Exhibit At And Sponsor Workshop 2020

The annual NJSBA/NJASA/NJASBO Conference is the largest and most comprehensive training conference for the education community in New Jersey.

The 2020 conference will take place Oct. 19 – 22 at the Atlantic City Convention Center. The Exhibit Floor, designed to help school leaders make sound decisions on products and services for their education programs, will operate for two days: Tuesday, Oct. 20 and Wednesday, Oct. 21.

Workshop 2020 draws the most influential and forward-thinking education leaders in New Jersey. These insightful members of the education community are hungry for knowledge and looking for your solutions.

Explore the pages of the exhibiting and sponsorship brochure to learn about exciting opportunities to highlight your brand. This year’s theme, “Imagine. Create. Lead,” will continue to explore the limitless potential in New Jersey’s public education system.

Workshop 2020 provides vital professional development and resources for the entire district team, including school board members, superintendents, school business administrators, curriculum directors, technology professionals, school facilities managers and staff, and other school leaders. Workshop 2020 will also offer numerous opportunities for you to share your expertise through training and networking.

Help New Jersey’s schools and districts discover their potential by exhibiting at and sponsoring Workshop 2020.

Reserve your space today!!

The Workshop 2019 Exhibit Floor sold out on Sep. 9, 2019. Don’t miss out.

SPONSORSHIP OPPORTUNITY MENU

SPONSORSHIPS and NETWORKING

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Officer’s Reception</td>
<td>$30,000</td>
</tr>
<tr>
<td>Badge Holders for Attendees</td>
<td>$25,000</td>
</tr>
<tr>
<td>Tote Bags for Attendees</td>
<td>$25,000</td>
</tr>
<tr>
<td>Workshop Mobile App</td>
<td>$20,000</td>
</tr>
<tr>
<td>Sustainable Jersey for Schools Certification &amp; Awards Ceremony</td>
<td>$20,000</td>
</tr>
<tr>
<td>Technology Champion (5 available)</td>
<td>$10,000 ea</td>
</tr>
<tr>
<td>Coffee Break (6 available)</td>
<td>$5,000 ea</td>
</tr>
<tr>
<td>Leadership Breakfast</td>
<td>$5,000</td>
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ON THE EXHIBIT FLOOR

<table>
<thead>
<tr>
<th>Exhibit Floor Service</th>
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</thead>
<tbody>
<tr>
<td>County Café</td>
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</tr>
<tr>
<td>Theater</td>
<td>$25,000</td>
</tr>
<tr>
<td>“STEAM” Tank</td>
<td>$25,000</td>
</tr>
<tr>
<td>Innovative Classroom</td>
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</tr>
<tr>
<td>NJSBA Future Ready Schools - NJ Center</td>
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<tr>
<td>Rest &amp; Recharge Lounge</td>
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<tr>
<td>Attendee Lunch Tuesday (limit 3)</td>
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<tr>
<td>Attendee Lunch Wednesday (limit 3)</td>
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<tr>
<td>NJSBA I-STEAM Green Command Center (2 available)</td>
<td>$10,000 ea</td>
</tr>
<tr>
<td>Learning Lab (6 available)</td>
<td>$10,000</td>
</tr>
<tr>
<td>NJSBA Broadcast Center</td>
<td>$10,000</td>
</tr>
<tr>
<td>Device Charging Depot (2 available)</td>
<td>$8,000 ea</td>
</tr>
<tr>
<td>Graffiti Wall</td>
<td>$8,000 ea</td>
</tr>
<tr>
<td>Light Box Advertising</td>
<td>$3,000 ea</td>
</tr>
<tr>
<td>“You Are Here” Exhibit Floor Maps (4 available)</td>
<td>$3,000 ea</td>
</tr>
<tr>
<td>Directional Street Signs (4 available)</td>
<td>$1,700 ea</td>
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<tr>
<td>Trolley Route Sponsor (4 available)</td>
<td>$1,500 ea</td>
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<tr>
<td>Company logo Floor Graphic</td>
<td>$1,000 ea</td>
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<tr>
<td>Column Wraps</td>
<td>$1,000 ea</td>
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<tr>
<td>Digital Booth Upgrade</td>
<td>$1,000</td>
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<tr>
<td>Exhibit Floor Passport</td>
<td>$1,000 ea</td>
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<tr>
<td>Hydration Stations</td>
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<tr>
<td>Mobile Ap Banner Ad</td>
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<tr>
<td>Technology Support</td>
<td>$1,000 ea</td>
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<tr>
<td>Training Room Sponsor</td>
<td>$1,000 ea</td>
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PROGRAM GUIDE COVER ADVERTISING

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<tr>
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<tr>
<td>Inside Back Cover Ad (5” x 8”)</td>
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<tr>
<td>Outside Back Cover Ad (5” x 8”)</td>
<td>$4,000</td>
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YEAR-ROUND PARTNERSHIP OPPORTUNITIES

<table>
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<tr>
<th>Partnership Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Corporate Membership Program</td>
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</table>

SCHOOL LEADER MAGAZINE

<table>
<thead>
<tr>
<th>Issue</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>September/October Issue</td>
<td>$1,310</td>
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</table>

Other School Leader Advertising Requires a separate contract

<table>
<thead>
<tr>
<th>Insertion type</th>
<th>Amount</th>
</tr>
</thead>
</table>

SELECTED SPONSOR OPTIONS TOTAL $
**STEP 1:** Become a sponsor and choose your desired level from the chart below – Diamond, Platinum, Gold, Silver or Bronze

2. **Select** your booth space from the Digital Exhibit Floor Plan at bit.ly/WSDigitalBooth

3. **Create** your perfect package by choosing from the menu of available sponsorship and advertising opportunities in the Sponsorship Gallery tab once you have logged in to submit your contract.

4. **Complete** the Online Exhibitor/Sponsorship Contract

**Exhibit Only Option** – If you do not wish to be a sponsor you can still participate at Workshop 2020. Simply select a booth outside of the Partner Pavilion.

### DIAMOND $30k Minimum

**SPEAKING OPPORTUNITIES**
- 3 Group Sessions (1 hour each)
- 2 Learning Lab Sessions (30 minutes each)

**BRANDING AND NETWORKING**
- Booth in the Partner Pavilion on the Exhibit Floor. Booth size not to exceed 20’ x 20’
- Prominent placement on the Exhibit Floor entrance unit*
- Free membership to NJSBA's Corporate Membership Program for 1 year ($2000 value)
- Full-page advertisement in the Sept/Oct Issue of School Leader magazine*
- Logo included on 1 banner ad within the Workshop 2020 mobile app
- Light box display advertising
- One meet and greet suite for 3 days
- Lead retrieval scanner
- Company logo carpet overlay
- Free WiFi for general use only
- Superintendent list with district addresses and email addresses
- Business administrator list with district addresses and email addresses
- Sponsor ribbons for booth personnel
- Link to your company’s website from the Workshop 2020 website
- Logo in pre-conference issue of School Leader magazine*
- Signage within the Atlantic City Convention Center

### PLATINUM $20k Minimum

**SPEAKING OPPORTUNITIES**
- 2 Group Sessions (1 hour each)
- 2 Learning Lab Sessions (30 minutes each)

**BRANDING AND NETWORKING**
- Booth in the Partner Pavilion on the Exhibit Floor. Booth size not to exceed 20’ x 20’
- Prominent placement on the Exhibit Floor entrance unit*
- Company logo carpet overlay
- Free WiFi for general use only
- Logo included on 1 banner ad within the Workshop 2020 mobile app
- Superintendent list with district addresses and email addresses
- Business administrator list with district addresses and email addresses
- Sponsor ribbons for booth personnel
- Link to your company’s website from the Workshop 2020 website
- Logo in pre-conference issue of School Leader magazine*
- Signage within the Atlantic City Convention Center

### GOLD $10k Minimum

**CHOICE OF SPEAKING OPPORTUNITIES**
- 1 Group Session (1 hour) OR
- 2 Learning Labs (30 minutes each)

**BRANDING AND NETWORKING**
- Free WiFi for general use only
- Superintendent list with district addresses and email addresses
- Business administrator list with district addresses and email addresses
- Sponsor ribbons for booth personnel
- Link to your company’s website from the Workshop 2020 website
- Logo in pre-conference issue of School Leader magazine*
- Signage within the Atlantic City Convention Center

### SILVER $5k Minimum

**SPEAKING OPPORTUNITIES**
- 1 Learning Lab Session (30 mins)

**BRANDING AND NETWORKING**
- Free WiFi for general use only
- Superintendent list with district addresses and email addresses
- Business administrator list with district addresses and email addresses
- Sponsor ribbons for booth personnel
- Link to your company’s website from the Workshop 2020 website
- Logo in pre-conference issue of School Leader magazine*
- Signage within the Atlantic City Convention Center

### BRONZE $2,900 Minimum

**BRANDING AND NETWORKING**
- Free WiFi for general use only
- Superintendent list with district addresses and email addresses
- Sponsor ribbons for booth personnel
- Link to your company’s website from the Workshop 2020 Website
- Logo in pre-conference issue of School Leader magazine*
- Signage within the Atlantic City Convention Center

* Deadlines apply.
Sponsorship Opportunities

Coffee Break Sponsors
Give your brand a caffeinated boost by becoming a Coffee Break sponsor. These coffee stations will be strategically located on the third and fourth floors on Monday, Tuesday, Wednesday, and Thursday and at the County Cafe Tuesday & Wednesday, maximizing your company’s exposure at Workshop 2020. $5,000 (6 available)

Company Logo Floor Graphic
Display your logo on a graphic on the aisle carpet in front of your booth. $1,000 each

County Café
Located in the center of the action on the Exhibit Floor, the County Café offers attendees a place to relax, grab some coffee and cookies, and network with attendees and NJSBA staff. $25,000 (Exclusive Sponsorship)

Device-Charging Depot Centers
The Device-Charging Depot Centers provide convenient device-charging locations and give your company a special opportunity to display its branding. $8,000 each (2 available)

Digital Booth Upgrade
Display your logo or wallpaper in your digital booth on the interactive online floor plan. See booth 449 (NJSBA Services as an example at bit.ly/DigitalFloorPlan. Request a digital booth upgrade when you submit your contract. $1,000

Directional “Street” Signs
Located strategically throughout the Exhibit Floor, Directional Signs offer an affordable option to display your company name and booth number. $1,500 each (4 available)

Escalator Graphic
Escalator graphics provide maximum brand exposure on the escalators in the atrium lobby of the Convention Center. $1,500 each

Exhibit Floor Passport
The Exhibit Floor Passport is a fun and unique way to promote your company and drive traffic to your booth. Passports will be distributed at the registration area, and attendees will visit participating sponsor booths to obtain signatures. Completed passports will be entered into a prize drawing with great giveaways. $1,000 each (limit 12)

Free Lunch
Keep attendees on the Exhibit Floor by providing lunch on Tuesday and Wednesday. The Free Lunch sponsorship includes large ceiling banners over the concession area next to the Exhibit Floor theater to display your company name and logo. $10,000 each (limit 3 per day)

Graffiti Wall
Located on the Exhibit Floor, attendees will get an opportunity to snap a photo in front of a beautiful backdrop for social media and the Workshop 2020 mobile app. This opportunity will be a co-branded 8x10 foot backdrop. $8,000

Hydration Station
Help keep attendees hydrated by sponsoring a Hydration Station. Located throughout the Convention Center and on the Exhibit Floor, Hydration Stations offer a refreshing opportunity to display your brand. $1,000 each

Innovative Classroom
The Innovative Classroom at NJSBA Workshop 2020 will demonstrate how technologies and techniques come together to provide maximum educational value to students. This Exhibit Floor destination will highlight your brand and help to position your company as a technology leader. $20,000 (Exclusive Sponsorship)

Leadership Breakfast
The Leadership Breakfast brings together all of NJSBA’s key leaders. Sponsorship of the leadership breakfast provides your company an opportunity to network with education leaders from across the state. $5,000 (Exclusive Sponsorship)

Learning Labs
This popular training destination on the Exhibit Floor offers both a networking and presentation opportunity. These 30-minute sessions provide a chance to interact with attendees in a small lecture setting. This Exhibit Floor destination will also include a large banner over top of the Learning Lab with your company name and logo. $10,000 (6 available)

Light Box Advertising
Spotlight your brand and light up the Convention Center by advertising on these 5’ tall, 4 sided full-color illuminated displays. $3,000 each

Mobile App
The Workshop 2020 mobile app received tens of thousands of views. Sponsorship includes a splash screen logo display when App is launched, a dedicated sponsor page, promoted posts and one push notification per day. $20,000 (Exclusive Sponsorship)

Mobile App Banner Ads
Attendees use the Workshop 2020 mobile app as their ultimate guide to training programs and events throughout the conference. Advertise on this Workshop 2020 essential planning tool. Your logo will be displayed in the rotation on the bottom of the app main screen. $1,000 each

Multi-Channel Ear Buds
Forget about the outside noise with the brand new multi-channel earbuds, which will provide attendees with seamless sound moving from one ‘Learning Lab’ to the next. Every Workshop 2020 attendee who attends a learning lab session will receive their own set of earbuds. $20,000

NJSBA Broadcast Center
The Exhibit Floor Broadcast Center features live, onsite interviews with top education leaders, keynote speakers and other conference attendees. This exciting destination, which draws the attention of onlookers, will feature your company name and logo on an overhead banner. $10,000 (Exclusive Sponsorship)

NJSBA I-STEAM Green Command Center
Located at the front of the Exhibit Floor, the I-STEAM Green Command Center features the popular STEAM Tank Challenge competition that places students in the role of inventors and entrepreneurs. There are also demonstrations by schools that exemplify best practices in I-STEAM and sustainability education. The I-STEAM Green Command Center provides resources and experts that can lead to student achievement in the I-STEAM core areas. $10,000 (2 available)
Sponsorship Opportunities

NJSBA Officer’s Reception
Invitation only. As the sponsor of this prestigious event, your company name will be listed on invitations sent to an exclusive list of invitees. You will have the opportunity to meet many New Jersey school leaders in a relaxed atmosphere.
$30,000 (Exclusive Sponsorship)

Rest and Recharge Lounge
Strategically located on the Exhibit Floor, the lounge offers attendees a place to relax, converse and network while recharging electronic devices.
$12,000

Sustainable Jersey for Schools Certification & Awards Ceremony
Join us in recognizing schools who have shown leadership in sustainability by sponsoring the annual Sustainable Jersey for Schools Certification and Awards Ceremony. Program sponsor will also participate in the awards ceremony.
$20,000 (Exclusive Sponsorship)

Technology Champion
Help power Workshop 2020 by sponsoring Wi-Fi and other technology onsite for all four days of the conference. Your company name and logo will be prominently displayed on a large banner, and on signage throughout the Convention Center.
$10,000 each (5 available)

Technology Support
Support technology at Workshop 2020. Your company name and logo will appear on signage throughout the Convention Center.
$1,000 each

Training Room Sponsor
Workshop 2020 delivers outstanding training and professional development opportunities. Display your company name/logo on a training schedule sign outside a Workshop 2020 classroom.
$1,000 each

Trolley Route Sponsor
Free shuttle bus transportation moves attendees between Workshop 2020 hotels and the Convention Center. Spotlight your brand on the transportation signage at hotels and at the Convention Center by sponsoring a trolley route at Workshop 2020.
$1,500 (4 available)

You are Here Exhibit Floor Maps
Promote your presence at Workshop 2020 on every ‘You Are Here’ map located in the Convention Center.
$3,000 (3 available)

YEAR-ROUND PARTNERSHIP OPPORTUNITIES
Reach the next level of Workshop sponsorship by participating in NJSBA’s year-round partnership opportunities. Your membership in NJSBA’s Corporate Membership Program and your School Leader magazine advertising contract will be applied toward your Workshop 2020 sponsorship.

Corporate Membership Program
New Jersey School Boards Association’s Corporate Membership Program offers year-round benefits for being our partner in student achievement. We give you the tools to connect with our network of dedicated education leaders.
$2,000 Annually.

Requires a separate contract. Contact Taylor Salton at tsalton@njsba.org for details.

School Leader Magazine Advertising
School Leader magazine is issued six times a year and has a circulation of over 6,650. It reaches school management for New Jersey’s 580 school districts and NJSBA’s charter school members. Readership includes key decision makers, including school board members, chief school administrators, school business officials and other education leaders.


All School Leader advertising requires a separate contract. Contact Taylor Salton at tsalton@njsba.org for details.

SCHOOL LEADER 2020 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPECIAL SECTION</th>
<th>AD CLOSE DATE</th>
<th>ART DUE DATE</th>
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</thead>
<tbody>
<tr>
<td>July/Aug. 2020</td>
<td>Labor Relations</td>
<td>June 5, 2020</td>
<td>June 12, 2020</td>
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<tr>
<td>Sept./Oct Pre-Workshop Issue 15% discount on full-page ad $1,310</td>
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SCHOOL LEADER YEAR-ROUND ADVERTISING INSERTION RATES

<table>
<thead>
<tr>
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<th>3X</th>
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<td>$1,885</td>
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<tr>
<td>1-Page Spread</td>
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<tr>
<td>Full-Page</td>
<td>$1,532</td>
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<tr>
<td>Full-page Cover 3</td>
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<td>Back Cover</td>
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<tr>
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<tr>
<td>Third-Page</td>
<td>$686</td>
<td>$660</td>
<td>$580</td>
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EXHIBIT FLOOR HOURS OF OPERATION:
October 21, 9:00 a.m. – 4:00 p.m. and
October 22, 9:00 a.m. – 4:00 p.m. only

Patrice Maillet
Business Development Director, NJSBA
Phone: 609-278-5227
Email: pmaillet@njsba.org

Lynn Anderson
Workshop & Exhibits Manager, NJSBA
Phone: 609-278-5223
Email: landerson@njsba.org

Michael Kvidahl
Digital Marketing Specialist, NJSBA
Phone: 609-278-5299
Email: mkvidahl@njsba.org

The Partner Pavilion encompasses many of the Exhibit Floor’s most popular destinations. To secure your prime booth location in the Partner Pavilion, become either a bronze, silver, gold, platinum, or diamond sponsor.
Ready to join Workshop 2020?

Visit our full-service website to begin your exhibitor experience. Your customizable digital booth provides streamlined access to all of your conference needs, including an interactive floor plan.

Workshop 2020 Digital Floor Plan Features

- A streamlined registration process including electronic submission of Exhibit Contract and payment.
- The ability to create and update your company profile which can be accessed by clicking on your digital booth.
- See who is in the neighborhood when you select your booth location.
- Sponsors can select a desired booth space within the Partner Pavilion.
- The ability to upgrade your digital booth to include the company logo/wallpaper.
- Review and select sponsorship options that work for you.
- Make changes to contact information in real time.

Book Now!

**Booth Pricing**

- Corner – $2,200
- Inline – $1,900
- Peninsula (20 x 20) – $8,200
- Island (20 x 20) – $8,800

**New Exhibitors**

Complete the Exhibit Booth Space Application and Contract

To reserve your spot at Workshop 2020, you will need to enter the primary contact email address associated with your company at bit.ly/WSDigitalBooth. An automated email will be sent with a unique link to set a password and create your digital booth.

If your email address is not on file with us, please contact NJSBA Exhibits Management at wsprograms@njsba.org to request access.

**Exhibitors**

Access Your Digital Booth

Enter the email address and password created with your application and contract to access your digital booth.
Workshop 2019 at-a-glance

96% of 2019 attendees would recommend Workshop

93% of 2019 attendees rated the Exhibit Floor as good or excellent

21 out of 21 NJ counties represented

8,500 Attendees

Attendee Profile

59% School Board Members/ Charter School Trustees

41% Administrators and District Staff

Superintendents
Assistant Superintendents
Business Administrators
Assistant Business Administrators
Principals and Vice Principals
IT Directors
Curriculum Directors
Facilities Directors, Teachers
School Human Resource Professionals
Other District Staff

Attendee Feedback

“Everything was wonderful!”

“Excellent work, I love coming to this event.”

“The education field changes day by day, minute by minute, and it really gives you a chance to learn about those changes…this is all cutting edge stuff right here.”