
DON'T MISS OUT!
SPONSORSHIP & EXHIBITING OPPORTUNITIES
NJSBA'S
Workshop
2026
CHARTING THE PATH, EMPOWERING JOURNEYS
EDUCATION
FUTURE
N
OCT. 19–22
CO-SPONSORED BY
NJASA & NJASBO
LEARN MORE
AT WORKSHOP.NJSBA.ORG

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Join us at Workshop 2026

YOUR PASSPORT TO INNOVATION AND CONNECTION

Innovation in education isn't just about the destination; it's about the visionary leaders who navigate the way. We invite you to be a cornerstone of Workshop 2026, the New Jersey School Boards Association's award-winning annual conference and the premier professional development event for New Jersey's educational community.

This year's theme, "**Charting the Path, Empowering Journeys**," reflects our commitment to providing state school officials with the roadmap and resources they need to lead with confidence in an evolving landscape. As the largest exhibition for school officials in the state, Workshop offers an unparalleled opportunity to position your brand at the forefront of the conversation, connecting you directly with the key decision-makers shaping the future of New Jersey's students.

Co-hosted by the New Jersey Association of School Administrators and the New Jersey Association of School Business Officials, Workshop 2026 will take place from Oct. 19-22 at the Atlantic City Convention Center.

Join us to make your impact on public education in New Jersey.



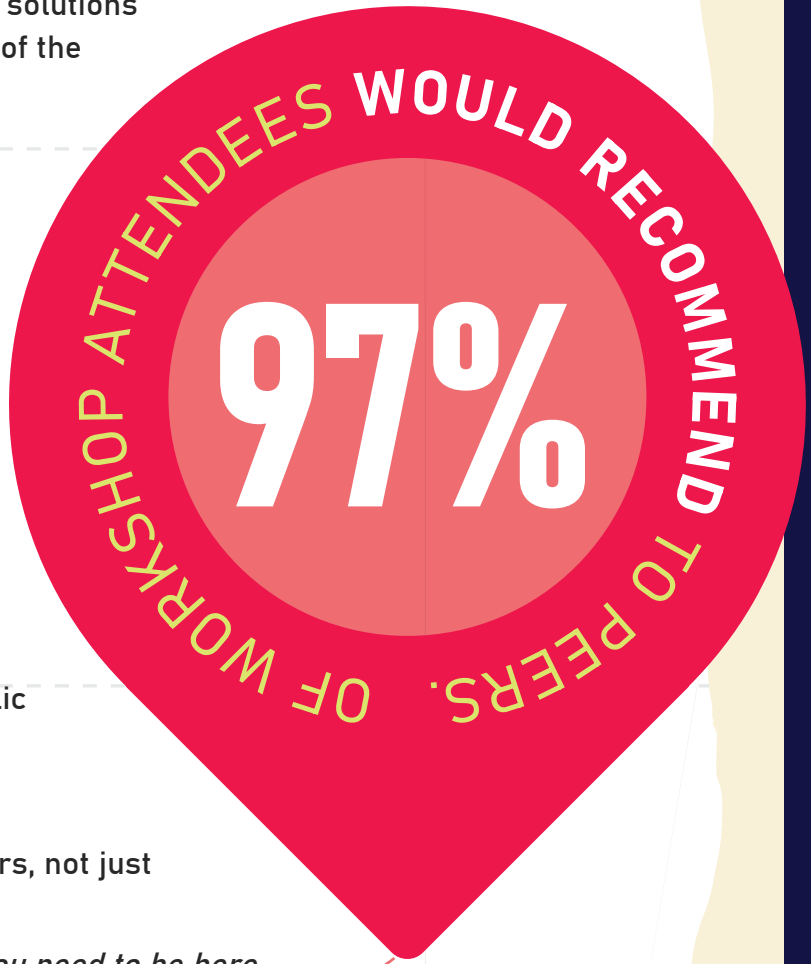
Unlock Opportunities

CONNECT WITH THE LEADERS SHAPING NEW JERSEY'S SCHOOLS

Workshop 2026 is the premier event for New Jersey's Pre-K-12 decision-makers, **who oversee $28 billion in combined annual spending**. If your company provides solutions for the education market, this is your opportunity to get your brand in front of the people who hold the keys to school district success.

Why Participate in Workshop?

- **Unparalleled Audience:** Workshop is the one event that brings the full leadership team to the table. Connect directly with school board members, superintendents, school business administrators, and other school leaders from across the state.
- **High-Impact Visibility:** Position your products front and center for leaders actively seeking innovative solutions for their districts.
- **Strategic Engagement:** Go beyond the booth. Interactive sponsorships and impactful branding opportunities drive deeper engagement and build a lasting imprint on the leaders who connect with you.
- **Thought Leadership:** Sponsors at the Gold level and above to lead sessions, sharing expertise and insights directly with New Jersey's public school leaders.



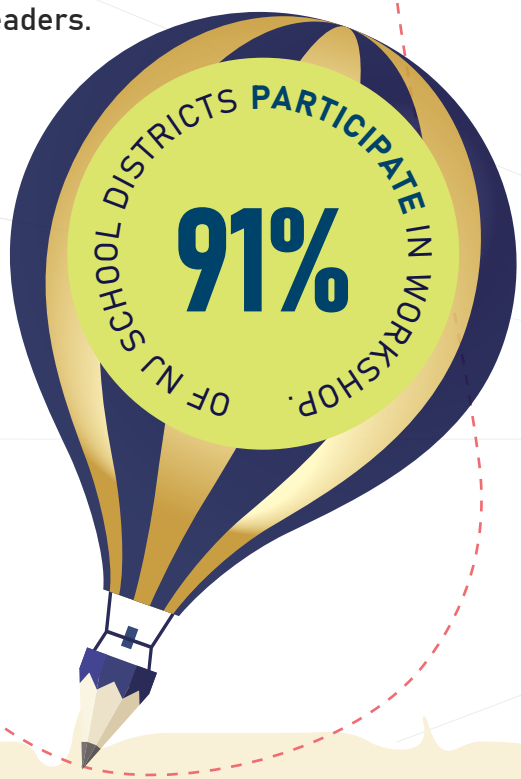
Don't Just Attend—Lead.

In an evolving educational landscape, school leaders are looking for partners, not just vendors. Workshop 2026 is where those partnerships begin.

If you want to engage with the leaders of public education in New Jersey, you need to be here.

Who Attends?

- School Board Members
- Superintendents
- School Business Administrators
- Principals
- Technology Directors
- School Communication Professionals
- Curriculum Directors
- Facilities Directors
- School Transportation Supervisors
- School HR Professionals
- Other educators and leaders.



Showcase Your Expertise

ESTABLISH YOUR COMPANY AS A THOUGHT LEADER IN EDUCATION!

Lead an educational training session by sponsoring at the Gold level or higher and share valuable information that attendees can bring back to their local districts.

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

This is an opportunity to present a 60-minute session to showcase your expertise. The room will be set in theater style, with a maximum seating capacity of 80-125 attendees, to allow for audience engagement and a Q&A segment. ***Gold and Platinum***

Learning Lab Classrooms

Learning Labs offer a more intimate opportunity to highlight your commitment to education during a 45-minute session. Attendees will benefit from learning tools that create an engaging and immersive educational experience.
Gold and Platinum

Choose Your Investment Level



SPONSORSHIP & EXHIBITING OPPORTUNITIES

STEP 1

Select your booth space* from the interactive exhibit floor plan. Standard booth prices start at $2,400. Premium booths and booths in the Partner Pavilion start at $3,400.

STEP 2

Upgrade to a sponsorship! Review the Platinum, Gold, and Silver sponsorship benefits to choose your sponsorship level, select a booth space, and choose a sponsorship opportunity to meet the minimum spend for that level.

STEP 3

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

**Limited Booth Alternative Spaces. NJSBA offers a limited number of spaces for companies seeking the benefits of a Gold-level sponsorship without a booth. Talk to one of our team members about counter space in our new exhibit floor, "Flight Deck." Only eight spots are available, and the opportunity requires a minimum total spend of $11,400. Price: $2,200 (8 available)*

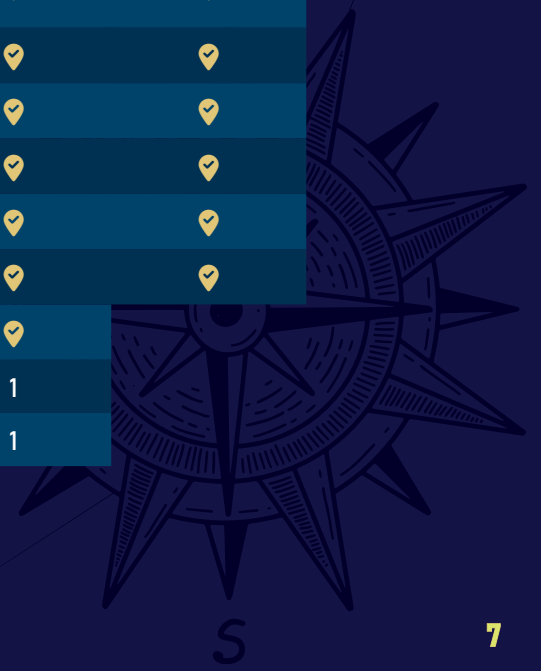
93%

GOLD AND PLATINUM SPONSORS HIGHLY RATE THE VALUE OF SESSIONS.

Investment Levels and Benefits

PARTICIPATION REQUIRES A FLOOR PRESENCE

WORKSHOP 2026 BENEFITS	PLATINUM	GOLD	SILVER	EXHIBITOR
Minimum Spend	**$26,000**	**$11,400**	**$6,500**	**$2,400+**
All Access Workshop 2026 badges	20	10	5 per 10x10	5 per 10x10
Free Wi-Fi	✓	✓	✓	✓
Logo on Workshop 2026 website and mobile app	✓	✓	✓	✓
Company profile on the interactive floor plan, exhibitor directory, and mobile app	✓	✓	✓	✓
Digital badge	✓	✓	✓	✓
The First Right of Renewal in 2027 for booth spaces and sponsorship opportunities* (Must renew as a sponsor to keep booth space)	✓	✓	✓	
Company logo in the Fall Issue of *School Leader* magazine	✓	✓	✓	
Inclusion in select pre-Workshop marketing	✓	✓	✓	
Sponsor signage in Atlantic City Convention Center	✓	✓	✓	
Logo in printed At-A-Glance distributed at Workshop '26	✓	✓	✓	
Company floor logo	✓	✓	✓	
Session attendance reports post-event	✓	✓		
Speaking opportunity: Group Session (60 min. in training classroom)	2	1		
Speaking opportunity: Learning Lab (45 min. in training classroom)	2	1		
Lightbox display	✓			
Pre-event administrator contact list	✓			
Up to a 20x20 booth space	✓			



Sponsorships

PLATINUM SPONSORSHIP OPPORTUNITIES – $26,000

EXCLUSIVE! One opportunity per sponsor. Includes a 20' x 20' booth.



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. Your company will receive brand recognition on two overhead banners, on-site signage, and in promotions for the content taking place inside the theater. This sponsorship includes two opportunities to address the audience and reserved seating for up to 10 of your team members.



Conference Tote Bags

Highly sought out by attendees, the conference bag sponsorship puts your brand in front of every attendee. Tote bags are available to every conference-goer via a prominent and attractive display at the entrance of the exhibit floor.



Badge Lanyards

Showcase your brand on a custom lanyard worn by every attendee throughout the entire conference!



Leadership Celebration Welcome Reception

Invitation only. The popular Leadership Welcome Celebration kicks off Workshop on Monday night. This is an excellent opportunity to demonstrate your organization's commitment to education and community, increase brand awareness, and connect with key decision-makers. The sponsorship includes branding on invitations, a lead retrieval device, the opportunity to greet members and deliver welcome remarks, and invitations for four of your team members to attend.



Officers' Reception

Invitation only. This prestigious event hosts the top leaders of NJSBA, NJASA, NJASBO, and others in the education community. The sponsorship includes branding on invitations, a lead retrieval device, the opportunity to greet members and deliver welcome remarks, and Invitations for four of your team members to attend.



NJSBA Café

The Café, a highly trafficked destination in the center of the exhibit floor, is where attendees come to collect their highly sought-after ribbons, coffee, and cookies baked by New Jersey students, and to speak with NJSBA staff. This sponsorship includes premium branding through overhead signage, the Interactive map, the At-A-Glance signage, and a table within the Café for your sponsorship materials.



Rest and Recharge Lounge

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



Wi-Fi Sponsor

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



Mobile App

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 dedicated splash page upon app launch, a banner advertisement, and promoted posts.



New! Achievement Arena

Secure one of the most highly visible sponsorship areas on the exhibit floor. Located near concessions, the Student Art Gallery, and the walkway to the Keynote Theater, the Achievement Arena will feature popular awards programs and NJSBA's STEAM Tank Challenge finals. Your company will receive brand recognition on an overhead banner, on-site signage, and in promotions for the content taking place inside the Arena. This sponsorship includes opportunities to address a captive audience and reserved seating for members of your team.

PREMIUM SPONSORSHIP OPPORTUNITIES

All sponsorships must include a floor presence. Booths must be purchased separately. Limited opportunities are available.



New! New! Central Bark

Make a "paws-itive" impact at Workshop 2026 by sponsoring Central Bark, one of the most exciting new destinations on the exhibit floor. As one of only two featured sponsors, your brand will command high visibility through overhead signage and branding on the Workshop website and mobile app, as well as through lead retrieval for attendees visiting the area. ***Price: $8,000 (2 available)***



The Postcard Port

The Postcard Port will transport attendees to new destinations, in line with this year's theme of journeys and adventure. Your sponsorship includes overhead signage and your logo on all photo printouts and digital photos, which attendees can post to social media and share with friends. ***Price: $8,000 (2 available)***



Lunch Sponsorships

The Lunch Sponsorship drives engagement directly to your booth, where attendees pick up their complimentary lunch entrée tickets. The sponsorship includes overhead signage with your logo, inclusion on the lunch tickets, and your company name and booth number in the app, the At-A-Glance, the conference website, and all signage promoting the exhibit floor lunch. *Sponsor must have a booth in the Partner Pavilion. ***Price: $8,000 (6 available)***



Legal, Labor Relations, & Policy Lodge

The Lodge is a popular destination for school leaders to explore the latest developments in school law, labor relations, and policy. The sponsorship includes branding on the overhead banner and a 20-minute Fireside Chat. ***Price: $8,000 (6 available)***



Coffee Break Lounge on the 4th Floor

Attendees flock to the Coffee Break Lounge to stay energized 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)***



Session Break Coffee Lounge - 3rd Floor

In 2025, Workshop attendees drank nearly 700 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: $5,500 (4 available)***

BRANDING AND ENGAGEMENT



Jitney Route Sponsor

Send your brand on a voyage! By sponsoring the Jitney Route, your ad will appear directly in front of attendees as they travel between their hotels and the Atlantic City Convention Center. In addition to the seat advertisements, your company will be included on the transportation signs at the hotels and in the atrium of the Convention Center. ***Price: $5,000 (4 available)***



Exhibit Floor Directional Street Signs

Sponsor a Directional Street Sign to help attendees navigate the exhibit floor. The sponsorship includes your branding at the base of the sign, along with an arrow pointing to your booth.
Price: $3,500 (5 available)



Lightbox Advertising

Illuminate your brand's message with lightbox advertising. These popular displays reach attendees at eye level and leave a lasting impression.

- **High Traffic Area on 3rd or 4th Floor**
  Price: $3,800 (4 available)
- **Convention Center Atrium**
  Price: $3,800 (6 available)



Classroom Technology Sponsor

Help support the technology in the training rooms at 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 session-room podiums where non-sponsored content is delivered. ***Price: $3,000 (4 available)***



Escalator Graphics

Transform the escalator into an advertising opportunity. Showcase your brand with captivating graphics that ensure attendees see it as they ascend to the main level of the event. ***Price: $3,000 (9 available)***



Stair Graphics

Make every step unforgettable with dynamic stair graphics to reinforce your brand message as attendees climb toward knowledge and inspiration. The sponsorship includes your logo on the steps leading to the 2nd floor of the Atlantic City Convention Center.
Price: $3,500 (4 spaces available)



New! Passport to Adventure

Boost engagement and traffic to your booth with our mobile app scavenger hunt. Attendees explore the exhibit floor while completing challenges and booth check-ins to win prizes. Participating exhibitors receive a media-rich check-in page in the mobile game, signage, a list of participants, and inclusion on the Workshop website, mobile app, and At-A-Glance map.
Price: $2,500 (12 available)



Company Logo Floor Graphics

Help attendees locate your booth! Floor logo graphics include your logo and booth number to ensure your booth is easy to spot. ***Price: $1,200***



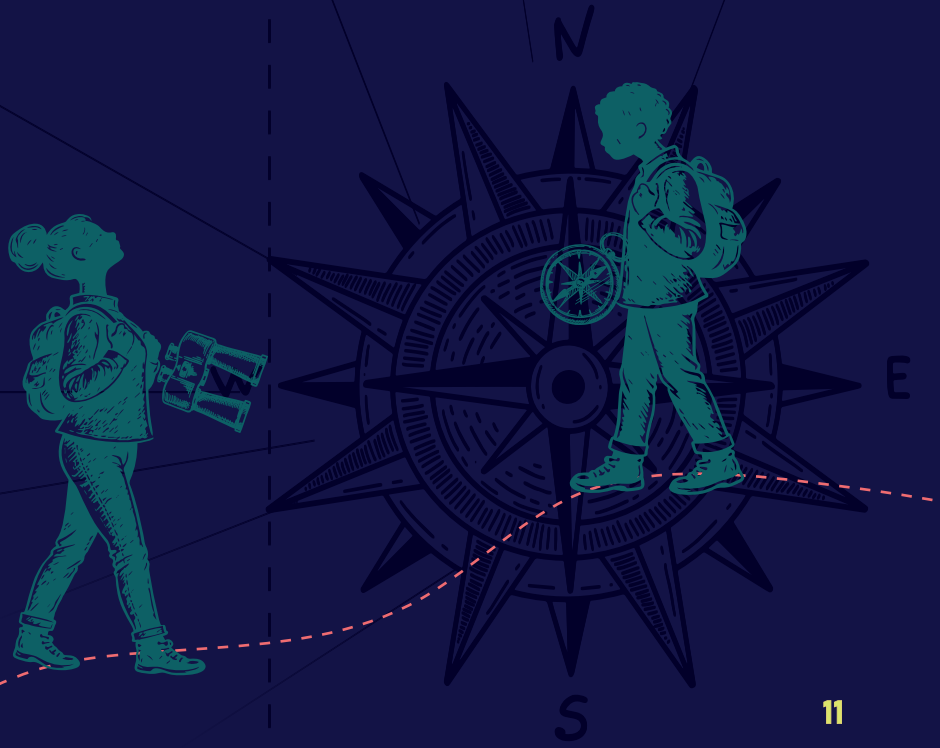
Column Wraps

Display your brand prominently on a column wrap strategically placed on the Workshop exhibit floor. ***Price: $1,200***



Hydration Stations

Help attendees stay refreshed and revitalized with filtered water. Your Hydration Station sponsorship includes branding in prominent locations around the Atlantic City Convention Center. ***Price: $1,200***



ADVERTISING



Mobile App Banner Ads

Attendees use the Workshop 2026 Mobile App as their ultimate guide to training programs and events throughout the conference. Advertise on this essential planning tool. ***Price: $2,500 (6 available)***

Attendee Pre-Conference Email Advertising

Workshop 2026 has many moving parts, and NJSBA's pre-conference communication is vital to helping attendees navigate the show. Feature your 600x128 linked horizontal banner advertisement in one of three pre-conference emails to all registrants. Pre-conference emails place your message directly in front of attendees and are sent one to two weeks before the show. ***Price: $3,000 (3 available)***

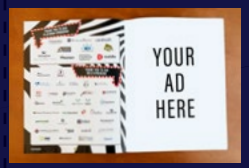
Agenda At-A-Glance Advertising

Attendees use this handy and abbreviated printed Workshop 2026 Agenda At-A-Glance to navigate training programs and events throughout the conference. Advertise in this essential Workshop publication.

- **Outside back page advertisement** ***Price: $5,000 (1 available)***
- **Inside front cover advertisement** ***Price: $3,500 (1 available)***
- **Inside back cover advertisement** ***Price: $3,500 (1 available)***
- **Quarter page advertisements** ***Price: $1,500 (4 available)***









EXTRAS

Administrator Contact List

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

Extra Workshop 2026 Floor Badges



A limited number of passes are included with your booth purchase or sponsorship. Purchase extra passes for your team. ***Price: $299 each***

Online Enhancements

Spotlight your digital directory listing and stand out, attract attendees, and engage with potential leads during and after Workshop. Using AI-driven analytics, identify what attendees are looking for to enable faster conversations and maximize event ROI. Packages start at $595.

Budgeting for Your Exhibition

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.

Below are estimated costs to assist with your exhibition budgeting; prices are subject to change. Please confirm updated pricing in the Exhibitor Manual & Decorator Kit. Exhibitors are responsible for all booth furnishings, floor covering, utilities and labor.

NOTE: *Floor covering is mandatory in all booths. The exhibitor can bring their own floor covering or it can be purchased in the Exhibitor Resource Center. In either case, the whole booth floor area must be covered.*

Booth Furnishings Package for 10x10 Space

$600

- 8' - Backwall drape
- 3' - Sidewall drapes
- 1 - 6' x 30" skirted table
- 2 - Side chairs
- 1 - Wastebasket
- 1 - 10' x 10' carpet

Electricity

$140-$200 Standard 120v outlet

Wi-Fi/Internet

Complimentary Wi-Fi is included in the exhibit hall.

Hardwired Internet

$895

Lead Retrieval

$369+

Housing (through AC Central)

$79—$150 per night

Additional Badges

$299 (5 complimentary badges included per 10x10 booth space)

Booth Pricing

SIZE	PRICE
10×10 inline	$2,400
10×10 corner	$2,700
10×20 inline & corner	$5,100
2 inline (no corner)	$4,800
Peninsula 10×20 (two corner booths)	$5,400
Peninsula 20×20	$10,200
Island 20×20	$10,800
Booth inside Partner Pavilion & Premium Booths (see floor plan)	Booth price + $1,000

Award-Winning Workshops

WORKSHOP 2025
GOLD Conferences & Meetings - Trade Show



WORKSHOP 2025
Exhibitor Sales Kit



WORKSHOP 2024 & 2025
Honoree



WORKSHOP 2022
GOLD Convention Promotion Package
GOLD Exhibitor Sales Kit



WORKSHOP 2021
Best Nonprofit Event



Contact us

Join us at Workshop 2026 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

If written cancellation is received at the NJSBA office on or before July 31, 2026, 100% of the monies paid will be refunded. If written cancellation is received at the NJSBA office between Aug. 1 and Aug. 31, 2026, the exhibitor will be responsible for 50% of the total invoice amount. After Aug. 31, 2026, there will be no refunds, and exhibitors/sponsors will be responsible for 100% of the invoiced amount. **No exceptions**.

