
NJSBA'S
WORKSHOP
2024
DON'T MISS OUT!
Sponsorship & Exhibiting
Opportunities
Co-sponsored by
NJASA & NJASBO
OCT
21-24
workshop.njsba.org
Quest for
Student
Success!

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WELCOME TO WORKSHOP!



QUEST FOR STUDENT SUCCESS!

The New Jersey School Boards Association's annual Workshop conference celebrates the best in education, featuring sessions for all members of the district team, and the latest information, technology, products, and services for New Jersey's education community. This year's Workshop theme, Quest for Student Success, highlights our shared commitment to promote achievement for all students.

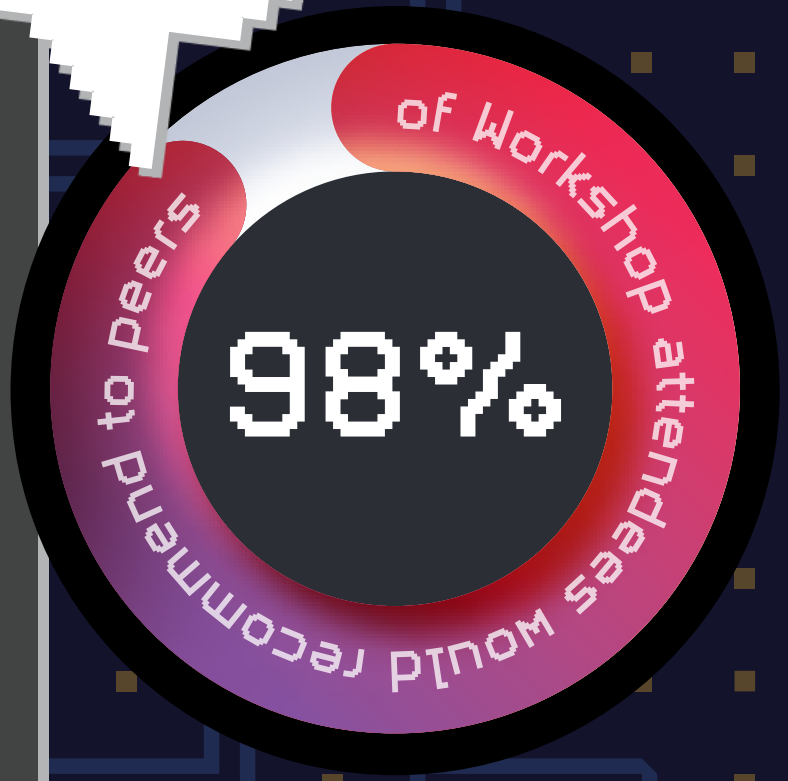
Co-hosted by the New Jersey Association of School Administrators and the New Jersey Association of School Business Officials, NJSBA anticipates welcoming over 8,000 attendees to the largest training and information event for school officials in New Jersey.

Join us as we embark on a Quest for Student Success at Workshop 2024 from Oct. 21 to Oct. 24, at the Atlantic City Convention Center.

ABOUT WORKSHOP

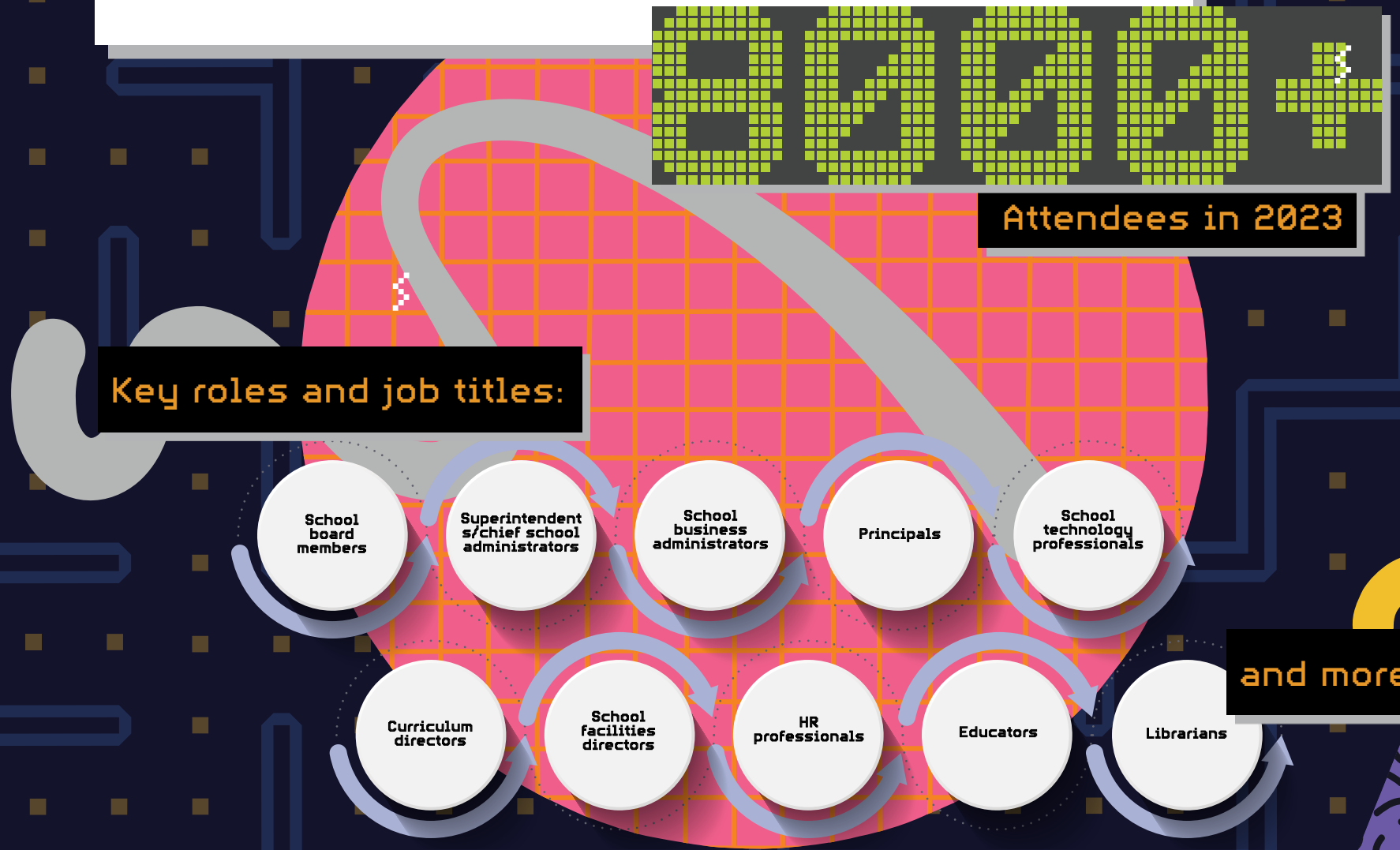
Workshop is the premier event for school board members, administrators, school staff, educators, policymakers and influencers to learn, network and be inspired. School leaders from throughout New Jersey gather at Workshop and seek your solutions, guidance and expertise.

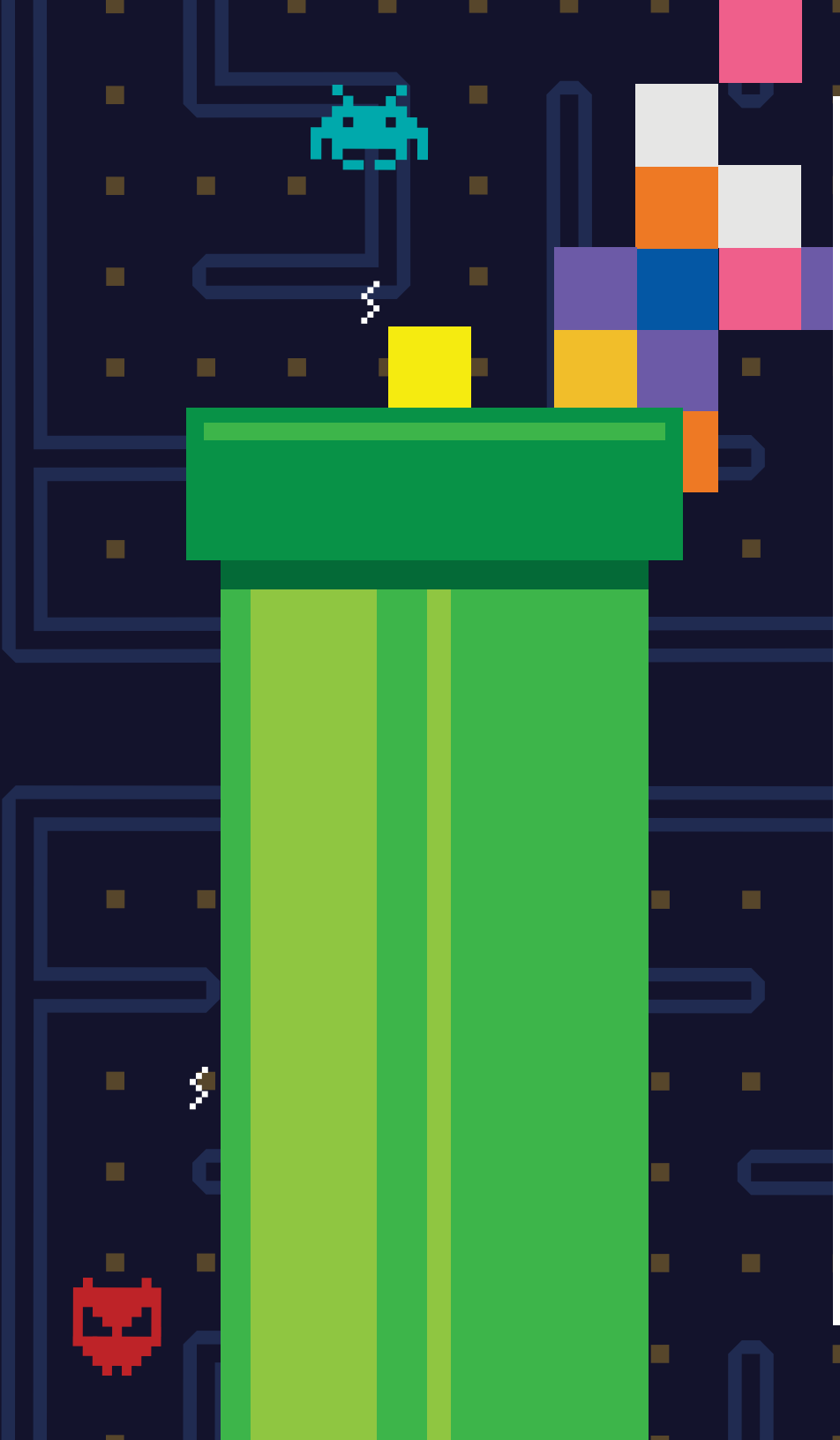
Put your products and services in front of decision-makers and engage with the people who need your help the most by exhibiting at Workshop. You can also take advantage of one of our interactive sponsorships, deliver educational sessions and more.



WHO ATTENDS?

School leaders and decision-makers who oversee $28 billion in combined annual spending attend Workshop.





CONNECT WITH YOUR TARGET AUDIENCE

Get noticed by district decision-makers, including education leaders and state officials.

As a sponsor, you will get to:

- **Network** with school district decision-makers.
- **Generate** new leads with a highly engaged audience.
- **Demonstrate** and highlight solutions for pre-K-12 school districts.
- **Launch** new products and services.
- **Build** brand awareness.
- **Attract** new clients and connect with existing customers.
- **Discover** innovative ideas.
- **Boost** your presence in the state and the education field.
- **Develop** new business connections.

Enjoy Long-Lasting Benefits

When you sign on as a sponsor or exhibitor for Workshop, you'll enjoy exposure to our education community for several months – long before attendees arrive at the conference and long after the show, leveraging our post conference marketing opportunities.

By aligning your brand with Workshop 2024, you will gain unparalleled exposure to a targeted audience of industry leaders, decision-makers and professionals within the field of education. Workshop provides a platform for our partners to showcase their products, services, and expertise, fostering valuable connections and networking opportunities that can translate into long-term partnerships and business growth.

Participating in the NJSBA's Workshop 2024 offers sponsors and exhibitors a strategic avenue to cultivate lasting relationships, amplify their brand presence and drive sustained success in the years to come.

SHOWCASE YOUR EXPERTISE



ESTABLISH YOUR COMPANY AS A THOUGHT LEADER IN EDUCATION!

Lead an educational training session and share valuable information with attendees that they will bring back to their local districts.

Establish your company as an industry thought leader by sponsoring at a Gold level or higher. In addition to sharing your knowledge, your company name will be promoted through the online agenda, conference app and At-A-Glance publication. Select training opportunities are included with sponsorship tiers, as noted below.

Group Sessions

60-minute programs. This is an opportunity to present information on a topic in which you are an expert. The room will be set in theater style to a maximum seating capacity of 50-250 attendees to allow for audience engagement and a Q&A segment. ***Gold, Gold+ and Platinum***

Learning Lab Classrooms

You asked and we delivered. The popular Workshop Learning Labs have moved to the upstairs session rooms to create more engagement. The Learning Lab Classrooms will provide your organization with a unique opportunity to showcase your commitment to education during a 45-minute session. Attendees will benefit from learning tools that create an engaging and immersive educational experience. ***Gold, Gold+ and Platinum***

CHOOSE YOUR INVESTMENT LEVEL



SPONSORSHIP & EXHIBITING OPPORTUNITIES

STEP 1

Become a sponsor of Workshop 2024 and choose your desired level from the chart on page 9 – Silver, Gold, Gold+ or Platinum.

STEP 2

Create your perfect package by choosing from the menu of available sponsorship and advertising opportunities.

STEP 3

Select your booth space from the Interactive Exhibit Floor Plan. Booth prices start at $2,200. To secure a booth in the Partner Pavilion add $1,000.

STEP 4

Complete the Online Exhibitor Contract and Application to secure your spot!

EXHIBITING

EXHIBIT-ONLY OPTION

If you do not wish to be a sponsor, you can still participate by selecting your booth space using the Interactive Exhibit Floor Plan.

PARTNER PAVILION

Add $1,000 to the standard booth price.

NONPROFIT

A booth rate of $1,000 is available in the nonprofit designated area on the exhibit floor to organizations that qualify. Standard benefits apply.

SPONSORSHIPS

All sponsorships must include a floor presence.

Workshop 2024 Benefits	Platinum	Gold+	Gold	Silver	Exhibitor
Minimum Spend	**$25,000**	**$15,000**	**$10,500**	**$6,000**	**$2,200**
All Access Workshop '24 Badges	20	5 per 10x10	5 per 10x10	5 per 10x10	5 per 10x10
Free Wifi	✓	✓	✓	✓	✓
Logo on Workshop '24 website and Mobile App	✓	✓	✓	✓	✓
Company profile on Interactive Floor Plan, Exhibitor Directory and Mobile App	✓	✓	✓	✓	✓
Digital Badge	✓	✓	✓	✓	✓
Access to NJSBA hosted webinar on Creating Engagement at Workshop '24	✓	✓	✓	✓	
Company logo in Sept/Oct Issue of *School Leader* magazine	✓	✓	✓	✓	
Inclusion on select pre-Workshop marketing	✓	✓	✓	✓	
Sponsor signage in Atlantic City Convention Center	✓	✓	✓	✓	
Sponsor ribbons for booth personnel	✓	✓	✓	✓	
Logo in printed At-A-Glance distributed at Workshop '24	✓	✓	✓	✓	
Company floor logo	✓	✓	✓	✓	
Includes session attendance report post-event	✓	✓	✓		
Speaking Opportunity: Group Session	2	1	1		
Speaking Opportunity: Learning Lab (45-min in training classroom)	2	2	1		
Treasure Hunt Destination	✓				
Lightbox display in Atlantic City Convention Center	✓				
Pre-event administrator contact list	✓				
Includes up to a 20x20 booth space	✓				

Booth pricing includes:

- One 10' x 10' booth.
- 8' backdrop drape.
- Two 3' side drapes.
- 7" x 44" booth identification sign.

Booth pricing DOES NOT include:

- Tables and chairs.
- Carpet.
- Drayage.
- Electricity.
- Internet.
- Labor.
- Food services.
- Parking.

PLATINUM SPONSORSHIP OPPORTUNITIES - $25,000

Exclusive! One opportunity per sponsor.
Includes a 20x20 booth.

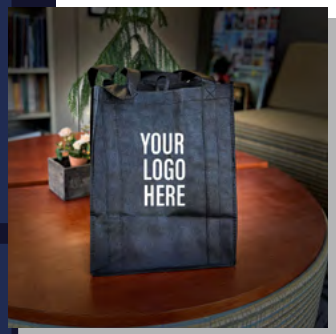
NEW! Exhibit Floor EDTalk Theater

The new EDTalk theater provides a space for experts in the education community to share inspiring 20-minute talks to present ideas to support student and district success. The space includes your branding on a large overhead banner, visible throughout the exhibit floor. As part of the sponsorship, your organization has the opportunity to present an EDTalk and will receive onsite signage, and brand recognition wherever EDTalks are promoted.



Keynote Theater

Major Workshop events, including keynote speakers, special sessions and more, will take place inside the Keynote Theater, giving you a rare opportunity to generate brand awareness and visibility among Workshop attendees each day. Your company will receive name-brand recognition on an overhead banner, on-site signage and in promotions for the content taking place inside the theater. The sponsorship includes opportunities to address the audience and reserved seating for your booth staff.



Conference Tote Bags SOLD!

Highly sought out by attendees to carry Workshop 2024 swag, the conference bag sponsorship puts your brand in front of every attendee with an exclusive opportunity to provide tote bags located at the main entrance of the Exhibit Hall.

Badge Lanyards SOLD!

Showcase your brand on a custom lanyard that every attendee will wear throughout the entire conference!



Leadership Celebration Opening Reception SOLD!

Invitation only. The popular Leadership Celebration kicks off Workshop and is an excellent opportunity to demonstrate your organization's commitment to education and community, while also increasing brand awareness and connecting with key decision-makers. The sponsorship includes branding on the invitations, lead retrieval and an opportunity to greet members and offer welcome remarks.

Officers' Reception SOLD!

Invitation only. As the sponsor of this prestigious event, your company name and logo will be displayed on the invitations. The sponsorship includes branding on the invitations, lead retrieval and an opportunity to greet members and offer welcome remarks.



NJSBA Connection Café

Located in the center of the action, the Connection Café is a respite for attendees to relax, network with other attendees and get coffee and snacks while learning more about the New Jersey School Boards Association. Includes a table for sponsor materials and an overhead banner containing your logo.

Rest and Recharge Lounge SOLD!

Strategically located on the exhibit floor, the lounge offers attendees a place to relax and network while recharging electronic devices. Includes lead retrieval.



PREMIUM BRANDING SPONSORSHIP OPPORTUNITIES

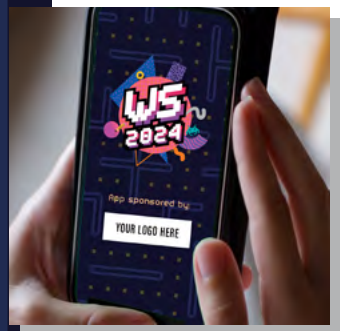
All sponsorships must include a floor presence.

Booths must be purchased separately.
Limited opportunities are available.



Wi-Fi Sponsor SOLD!

Workshop attendees rely on their devices. Your company will get front-and-center branding on the Wi-Fi login splash screen, as the name of the Wi-Fi network, and through signage in high-traffic areas of the show.



Mobile App SOLD!

Attendees rely on the Workshop mobile app for information on sessions, the Exhibit Floor, late-breaking updates, and to manage their schedules. Sponsorship includes a landing page logo when the app is launched, a dedicated sponsor page, a banner advertisement and promoted posts.

EXHIBIT FLOOR

NEW! "You Are Here" Touchscreen Map Kiosk



With more than 457,200 square feet, the Workshop exhibit floor can be tough to navigate. This new sponsorship, prominently near the entrance to the exhibit floor, features an interactive digital map and an exhibitor directory wall behind it, featuring your branding. *Price: $10,000 (Exclusive opportunity)*

NEW! The Arcade

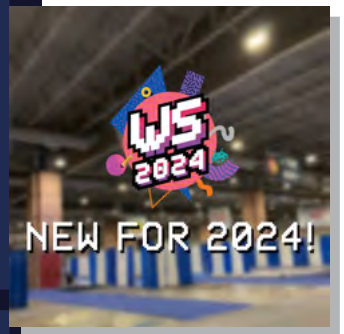
The Arcade will be one of the most exciting new locations on the exhibit floor! Following the retro gaming theme, the arcade will feature games, exciting photo opportunities and serve as a hub for excitement. The sponsorship includes a highly visible banner sign with your logo over the space and a branded Instagram worthy photo opportunity, for attendees to share their fun pictures across social media. *Price: $7,500 (4 available)*



Lunch Sponsorships

Everyone loves a free lunch. The Lunch Sponsorship puts your brand in front of thousands of attendees. The Lunch Sponsorship drives traffic directly to your booth where you can distribute lunch tickets featuring your branding. In addition, the sponsorship includes highly visible signage, including your logo, on the exhibit floor. *Price: $7,500 (6 available)*

NEW! Career Readiness and Dual Enrollment Exposition



(Available only to Gold, Gold+, and Platinum Sponsors) Career readiness and dual enrollment programs are important to the success of all students. This new destination on the exhibit floor will be a spot where school leaders can learn more about successful partnerships, products, and services to bolster career readiness in schools. The sponsorship includes opportunities to demonstrate your products or programs, signage in the area, and inclusion on the destination page on the Workshop website and mobile app. ***Price: $5,500 (4 available)***

NEW! Legal, Labor Relations and Policy Lounge SOLD!



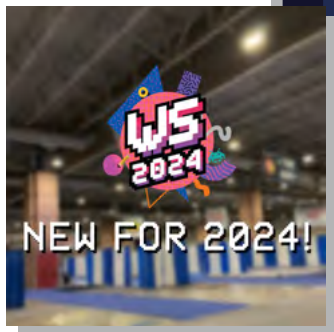
Showcase your brand's presence at Workshop 2024 by sponsoring the Legal, Labor Relations and Policy Lounge. The Lounge is a place where board members, administrators, and school board attorneys will gather in an intimate setting to explore the latest developments in school law, labor relations and policy with NJSBA's team of experts and others in the field. ***Price: $5,000 (4 available)***

Ribbon Wall SOLD!



Workshop attendees love collecting personality ribbons to showcase their identities. Sponsorship of the Ribbon Wall will draw attendees directly to your brand. Strategically located on the exhibit floor, the Ribbon Wall provides a colorful and visually impactful display that showcases your organization. ***Price: $5,000 (Exclusive opportunity)***

NEW! Sponsorship Lounge



(Available only to Gold, Gold+, and Platinum Sponsors) Engage with school leaders in a relaxed and comfortable setting in the Workshop 2024 Sponsorship Lounge. This new destination will offer attendees a place to unwind while checking out your business. Engage with attendees in a space dedicated to meaningful interactions and business connections. ***Price: $2,000 (16 available)***

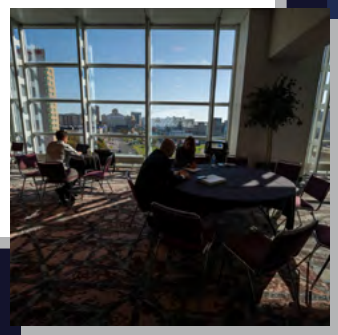
TRAINING LEVELS SPONSORSHIP OPPORTUNITIES

NEW! Learning Lab Classroom



Sponsor a Learning Lab Classroom in the upstairs training area! This popular training destination, featuring 45-minute sessions, offers unique branding for your organization and exclusive opportunities for your company to use the room for one hour each day and when class is not in session. Additionally, your company name will be featured with the sessions taking place in your room. ***Price: $10,000 (3 available)***

Treehouse Lounge and Coffee Break - 4th Floor SOLD!



The coffee break lounge on the 4th floor is an area attendees will flock to between sessions. The sponsorship includes signage, a table for sponsorship collateral, inclusion on the interactive map in the app, branded cups and opportunities to network with attendees. ***Price: $8,500 (Exclusive)***

NEW! Agenda Touchscreen Kiosks



Showcase your brand's prominence and engage attendees at Workshop 2024 with our Agenda Touchscreen Kiosks. Strategically positioned at the top of the escalators on both ends of the 3rd and 4th floors, these interactive displays serve as essential navigation hubs, providing instant access to the event agenda and session schedules and rooms. By sponsoring these dynamic kiosks, your company will command attention, offer valuable information to participants and leave a lasting impression as a key supporter of training at Workshop 2024. ***Price: $6,000 (4 available)***

Leadership Meeting Room

Sponsor the Leadership Meeting Room to provide high-level decision-makers with a space to network, collaborate and meet on important education issues. Your organization's branding will be prominently displayed on signage outside of the room, giving your brand significant exposure and visibility to a captive audience of top leaders. *As part of the sponsorship, your company may also include marketing materials in the room and use the room when it is not otherwise occupied.*
Price: $5,000 (Exclusive opportunity)

NEW! Technology Room Sponsors



Help support the technology throughout the 3rd and 4th floor training rooms in the Atlantic City Convention Center. As a technology sponsor, your company name and logo will be prominently displayed in front of thousands of attendees on every podium in the Group Session and Action Lab rooms. ***Price: $5,000 (6 available)***

Session Break Coffee Lounge - 3rd Floor

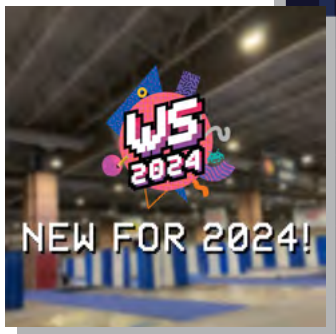


In 2023, attendees on the 3rd floor drank more than 157 gallons of coffee! With more than 2,000 square feet, the coffee break lounge on the 3rd floor is an area attendees will flock to between sessions. The sponsorship includes signage, a table in the room for sponsorship collateral and an opportunity to network with attendees. ***Price: $5,000 (4 available)***

BRANDING AND ENGAGEMENT

Get your brand, logo, company name and message in front of thousands of attendees in the most highly trafficked areas of the conference. Opportunities include:

NEW! Info Booth Touchscreen Kiosk



Attendees are always seeking out information. Sponsor our new Info Booth Digital kiosk to draw eyes directly to your brand. The kiosk, located next to our new Information Booth adjacent to the registration area, will feature a vertical touchscreen monitor displaying the event agenda, frequently asked questions, maps and more. ***Price: $7,000 (Exclusive)***

Jitney Route Sponsor



All Workshop attendees ride the jitneys to and from their hotels to the Atlantic City Convention Center. Sponsor the Jitney Route to showcase your brand on the back of the jitney seats to a captive audience. The sponsorship also includes your brand on the transportation signage at the hotels and Convention Center. ***Price: $5,000 (4 available)***

Directional street signs



Help attendees navigate the exhibit floor with our directional street signs pointing the way to key areas and events throughout the venue. The sponsorship includes your branding at the base of the sign in addition to an arrow pointing to your booth.
Price: $3,500 (5 available)

Light box advertising



Illuminate your brand's message with light box advertising, reaching attendees at eye level and leaving a lasting impression at Workshop 2024.

- **High Traffic Area on 3rd or 4th Floor** *Price: $3,000 (1* SOLD! *)*
- **Convention Center Atrium** *Price: $3,000 (1* SOLD! *)*

Escalator graphics



Transform the escalator into an opportunity with captivating graphics, ensuring your brand stands out as attendees ascend to new heights of engagement and networking. *Price: $3,000 (9 available)*

Stair graphics

Make every step unforgettable with dynamic stair graphics capturing attention and reinforcing your brand message as attendees climb toward knowledge and inspiration.
Price: $3,000 (4 available)

Treasure Hunt Sponsorship

Make your booth a destination by participating in our Treasure Hunt. Treasure Hunt sponsors will be noted in the Workshop app and through signage on the exhibit floor. *Price: $2,500*

Company logo floor graphics



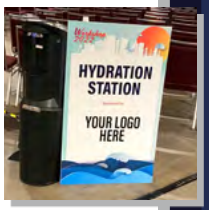
Maximize exposure for your booth with a branded floor graphic on the exhibit floor. *Price: $1,000*

Column wraps



Have your brand on a column wrap placed prominently on the Workshop exhibit floor. *Price: $1,000*

Hydration Stations



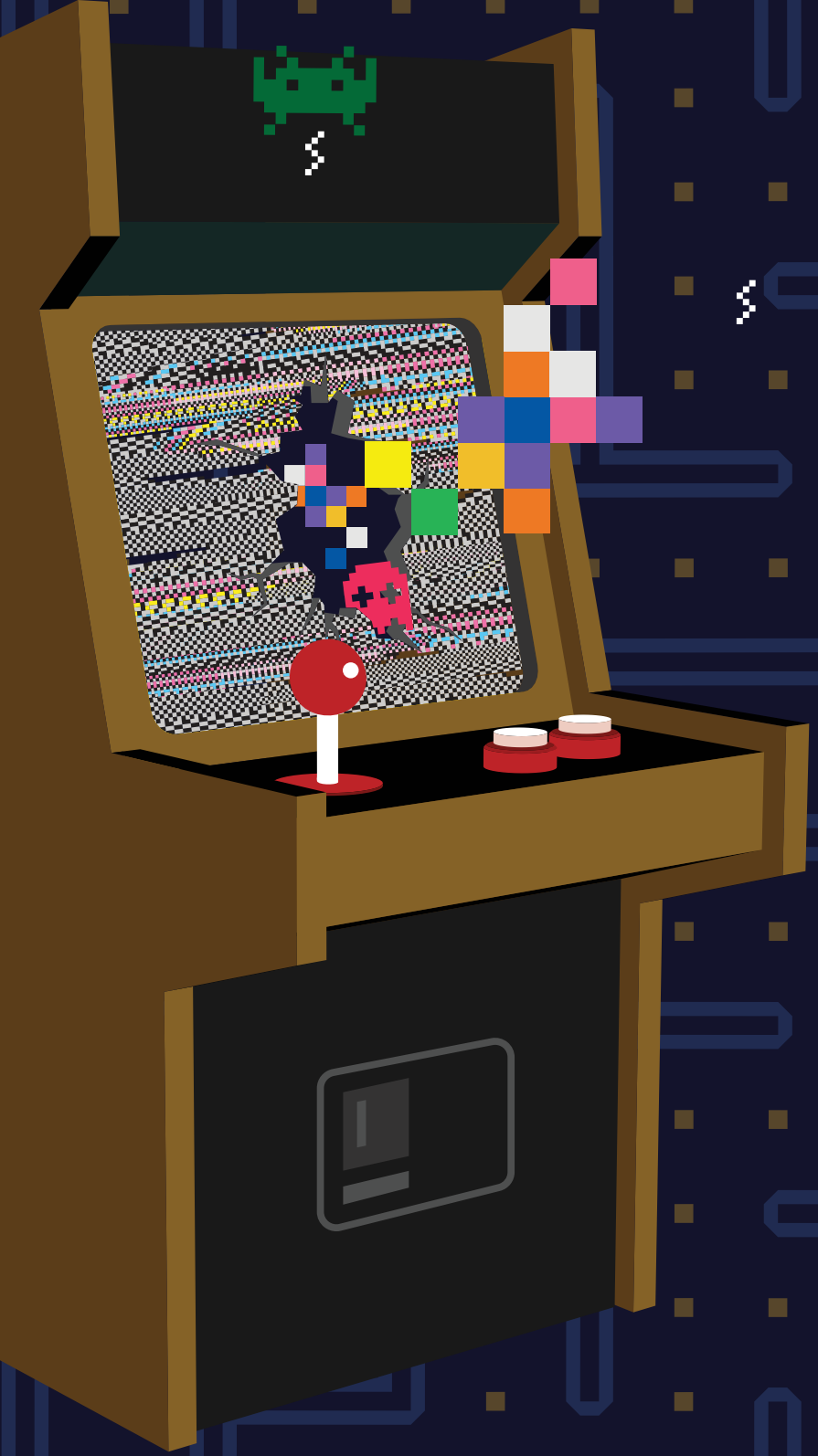
Stay refreshed and revitalized with our hydration stations, providing attendees with the essential hydration they need to stay focused and energized throughout the event.
Price: $1,000

ADVERTISING

Mobile App Banner Ads SOLD!



Attendees use the Workshop 2024 Mobile App as their ultimate guide to training programs and events throughout the conference. Advertise on this Workshop 2024 essential planning tool.
Price: $2,000 (6 available)



Agenda At-A-Glance Advertising

Attendees use this handy and abbreviated printed Workshop 2024 Agenda At-A-Glance to navigate training programs and events throughout the conference. Advertise in this essential Workshop publication.

- **Outside back page ad** *Price: $5,000 (1 a* SOLD! *e)*
- **Inside front cover ad** *Price: $3,500 (1* SOLD! *e)*
- **Inside back cover ad** *Price: $3,500 (1* SOLD! *e)*
- **Quarter page ads** *Price: $1,500 (4* SOLD! *e)*









EXTRAS

Administrator Contact List

Connect with New Jersey's leadership by purchasing an email contact list. *Price: $3,500*

All Access Passes

Your Workshop 2024 badge includes the opportunity to participate in training and events. A limited number of passes are included with your booth purchase or sponsorship. Purchase extra passes for your team.
Price: $450 each

Digital Add-On Opportunities

Visit our website to add digital booth enhancements and more.

CONTACT US

WE ARE COMMITTED to the success of our industry partners and fulfilling your marketing and sales goals. Don't see the perfect sponsorship? Contact us today to learn more about custom sponsorship packages tailored to fit your company.

Join us at Workshop 2024 and increase your company's brand awareness, boost visibility for new product launches and connect with decision-makers and influencers in education.

ARE YOU READY TO START A CONVERSATION?

Contact us at workshopsales@njsba.org.

CANCELLATION POLICY

Cancel before Aug. 1, no fee. Cancel from Aug. 1 through Aug. 31, 50% fee. No refunds will be given after Aug. 31. NJSBA must receive full payment by Aug. 1 or orders will be canceled. **No exceptions.**

