



Hilton San Francisco Union Square
February 22-25, 2011
San Francisco, CA



NATIONAL ASSOCIATION OF SCHOOL PSYCHOLOGISTS

2011 ANNUAL CONVENTION SPONSORSHIP OPPORTUNITIES

2011 SPONSORSHIP LEVELS

* DIAMOND LEVEL

Any combination of sponsorships totaling \$25,000 or more.

* PLATINUM LEVEL

Any combination of sponsorships totaling \$15,000 or more.

GOLD LEVEL

Any combination of sponsorships totaling \$11,000 or more.

SILVER LEVEL

Any combination of sponsorships totaling \$6,000 or more.

BRONZE LEVEL

Any combination of sponsorships totaling \$4,000 or more.

CONTRIBUTING SPONSOR

Less than \$4,000

**Diamond and Platinum Level sponsors will receive all of the sponsorship recognitions listed to the right. Additionally, their logos will appear on the NASP convention home page, registration counter panels, and Opening General Session slideshow.*

PARTNER WITH NASP

Sponsorship of high-profile 2011 convention events and services is the most effective way to demonstrate your support of NASP while ensuring maximum exposure for your organization. You will have the opportunity to:

- Introduce your products/services to key school psychology decision makers
- Enhance your organization's name recognition
- Customize a sponsorship to match your goals and budget

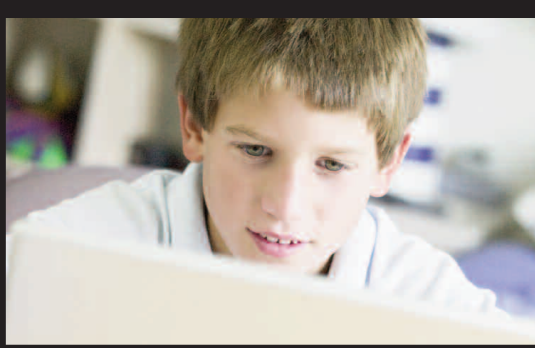
All NASP convention sponsors receive the following recognition:

- Recognition on NASP website convention sponsorship page with a link to your organization's website
- Recognition on on-site event and registration area signage
- Recognition in the Preliminary Program (mailed to 26,000 prospective attendees)
- Recognition in the Final Program (reviewed by nearly 6,000 attendees on site and after the convention)
- Recognition in the Exhibit Hall Handbook (a very useful tool for the nearly 6,000 attendees on site)
- Complimentary pre- or post-convention attendee mailing list (\$400 value), upon request
- Special Sponsor ribbon

Several sponsorship options that will increase your visibility with the nearly 6,000 school psychologists attending the NASP 2011 Annual Convention are listed on the next page.

For more information about the NASP convention, visit www.nasponline.org/conventions





2011 SPONSORSHIP OPPORTUNITIES

Keynote Address Session (\$20,000)

Sponsor the headline speaker during the NASP Opening General Session, which attracts more than 2,500 attendees. Past keynotes have been delivered by individuals such as Salome Thomas-EL, Alexa Posny, James Garbarino, Goldie Hawn, Martin Seligman, Donald Meichenbaum, and Marion Wright-Edelman.

San Francisco Welcome Party (\$15,000)

The opening night reception attracts 2,500 attendees and kicks off the NASP convention in style. This year's party will take place 9:00 p.m.-12:00 a.m. on Tuesday, February 22, 2011, and will feature food and entertainment as organized by the local NASP members from San Francisco. As the exclusive sponsor, your logo will be included on event signage and projected as a GOBO in the ballroom during the event. A representative of the sponsoring organization also will be able to welcome participants to the party and offer brief remarks.

Convention DVD-ROM (\$15,000)

Purchased by convention attendees as well as nonattendees, the DVD-ROM contains more than 100 hours of programming, including audio synched to PowerPoint presentations. As the exclusive sponsor, your logo will appear (along with the NASP and convention logos) on the packaging as well as the home page and each presentation page. You also will be listed as the sponsor of special convention highlights sessions available to all NASP members on the NASP website.

NASP Awards Reception (\$15,000)

This important event honors recipients of the School Psychologist of the Year Award, Lifetime Achievement Award, Minority Scholarship Awards, and GPR Awards. This year's reception will take place 7:00-8:00 p.m. on Wednesday, February 23, 2011. A representative of the sponsoring organization will be able to welcome participants to the reception, and the organization's logo will appear prominently in the awards brochure and reception room.

Attendee Totebags (\$15,000)

Promote your company's message and logo on the NASP totebag, distributed to all attendees on site with the Final Program, your insert, and other important information included inside. (Fee excludes manufacturing costs, shipping, and handling, which sponsor must pay.)

Cyber Center (\$12,500)

One of the most highly used convention services, the Cyber Center will feature your organization's

name and logo prominently on significant signage located in a central location that is open 24 hours/day during the NASP convention. The Cyber Center sponsor also can provide 20 mouse pads, if desired.

Hotel Key Cards (\$12,000)

Be the company that attendees see each time they reach for their hotel key cards. Put your name and logo in the hands of every convention attendee staying in the Hilton San Francisco Union Square and Nikko San Francisco, the official NASP 2011 Annual Convention hotels. The key cards are one of the first things attendees see and the last impression they have of the convention. This is a great marketing tool and traffic-builder for your booth, since the vast majority of convention participants will be staying in the Hilton or Nikko.

Name Badge Lanyards (\$12,000)

Distributed to all attendees on site, you will be the exclusive sponsor of this handy accessory. A sure way to get your company noticed! (Fee excludes manufacturing costs, shipping, and handling, which sponsor must pay.)

Exhibit Hall Coffee Service (\$10,000)

Increase traffic as well as goodwill toward your organization! Sponsored coffee will be served in designated areas (including one near your booth) when the hall opens on Thursday, February 24 or Friday, February 25, 2011. Your sponsorship will be acknowledged in various areas within the Final Program and on sponsorship signage, which will be visible outside the Exhibit Hall and in each coffee service area.

Multicultural Meet and Greet (\$5,000)

Back by popular demand, this important reception will take place again in San Francisco. Be part of this activity that will include information about the NASP Multicultural Affairs Committee, recognize the NASP minority scholarship awardees, and provide networking opportunities for participants. Refreshments will be served, and a representative of the sponsoring organization will be able to offer welcome remarks to participants of the reception.

Getting and Keeping Your First Job as a School Psychologist Session (\$5,000)

This popular and informative 3-hour educational session attracts approximately 500 graduate students and early career professionals each year and will be held on Wednesday, February 23, 2011. Presenters will provide comprehensive tips for compiling an effective résumé and cover letter; developing a quality portfolio; conducting a

powerful interview; and managing time, stress, and workload. The sponsor's name will appear near all program listings in the Final Program, on session handouts, and on event signage. A representative of the sponsoring organization will be able to welcome participants to the session.

Student Town Hall Meeting (\$3,500)

Join NASP student members, leaders, and staff for a 90-minute discussion on issues and "hot topics" that relate directly to graduate students and early career professionals. This sponsorship is a great way to grab the attention of students, who comprise one third of NASP convention attendees and are the future of the profession!

Totebag Insert (\$2,500)

Get your message into the hands of ALL attendees! Include a flyer insert in the attendee totebags distributed on site with the NASP Final Program and other important information. (The sponsorship fee covers a one-page, two-sided insert only. Please call NASP Manager of Meetings Gina Carlton, at (301) 347-1673, to discuss the fee for including a larger printed piece or different kind of insert. Fee excludes manufacturing, printing, shipping, and handling costs, which sponsor must pay. All materials must be preapproved and received at the San Francisco warehouse address to be provided by NASP 1 week prior to the convention.)

Attendee Note Pads (\$2,500)

Provide pads with your organization's logo on which attendees will take notes they will refer to for months to come. A great way to be remembered by attendees long after the convention. (Fee excludes manufacturing costs, shipping, and handling, which sponsor must pay. Materials must be preapproved and received at the San Francisco warehouse address to be provided by NASP 1 week prior to the convention.)

Attendee Pens (\$2,500)

Be assured that your pens make an impression on ALL attendees by providing a customized pen with your logo in each convention totebag. (Fee excludes manufacturing costs, shipping, and handling, which sponsor must pay. Materials must be preapproved and received at the San Francisco warehouse address to be provided by NASP 1 week prior to the convention.)

NEED MORE INFORMATION?

For more sponsorship opportunities and information, or to create a sponsorship that fits your needs, please call the NASP Manager of Meetings Gina Carlton at (301) 347-1673 or send an e-mail message to gcarlton@naspweb.org.