



# 2023 NAESP Pre-K-8 Principals Conference

NATIONAL HARBOR, MARYLAND • JULY 10 – 12

*Level Up Your Leadership*



PRE-K-8 PRINCIPALS CONFERENCE  
EXHIBITS, SPONSORSHIP & ADVERTISING  
[www.naespconference.org](http://www.naespconference.org)

RESERVE YOUR SPACE TODAY!



# 01 Conference Overview



## Our mission is the same as yours: getting you together with key decision makers!

NAESP provides the strongest unified voice for Pre-K–8 leaders across the U.S. and around the world, and the NAESP Pre-K–8 Principals Conference™ is the key to reaching elementary and middle-level educators, while providing the strongest unified voice. Our members know the NAESP Conference is the most efficient and effective way to make informed buying decisions for their schools.

The NAESP Conference will be the place where principals and education leaders come together to explore ways to improve student achievement and meet new, higher expectations for their schools. The Conference will focus on the vital issues that drive change in the education community. This is your opportunity to make valuable contacts, develop relationships, and boost your sales.



### Who Will Be There . . .

**More than 1,300** educators in leadership positions, including:

- Pre-K–8 Principals
- Assistant Principals
- Teachers
- Superintendents
- University Professors
- School Board Members
- Affiliated associations in every state, the District of Columbia, Canada, and overseas

100-year history of offering professional learning experiences designed to spark the imagination, inspire bold thinking and fresh ideas, foster collaboration and dialogue, and spotlight the newest and most relevant education products and services.

Pre-K–8 Principals Conference™ will increase your visibility, name recognition, and allow you to showcase your solutions for today's education needs.

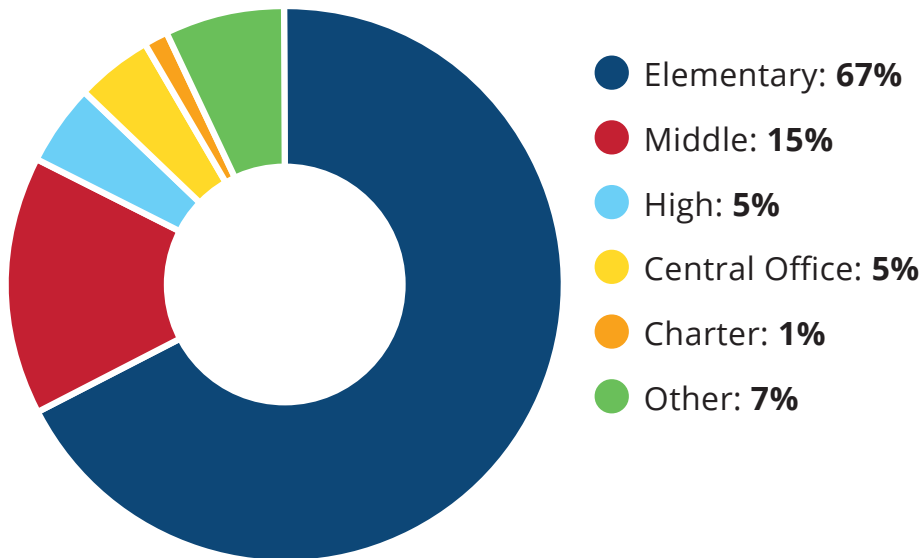


*The must attend conference of the summer!*

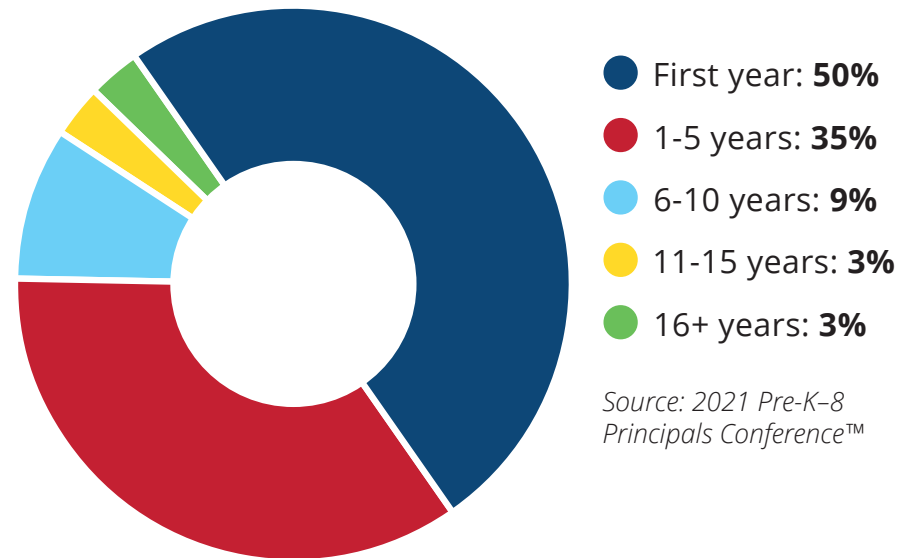
# 02 Attendee Demographics



## Attendees by Grade Level



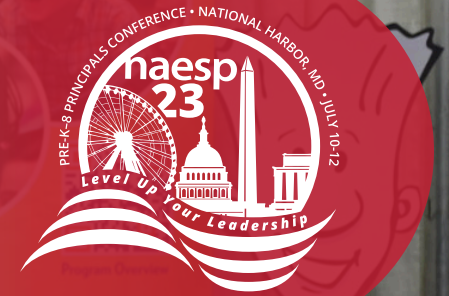
## Years Attendees Participated



Source: 2021 Pre-K-8 Principals Conference™



# 03 Exhibitor Opportunities



Meet the Principals With PURCHASING POWER For Their Schools  
**Reasons Attendees Visit the Exhibit Hall**



60%

To Purchase  
Products & Services



73%

Final Decision  
Makers



35%

Seeking Business  
Partnerships



# 04 Quick References



## NAESP SHOW MANAGEMENT

**Deborah Young, CMP, CEM**

*Assistant Executive Director,*

*Conferences & Exhibits*

Phone: (703) 518-6296

*exhibits@naesp.org*

**Danielle Mazzuchi**

*Professional Learning Administrator*

Phone: (703) 518-6249

*exhibits@naesp.org*

## NAESP HEADQUARTERS

**National Association of  
Elementary School Principals**

1615 Duke Street

Alexandria, VA 22314

## CONFERENCE FACILITY

**Gaylord National Resort  
& Convention Center**

201 Waterfront Street

National Harbor, MD 20745

Phone: (301) 965-4000

## DECORATOR SHIPPING SERVICES

**Advance Warehouse**

**Shipping Address**

Exhibiting Company Name

Booth # \_\_\_\_\_

C/O FERN – NAESP 2023 Pre-K-8

Principals Conference

YRC 7600 Preston Drive

Landover, MD 20785

*Direct Shipments to Gaylord*

## BOOTH COSTS

- \$26.50 per square foot  
(\$2,650 per 8'x10') booth
- \$27.50 per square foot  
(\$2,750 per 10'x10') booth

## PAYMENT SCHEDULE

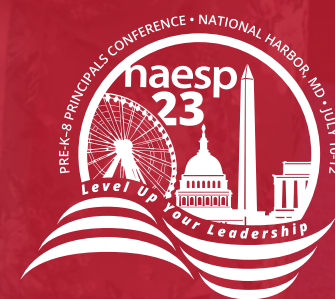
All applications must include a deposit of 50% per 10'x8' or 10'x10' booth.

The balance is due by **May 30, 2023**.

## CANCELLATIONS

- **PRIOR TO MAY 30**, the Association will refund 50% of the total contracted fee.
- **AFTER JUNE 30**, the exhibitor forfeits the entire booth fee.

# 05 Quick References



## EXHIBIT HALL HOURS

### Move In

- Saturday, July 8 | 1:00 – 5:00 p.m.
- Sunday, July 9 | 8:00 a.m. – 6:00 p.m.

### Exhibit Hours

- Monday, July 10 | 8:00 a.m. – 4:00 p.m.
- Tuesday, July 11 | 8:00 a.m. – 4:00 p.m.

### Move Out

- Tuesday, July 11 | 4:00 – 8 p.m.
- Wednesday, July 12 | 7 a.m. – 1 p.m.

*NAESP reserves the right to alter the conference hours in the best interest of the Association.*

## BOOTH PACKAGE INCLUDES

- Access to more than 1,500 educators with decision-making power
- Company listing on the official NAESP web site with a link to your company web site
- Company listing in the mobile app
- Listing in conference program
- Carpet, pipe, drape, and booth sign
- (1) 6' draped table, and (2) side chairs (\$480 value)
- 24-hour security

## BUT THAT'S NOT ALL . . .

**Attend professional education** by taking advantage of your FOUR (4) FREE Conference registrations (a \$3,656 value) included in your booth package. Use this opportunity to network with conference attendees and hear what is important and challenging within their schools!

**Network with attendees** between sessions, in the hallway, in line for beverage breaks, and during official events.

**Hold a hospitality event** for your customers and prospects.

**Free marketing tools.** We will give you tips to spread the word about your conference participation. Invite your customers to attend. [View Marketing Toolkit](#)

## FAST FACTS & DEADLINES

**MAY 26** Final booth payment due.

**MAY 31** Last chance to sponsor attendee bags.

**JUNE 5** Advertisement copy deadline for the digital program guide.

**JUNE 14** Deadline to make hotel reservations.

**JULY 3** Final day to register company booth personnel.

**JUNE 7** First day for freight shipments to arrive at warehouse.

**JULY 5** Deadline for arrival of shipments at the advance warehouse without surcharge.

**JULY 9** First day for direct shipments to Gaylord National Resort & Convention Center.

### 2023 Conference Marketing Toolkit

The NAESP Pre-K-8 Principals Conference is the premier event for elementary and middle-level school leaders. Use the resources below to spread the word and share.



**Logos**  
Official conference logos available in multiple sizes and formats.

[Download →](#)



**Print Materials**  
For use in printed materials such as magazines, flyers, and brochures.

[Download →](#)

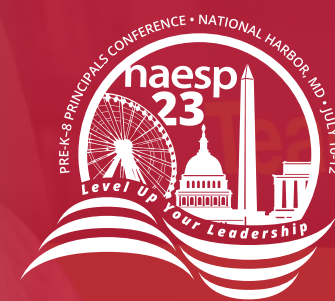


**Digital Materials**  
For use in digital applications such as emails or websites.

[Download →](#)



# 06 Reserve Your Space



## What Can Sponsorship Do For You?

Build Awareness  
of your Products  
and Services

Secure  
Contracts

Enhance Your  
Brand Presence

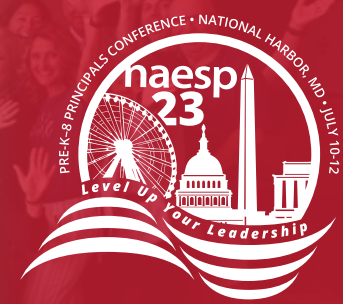
Attract Buyers  
To Your Booth

Showcase Your  
Industry Expertise

Outshine Your  
Competition

## 07

# Sponsorship Levels & Benefits



All sponsors receive maximum exposure to participants before, during, and after the conference. Your company may choose any combination of sponsorships to build the most effective traffic-building program possible. All sponsors must be exhibitors and will receive onsite signage.



## Platinum Sponsor

**\$25,000+**

- Platinum recognition sign to be displayed in your booth
- Recognition in the onsite digital program
- Your company logo featured on general session looping slides
- Complimentary 10'x8' booth package
- Link from the conference website to the sponsor's Web page
- Four free conference registrations
- Company name and logo in June conference e-mails
- Insert in conference tote bag
- Free quarter page ad in the conference program guide



## Gold Sponsor

**\$10,000+**

- Gold recognition sign to be displayed in your booth
- Recognition in the onsite digital program
- Your company logo featured on general session looping slides
- Link from the conference website to the sponsor's Web page
- Company name and logo in June conference e-mails
- Insert in conference tote bag
- Complimentary 10'x8' Booth Package



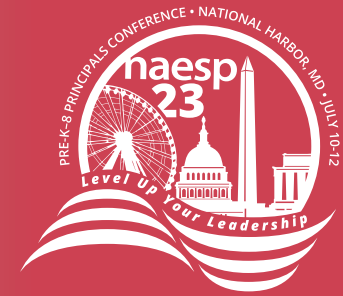
## Silver Sponsor

**\$5,000+**

- Silver recognition sign to be displayed in your booth
- Recognition in the onsite digital program
- Your company logo featured on general session looping slides
- Link from the conference website to the sponsor's Web page
- Company name and logo in June conference e-mails
- Insert in conference tote bag



# 08 Sponsorship Opportunities



## Opening Welcome Reception, \$20,000

If incredible exposure is what you want, this is a great opportunity! Help kick-off the conference with an attendee-favorite event. Your company's recognition will include event signage, branded cocktail napkins, and a special thank you during the welcome remarks. Multiple opportunities available.

## [SOLD] Women in Leadership Luncheon Speaker, \$15,000

This highly attended event is an attendee favorite. Showcase your organization as the provider of the Women in Leadership Luncheon Speaker.

## Reusable Water Bottles, (Call for Pricing)

Keep participants hydrated with this highly valued item. Participants will carry these reusable water bottles around the conference and take them back to their schools. Not only is this opportunity a hot item at events, it also has longevity for your brand.



# 08 Sponsorship Opportunities



## Morning/Afternoon Network Beverage Breaks, \$7,000 ea

Four opportunities available. Keep participants fueled up throughout the conference. Support the morning and afternoon beverage breaks taking place in the exhibit foyer. A beverage station will be placed near your booth during these breaks. **(Select One)**

- ☐ Monday, July 10 • 9:00 – 10:00 a.m.
- ☐ Tuesday, July 11 • 9:00 – 10:00 a.m.
- ☐ Monday, July 1 • 3:00 – 4:00 p.m.
- ☐ Tuesday, July 10 • 3:00 – 4:00 p.m.



## Attendee Bag Insert \$1,500

Five opportunities available. Capture the attention of attendees by inserting a product sample or literature (flyer) into the official conference bag. Bags will be distributed at registration. Your company is responsible for production of the insert and its final delivery to the fulfillment center. NAESP must approve inserts before production. Deadline dates and shipping information will be provided once it becomes available.

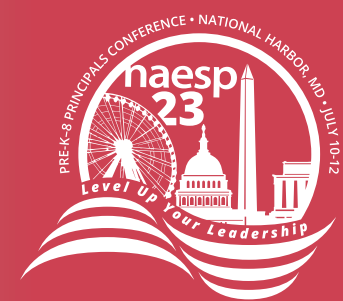
## Room Drops, \$2,000

Extend your brand impression outside the convention center by greeting attendees one morning or evening with a room drop item! Space is limited to one advertisement and must be approved by NAESP. Sponsor provides room drop delivery materials and pays hotel delivery fees.





# 08 Sponsorship Opportunities



## [SOLD] Lanyards, \$5,000

What better way to show your brand by literally having every attendee and exhibitor wearing YOUR brand around their neck and in every photo taken onsite. (**Lanyards produced by show management**).

## 5K Fun Run/Walk, \$300

The annual 5K Fun Run/Walk is the perfect early morning networking event along the Potomac river at the Gaylord National Harbor. \$300 includes your company logo on the race T-shirt. Proceeds from registration funds benefit the NAESP Foundation. Multiple opportunities available.



## Conference Tote Bags, \$3,000

Be one of a maximum of three sponsors to receive unsurpassed recognition with your logo prominently placed on the tote bags carried by all attendees during and well after the meeting.



## Mobile App Banner Ads, \$1,500

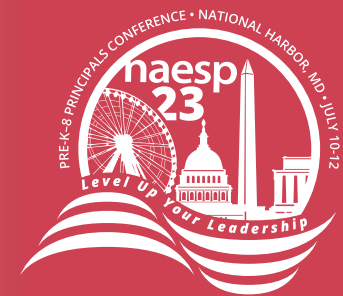
Place your message at the top of the mobile app homepage. Attendees count on the app to plan and navigate their conference experience. Five opportunities available.

## Conference Email Ads, \$1,000 / \$800

Highlight your brand in the *Conference Insights* newsletter sent to attendees each day.  
**Banner (600 x 90 px): \$1,000 | Box (300 x 250 px): \$800**



# 08 Sponsorship Opportunities



## Passport to Prizes, \$500

Increase your attendee exposure through this customized incentive to drive booth traffic. Your company name and booth number will be printed on the Passport card. Attendees will visit and obtain a sticker from all sponsors listed on the Passport card. Passports turned in prior to the daily drawing will be eligible for a series of prize drawings for that day. **(Limited to 25 Companies)**

## Note pads, (Call for Pricing)

Get it done! Keep attendees organized as they take notes during and after the conference. Bring attention to your company by sponsoring the checklist notepads. Each 3.5"x8.5" notepad has 25 sheets of 70lb Premium Uncoated paper.

## Wi-Fi Provider, \$5,000

Be on the minds of all attendees by providing the Wi-Fi in the conference area. The Wi-Fi code will feature your company name that each attendee will use for access. Your company will also be recognized on event signage, in the final program, on the mobile app, and the opportunity to include a marketing brochure at registration.







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## Reserve Your Space Today!

**Deborah Young**

PHONE (703) 518-6296

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Alexandria, VA 22314

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