PARTNER WITH NASP

Sponsorship of high-profile 2018 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 on the NASP website convention sponsorship page with a link to your organization’s website, if desired.
• Recognition on on-site event and registration area signage.
• Recognition in the Preliminary Program (mailed to more than 25,000 prospective attendees).
• Recognition in the Final Program (reviewed by more than 5,000 attendees on site and after the convention).
• Recognition in the Exhibit Hall Handbook (a very useful tool for the more than 5,000 attendees on site).
• Complimentary pre- or post-convention attendee mailing list ($600 value), upon request.
• Special Sponsor name badge ribbons.

Several sponsorship options that will increase your visibility with the more than 5,000 school psychologists attending the NASP 2018 Annual Convention are listed on the next page.

For more information about the NASP convention, visit www.nasponline.org/conventions.
2018 SPONSORSHIP OPPORTUNITIES

Keynote Address Session ($20,000)
Sponsor the headline speaker during the convention General Session, which attracts more than 2,500 attendees. Past keynote speakers have included individuals such as James Garbarino, Richard Gerver, Goldie Hawn, Donald Meichenbaum, Alexa Posny, Diane Ravitch, Salome Thomas-EL, Martin Seligman, and Marion Wright-Edelman.

NASP Awards Reception ($17,000)
This important event honors recipients of the School Psychologist of the Year Award, Lifetime Achievement Award, Minority Scholarship Awards, and Government Relations Awards. This year’s reception will take place 7:00–8:00 p.m. on Wednesday, February 14, 2018, following the Awards Ceremony. 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 convention 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, the costs of which the sponsor must cover.)

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 13, 2018. As the exclusive sponsor, your logo will be included on event signage and projected 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.

Massage Station ($10,000)
Rejuvenate tired convention attendees by sponsoring the Exhibit Hall Massage Station in your booth. 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, the Massage Station sponsor 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 Program ($13,000)
One of the most highly used convention services, the Mobile Program allows attendees to read, browse, and search the 2018 Final Program, via personal smart devices, and will feature your organization’s name and logo prominently throughout.

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 costs, shipping, and handling, 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.

Exhibit Hall Coffee Service ($12,000)
Increase traffic as well as good will toward your organization! Sponsored coffee will be served in designated areas (including in/near your booth) when the hall opens on Thursday, February 15 or Friday, February 16, 2018. Your sponsorship will be acknowledged in various areas within the Final Program and Exhibit Hall Handbook and on sponsorship signage, which will be visible outside the Exhibit Hall, in your booth, and in each coffee service area.

Multicultural Meet and Greet ($5,000)
Be part of this important event, 8:30–10:00 a.m., Thursday, February 15, 2018, 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 attendees of the event.

Mobile Device Charging Station ($6,000)
The mobile device charging station, located in a high-traffic, high-visibility location, provides a convenient, onsite, charging service for attendees while also providing the perfect marketing platform for sponsors to promote brand awareness and highlight products and services. While their devices recharge, attendees’ undivided attention is focused on the charging station display in front of them—a built-in audience to entertain, inform, and educate.

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 NASP Final Program and other important information. (The sponsorship fee covers a one-page, two-sided insert only. 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 2 weeks prior to the convention.

Attendee Note Pads ($3,000)
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, the costs of which the sponsor must cover.) Materials must be preapproved and received at the warehouse address provided by NASP at least 2 weeks prior to the convention.

Attendee Pens ($3,000)
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, the costs of which the sponsor must cover.) Pens must be received at the warehouse address provided by NASP at least 2 weeks 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 Cheri Gainor at 301-347-1673 or send an e-mail message to cgainor@naspweb.org.