



STATE EDUCATION CONVENTION

Sponsorship PACKAGES



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 3,100 stakeholders** attend the three-day convention. The general sessions on Wednesday and Thursday are the most widely attended events, with **more than 2,000 attendees** at each of the sessions.

[Typical Attendance]

| | | | | |
|--|----------------------------------|-------------------------------------|--|--------------------------------------|
| ~320 District Administrators | ~115 Business Managers | ~975 School Board Members | ~570 Other (district staff, guests, attorneys, speakers) | ~1,153 Exhibitor Personnel |
|--|----------------------------------|-------------------------------------|--|--------------------------------------|

[Premier Sponsorship Summary]

| | | | | |
|---|--|--|--|---|
| GENERAL SESSION \$7,900 | WASB BREAKFAST \$7,900 | EXHIBIT HALL BREAKFAST TIERED | NETWORKING RECEPTION \$4,500 | BREAKOUT SESSIONS \$6,500 |
| Choose from the Wednesday morning, Thursday afternoon or Friday morning general session sponsorships. Highly attended general sessions will increase your profile onsite and online. | Grab the attention of approximately 350 convention attendees at the WASB-hosted breakfast session. You'll garner plenty of onsite exposure during this inspiring speaker event. | 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 Platinum and Gold sponsors' booths both days. | We clear the schedule for this classy Wednesday evening event at the Hilton. Join hundreds of attendees as they network in a casual atmosphere while enjoying a live piano performance. | Choose from the much-anticipated Wednesday or Thursday breakout session sponsorships. Highlight your brand online and in front of an engaged audience. |

STATE EDUCATION CONVENTION

GENERAL SESSIONS



MORNING GENERAL SESSION

Wednesday, Jan. 20, 2027
10 a.m. – 12 p.m.

AFTERNOON GENERAL SESSION

Thursday, Jan. 21, 2027
3 – 5 p.m.

FINAL GENERAL SESSION

Friday, Jan. 22, 2027
10:30 a.m. – 12 p.m.

Wednesday and Thursday

\$7,900 (\$12,000 in value) One available

GENERAL SESSION SPONSORSHIP INCLUDES:

- 10' x 10' interior booth at the State Education Convention
- Logo and link on the convention website
- Opportunity to introduce the speaker
- 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 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 an issue of Wisconsin School News magazine (must be used in 2027)

Friday Morning

\$7,900 (\$12,000 in value) One available

FINAL GENERAL SESSION SPONSORSHIP INCLUDES:

- 10' x 10' interior booth at the State Education Convention
- Logo and link on the convention website
- Opportunity to introduce the speaker
- 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 pre- or post-convention)
- Half-page ad in the onsite printed convention guide or in an issue of Wisconsin School News magazine (must be used in 2027)
- Your banner ad on the mobile app and your logo included on the sponsor page (**Final General Session Only**)
- Two banner ads in the eConnection newsletter, which is distributed to more than 6,500 people (may be used any time before the end of 2027) (**Final General Session Only**)

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WASB BREAKFAST



Thursday, January 21, 2027 | 7 – 8:30 a.m.
CRYSTAL BALLROOM , HILTON MILWAUKEE CITY CENTER

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. About 350 people typically attend.

WASB Breakfast \$7,900
(*\$10,000+ in value*)

WASB BREAKFAST SPONSORSHIP INCLUDES:

- 10' x 10' interior booth at the State Education Convention
- Five tickets to the breakfast
- Logo and link on the convention website
- Opportunity to introduce the speaker
- Your logo included on convention promotional materials
- Email blast to convention attendees
(may be used any time pre- or post- convention)
- Full-page ad in the onsite printed convention guide or
in an issue of Wisconsin School News magazine
(must be used in 2027)

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EXHIBIT HALL BREAKFAST



Wednesday, Jan. 20, 2027 | 9-10 a.m.
BAIRD CENTER EXHIBIT HALL

- Exhibit Hall Breakfast *Platinum Sponsor* **\$10,000**
- Exhibit Hall Breakfast *Gold Sponsor(s)* **\$7,500**
- Exhibit Hall Breakfast *Silver Sponsor(s)* **\$3,500**
- Exhibit Hall Breakfast *Bronze Sponsor(s)* **\$2,000**

PLATINUM SPONSORSHIP INCLUDES:

- One interior 10' x 20' Exhibit Hall booth
- One quarter-page ad in an issue of the Wisconsin School News magazine (circulation 4,000+) to be used at any time in 2027
- All other features of the Gold sponsorship

GOLD SPONSORSHIP(S) INCLUDES:

- One interior 10' x 10' Exhibit Hall booth
- Recognition as a Breakfast Sponsor at your booth
- Recognition as a Gold sponsor with logo placed in the convention guide, four issues of Wisconsin School News magazine (circulation 4,000+), signage at the Baird Center, pre-general session scrolling slides and the convention website, including a link to the sponsor's website
- A coffee station at your booth for both days of the Exhibit Hall (24 gallons total)
- Full-page ad in the convention guide, email message to attendees and notification on the mobile app
- Hourlong presentation in the Exhibit Hall

Placards with your company logos placed at the breakfast buffet tables

Email blast to convention attendees (may be used at any time pre- or post-convention)

SILVER SPONSORSHIP(S) INCLUDES:

- One interior 10' x 10' Exhibit Hall booth
- Recognition as a Breakfast Sponsor at your booth
- Recognition as a Silver sponsor with logo in the convention guide, four issues of the Wisconsin School News magazine (circulation 4,000+), signage at the Baird Center, pre-general session scrolling slides and the convention website, including a link to the sponsor's website

BRONZE SPONSORSHIP(S) INCLUDES:

- Recognition as a Bronze sponsor with logo in the convention guide, two issues of the Wisconsin School News (circulation 4,000+), signage at the Baird Center, pre-general session scrolling slides and the convention website, including a link to the sponsor's website

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NETWORKING RECEPTION



Wednesday, Jan. 20, 2027 | 4:30-5:30 p.m.
CRYSTAL BALLROOM, HILTON MILWAUKEE CITY CENTER

Networking Reception \$4,500 (2 available)

NETWORKING RECEPTION SPONSORSHIP INCLUDES:

Host a table at the event, if desired (make this space your own with branded napkins, banners, etc.)

One interior 10' x 10' Exhibit Hall booth

Hourlong presentation in the Exhibit Hall.

Email blast to convention attendees (may be used at any time pre- or post-convention)

Sponsor name and logo in the sponsor section of the convention guide; the post-convention issue of the Wisconsin School News magazine (circulation 4,000+); convention center signage; pre-general session scrolling slides; the mobile app; and the convention website, including a link to the sponsor's website

STATE EDUCATION CONVENTION

BREAKOUT SESSIONS



**WEDNESDAY
BREAKOUT SESSIONS**

**THURSDAY
BREAKOUT SESSIONS**

Breakout Sessions \$6,500 per day

SPONSORSHIP INCLUDES:

10' x 10' interior Exhibit Hall booth at the State Education Convention

Exclusive display table in sessions area (located in the hallway)

Logo and link on the 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 an issue of Wisconsin School News magazine (must be used in 2027)

Sponsor handout placed on each seat before the first breakout session
of the day (in all of the 8-12 breakout rooms) or convention bag insert

An hourlong breakout session to be presented in partnership with
a Wisconsin school district

STATE EDUCATION CONVENTION EVENT SPONSORSHIPS



Lanyards:

\$5,000 (1 available)

Get maximum exposure by having every attendee wear your company name and logo.

Attendee Bags:

\$5,000 (1 available)

Advertise on the attendee bags and your logo will be seen throughout the convention.

Mobile App:

\$5,000 (1 available)

The State Education Convention mobile app serves as an integral tool for attendees. The 2026 version received 200,000 views from 1,461 users. Sponsorship includes a banner ad and dedicated button as well as two messages to attendees during the week of the convention.

Convention Guide

Cover Wrap:

\$5,000 (1 available)

Advertise on the convention guide cover wrap for a unique opportunity to be the first ad attendees see.

Pocket Guide:

\$5,000 (1 available)

Advertise in the widely used convention pocket guide for an exclusive opportunity to travel wherever attendees go.

Baird Center Digital Monitors:

\$2,500 (1 available)

Advertise on the network of seven Baird Center digital monitors for Tuesday-Friday of convention. Your ads will rotate alongside convention announcements and are highly visible to attendees.

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 also have the option of attending the tour.

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EVENT SPONSORSHIPS



Baird Center Column Wraps: \$1,350 – \$2,250

Display your logo and message prominently to attendees by advertising on a column immediately outside the Exhibit Hall in the Baird Center. Prices vary by size:

2' cling – \$1,350

4' cling – \$1,850

8' cling – \$2,250

4' x 8' cling on front face of column – \$2,150

Baird Center Cling Packages: \$1,000 – \$1,100

Display your logo and message prominently to attendees throughout the Baird Center. Purchase a package of 18" x 18" or 24" x 24" clings that will be placed in strategic locations in the Baird Center (suggested locations include the glass railings near the primary escalators).

Two 18" x 18" clings for \$1,000

Two 24" x 24" for \$1,100

Mobile App Messaging: \$1,000

Share real-time updates and messaging straight to attendees' phones by sending one message through the State Education Convention mobile app, which received more than 200,000 views during the 2026 convention. Messages must be pre-approved by WASB staff.

Attendee Bag Insert: \$1,000

Insert a brochure or one-page handout in convention attendees' bags to get your message out. Exhibitors will provide sufficient materials for 2,500 attendee bags. Materials must be pre-approved by WASB staff.

Hydration Station: \$750

The convention includes a lot of training and activities for attendees. Help keep them hydrated by sponsoring the Hydration Stations throughout the main floors of the convention center outside the breakout session rooms. Each water cooler will be accompanied by a sign promoting your brand. *This does not include water stations in the Exhibit Hall.*

Exhibit Hall Hydration Station: \$750

Make a good impression on the attendees who browse the Exhibit Hall. Include a water station in your booth for those thirsty visitors who stop by. Participating booths will be listed in the convention guide.

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THE CHECKLIST




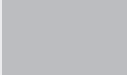
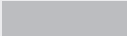
[We'll help you stay on track!]

There's a ton to keep track of. To make sure you get the most out of your sponsorship, this checklist of important dates will help you keep everything straight.

Questions? Please contact WASB Director of Conferences and Events Amy Qualmann at 608-512-1713 or aqualmann@wasb.org.

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- SEPT. 4, 2026** Submit your logo to WASB (full color, vector, Adobe Illustrator)
 - OCT. 2, 2026** Submit full- or half-page ad (dimensions below)
 - DEC. 18, 2026** Submit message for email blast

AD SPECIFICATIONS

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|---|---|--|--|
|  Full-Page Bleed 8" x 10.5" (trim) 1/8" bleed required (8.25" x 10.75" w/bleed) |  Half Page 6.5" x 4.375" |  Mobile App Banner 600 px x 80 px |  eConnection Banner 700 px x 100 px |
|---|---|--|--|