
INFLUENCE • REACH • CREDIBILITY

ASCD
SPONSORSHIP
OPPORTUNITIES
2020

Put the Power of an ASCD
Sponsorship to Work for Your Brand

EMPOWER SPONSORSHIP OPPORTUNITIES

Align your brand with one of education's most highly respected organizations and influence the audience that matters most to you. Sponsorships are available throughout the year to companies that meet ASCD's sponsorship guidelines. Your sponsorship contribution may be tax deductible. Packages can be customized.

The ASCD Empower conference in Los Angeles is expected to attract 8,000 attendees and more than 300 exhibiting companies. Empower is the place for networking, inspiration, and education and has set itself apart as the industry event for K–12 education professionals. It's the perfect venue to showcase your company in front of this important, influential audience.

Why ASCD?

ASCD is committed to helping your company benefit from incredible brand awareness and gain a significant volume of high-quality leads at Empower. Reach beyond the competition and set your company apart with an exclusive sponsorship opportunity. We will assist you in designing a marketing program that best suits your company, your objectives, and your budget. Call or email us today before the best opportunities are taken!

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EMPOWER SPONSOR LEVELS

The opportunities in this brochure are designed to fit a variety of budgets and may be combined to meet the desired sponsorship level. For example, a sponsor can receive Diamond benefits by sponsoring two \$15,000 items. You will receive the benefits associated with those items as well as Diamond sponsor benefits.

List of Benefits	Diamond: \$30,000	Platinum: \$20,000	Gold: \$12,000
E-blast to Empower pre-registration attendees	1x		
Discount on company educational session	10%	5%	
Mobile app push notification	2x	1x	
Highlighted listing in mobile app	✓	✓	✓
Additional conference registrations	8	6	3
Exhibit space bonus credit	\$2,200		
Complimentary Passport to Prizes inclusion	✓	✓	
VIP seats at General Sessions	8	6	3
Acknowledgement on social media	✓	✓	✓
Prominent logo acknowledgement at the sponsorship level	✓	✓	✓
Priority points for 2020 the sponsorship	10	7	5
Priority booth selection for Empower 2021	✓	✓	✓

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EVENTS & EDUCATION

GENERAL SESSION (4 OPPORTUNITIES)

Investment: \$12,000 per session

Sponsoring a general session speaker provides you with some of the best possible exposure during Empower. Align your brand with the most prominent speakers, meet the speaker, and provide a brief introduction in front of thousands of conference attendees.

BENEFITS INCLUDE

- Additional Gold-level benefits
- 10 VIP seats
- Logo on screen as attendees enter
- Meet-and-greet with keynote (if approved by speaker)
- Verbal thank-you during introductory remarks
- Opportunity to introduce keynote speaker (2–3 minutes)
- Logo recognition on signage at General Session entrance
- Opportunity to provide seat-drop or to meet and greet attendees as they enter or exit the General Session

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NICK VUJICIC: SATURDAY, MARCH 14, 10:00–11:30 A.M.

Imagine getting through your busy day without hands or legs. Picture your life without the ability to walk, care for your basic needs, or even embrace those you love. Meet Nicholas Vujicic (pronounced VOO-yeecheech). Without any medical explanation or warning, Nick was born in 1982 in Melbourne, Australia, without arms and legs. The Vujicic family was destined to cope with both the challenge and blessing of raising a son who refused to allow his physical condition to limit his lifestyle. Since his first speaking engagement at age 19, Nick has traveled around the world, sharing his story with millions, sometimes in stadiums filled to capacity, speaking to a range of diverse groups such as students, teachers, young people, business professionals, and church congregations of all sizes.

KIMBERLY BRYANT: SUNDAY, MARCH 15, 10:00–11:30 A.M.

Kimberly Bryant is the founder and CEO of Black Girls CODE, a nonprofit organization dedicated to “changing the face of technology” by introducing girls of color (ages 7–17) to the fields of technology and computer science with a concentration on entrepreneurial concepts. Since 2011, Bryant has helped Black Girls CODE grow from a local grassroots initiative serving only the San Francisco Bay Area in California to an international organization with 14 chapters across the United States and in Johannesburg, South Africa. Black Girls CODE has currently reached more than 7,000 students and continues to grow and thrive.

LEVAR BURTON: SUNDAY, MARCH 15, 4:15–5:15 P.M.

LeVar Burton is an actor, presenter, director, and author. In 2012, he and his team created Skybrary and Skybrary School, a carefully curated, ever-expanding, and interactive library of digital books and video explorations hosted by everyone’s favorite storyteller: LeVar Burton himself. Since Skybrary entered the market as the number-one educational app, kids have read more than 20.7 million books and watched more than 20.9 million videos. Skybrary School has been donated to more than 10,000 Title I schools with more donations happening each year. It is the go-to, award-winning digital library for parents and teachers to engage young readers and foster a lifelong love of learning. In 2019, Burton donated the Skybrary service to the leading literacy nonprofit organization Reading Is Fundamental in hopes of bringing books to millions more kids.

HENRY WINKLER: MONDAY, MARCH 16, 11:00 A.M.–12:00 NOON

Henry Winkler is an actor, director, producer, philanthropist, and *New York Times* best-selling author. In 2003, his career proceeded on a path he never could have anticipated when he began writing a series of children’s novels about “Hank Zipzer: The World’s Greatest Under-Achiever.” The books have appeared on several best-seller lists and are inspired by Winkler’s struggle throughout his education with dyslexia, with which he was not diagnosed until later in life. Winkler has also released the “Ghost Buddy” series and “Here’s Hank,” a Hank Zipzer series targeted to children in 1st and 2nd grade. An avid philanthropist, Winkler uses his position to help others, particularly children.

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WELCOME RECEPTION

Investment: \$8,000

The welcome reception is the official kickoff event for Empower. It is a great way to gain tremendous brand exposure in a fun networking environment.

BENEFITS INCLUDE

- 10 drink tickets for reception
- 1 rotating ad on video screen above reception
- 1 banner ad in conference mobile app
- Sponsor recognition on signage throughout the reception
- Table provided for giveaways/promotional items

NEW! PRESIDENT'S RECOGNITION AND NETWORKING RECEPTION

Investment: \$20,000

This will be a night to remember and a celebration you don't want to miss! Mix and mingle with attendees from around the world.

BENEFITS INCLUDE

- Additional Platinum-level benefits
- 20 drink tickets
- Special VIP section
- Logo on screen as attendees enter
- Meet-and-greet with "surprise" entertainment
- Verbal thank-you during introduction remarks
- Opportunity to introduce entertainer (2–3 minutes)
- Logo recognition on signage at entrance to reception

EMERGING LEADERS RECEPTION

Investment: \$5,000

The International and Emerging Leaders Reception is an opportunity for ASCD's international and future leaders to come together, network, and meet with members of the Board and senior staff. It is an intimate affair with 200–300 attendees expected in a casual flow. The event will include light hors d'oeuvres, a cash bar, and a screen and projector for visibility and presentations.

BENEFITS INCLUDE

- 10 drink tickets
- Exclusive access to a targeted audience
- Table provided for giveaways/promotional items
- Scanner provided to scan attendee badges
- Opportunity to welcome attendees and provide brief opening remarks at reception (2–3 minutes)
- 1 banner advertisement in conference mobile app
- Sponsor recognition on signage throughout the reception

KEYNOTE LUNCHEONS (6 OPPORTUNITIES)

Investment: \$5,000 per luncheon

These luncheons SELL OUT every year! A Keynote Luncheon is an opportunity to engage with attendees and enjoy a meal together while listening to one of our keynote speakers. Sponsoring a luncheon is a great opportunity to increase brand experience and align your company with a popular keynote speaker.

BENEFITS INCLUDE

- Opportunity to introduce and give brief opening remarks (2 minutes or less) at start of lunch
- Logo on screen during start of lunch
- Logo recognition on signage throughout the lunch
- 2 complimentary registrations for the lunch
- Opportunity to provide promotional item on seats (ASCD final approval)

COMPANY EDUCATION SESSION (10 OPPORTUNITIES)

Investment: \$10,000 per session

A sponsored education session is the best way to speak in front of a large audience at Empower. Session topic chosen by sponsor and promoted in all Empower conference signage and mobile app.

BENEFITS INCLUDE

- 60-minute education speaking session during conference
- A room that can hold up to 100 attendees (attendance not guaranteed)
- Session listed among other education sessions during conference
- Complimentary standard A/V package
- Complimentary standard conference wireless Internet
- Badge scanners for sessions provided by ASCD
- Receive post-conference list of event attendees who attended the speaking session
- Logo recognition on signage at entrance to session

LUNCH AND LEARN (5 OPPORTUNITIES)

Investment: \$12,000 per event

The lunch and learn is an opportunity to present about your products and services while providing attendees with lunch. Sponsor must manage registration for event.

BENEFITS INCLUDE

- Additional Gold-level benefits
- 1 email sent to conference attendees prior to Empower promoting Lunch and Learn with registration link
- Complimentary standard A/V package
- Badge scanners for sessions provided by ASCD
- Up to 50 boxed lunches for event (additional lunches can be ordered at sponsors expense)
- Sponsor will receive a list of attendees after the close of the conference
- Logo recognition on signage at entrance to session

BREAKFAST BRIEFING (3 OPPORTUNITIES)

Investment: \$9,000 per event

The breakfast briefing is an opportunity to give attendees breakfast while you present about your products and services. Package includes buffet-style breakfast for up to 70 people and A/V for the room. Sponsor must manage registration for event.

BENEFITS INCLUDE

- 1 email sent to conference attendees prior to Empower promoting the breakfast with registration link
- Complimentary standard A/V package
- Badge scanners for sessions provided by ASCD
- Breakfast for up to 70 people (additional food can be ordered at sponsor's expense)
- Sponsor will receive a list of attendees after the close of the conference
- Logo recognition on signage at entrance to session

CORPORATE MEETING ROOM (8 AVAILABLE)

Investment: \$10,000 per room

Meeting space that is aisles away—not miles away! The corporate meeting room is a dedicated meeting space available for the length of the show. Whether you are looking to host internal meetings or schedule demos with educators, the corporate room is the perfect place. Room capacity is approximately 50.

BENEFITS INCLUDE

- Room available for length of conference (March 13–16)
- Complimentary standard A/V package
- Complimentary standard room set-up
- Meter panel/signage outside room with company logo and name

LEARNING THEATER

Investment: \$2,000

ASCD is pleased to offer you a great way to highlight a new technology or customer case study in a prominent public venue on the exhibition floor. The Learning Theater will give companies a 20-minute presentation opportunity in a high-tech, custom-built showroom. Learning Theaters will be available on Saturday and Sunday for your workshops. Fee includes A/V and a listing in the mobile app.

BRANDING

NEW! HEALTH AND WELLNESS HUB INVESTMENT: \$20,000

Wellness is a positive state of mind, body, and spirit reflecting a balance of effective adaptation, resilience, and coping mechanisms in personal and professional environments that enhance quality of life. Attendees will be rushing to the hub for relaxing chair massages, refreshing fruit-infused water, healthy snacks, meditation, coloring station, stretching area, and resources to support their well-being.

BENEFITS INCLUDE

- Additional Platinum-level benefits
- Title sponsor banner: [Company Name] Health and Wellness Hub
- Sponsor logo recognition on the Empower website pre-show, on-site, and post-show
- 2 mobile app push notifications per day (March 14–16)
- Opportunity to provide a giveaway/promotional item

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TOTE BAGS

Investment: \$15,000

Presented to each Empower full conference participant at registration, these official conference tote bags are used during and long after the conference, providing maximum marketing impact.

BENEFITS INCLUDE

- Additional Gold-level benefits
- Company logo placed on front of tote bags
- Tote bag insert
- 20 complimentary bags
- Logo recognition at attendee bag distribution area

TOTE BAG INSERT

Investment: \$4,000

Inserting marketing material or a giveaway in the tote bags is a way to get your promotional or marketing material into the hands of thousands of attendees. Certain restrictions apply.

BADGE LANYARDS

Investment: \$12,000

The attendee lanyard is the only way attendees will display their badges throughout Empower. As the sponsor of the lanyard, you will receive great visibility during Empower. Your logo displayed in single color with the ASCD logo.

BENEFITS INCLUDE

- Additional Gold-level benefits
- Company logo placed on conference badge lanyards (along with ASCD's logo)
- 20 complimentary lanyards
- Logo recognition at attendee registration

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HOTEL KEYCARDS

Investment: \$10,000

Put your branding in attendees' hands before the show starts, during the show, and after the show ends. Promote a new product, service, or just your presence at the show in this high-visibility marketing option! Includes approximately 2,800 attendee rooms.

BENEFITS INCLUDE

- Company-branded keycards to be used at attendee hotels
- You provide graphics for cards; ASCD produces the card

REGISTRATION SPONSORSHIP

Investment: \$10,000

Sponsoring the conference registration area is a great way to increase your brand exposure in front of thousands of conference attendees as they pick up their show badges and tote bags.

BENEFITS INCLUDE

- Linkable company logo/banner ad on all confirmation emails delivered to each attendee
- Logo recognition on registration counter panels

NEW! EMPOWER HOTSPOT LOUNGE BY/NEAR YOUR BOOTH

Investment: \$12,000

Your company will have a 10x20 furnished lounge and the opportunity to exhibit near your lounge. Enable attendees to power up their smartphones, laptops, and other wireless devices without leaving the convention center and provide them with a free Hotspot!

BENEFITS INCLUDE

- Additional Gold-level benefits
- Empower Hotspot Lounge recognition on all printed and digital exhibit hall floor plans
- 10x20 furnished lounge with seating for minimum of 6 people
- One mobile app push notification alerting attendees of your lounge

NEW! “MAKE MY DAY” VOUCHERS

Investment: \$2,000

Connect with your target market and develop qualified leads! Make your brand more meaningful by giving attendees simple pleasures sure to improve their Empower experience! Hand out \$5 Starbucks gift cards at the exhibitor booth.

BENEFITS INCLUDE

- 50 printed vouchers with your company’s message to hand out from the exhibitor’s booth
- Carpet decal in front of booth to recognize a Make My Day sponsor

SIGNAGE

Call for Pricing

Graphic branding throughout the Los Angeles Convention Center at Empower. Call for pricing.

Place your company message in front of our 8,000 attendees on banners positioned in high-traffic and high-visibility areas. (Cost is determined by size and location.)

- **Banners**
- **Single-sided hanging banners**
- **Clings (escalators, stairs, floor)**

Place your company-designed graphics on the escalators or stairs that move attendees between levels. Or, put your company message on floor decals or a meter board sign. Pricing varies depending on the graphics.

- **Aisle Signs (Investment: \$2,000 per aisle)**

Increase awareness of your company by sponsoring the aisle sign in your exhibit area. Your company logo will be displayed on the aisle sign(s) in your exhibit row.

ATTENDEE LIST RENTAL

Pre-Show Mailing List: \$2,000

Post-Show Mailing List: \$2,500

Rent the Empower attendee list either pre- or post-conference to help market your company’s products and/or services. The list includes attendee names, titles, organizations, and physical mailing addresses (no email addresses).

NEW! PASSPORT TO PRIZES

Investment: \$750

Empower attendees love a challenge! Participate in the booth traffic game, and participating attendees will stop by your booth to learn about your company and get their passport stamped. Availability is limited to 20 companies. Companies will be accepted on a first-come, first-served basis.

BENEFITS INCLUDE

- Sponsor logo and booth number on game passports
- Sponsor logo and booth number recognition on all Passport to Prizes signage
- Prizes provided on sponsor's behalf

NEW! PREMIUM PASSPORT TO PRIZES

Investment: \$5,000

Your company's booth will serve as the drop-off location for completed Passport to Prizes cards.

BENEFITS INCLUDE

- Raffle drum located near or in your booth
- Opportunity for a company representative to act as emcee for the drawing
- Sponsor logo and booth number on game passports
- Sponsor logo and booth number recognition on all Passport to Prizes signage

DIGITAL

WI-FI

Investment: \$12,000

As the official Wi-Fi sponsor for the conference, your company will receive a wide variety of online exposure to conference attendees.

BENEFITS INCLUDE

- Additional Gold-level benefits
- Wi-Fi landing page will take attendees to a URL of sponsor's choosing and design
- Opportunity to choose Wi-Fi Password (with final approval from ASCD)

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MOBILE APP

Investment: \$12,000

Sponsor the Empower mobile app that will be the “go-to” source for all information. The mobile app includes schedules, maps, and exhibitor listings. This mobile app is essential for attendees to navigate Empower.

BENEFITS INCLUDE

- Additional Gold-level benefits
- Banner ad (see below for specs)
- Exclusive, reportable metrics from advertising on the mobile app
- One mobile app push notification message

MOBILE APP BANNER AD (4 AVAILABLE)

Investment: \$2,500 per ad

The Empower mobile app is the official app of the conference and one of the most used resources by conference attendees. Advertising in the conference mobile app is a tremendous way to increase booth traffic and brand visibility at the conference.

Each promoted post includes a 640x640 PNG image, up to 140 characters of text, and a call to action button that can link to a URL of your choice.

CONFERENCE DAILY EXCLUSIVE EMAIL

Investment: \$2,500

Reach attendees with your messaging during the conference with this exclusive email advertisement.

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SOCIAL MEDIA OUTREACH

The ASCD social media package is a great way to reach attendees via ASCD social media platforms before, during, and after the conference. Choose from 2 different packages:

PREMIUM PACKAGE

Investment: \$5,000

Twitter: 5 tweets exclusively about your organization to our +227k followers. Includes 1 tweet before the event, 3 tweets during the event, and 1 tweet after the event. Tweet can include a photo or graphic with text from your organization (subject to ASCD's guidelines).

Facebook: 1 Facebook post about your organization to our +144k followers.

Inservice (the ASCD blog): 1 blog post from your organization to be published on our education blog that is visited more than 1 million times annually.

DELUXE PACKAGE

Investment: \$3,000

Twitter: 3 tweets exclusively about your organization to our +227k followers. Includes one 1 tweet before the event, 1 tweet during the event, and 1 tweet after the event. Tweet can include a photo or graphic with text from your organization (subject to ASCD's guidelines).

Facebook: 1 Facebook post about your organization to our +144k followers.



CONTACT US

to learn more about these and other sponsorship opportunities.

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