SPONSORSHIP OPPORTUNITIES

Join NASP as a convention sponsor to increase your visibility with the more than 5,000 school psychologists attending the NASP 2019 Annual Convention in Atlanta, Georgia. Supporting high-profile 2019 convention events and services is the most effective way to demonstrate your sponsorship with 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.

In addition to the all-level benefits, as a Platinum Sponsor, your organization will receive these added benefits:

- Name and logo recognition
- Organization’s website linked on NASP convention sponsorship webpage
- One complimentary rotating website ad (566 px × 300 px) featured on the NASP convention webpage
- One complimentary totebag insert
- Company logo featured on convention registration counter kick panels
- Four complimentary invitations to President’s Reception
- Complimentary, one-time use of pre- or postconvention attendee mailing list (upon request—contact NASP for details)
- One complimentary 1/4-page ad in the Final Program
- Complimentary subscription to Communiqué newspaper and NASP In Brief e-newsletter
- One-time image post (1200 px × 628 px) on the NASP Facebook page during convention week
- Additional organizational exhibit booth selection preference points for future NASP conventions

In addition to the all-level benefits, as a Gold Sponsor, your organization will receive these added benefits:

- Name and logo recognition
- Organization’s website linked on NASP convention sponsorship webpage
- Company logo featured on convention registration counter kick panels
- Three complimentary invitations to President’s Reception
- Complimentary, one-time use of pre- or postconvention attendee mailing list (upon request—contact NASP for details)

In addition to the all-level benefits, as a Silver Sponsor, your organization will receive these added benefits:

- Two complimentary invitations to President’s Reception
- Complimentary, one-time use of pre- or postconvention attendee mailing list (upon request—contact NASP for details)
### Sponsor Benefits at a Glance

<table>
<thead>
<tr>
<th>Preconvention Benefits</th>
<th>Platinum $25,000+</th>
<th>Gold $15,000+</th>
<th>Silver $7,000+</th>
<th>Bronze Less than $7,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name and logo recognition</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Name recognition on NASP's convention website sponsorship page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Your website linked on the NASP convention website sponsorship page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>One complimentary rotating website ad (566 px × 300 px) featured on the NASP convention webpage</td>
<td>✔️</td>
<td>✔️</td>
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</tr>
<tr>
<td>Recognition in the Preliminary Program (reaching more than 25,000 potential attendees)</td>
<td>Name &amp; Logo</td>
<td>Name &amp; Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>One complimentary 1/4-page ad in the Final Program</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary subscription to <em>Communiqué</em> newspaper and <em>NASP In Brief</em> e-newsletter</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Complimentary attendee mailing list (one-time use of list, pre- or post-convention, available upon request)*</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary one-time use, pre- or post-convention, of NASP members’ e-mail list**</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>On-site Benefits</th>
<th>Platinum $25,000+</th>
<th>Gold $15,000+</th>
<th>Silver $7,000+</th>
<th>Bronze Less than $7,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in Final Program</td>
<td>Name &amp; Logo</td>
<td>Name &amp; Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Name recognition and special formatting in Exhibit Hall Handbook</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Recognition in General Session slide show</td>
<td>Name &amp; Logo</td>
<td>Name &amp; Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Name recognition on sponsorship signage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Special sponsorship name badge ribbon</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company logo featured on registration counter kick panels</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary totebag insert</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>One-time image post (1200 px × 628 px) on the NASP Facebook page during convention week</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary invitations to President's Reception</td>
<td>4</td>
<td>3</td>
<td>2</td>
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</tr>
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</table>

<table>
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<tr>
<th>Postconvention Benefits</th>
<th>Platinum $25,000+</th>
<th>Gold $15,000+</th>
<th>Silver $7,000+</th>
<th>Bronze Less than $7,000</th>
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<tr>
<td>Additional organizational exhibit booth selection preference points for future NASP conventions</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
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*NASP’s pre- or postconvention registrant mailing list is available for one-time use by all NASP convention sponsors. Electronic files will be processed in zip code order, unless otherwise specified. A sample of the proposed mailing is required in advance, and NASP reserves the right to deny rental of its list based on material content or appearance. All orders will be e-mailed, unless otherwise specified. Please allow 10 days for delivery of registrant lists. For more information, please contact NASP.

** A sample of the proposed e-mail is required in advance, and NASP reserves the right to deny use of its membership list based on material content or appearance. The mailing must be sent by June 30, 2019.
EVENTS

Keynote Address $25,000
Sponsor the headline speaker during the convention General Session, which attracts more than 2,500 attendees. Past keynote speakers have been delivered by individuals such as Steve L. Robbins, James Garbarino, Richard Gerver, Goldie Hawn, Donald Meichenbaum, Salome Thomas-EL, and Martin Seligman.

• As the exclusive sponsor, your organization will receive special recognition on the General Session slide show. • A one-page, two-sided flyer will be placed on the chairs in the General Session room by NASP. (The flyer must be preapproved by NASP and received at the address provided by NASP at least 3 weeks prior to the convention.)

NASP Awards Reception $18,000
This important event honors recipients of the School Psychologist of the Year, Lifetime Achievement, Minority Scholarship, and Government Relations awards. This year’s reception will take place 7:00–8:00 p.m. on Wednesday, February 27, 2019, following the Awards Ceremony.

• A representative of your organization will be able to welcome participants to the reception. • Your organization’s logo will appear prominently in the awards brochure and will be projected in the reception room during the event.

 Welcome Party $15,000
The opening night party attracts 2,500 attendees and kicks off the NASP convention in style. This year’s party will take place 7:00–8:00 p.m. on Wednesday, February 27, 2019, following the Awards Ceremony.

• As the exclusive sponsor, your organization will receive special recognition on the General Session slide show. • A one-page, two-sided flyer will be placed on the chairs in the General Session room by NASP. (The flyer must be preapproved by NASP and received at the address provided by NASP at least 3 weeks prior to the convention.)

Exhibit Hall Coffee Service $12,000
Increase traffic and good will toward your organization! Sponsored coffee will be served in designated areas (including in/near your booth) when the hall opens on the morning of Thursday, February 28 or Friday, March 1, 2019.

• Your sponsorship will be acknowledged in the Exhibit Hall Handbook. • Sponsorship signage will be visible outside the Exhibit Hall, in your booth, and in each coffee service area.

NEW Featured Sessions $10,000 each
50- or 80-minute Featured Sessions cover a variety of subjects related to the convention theme. These sessions are presented by leading international experts who are invited to speak by the NASP Convention Committee. For more information on this year’s topics and presenters, call Cheri Gainor at 301-347-1673.

• A representative of your organization will be able to offer welcome remarks to attendees and introduce the speaker at the session.

Multicultural Meet and Greet $7,500
Be part of this important event, 8:30–10:00 a.m., Thursday, February 28, 2019, that includes information about the NASP Multicultural Affairs Committee, recognizes the NASP Minority Scholarship recipients, and provides networking opportunities for attendees. Refreshments are served.

• A representative of your organization will be able to offer welcome remarks to attendees of the event.

ACTION STATIONS

Massage Station $10,000
Rejuvenate tired convention attendees by sponsoring the Exhibit Hall Massage Station in your booth (or in another high-traffic, high-visibility location). Attendees will eagerly take advantage of this appealing service that provides a 5-minute upper body massage, compliments of your organization. Certified massage therapists deliver massages through clothing, in specially designed chairs.

• In addition to sponsorship signage and other recognition benefits, your organization has the option of providing company logo golf or T-shirts to be worn by massage therapists. This is a terrific opportunity to promote your organization while offering a popular service to attendees!

Mobile Device Charging Station $7,000
The mobile device charging station, located in a high-traffic, high-visibility location, provides a convenient, on-site charging service for attendees while also providing the perfect marketing platform for sponsors to promote brand awareness and highlight products and services. While attendees’ devices recharge, attendees’ attention is focused on the charging station display in front of them—a built-in audience to entertain, inform, and educate.

• A video provided by your organization will play on a loop on the charging station screen.

PRODUCTS

Attendee Totebags $15,000
Promote your company’s message and logo on the NASP convention totebag, distributed to all attendees on site with the Final Program, your insert, and other important information included inside. (Fee excludes manufacturing and shipping and handling fees, the costs of which the sponsor must cover.)

Hotel Key Cards $12,000
Be the company that attendees see each time they reach for their hotel key card. Put your name and logo in the hands of every convention attendee staying in the official NASP 2018 Annual Convention hotels. Key cards are one of the first things attendees see at the convention. This is a great marketing tool and traffic builder for your booth, since the vast majority of convention participants traditionally stay in official NASP hotels. (Imprint is black plus one other color.)

Name Badge Lanyards $12,000
Distributed to all attendees on site, your organization will be the exclusive sponsor of this handy accessory—a sure way to be noticed! (Fee excludes manufacturing and shipping and handling fees, the cost of which the sponsor must cover.)

Attendee Note Pads $3,500
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 is over! (Fee excludes manufacturing and shipping and handling fees, the cost of which the sponsor must cover. Materials must be preapproved and received at the warehouse address provided by NASP at least 3 weeks prior to the convention.)

Attendee Pens $3,500
Be assured that your organization makes an impression on all attendees by providing a customized pen with your company logo in every convention totebag. (Fee excludes manufacturing and shipping and handling fees, the cost of which the sponsor must cover. Pens must be received at the warehouse address provided by NASP at least 3 weeks prior to the convention.)

Totebag Insert $3,000
Get your message into the hands of all attendees! Include a flyer insert in the attendee totebags distributed on site with the convention Final Program and other important information. The sponsorship fee covers a one-page, two-sided insert. (Please call NASP Manager of Meetings Cheri Gainor, at 301-347-1673, to discuss the fee for including a larger printed piece or different kind of insert. All materials must be preapproved and received at the warehouse address provided by NASP at least 3 weeks prior to the convention.)

NEED MORE INFORMATION? For more opportunities and information, or to create a sponsorship opportunity that fits your needs, please call NASP Manager of Meetings Cheri Gainor at 301-347-1673 or send an e-mail message to cgainor@naspweb.org.