in-room tablets and more. Contact CSBA to learn more and create a custom package that fits your budget.



To secure a sponsorship, or for specific details about sponsorship deliverables, contact Andrew Exner at 916-669-3278 or aexner@csba.org today!

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AEC App Sponsorship Opportunities

CSBA is excited to once again offer sponsorship opportunities via the highly visible and heavily utilized AEC app! This year, we've expanded the mobile app options, which means even more opportunity for YOU to get in front of more than 4,000 conference attendees. The entire conference program and all related schedules are now accessed through the app. Here's how you can take advantage of this captive audience.

Opening Splash Screen*

\$10,000 (1 available)

With this premium sponsorship, a full-screen advertisement is presented to the user each time the app is opened or refreshed. When clicked, the ad can direct the user to an exhibitor detail page or a specified website. In 2017, this splash screen was viewed almost 30,000 times and clicked on more than 1,000 times.

"Pop to the Top" Exhibitor Page*

\$4,000 (only 1 available)

Own the entire exhibitor list on the AEC app! Your company will appear at the top of each page of the exhibitor page each time it is viewed, by every attendee searching for exhibitors.

Screen Banner Ad*

\$2,000 (5 available)

Make your company stand out from the rest. Place your company banner ad at the bottom of a page within the AEC app. Last year, these ads were viewed tens of thousands of times with hundreds of click-thrus. Once clicked, the ad can direct the user to an exhibitor detail page or your company website!

"Pop to the Top" Products Page*

\$500 (10 available)

Attendees can search for exhibitors by sorting by product category. This sponsorship will give your company high visibility at the top of the product category page you want to dominate. Choose one of these categories:

- » Architecture and Facilities Design
- » Associations, Educational and Public Service
- » Consulting Services
- » Curricular Materials, Textbooks, Education
- » Facility Construction and Maintenance
- » Financial services, Insurance and Employee Benefits
- » Heating, Ventilating, Air Conditioning
- » Legal Services
- » Other Products and Services
- » Safety/Security Equipment and Systems

AEC Scavenger Hunt*

\$500 (multiple available)



New for 2018 — increase traffic to your booth by being part of the scavenger hunt on the official AEC app. Attendees will see a list of participating companies and come to your booth to scan a QR code to complete their hunt. Attendees need to visit 5 sponsoring booths to be entered into the prize drawings. Must accompany a prize donation valued between \$250-\$450.

Enhanced Exhibitor Listing

\$400 (multiple available)

Upgrade your listing to get noticed! Your exhibitor detail can contain your logo, embedded videos, up to five flyers, brochures, or images, product highlights and 'buzz me' function, allowing attendees to connect to you directly from within the app.



Interested? Contact Andrew Exner at 916-669-3278 or aexner@csba.org to secure your sponsorship. But hurry, a limited number of opportunities are available!



Sponsorship application & contract

Supporting Sponsorship**

\$10,000 (3 available)

General Session #:

Strand Sponsorship*

\$10,000 (6 available)

- Equity and access
- Social and emotional
- In the classroom
- Advocacy, engagement, and community relations
- Leadership through governance
- Full and fair funding

Conference Lanyards \$5,000 (1 available)

Golden Bell Awards Sponsorship**

\$5,000 (multiple available)

Category Name:

Event Sponsorship*

\$5,000 (Multiple available)

- Executive Assistants Program
- Small School Districts Luncheon
- Student Board Member Program
- Urban School Districts Luncheon

Hotel Keycards* \$5,000 (1 available)

Hosted Snack Break* \$5,000 (multiple available)

Trade Show Day:

Charging stations* \$3,000 (3 available)

EduLab Sponsorship* \$3,000 (6 available)

Session time:

Attendee Badges* \$2,500 (1 available)

Additional Branding Opportunities \$2,000 and up

AEC app sponsorships

Opening Splash Screen* \$10,000 (1 available)

"Pop to the Top" Exhibitor Page*
\$4,000 (1 available)

Screen Banner ad*
\$2,000 (5 available)

"Pop to the Top" Products Page*
\$500 (10 available)

AEC Scavenger Hunt* \$500 (multiple available)

Enhanced Exhibitor Listing
\$400 (multiple available)

Total amount sponsored \$





Sponsorship application & contract

| | | | | | |
|----------------|----------------------|-------|----------------------|-----|----------------------|
| Contact name | <input type="text"/> | | | | |
| Title | <input type="text"/> | | | | |
| Company name | <input type="text"/> | | | | |
| Address | <input type="text"/> | | | | |
| City | <input type="text"/> | State | <input type="text"/> | Zip | <input type="text"/> |
| Business phone | <input type="text"/> | Cell | <input type="text"/> | | |
| Fax | <input type="text"/> | | | | |
| Email | <input type="text"/> | | | | |

I (we) certify the foregoing information is correct and authorize CSBA to invoice my (our) company for the sponsored amount of \$_____ and activate participation upon application approval.

Signature

Date