NASP 2021
VIRTUAL CONVENTION
Sponsorship Brochure and Exhibitor Prospectus
February 23–26, 2021
Where You Are
WWW.NASPONLINE.ORG/NASP2021

Each year, the NASP convention Exhibit Hall allows me to stay up to date on all of the latest and greatest products and services available!
— JOANNE, CHARLESTON, SC
Reach more than 5,000 anticipated convention attendees focused on learning about the latest and most effective products, services, training, and best practices to improve their skills.

How schools are operating this year has been entirely new, and your product or service may be the answer school psychologists need as they work through the challenges. Our attendees will be very interested in products and services that address issues like virtual service delivery, increased mental health needs of students, and developing positive school climates that make schools places where all students can thrive.

School psychologists serve on the front lines of education’s biggest challenges today and rely on the most innovative, up-to-date products, publications, and services.

SPONSORSHIP OPPORTUNITIES

Sponsorship of high-profile 2021 convention events is the most effective way to demonstrate your support of NASP while ensuring maximum exposure for your organization.

SPONSORSHIP LEVELS

Platinum Sponsors – Maximum of 4 available ($25,000)
Present your content to convention attendees in a 1-hour live or prerecorded session during the main program, with no other competing live sessions happening concurrently. This is the most visible and effective way to get your message out to all attendees. This sponsorship level includes a Premium Exhibitor Listing (valued at $5,000; see details on page 4).

Platinum sponsor benefits also include:
- Four complimentary convention registrations
- Verbal appreciation by the NASP president during the General Session
- Name/logo listed on sponsor slide before the General Session
- Name/logo included on the convention platform sponsor list and on the NASP website
- Name/logo listed in the digital program booklet
- Lobby banner in the convention platform
- Rotating banner on the convention website homepage
- One-time image post on Facebook with acknowledgment of sponsorship*
- Complimentary one-time use, pre- or postconvention, of attendee mailing address list upon request**
- Complimentary subscription to NASP in Brief through June 30, 2021
- Additional exhibit booth selection preference points for future conventions

Gold Sponsors – Maximum of 4 available ($15,000)
Receive recognition via a verbal introduction and featured slide as attendees arrive to one of three popular evening activities—the President’s Awards, a movie night, or an evening fireside chat. Or sponsor the On-Demand Library and be recognized with your name/logo acknowledging your sponsorship at the top of the page. This sponsorship level includes an Enhanced Exhibitor Listing (valued at $2,000; see details on page 4).

Gold sponsor benefits also include:
- Two complimentary convention registrations
- Name/logo (smaller than Platinum sponsors) listed on sponsor slide before General Session
- Name/logo included on the convention platform sponsor list and on the NASP website
- Name/logo listed in the digital program booklet
- Complimentary one-time use, pre- or postconvention, of attendee mailing address list upon request**
- Additional exhibit booth selection preference points for future conventions

Silver Sponsor – Only 1 available ($7,000)
Receive recognition via a verbal introduction and featured slide as attendees arrive to an event where they’ll meet the Minority Scholarship Recipients via prerecorded video highlighting each award recipient. This sponsorship level includes a Basic Exhibitor Listing (valued at $500; see details on page 4).

Silver sponsor benefits also include:
- One complimentary convention registration
- Name included on the convention platform sponsor list and on the NASP website
- Name listed in the digital program booklet
- Complimentary one-time use, pre- or postconvention, of attendee mailing address list upon request**
- Additional exhibit booth selection preference points for future conventions

*Please include any URLs or text in the image itself, as the post’s text will be a thank-you for your sponsorship. **A sample of the proposed mailing is required in advance and should be sent to NASP Marketing Manager Justin Bar at jbar@naspweb.org. NASP reserves the right to deny use of its convention attendee list based on the material’s content or appearance. Mailing must be sent by June 30, 2021.

For more information about sponsorships, email NASP Manager of Meetings Cheri Gainor at cgainor@naspweb.org.
<table>
<thead>
<tr>
<th>SPONSOR BENEFITS AT A GLANCE</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Sponsorship Opportunities Available</td>
<td>4</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

### PRECONVENTION

- Recognition on NASP’s convention website
  - Platinum: Name & Logo
  - Gold: Name & Logo
  - Silver: Name
- Rotating banner on the convention website homepage
- Complimentary subscription to *NASP in Brief* through June 30, 2021
- Complimentary attendee mailing list (one-time use of the pre- or postconvention list, available upon request; contact NASP for details)**

### DURING THE CONVENTION

- Recognition in the digital program book
  - Platinum: Name & Logo
  - Gold: Name & Logo
  - Silver: Name
- Exhibitor listing
  - Premium ($5,000 value)
  - Enhanced ($2,000 value)
  - Basic ($500 value)
- Recognition on the convention platform sponsor list and on the NASP website
  - Platinum: Name & Logo
  - Gold: Name & Logo
  - Silver: Name
- Complimentary convention registrations (valid for 60 days following the convention)
  - Platinum: 4
  - Gold: 2
  - Silver: 1
- Verbal appreciation by the NASP president during the General Session
  - Platinum:
  - Gold:
  - Silver:
- Name/logo recognition on sponsor slide before the General Session
- Recognition via verbal introduction and featured slide as attendees arrive to the President’s Awards, a movie night, or an evening fireside chat. Or sponsor the On-Demand Library and be recognized with your name/logo at the top of the page.
- Recognition via verbal introduction and featured slide as attendees arrive to an event where they’ll meet the Minority Scholarship Recipients via prerecorded video highlighting each award recipient
- Lobby banner in the convention platform
- One-time image post on Facebook with acknowledgment of sponsorship*
- Present a 1-hour live or prerecorded session during the main program

### POSTCONVENTION

- Additional exhibit booth selection preference points for future conventions
  - Platinum:
  - Gold:
  - Silver:
- Complimentary attendee mailing list (one-time use of the pre- or postconvention list, available upon request; contact NASP for details)**

*Please include any URLs or text in the image itself, as the post’s text will be a thank-you for your sponsorship. **A sample of the proposed mailing is required in advance and should be sent to NASP Marketing Manager Justin Bar at jbar@naspweb.org. NASP reserves the right to deny use of its convention attendee list based on the material’s content or appearance. Mailing must be sent by June 30, 2021.

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**FUTURE NASP CONVENTIONS**

**February 15–18, 2022**
Hynes Convention Center
Boston, MA

**February 7-10, 2023**
Colorado Convention Center
Denver, CO

**February 14-17, 2024**
New Orleans Marriott
Sheraton New Orleans
New Orleans, LA

**February 18–21, 2025**
Washington State Convention Center Summit
Seattle, WA

**February 24–27, 2026**
Hyatt Regency Chicago
Chicago, IL
As an exhibitor, strengthen your relationships with current and new customers—pupil-services personnel who are:

• Administrators
• Consultants
• Graduate students
• Practitioners
• Researchers
• Trainers

EXHIBIT BOOTH LEVELS

Basic Exhibitor Listing ($500)
• Includes company logo, name, description of your products and services, contact information, and website link.

Enhanced Exhibitor Listing ($2,000)
• This listing adds beneficial features including the capacity to customize your listing with a booth banner, description of your products and services with embedded video capabilities, downloadable resources, contacts, and live chat.
• This listing includes valuable data reports, such as attendees who opted in, listing views, resource download stats, and chat logs.
• One complimentary convention registration is included with this listing.

Premium Exhibitor Listing ($5,000)
Be among the most visible exhibitors in the virtual space!
• This listing is customizable and includes a booth banner.
• You can interact personally with those most interested in your products/services through Zoom showcase (up to 100 participants), and a 1:1 booking system using Zoom rooms.
• The listing includes description of your company’s products and services with embedded video capabilities, downloadable resources, contacts, and live chat.
• This listing also includes valuable data reports, such as attendees who opted in, listing views, resource download stats, and chat logs.
• Two complimentary convention registrations are included with this listing.

To get started or for more information, email Exhibits Coordinator Jeanette Rodriguez at jeanette.rodriguez8@gmail.com.

RULES AND REGULATIONS

These regulations are fully incorporated as part of the contract between the exhibiting organization and the National Association of School Psychologists.

ELIGIBILITY
All products, services, and employment opportunities exhibited at the NASP convention shall be directly related to the NASP mission to enhance the mental health and educational competence of children and must be of professional or educational benefit or interest to convention participants. NASP reserves the right to determine the eligibility of prospective exhibitors for inclusion in its virtual exposition. Eligibility will be determined as quickly as possible following receipt of an Exhibit Application/Contract along with full payment.

PAYMENT
Please mail your completed Exhibit Application/Contract and your Visa/MasterCard number and expiration date, check, or money order to: NASP 2021 Convention, P.O. Box 79469, Baltimore, MD 21279-0469. Please note that NASP is unable to accept purchase orders and that overnight deliveries cannot be accepted at the post office box listed above.

CANCELLATION AND REFUNDS
All exhibit organizations canceling their participation will be charged a $100 processing fee, and no refunds will be issued for exhibit cancellations received after December 2, 2020. In the event of cancellation due to acts of God or other causes beyond the control of the parties to the agreement, NASP will refund that portion of exhibitor fees that it deems consistent with the expenditures and commitments already made.

Convention Attendee List Rental
NASP’s pre- or postconvention registrant mailing list rental is available for one-time use by NASP convention exhibitors. The mailing must be sent by June 30, 2021. Specific portions of the list may be identified/rented at a rate of $150/M, with a minimum of 2,000 records per rental. 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 emailed, unless otherwise specified. Please allow 10 days for delivery of registrant lists. For more information about renting NASP pre- or postconvention registrant lists, please call Infocus Marketing, Inc., 800-708-LIST.
Exhibit Application/Contract

NASP 2021 VIRTUAL CONVENTION
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PLEASE PRINT CLEARLY OR TYPE ALL INFORMATION. Keep a copy of this form for your records. Fed. Tax ID # ________________________________

Company ________________________________
Address ______________________________________
City __________________ State ___________ Zip ________________

Contact Name ________________________________
Title __________________ Email __________________________
Phone __________________ Fax _______________________

EXHIBIT LISTING LEVELS
(Please indicate the level of your choice.)

Basic Exhibitor Listing ($500) □ $500
Includes company logo, name, description of your company, products and services, contacts, and website link.

Enhanced Exhibitor Listing ($2,000) □ $2,000
This listing adds beneficial features including the capacity to customize your listing with a booth banner, description of your company, products, and services with embedded video capabilities, downloadable resources, contacts, and live chat. This listing also includes valuable data reports including attendees who opted in, listing views, resource download stats, and chat logs.

Premium Exhibitor Listing ($5,000) □ $5,000
Be among the most visible exhibitors in the virtual space!
This listing is customizable and includes a booth banner, description of your company’s products and services with embedded video capabilities, downloadable resources, contacts, and live chat. Interact personally with those most interested in your products/services through Zoom showcase (up to 100 participants), and a 1:1 booking system via Zoom rooms. This listing also includes valuable data reports including attendees who opted in, listing views, resource download stats, and chat logs.

To get started or for more information about virtual exhibits, send an email to Exhibits Coordinator Jeanette Rodriguez at jeanette.rodriguez8@gmail.com.

SPONSORSHIPS
Please indicate whether you would like to be called to discuss sponsorship opportunities and the benefits available to sponsors. □ Yes □ No

This contract for the above-listed exhibit options in conjunction with the NASP 2021 Virtual Convention constitutes the applicant’s agreement to abide by the guidelines and regulations included both on the NASP website and in the 2021 Virtual Convention Sponsorship Brochure and Exhibitor Prospectus.

Authorized Cardholder’s Signature ____________________________________________
Date _____ / ____ / ________

For more information about virtual exhibits, please email Exhibits Coordinator Jeanette Rodriguez at jeanette.rodriguez8@gmail.com.

Payment may be made by VISA/MasterCard, check, or money order. Checks and money orders must be drawn on a U.S. bank, in U.S. dollars and made payable to “NASP.” Please mail your completed contract and your VISA/MasterCard number and expiration date, check, or money order via the U.S. Postal Service to: NASP 2021 Convention, P.O. Box 79469, Baltimore, MD 21279-0469. FedEx, UPS, etc. are not accepted at P.O. Boxes. Please note that NASP is unable to accept purchase orders.

EXHIBIT LISTING TOTAL $________________________
(Payment in full due with contract.)

Check Number ___________________ Check Date __________
Credit Card Number ____________________________

□ VISA or □ MasterCard Exp. Date __________
Name as it appears on credit card __________________________

$100 cancellation processing fee.
No refunds for cancellations on exhibit rental after December 2, 2020.
BILLING INFORMATION

PLEASE PRINT CLEARLY OR TYPE ALL INFORMATION. Keep a copy of this form for your records. Fed. Tax ID # ________________

Contact Name _________________________________________________________________

Title _______________________________________________________________________

Company _____________________________________________________________________

Address _____________________________________________________________________

City ___________________________ State _______ Zip ______________

Phone ___________________________ Email _______________________________________

Fax ___________________________ Signature ________________________________

SPONSORSHIP OPTIONS

Indicate your selection below:

Platinum Sponsors – Maximum of 4 available $25,000
Present your content to convention attendees in a 1-hour, live or prerecorded session during the main convention program, with no other competing concurrent live sessions. This is the most visible and effective way to get your message out to all attendees. This sponsorship level includes a Premium Exhibitor Listing valued at $5,000. Please review pages 2–3 of the Sponsorship Brochure and Exhibitor Prospectus to learn about the many other benefits included in Platinum level sponsorships.

Gold Sponsors – Maximum of 4 available $15,000
Receive recognition via a verbal introduction and featured slide as attendees arrive to an event where they’ll meet the Minority Scholarship Recipients, via prerecorded video, highlighting each award recipient. This sponsorship level includes an Enhanced Exhibitor Listing valued at $2,000. Please review pages 2–3 of the Sponsorship Brochure and Exhibitor Prospectus to learn about the many other benefits included in Gold level sponsorships.

Silver Sponsor – Only 1 available $7,000
Receive recognition via a verbal introduction and featured slide as attendees arrive to an event where they’ll meet the Minority Scholarship Recipients, via prerecorded video, highlighting each award recipient. This sponsorship level includes a Basic Exhibitor Listing valued at $500. Please review pages 2–3 of the Sponsorship Brochure and Exhibitor Prospectus to learn about the many other benefits included in Gold level sponsorships.

For additional information about NASP 2021 Virtual Convention sponsorship opportunities, please send an email to NASP Manager of Meetings Cheri Gainor at cgainor@naspweb.org.

SPONSORSHIP TOTAL $____________________________

Please await invoice prior to remitting payment.

Thank you for your support of NASP!