



2025

NAEA NATIONAL CONVENTION

**VIBRANT**

MARCH 20-22 | LOUISVILLE, KY

# NATIONAL ART EDUCATION ASSOCIATION Exhibitor and Sponsorship PROSPECTUS



2025

# ASSOCIATION AND ATTENDEE DEMOGRAPHICS

## WHAT IS NAEA?

The National Art Education Association (NAEA) is the leading international professional membership organization for visual arts, design, and media arts educators. Members include elementary, middle, and high school visual arts/design/media arts educators; college and university professors; researchers and scholars; teaching artists; administrators and supervisors; and art museum educators. In addition, NAEA serves more than 45,000 student members who belong to the National Art Honor Society or are university students preparing to be art educators. NAEA's mission is to champion creative growth and innovation by equitably advancing the tools and resources for a high-quality visual arts, design, and media arts education throughout diverse populations and communities of practice.

## WHY BE A PART OF NAEA NATIONAL CONVENTION?

The NAEA National Convention is where visual arts education professionals connect, collaborate, learn, and create. As an exhibitor, you can make a personal connection with thousands of prospective customers who have buying power. Your brand and message can reach this audience before, during, and after the event.



# GET TO KNOW OUR MEMBERS

## WHAT PRODUCTS & SERVICES ARE ATTENDEES LOOKING FOR?

NAEA National Convention attendees love to discover new products, concepts, and techniques intended for all skill levels and ages.

They are looking for materials, ideas, and services ranging from classic art supplies to up-to-the-minute media, technology, processes, and professional development opportunities; curriculum resources; college and university programs; visual aids; painting, drawing, printmaking, sculpture, woodworking, ceramic, glass, and metal arts supplies; art related travel; graphic design, photography, and drafting supplies; and more!

## OUR MEMBERS

NAEA members include PreK-12 visual arts, design, and media arts educators, university professors, administrators, supervisors, museum educators, and art education students from across the United States and many foreign countries.

Our membership also includes teaching artists, publishers, manufacturers and suppliers of art materials, parents, retired art educators, and others concerned about quality art education.



# EXHIBIT AT NAEA25

## EXHIBIT BOOTH PACKAGE

Make a direct connection with thousands of visual arts, design, and media arts educators with buying power for their districts, departments, and classrooms around the world. Put your products in the hands of the leaders and influencers in this field of 93K+ professionals in the U.S. alone.

### What's included in your 10 x 10 booth:

- Three (3) Full Convention Registrations
  - Ability to purchase additional registrations at the early bird rate of \$210
- Exhibitor Listing in Convention Program and Mobile App
- Company ID Sign (7 in x 44 in)
- 8' high backdrop and 3' high side-rail drape

### Booth Price

- 10 x 10 Inline space: \$2,895
  - Corner Fee: \$200 per corner/ Island booth (20x20) \$400 corner fee

## 2025 EXHIBIT SCHEDULE

### Installation

Wednesday, March 19: 8:00 am – 6:00 pm

### Exhibit Hall Hours

Thursday, March 20: 11:00 am - 4:00 pm

Friday, March 21: 11:00 am - 4:00 pm

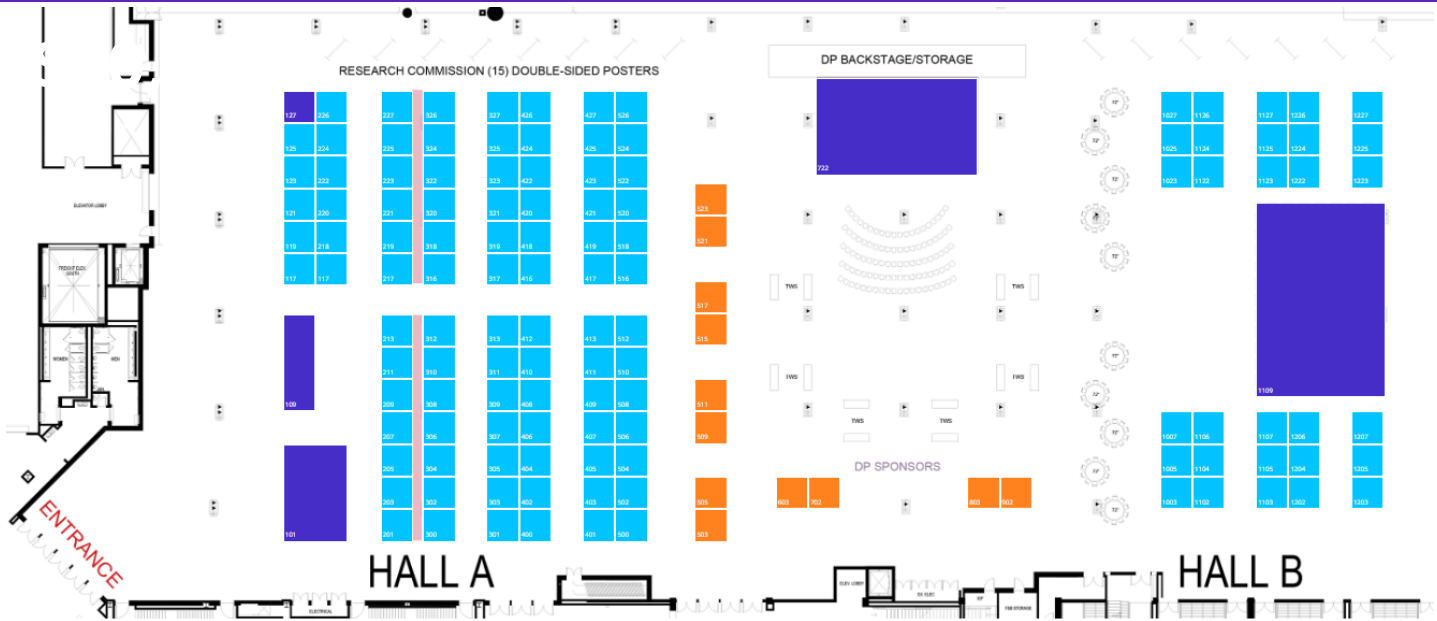
Saturday, March 22: 11:00 am - 3:00 pm

### Exhibitor Teardown

Saturday, March 22: 3:00 pm – 10:00 pm



# EXHIBIT FLOORPLAN



## BOOTH RESERVATION PROCEDURE

Step 1. **View the Floorplan** [HERE](#)

Step 2. Choose an available booth. If you want to combine booths, please contact the Exhibits Sales Manager

Step 3. Rent the booth online

## PAYMENT TERMS

Full Payment is due upon booth or sponsorship purchase. Check payments must be received within 30 days of purchase.

Checks must be payable to NAEA. Exhibitors failing to make the payment as required will forfeit their right to participate as an exhibitor. Checks will not be accepted for payment after February 1, 2025. Please email [NAEAsales@discoversb.com](mailto:NAEAsales@discoversb.com) for information.

## CANCELLATION POLICY

**All cancellations must be made in writing to the NAEA Exhibits Manager by December 6, 2024. A 50% deposit will be non-refundable.** Cancellations received after December 6, 2024, obligate the exhibitor to pay the space or advertising fee fully; no refunds will be given after December 6, 2024. Sponsorships are non-refundable. If the sponsorship is canceled before payment is received, full payment must be made.

## TERMS & CONDITIONS

[Click here](#) to view NAEA25 Terms & Conditions

# NAEA PAST EXHIBITORS

Art to Remember  
Artsonia  
Blick Art Materials  
X in a Box  
Chroma Acrylics  
College for Creative Studies  
Council for Art Education(YAM)  
Crayola  
Davis Publications  
Display my Art  
Dixon Ticonderoga  
Do the Rad Thing Co  
Drawlucy  
Edo Avant Garde LLC  
Futuremakers  
Gelli Arts LLC  
General Pencil  
Hahnemuhle  
Itoya Profolio  
Jack Richeson & Co  
Jiangsu Phoenix Art Materials Technology Co LTD  
L&L Kilns  
Laguna College of Art + Design  
Lowell Milken Center for Unsung Heroes  
Magma  
Mayco Colors  
MD Enterprises  
Minneapolis College of Art + Design  
Montserrat College of Art  
Moore College of Art + Design  
NASCO Education  
New York Academy of Art  
Nidec-Shimpo  
Northern State University  
Ohuhu (Thousandshores Technology)  
Pensole Detroit  
Polyform  
Ringling College of Art and Design  
Royal Brush Mfg Inc  
Sakura of America  
SCAD  
School of the Art Institute of Chicago (SAIC)  
School of Visual Arts  
Screenflex  
Skutt Ceramic Products  
Spectrum Glazes  
Square 1 Art  
Standard Clay Co  
Staples  
Teaching Artist Roster Program Workshops  
The Art of Education University  
The Arts and Creative Material Institute Inc  
The Ohio State University – Dept of Arts  
Admin, Education + Policy  
United Art & Education  
University of Nebraska Kearney  
University of Arkansas at Little Rock  
University of Arkansas School of Art  
University of Florida – College of the Arts  
Vermont College of Fine Arts  
Wacom  
Weveel LLC (Scentos)  
Worldstrides



# SPONSORSHIP OPPORTUNITIES

As a Premium Sponsor, your commitment to the work of visual arts, design, and media arts educators is clear. You have exclusive branding and advertising opportunities that extend the reach of your message and make your brand synonymous with art education to leaders in the field and beyond.

## DIAMOND SPONSORSHIP \$30,000

- One 10 x 10 Exhibit Space
- Priority Booth Placement (if confirmed by December 11, 2024)
- Twelve (12) Full Conference Personnel Badges
- Three (3) Convention Mobile App Alerts
- Convention Mobile App Ad on the Home Page
- Full-page Color Advertisement in the Convention Program Book
- Prominent Logo Placement on the convention website, printed program book, and app listings + convention eblasts and onsite signage
- Logo on All 2025 NAEA National Convention Emails (15+ emails reaching 100k recipients)
- Logo on 2025 NAEA National Convention Preview (distributed in print to 16k+ recipients, and digitally to hundreds more)
- Full Page Ad or Insert in an Issue of Art Education Journal (issue dependent on availability, circulation 18k+)
- Logo on 2025 NAEA National Convention Website
- Logo Featured on Stage Screen before General Session
- Mention at General Session

## PLATINUM SPONSORSHIP \$20,000

- One 10 x 10 Exhibit Space
- Priority Booth Placement (if confirmed by December 11, 2024)
- Seven (7) Full Conference Personnel Badges
- Two (2) Convention Mobile App Alerts
- Convention Mobile App Ad on the Home Page
- Half-page Color Advertisement in the Convention Program Book
- Prominent Logo Placement on the convention website, printed program book, and app listings + convention eblasts and onsite signage
- Logo on All 2025 NAEA National Convention Emails (15+ emails reaching 100k recipients)
- Logo on 2025 NAEA National Convention Preview (distributed in print to 16k+ recipients, and digitally to hundreds more)
- Half-Page Ad or Insert in an Issue of Art Education Journal (issue dependent on availability, circulation 18k+)
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# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSORSHIP

**\$15,000**

- One 10 x 10 Exhibit Space
- Priority Booth Placement (if confirmed by December 11, 2024)
- Five (5) Full Conference Personnel Badges
- One (1) Convention Mobile App Alerts
- Quarter-page Color Advertisement in the Convention Program Book
- Prominent Logo Placement on the convention website, printed program book, and app listings + convention eblasts and onsite signage
- Logo on All 2025 NAEA National Convention Emails (15+ emails reaching 100k recipients)
- Logo on 2025 NAEA National Convention Preview (distributed in print to 16k+ recipients, and digitally to hundreds more)
- Quarter-page Ad or Insert in an Issue of Art Education Journal (issue dependent on availability, circulation 18k+)
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## *Sold* TOTE BAG SPONSOR **\$15,000/EXCLUSIVE**

Put your company name and one-color logo (along with the NAEA logo) on a tote bag that attendees continue to use once they return home. Every NAEA Conference attendee will receive a tote bag filled with convention information.



## LANYARD SPONSOR

**\$12,500/EXCLUSIVE**



Gain unbeatable brand exposure by sponsoring the official Convention name badge lanyards! Your logo will be prominently displayed on every attendee's lanyard, ensuring your brand is seen throughout the event—from sessions to networking and everywhere in between.

## NEW! TOTE BAG PRODUCT INSERT

**\$2,000/2 AVAILABLE**

Take your sample product or promotional item right to the attendees. Product items must be no larger than 7" x 7" and be pre-approved by NAEA. You may attach a flyer to the product that is no larger than the product itself. Please note each sponsor must provide 3500 items.



# SPONSORSHIP OPPORTUNITIES

## NEW! TOTE BAG INSERT

**\$1,000/4 AVAILABLE**

Take your message directly to NAEA attendees by placing your company flyer in each convention tote bag. Please note that each sponsor must provide 3500 flyers; the flyer can't be larger than an 8.5" x 11" single sheet but may be double-sided.

## pARTy CO-HOST

**\$12,500/ 3 AVAILABLE**

Celebrate with attendees by co-sponsoring the 2025 annual NAEA pARTy. This year's pARTy will be held at the Louisville Marriott Downtown Hotel on Thursday, March 20th from 7 pm to 10 pm.

Benefits:

- Logo displayed on 22"x28" sign at the pARTy
- Logo Recognition of sponsorship on the convention website and mobile app

## NEW! ATTENDEE LOUNGE SPONSORSHIP

**\$7,500/EXCLUSIVE**

The Attendee Lounge will be located in the Pre-Function Area between registration and the bookstore. The lounge will allow attendees to relax, network, and socialize. The area will feature lounge-style seating.

Benefits:

- The Attendee Lounge will be located in the Pre-Function Area between registration and the bookstore. The lounge will allow attendees to relax, network, and socialize. The area will feature lounge-style seating.
- Logo displayed on 22"x 28" sign by Attendee Lounge
- Table Tent Cards placed on the tables in the lounge area
- Display of promotional materials (approved by NAEA) in the lounge
- Logo Recognition of sponsorship on the convention website and mobile app



# SPONSORSHIP OPPORTUNITIES

## KEYNOTE SPEAKER SPONSOR

**\$5,000/3 AVAILABLE**

Keynote speakers draw the largest crowds, are the main feature at General Sessions, and nothing is scheduled at this time. These sessions are the most highly attended and are recorded and archived and available on demand after the National Convention. The Keynote sessions will be held on Thursday, March 20th, Friday, March 21st, and Saturday, March 22nd from 9 am to 10:45 am.

Benefits:

- Logo displayed on the screen before the Keynote Session
- Logo displayed on meter board signage outside the General Session Room
- Logo Recognition of sponsorship on the convention website and mobile app



## FIRST TIME ATTENDEE SESSION CO-HOST

**\$5,000/3 AVAILABLE**

Did you know that often ¼ or more NAEA National Convention attendees are joining us for the first time? Make a great first impression on up-and-coming leaders in visual arts education by offering a gift or unique product sample and telling them about it at this highly-attended session. As a co-host, you get a product placement opportunity and 3 minutes of mic time to tell them about your brand. This First Timers session takes place on Thursday, March 20th before the first opening event.

## RIBBON WALL SPONSORSHIP

**\$3,500/EXCLUSIVE**

Join NAEA in helping our creative attendees express themselves! Each year we provide thousands of FREE assorted lanyard ribbons. And each year thousands of excited, appreciative educators choose and wear these ribbons. Associate your brand with this popular tradition as the official NAEA25 Ribbon Sponsor!

Benefits:

- Custom graphic on the Ribbon Wall, located in the Registration area
- Ability to create a Custom Ribbon for attendees to select and add to their badge
- Logo Recognition of the sponsorship on the convention website and mobile app



# DIGITAL PLAYGROUND



DIGITAL PLAYGROUND  
CREATE THE FUTURE

The NAEA25 Digital playground is a unique destination located in the Exhibit Hall providing select exhibitors the opportunity to stand out in the crowd and engage face-to-face with educators seeking a more in-depth experience with digital concepts, opportunities, and companies.

## Get this and more as part of the Digital Playground!

### Live Tech Demos

At individual booths in the Digital Playground, you can present live demonstrations, illustrating techniques and offering real-time guidance for artists and art educators

### Educator-Led Studio Sessions

NAEA members who are leading experts in tech-education will be featured in this space, providing hands-on demos—drawing even more traffic to the Digital Playground. Plus, you can collaborate with these educators, if you choose!

### Tech+ Main Stage Sessions

On the Digital Playground's Tech+ Main Stage, you can engage in scheduled presentations about the integration of your company's technology in visual arts, design, and media arts education; sharing insights, opportunities, and best practices.

## PARTICIPATION OPTIONS

### Lead Sponsor \$20,000 / 2 Available

- Company name/logo featured most prominently with every mention of the Digital Playground (this includes emails to 100k+ recipients, Convention Program Book, Signage, Tech + Stage, NAEA25 Mobile App, and more)
- Two(2) 30-minute presentation on the Tech+Stage daily (3 total)
- Recognition of your brand at an NAEA25 General Session
- 10 x 20 Exhibit Booth Space in the Digital Playground (Sponsors can coordinate any furnishings independently with Expo Group)

### Co-Sponsor \$15,000

- Company name/logo featured most prominently with every mention of the Digital Playground (see above)
- One (1) 30-minute presentation on the Tech+Stage daily (3 total)
- Listing in the Convention Program Book
- 10 x 20 Exhibit Booth Space in the Digital Playground (Exhibitors can coordinate any furnishings independently with Expo Group)

### Exhibitor \$7,500

- One (1) 15-minute presentations on the Tech+ Stage daily (3 total)
- Listing in the Convention Program Book
- 10 x 20 Exhibit Booth Space in the Digital Playground (Exhibitors can coordinate any furnishings independently with Expo Group)

# JOIN US AT NAEA25

## DON'T TAKE OUR WORD FOR IT...

“ It energized my soul through inspiring keynote speakers, enriching breakout sessions with in depth conversations, and time to network with colleagues.

“ I learned new things for my personal and professional art making!

“ As an educator in my 26th year of teaching, and as a first time attendee, the NAEA conference was possibly the best professional development opportunity I've experienced in my career.

“ I walked away inspired, energized, and ready to share with my students and colleagues.

### CONTACT:

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ART EDUCATION  
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