Become a convention sponsor to increase your visibility with the more than 5,000 school psychologists attending the NASP 2020 Annual Convention in Baltimore, Maryland. Supporting high-profile 2020 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 leaders and decision makers.
- Enhance your organization’s name recognition.
- Customize your sponsorship to match your goals and budget.

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

- Organization’s website linked on NASP convention sponsorship website page
- One complimentary rotating ad (566 px x 300 px) featured on the NASP convention website page
- One complimentary totebag insert
- Company logo featured on registration counter kick panels and all sponsor listings
- Four complimentary invitations to President’s Reception
- Complimentary, one-time use of pre- or postconvention attendee mailing address list, upon request (A sample of the proposed mailing is required in advance, and NASP reserves the right to deny use of its convention attendee list based on material content or appearance.)

Contact NASP for additional details.

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

- Organization’s website linked on NASP convention sponsorship website page
- Company logo featured on registration counter kick panels and all sponsor listings
- Three complimentary invitations to President’s Reception
- Complimentary, one-time use of pre- or postconvention attendee mailing address list, upon request (A sample of the proposed mailing is required in advance, and NASP reserves the right to deny use of its convention attendee list based on material content or appearance.)

Contact NASP for additional details.

In addition to the all-level sponsorship 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 address list, upon request (A sample of the proposed mailing is required in advance, and NASP reserves the right to deny use of its convention attendee list based on material content or appearance.)

Contact NASP for additional details.

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**SPONSORSHIP LEVELS**

**PLATINUM LEVEL**
Any combination totaling $25,000 or more

**GOLD LEVEL**
Any combination totaling $15,000 or more

**SILVER LEVEL**
Any combination totaling $7,000 or more

**BRONZE LEVEL**
Less than $7,000

**ALL-LEVEL BENEFITS**

- Special sponsorship name badge ribbons
- Name recognition on sponsor signage
- Name recognition on NASP’s convention sponsorship website page
- Name recognition in Preliminary Program (mailed to nearly 25,000 potential attendees)
- Name recognition in Final Program
- Name recognition and special formatting in Exhibit Hall Handbook
- Name recognition in General Session slide show

FEBRUARY 18–21, 2020
BALTIMORE, MD
BALTIMORE CONVENTION CENTER
## Sponsor Benefits at a Glance

<table>
<thead>
<tr>
<th>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><strong>Preconvention Benefits</strong></td>
<td></td>
<td></td>
<td></td>
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</tr>
<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>
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</tr>
<tr>
<td>Your website linked on the NASP convention website sponsorship page</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
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</tr>
<tr>
<td>One complimentary rotating website ad (566 px x 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 (sent to nearly 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>
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<td></td>
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<tr>
<td>Complimentary subscription to Communiqué newspaper and NASP In Brief e-newsletter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary attendee mailing list (one-time use of list, pre- or postconvention, available upon request)*</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Complimentary one-time use, pre- or postconvention, of NASP members’ e-mail address list**</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>On-Site Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td>Special sponsor name badge ribbons</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 x 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>
<td></td>
</tr>
<tr>
<td><strong>Postconvention Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional organizational exhibit booth selection preference points for future NASP conventions</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary attendee mailing list (one-time use of list, pre- or postconvention, available upon request)*</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Complimentary one-time use, pre- or postconvention, of NASP members’ e-mail list**</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

NASP’s identification and acknowledgment of sponsors will include information as permitted under Section 513(i) of the IRS Tax Code and the Treasury regulations for qualified sponsorship payments.

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*NASP’s pre- or postconvention registrant mailing address list is available for one-time use by certain sponsors, upon request. A sample of the proposed mailing is required in advance, and NASP reserves the right to deny use of its convention registrant list based on material content or appearance. Electronic registrant mailing address files will be processed in zip code order and sent to sponsors via e-mail, unless otherwise specified. Please allow 10 days for delivery. For more information, please contact the NASP Meetings and Conventions Department.

**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. All mailings must be sent by June 30, 2020.
SPONSORSHIP OPTIONS

EVENTS

Keynote Address $25,000
Sponsor the headline speaker during the convention General Session, which attracts more than 2,500 attendees. Past keynotes have been delivered by individuals such as Michael Bonner, 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 2 weeks prior to the convention.)

NASP Awards Reception $18,000
This important event immediately follows the Awards Ceremony and honors recipients of the School Psychologist of the Year, Lifetime Achievement, Minority Scholarship, and Government Relations awards.

- 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 9:00 p.m.-12:00 a.m. on Tuesday, February 18, 2020.

- As the exclusive sponsor, your logo will be included on event signage and projected in the ballroom during the event. A representative of your organization will also be able to welcome participants to the party and offer brief remarks.

Exhibit Hall Coffee Service $12,000
Increase traffic and good will toward your organization! Sponsoring coffee will be served in designated areas (including in/near your booth) when the hall opens on the morning of Thursday, February 20 or Friday, February 21, 2020.

- 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.

Documented and Featured Sessions $10,000 each
80-minute Documented Sessions and 50- or 80-minute Featured Sessions cover a variety of important subjects each year. These sessions are presented by leading international experts who are invited to speak by the NASP Convention Committee.

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

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 eagerly will 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 the perfect marketing platform for sponsors to promote brand awareness and highlight products and services. Attendees’ devices recharge, and attendees’ attention is focused on the charging station display in front of them—a built-in audience to entertain, inform, and educate.

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

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.)

Symbols indicate added benefits of sponsorship opportunities.

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.