

Workshop 2022

Oct. 24-26

Atlantic City
Convention Center

DON'T MISS OUT!



SPONSORSHIP & EXHIBITING OPPORTUNITIES

WORKSHOP.NJSBA.ORG

Welcome!

After two years of uncertainty, we are thrilled to be hosting our annual Workshop 2022 as an in-person conference Monday, October 24 through Wednesday, October 26 at the famed Atlantic City Convention Center. **We are Facing the Future – Together!**

Co-sponsored by the **New Jersey School Boards Association**, the **New Jersey Association of School Administrators**, and the **New Jersey Association of School Business Officials**, we're planning to welcome more than 8,000 public school officials from throughout the Garden State.

Collectively, our organizations have a vested interest in offering the best training available and an enjoyable and informative conference that allows our members and

business partners to learn, grow and connect. We are focused on providing the pre-K-12 education community with practical resources, critical policy and legal updates, and innovative ideas to benefit their students, operations, and enhance their culture.

ABOUT WORKSHOP 2022

Facing The Future – Together

When you participate in NJSBA's Workshop 2022, you will be joining thousands of school leaders and affirming your commitment to public education in the Garden State.

For three full days every October, a senior-level audience of major policymakers and influencers in the New Jersey





education community gather for the latest in professional development; important legal, legislative, policy and funding updates; products and services; and to celebrate public education.

Support the Nation's Top Public Education System – and its Leaders

Rated No. 1 by U.S. News and World Report in an annual survey released in March 2021, New Jersey public schools feature the best and the brightest in the nation. And, although we still feel the impact of COVID-19 in our daily lives in education, we are more determined than ever to make the most of our time together this October. That's where you come in!

This prospectus includes many opportunities for your business to get involved – and to get the attention of an important audience that oversees \$10 billion in combined annual spending.

Reach Your Target Audience

You're invited to get noticed by board of education members, superintendents, principals and business administrators and other district decision makers at Workshop 2022.

- > Participate as an exhibitor or conference sponsor
- > Present educational sessions
- > Demonstrate/highlight your solutions for K-12 education
- > Launch new products

Marketing/PR Perks

Workshop 2022 sponsors and exhibitors will benefit from exposure for months leading up to, during and after the three-day conference via marketing and communications

channels among the three sponsoring professional state education associations. We hope you join us at the Atlantic City Convention Center!

The Venue

Conveniently located off the Atlantic City Expressway, the award-winning Atlantic City Convention Center offers a wide variety of event and meeting options that can be tailored to fit your needs, including a staggering 120,000 contiguous square feet of exhibit floor space for Workshop 2022. The building offers handicap accessibility and attached covered parking with direct access to the center.

WHAT YOU GET @ WORKSHOP 2022

We're Dedicated To Building A Valuable Marketplace For You At Workshop 2022

As A Sponsor, You Will Get To:

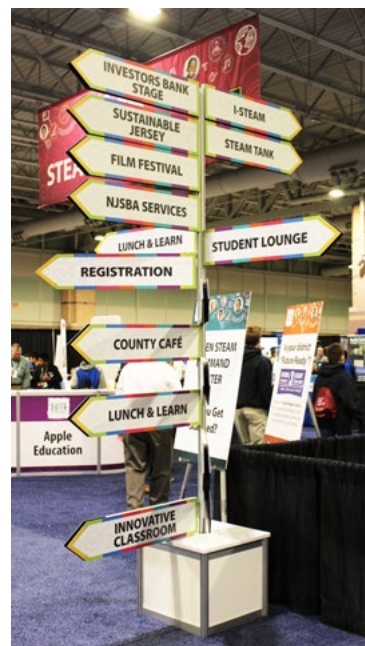
- > **Meet** in-person with school leaders in the education community.
- > **Launch** new products.
- > **Build** brand awareness.
- > **Attract** new clients and maintain existing customers.
- > **Network** with school district decision makers.
- > **Keep up-to-date** with new trends.
- > **Learn** about potential funding opportunities.
- > **Discover** innovative ideas.
- > **Boost** your presence in the state and the education field.
- > **Develop** new business connections.



SCENES FROM WORKSHOP

What you can expect: The annual Workshop has attracted the Who's Who in public education and in New Jersey throughout the decades. From Steven Van Zandt, a member of the Rock and Roll Hall of Fame from the E Street Band, to a member of the British Parliament! Sprinkle in talented student performances, awards, amazing networking opportunities on the exhibit floor, talks from influential state leaders, quality training and lectures from inspiring keynote speakers.

So, what are you waiting for? Join us for Workshop 2022!



Sponsor or Exhibit Workshop 2022

UNLOCK AMAZING OPPORTUNITIES!

Annual Workshop is the largest and most comprehensive training conference for the education officials in New Jersey.

Attendees are seeking smart solutions, strategic partnerships, and the ability to discuss trends and best practices with their peers. They also want to learn about the latest in school services and products, and network with industry leaders like you!

SHOWCASE Your Expertise

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

Group Sessions 60-minute programs for up to 200 attendees. This is an opportunity to present information on a topic in which you are an expert. *Premier and Signature*

Learning Labs 30-minute speaking sessions on the exhibit floor. Interact directly with attendees in a small lecture setting. *Premier, Signature, and Innovative*

EXHIBIT @ Workshop 2022

Sign on as Workshop exhibitor today to connect with New Jersey's education community. Use your booth to schedule appointments, meet with potential new clients, showcase product demonstrations, and more.

SPONSOR Workshop 2022

Don't Miss Out! Get even more out of your Workshop 2022 participation!

In addition to networking with officials from school districts, government agencies, and industry partners, sponsorships, including training, branding, and networking to position your brand front and center. Let us help you achieve your sales and marketing goals and show you significant returns on your investment at Workshop 2022!



CHOOSE YOUR INVESTMENT LEVEL

Sponsorship & Exhibiting Opportunities

STEP 1

Become a sponsor of Workshop 2022 and choose your desired level from the chart to the right – Premier, Signature, or Innovative.

STEP 2

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

STEP 3

Select your booth space from the Digital Exhibit Floor Plan.

STEP 4

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

Exhibit Only Option

If you do not wish to be a sponsor, you can still participate by selecting your booth space using the Digital Exhibit Floor Plan. Please note, a booth within the Partner Pavilion requires an additional \$1,000 minimum spend from items in the Online Sponsorship Gallery.

PREMIER

\$25,000 Minimum Spend

Speaking Opportunities

- › 2 Group Sessions (1 hour each)
- › 2 Learning Lab Sessions (30 minutes each)

Branding And Networking

- › Complimentary 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 display
- › Light box display advertising (*Convention Hall*)
- › 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
- › Brief company description on virtual platform and app
- › Logo in pre-conference issue of School Leader magazine
- › Signage within the Atlantic City Convention Center
- › 5 company badges per 10X10 booth space

Digital Engagement

- › Digital booth on the interactive floor plan
- › Link to your company's website on the Workshop 2022 website
- › Enhanced booth and content on virtual platform
- › Logo in pre-conference marketing, when applicable
- › Digital Swag Bag inclusion
- › Logo in printed Agenda at a Glance distributed at in-person conference
- › Logo on mobile app
- › Gamification inclusion

SIGNATURE

\$10,000 Minimum Spend

Speaking Opportunities

- 1 Group Sessions (1 hour each)
- 1 Learning Lab Sessions (30 minutes each)

Branding And Networking

- 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
- Brief company description on virtual platform and app
- Signage within the Atlantic City Convention Center
- Logo in pre-conference issue of *School Leader* magazine
- 5 company badges per 10X10 booth space

Digital Engagement

- Digital booth on the interactive floor plan
- Link to your company's website on the Workshop 2022 website
- Digital Swag Bag inclusion
- Logo on mobile app
- Gamification inclusion

INNOVATIVE

\$5,500 Minimum Spend

Speaking Opportunities

- 1 Learning Lab Sessions (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
- Brief company description on virtual platform and app
- Logo in pre-conference issue of *School Leader* magazine
- Signage within the Atlantic City Convention Center
- 5 company badges per 10X10 booth space

Digital Engagement

- Digital booth on the interactive floor plan
- Link to your company's website on the Workshop 2022 website
- Logo on mobile app

EXHIBITOR

Branding And Networking

- Option to purchase a booth in the Partner Pavilion on the exhibit floor (*booth cost plus additional \$1,000 spend*)
- 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
- Brief company description on virtual platform and app
- Logo in pre-conference issue of *School Leader* magazine
- Signage in the Atlantic City Convention Center
- 5 company badges per 10X10 booth space

Digital Engagement

- Digital booth on the interactive floor plan
- Link to your company's website on the Workshop 2022 website
- Logo on mobile app

PREMIER SPONSORSHIPS \$25,000



Badge Lanyards (1 available)

Brand every attendee with a custom lanyard that they will wear throughout the entire conference!

County Café (1 available)

Located in the center of action, the County Café offers attendees a place to grab refreshments, enjoy student performances and network with county officers from throughout the state

Officer's Reception (1 available)

Invitation only. As the sponsor of this prestigious event, your company name and logo will be displayed on the invitations. You will have the opportunity to meet many New Jersey school leaders in a relaxed atmosphere.

Rest & Recharge Lounge (1 available)

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

Theater (1 available)

Get your company logo center stage! Sponsoring the Theater is a sure way to get attention since it is where keynote speakers, ceremonies and student performances will be held.

Tote Bags for Attendees (1 available)

Put your brand in front of every attendee with this exclusive opportunity to provide tote bags located at the main entrance of the Exhibit Hall.

Workshop Mobile App (1 available)

Attendees have the convenience of all of Workshop 2022 in the palm of their hands with the mobile app, including live updates, ~~SOLD~~ scheduling, and networking. Sponsorship includes landing page logo when App is launched, a dedicated sponsor page, and promoted posts.

SIGNATURE SPONSORSHIPS - \$10,000

Charging Station (1 available)

Device charging station on exhibit floor

Empowerment Hour Lunch - Tuesday - \$10,000

(3 available) (1 left)

Empower and fuel our educational leaders with lunch and the opportunity to participate in inspiring roundtable discussions on Tuesday and Wednesday on the exhibit floor. The sponsorship includes large ceiling banners, to display your company name and logo.

Empowerment Hour Lunch - Wednesday - \$10,000

(3 available) (1 left)

Empower and fuel our educational leaders with lunch and the opportunity to participate in inspiring roundtable discussions on Tuesday and Wednesday on the exhibit floor. The sponsorship includes large ceiling banners, to display your company name and logo.

Greetings from Workshop 2022 - \$10,000 (1 available)

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 2022 mobile app. This opportunity will be a cobranded 8x10 foot backdrop.





Thank you to our Technology Sponsors
who have provided the free Wi Fi during this event!

YOUR LOGO HERE

Learning Lab - \$10,000 (6 available)

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 the top of the Learning Lab with your company name and logo.

NEW Student Innovation Showcase - \$10,000

(6 available)

Student achievement guides our mission. Support the new Student Innovation Showcase, including the STEAM Tank Challenge, Esports, visual arts, and the Student Film Showcase, all featured in a new destination on the exhibit floor. This sponsorship includes an overhead banner with sponsor logos.

Technology Champion - \$10,000 - (8 available)

Help power Workshop 2022 by sponsoring Wi-Fi and other technology onsite for all three days of the conference. Your company name and logo will be prominently displayed on a large banner, and on signage throughout the Convention Center.

BUILD YOUR SPONSORSHIP PACKAGE - À LA CARTE SPONSORSHIPS

To reach your sponsorship goals, choose your sponsorship level from the chart above. To reach the minimum spend,

add à la carte sponsorships to your booth fees. This will give you the recognition you deserve as a Workshop supporter.

Coffee Break - \$5,000 each (4 available)

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 are sure to draw a large number of attendees looking to recharge and refuel.

Leadership Breakfast - \$5,000 (1 available)

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.

Agenda at a Glance

- > Outside Back Page Ad - \$5,000 (1 available)
- > Agenda at a Glance - Inside Front Cover Ad - \$3,500 (1 available)
- > Agenda at a Glance - Inside Back Cover Ad - \$3,500 (1 available)

Attendees use this handy and abbreviated printed Workshop 2022 Agenda at a Glance as their ultimate guide to navigating training programs and events throughout the conference. Advertise on the back cover of this essential Workshop publication.



NEW **PAA Lounge: Personnel Administrators Association - \$3,500 each (6 available)**

This inaugural PAA lounge will offer its members a forum and meeting space to share trends and developments in the field. While geared to those who work day-to-day in the personnel administrator/human resources field, this lounge will host programs that are open to all Workshop attendees.

Light Box Advertising - \$2,500 (5 available)

Spotlight your brand and light up the Convention Center by advertising on these 5' tall, 4-sided full color illuminated displays.

Directional Street Signs - \$2,500 (5 available)

Located strategically throughout the exhibit floor, Directional Signs offer an affordable option to display your company name and booth number.

Jitney Route Sponsor - \$2,500 (4 available)

Free shuttle bus transportation moves attendees between Workshop hotels and the Convention Center. Spotlight your brand on the transportation signage at hotels and at the Convention Center by sponsoring a jitney route at Workshop 2022.

Escalator Graphics - \$2,500 (9 available)

Escalator graphics provide maximum brand exposure in the main atrium lobby of the Convention Center.

NEW **Health & Safety Station - \$2,500 (2 available)**

Workshop is all about networking and building connections. Attendees will appreciate access to antibacterial hand sanitizer and disposable masks at the Health & Safety Stations located on the exhibit floor. Sponsor recognition signage will be placed next to stations.

Booths located within the partner pavilion are required to have a minimum additional spend of \$1,000 to secure the better location.

Hydration Stations - \$1,000 (13 available)

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.

Digital Swag Bag - \$1,000

Share some swag with attendees pre and post Workshop 2022! This opportunity allows exhibitors to post one (1) document, link to a demo, promo code or voucher on the dedicated attendee only "Virtual Swag Bag" webpage.





Contact Us

WE ARE COMMITTED TO THE SUCCESS OF OUR INDUSTRY PARTNERS.

Workshop 2022

Facing The Future – Together

The annual training event that attracts more school leaders than any other in the Garden State!

So, join us and increase your company's brand awareness, boost visibility for new product launches, and connect with decision makers and influencers in education.

Check out workshop.njsba.org for more information.

Are you ready to start a conversation?

Contact us at strategicpartnerships@njsba.org.

Health and Safety

The well-being and health of our education community is paramount. Please be aware that as the pandemic continues to evolve, it may be necessary to implement measures.

Cancellation Policy

Cancellation fees of an exhibit booth, sponsorships or corporate support include: Cancel before August 1, no fee. Cancel from August 1 through August 31, 50% fee.

No refunds will be given after August 31st.

Mobile App Banner Ads - \$1,000 (6 available)

Attendees use the Workshop 2022 mobile app as their ultimate guide to training programs and events throughout the conference. Advertise on this Workshop 2022 essential planning tool.

Company Logo Floor Graphic - \$1,000

Add your logo with a graphic on top of the aisle carpet in front of your booth.

Column Wrap - \$1,000

Showcase your company logo on a cobranded column wrap sign on the exhibit floor columns, a highly visible part of Workshop 2022.





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