2024 STATE EDUCATION CONVENTION

Sponsorship

PACKAGES
2024 STATE EDUCATION CONVENTION
A QUICK GLANCE

[ By the Numbers ]

For more than 100 years, the Wisconsin State Education Convention has been the largest gathering of education leaders in Wisconsin. Historically, about 2,100 school leaders attend the three-day convention. The general sessions on Wednesday and Thursday are the most widely attended events with more than 2,000 total attendees at each of the sessions.

[ Typical Attendance* ]

| ~250 District Administrators | ~100 Business Managers | ~650 School Board Members | ~225 Other District Staff | ~250 Exhibitors |

*Figures represent an average of recent years of in-person State Education Conventions

[ Premier Sponsorship Summary ]

NETWORKING RECEPTION $6,500
We clear the schedule for this classy Wednesday early evening event at the Hilton, which includes a live piano performance. Join hundreds of attendees as they network in a casual atmosphere.

GENERAL SESSION $7,500
Choose from the Wednesday morning, Thursday afternoon or Friday morning general session sponsorships. Highly attended general sessions will increase your profile both onsite and online.

BREAKOUT SESSION $6,000
Choose from the much-anticipated Wednesday or Thursday breakout session sponsorships. You’ll have the opportunity to highlight your brand both onsite and online.

WASB BREAKFAST $7,500
Grab the attention of approximately 400 convention attendees at the WASB-hosted breakfast session. You’ll garner plenty of onsite exposure during this inspiring speaker event.

EXHIBIT HALL BREAKFAST $7,500
Put your brand front and center at this well attended free breakfast the first morning of the convention. Breakfast coffee stations are set up at the sponsors’ booths both days.
2024 STATE EDUCATION CONVENTION

GENERAL SESSIONS

MORNING GENERAL SESSION
Wednesday, Jan. 17, 2024
10 a.m. – 12 p.m.

$7,500 ($10,000+ in value) Only Thursday available

MORNING OR AFTERNOON GENERAL SESSION SPONSORSHIP INCLUDES:

▪ 10’ x 10’ interior booth at the WI State Convention
▪ Logo + Link on convention website
▪ Opportunity to introduce the speaker
▪ Fun Fact & your logo included in pre-presentation
▪ Your logo included on convention promotional materials
▪ Your logo included at the event in video slides, in the Exhibit Hall and elsewhere
▪ Reserved seating at the Wednesday or Thursday session
▪ Email blast to convention attendees (may be used at any time pre or post-convention)
▪ Full-page ad in the onsite printed convention guide or in Wisconsin School News (must be used in 2024)

FINAL GENERAL SESSION
Friday, Jan. 19, 2024
10 a.m. – 12 p.m.

Friday Morning
$7,500 ($10,000+ in value) One available

FINAL GENERAL SESSION SPONSORSHIP INCLUDES:

▪ 10’ x 10’ interior booth at the WI State Convention
▪ Logo + Link on convention website
▪ Opportunity to introduce the speaker
▪ Fun Fact & your logo included in pre-presentation
▪ Your logo included on convention promotional materials
▪ Your logo included at the event in video slides, in the Exhibit Hall and elsewhere
▪ Reserved seating at the Friday session
▪ Email blast to convention attendees (may be used at any time post-convention)
▪ Half-page ad in the onsite printed convention guide and in Wisconsin School News (must be used in 2024) (Final General Session Only)
▪ Your banner ad on the Mobile App and your logo included on the sponsor page (Final General Session Only)
▪ Two banner ads in eConnection newsletter to more than 6,500 people (anytime before close of 2024) (Final General Session Only)

AFTERNOON GENERAL SESSION
Thursday, Jan. 18, 2024
3 – 5 p.m.
2024 STATE EDUCATION CONVENTION

BREAKOUT SESSIONS

SPONSORSHIP INCLUDES:

▪ 10’ x 10’ interior booth at the WI State Convention
▪ Exclusive display table in sessions area (located in the hallway)
▪ Logo + Link on convention website
▪ Your logo included on convention promotional materials
▪ Email blast to convention attendees (may be used at any time pre or post-convention)
▪ Half-page horizontal ad in the onsite printed convention guide or in Wisconsin School News (must be used in 2024)
▪ Sponsor handout placed on each seat before the first breakout session of the day (in all of the 8-12 breakout rooms)
▪ An hourlong breakout session to be presented in partnership with a Wisconsin school district

Breakout Sessions $6,000
WASB BREAKFAST

Be part of tradition. The Wisconsin Association of School Boards hosts breakfast for early-risers eager to start their day with an inspiring message delivered by a prominent speaker. Approximately 350 typically attend.

WASB Breakfast $7,500
($10,000+ in value)

WASB BREAKFAST SPONSORSHIP INCLUDES:

- 10’ x 10’ interior booth at the WI State Convention
- Five tickets to the breakfast
- Logo + Link on convention website
- Opportunity to introduce the speaker
- Fun Fact & your logo included in pre-breakfast presentation
- Your logo included on convention promotional materials
- Email blast to convention attendees
  (may be used any time after convention)
- Full-page ad in the onsite printed convention guide or in Wisconsin School News (must be used in 2024)
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EXHIBIT HALL BREAKFAST

Wednesday, Jan. 17, 2024  |  8:15-10 a.m.
Wisconsin Center Exhibit Hall

Exhibit Hall Breakfast Premier Sponsor $7,500
Exhibit Hall Breakfast Major Sponsor(s) $3,500
Exhibit Hall Breakfast Supporting Sponsor(s) $2,000

Exhibit Hall Breakfast Sponsorship Includes:

- One interior 10’ x 10’ exhibit hall booth
- A coffee station at your booth for both days of the Exhibit Hall (24 gallons total)
- Table space adjoining the breakfast area, if desired (in addition to your regular booth)
- Placards with your company logos placed at each table and at the breakfast
- Recognition as a Breakfast Sponsor at your booth
- Recognition as a gold-level sponsor, meaning your logo is placed in the Convention Guide, four issues of Wisconsin School News (circulation 4,000+), signage at the Wisconsin Center, general session scrolling slides and the convention website
- Full-page ad in convention guide, email message to attendees and notification on Mobile App
- Hourlong presentation in Exhibit Hall
2024 STATE EDUCATION CONVENTION
NETWORKING RECEPTION

Wednesday, Jan. 17, 2024  |  4:30-5:30 p.m.
CRYSTAL BALLROOM, HILTON MILWAUKEE CITY CENTER

Networking Reception  $6,500

NETWORKING RECEPTION SPONSORSHIP INCLUDES:

• Recognition as a Networking Reception sponsor in print materials, online convention publications (including the Mobile App) and signage at the event
• Host a table at the event (if desired)
• One interior 10’ x 10’ exhibit hall booth
• Sponsor name and logo (as a Gold-level sponsor) in a special sponsor section of the Convention Guide; the post-convention issue of Wisconsin School News; on signage in the convention center; on pre-General Session scrolling slides; on Mobile App; and on convention website, including a link to Sponsor website.
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EVENT SPONSORSHIPS

WASB Delegate Assembly: $2,000 (1 available)

Be front and center for Wisconsin school boards by providing the refreshments at their annual Delegate Assembly. Attended by one member of 421 school boards and 12 CESA boards of control in the state, the Delegate Assembly sets the policies for the association. Your brand will be seen by every school board in the state through signage at the event as well as promotional materials.

Education Tour: $1,800 (1 available)

Take part in this popular convention activity to expand your company’s brand. Each year, convention attendees have the option of attending a tour of select Milwaukee public schools or other education-related organizations. Company representatives have the option of attending the tour as well.

School Fair: $2,900 (1 available)

The School Fair in the Exhibit Hall features interactive exhibits by school leaders, teachers and students from around the state. Districts send their students and educators to the School Fair space as their booth or have a booth elsewhere in the Exhibit Hall. (Part of the sponsorship is used to help offset the participating district’s transportation costs.)

Convention Recorded Sessions: $1,900 (1 available)

During the convention, eight specifically selected breakout sessions and two keynote speakers are recorded and available to all WASB members as a part of a Virtual Attendee Access registration. Sponsor the recorded sessions to have your logo added to the Virtual Attendee webpage and as a slide at the beginning of each session recording, as well as in signage during the session.

Student Video Team: $1,900 (1 available)

Each year, one student video team is selected to capture the convention experience and create a short highlight video. Be the difference for this group of students and help offset their costs while building goodwill among attendees.

Wisconsin Center Digital Monitors: $1,900 (1 available)

Advertise on the network of seven Wisconsin Center digital monitors for Tuesday-Friday of convention. Your ads will rotate with convention announcements and are highly visible to attendees. The HD monitors are 42”, 1920 x 1080.

Mobile App: $4,500 (2 of 3 available)

The Convention Mobile App serves as an integral tool for attendees. Sponsorship includes a banner ad and dedicated button as well as two messages to attendees during the week of convention.
2024 STATE EDUCATION CONVENTION
THE CHECKLIST

[ We’ll help you stay on time! ]

There can be a lot to keep track of. To make sure you get the most out of your sponsorship, we have this checklist with important dates to remember to help you keep it all straight.

Questions? Contact Dan Linehan at 651-485-9462 (cell) or dlinehan@wasb.org.

- Sept. 1, 2023: Submit your logo to WASB (full color, vector, Adobe Illustrator)
- Oct. 2, 2023: Submit full- or half-page ad (dimensions below)
- Dec. 20, 2023: Submit message for email blast
- Jan. 1, 2024: Provide fun fact about your company (general sessions only)
- Jan. 11, 2024: Sponsor attendee list

AD SPECIFICATIONS

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