



naesp 2011

ANNUAL CONVENTION & EXPOSITION

APRIL 7-10 TAMPA, FL



EXHIBITOR  
PROSPECTUS

Meet your buyers  
face-to-face at the largest  
national gathering  
of elementary and  
middle-level principals



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# BOTTOM LINE REASONS TO EXHIBIT



- 1 Meet more than 2,000 pre-K-8 principals and other schools leaders in person.
- 2 Target your prime market—our attendees are the decision-makers in their schools.
- 3 Get your market share of the billions of dollars spent annually by school leaders.
- 4 Show what you offer—it's your best opportunity of the year.
- 5 Build relationships and a solid base of prospects for ongoing business.

**We deliver more qualified sales leads from pre-K-8 school principals than any other educational convention.**

# MAKING IT EVEN BETTER

What We're Doing for You

**We've added new features this year that will drive even more traffic to the exhibit hall and to your booth.**

## LOOK AT THESE NEW TRAFFIC-BUILDERS!

- **2 full hours of dedicated exhibit time on Friday, April 8**
- **An Ice Cream Social for attendees on Friday, April 8**—and who doesn't love free ice cream?
- **Special Knowledge Network sessions on Friday, April 8**—inside the exhibit hall during two time slots.
- **2 full hours of dedicated time on Saturday, April 9**—lunch in the hall for attendees.
- **Our 2nd Annual Silent Auction**—meaning more traffic for you as bidders return to the exhibit hall multiple times to check their bids. You can donate items too!
- **The NPRC's Convention Bookstore**—a popular mecca for convention-goers that will be open in the exhibit hall during all exhibit hours.\*
- **Drawings at our new Prize Wheel**—spaced out during exhibit hours and planned to draw maximum attendee visits to the exhibit hall.
- **Sales Meeting space**—a room where you can hold your own sales meeting. AV and snacks provided at no charge to you.

\*See the back cover for the exhibit schedule.

# → OUR ATTENDEES YOUR TARGET MARKET

See Who They Are 

**Principals from large and small schools alike count on the NAESP Convention to preview the products and services they are looking for—all under one roof.**

## BY JOB TITLE

**90% are principals**

## BY GRADE LEVEL

Other grade ranges  
(e.g., K-2, 3-5, etc.)

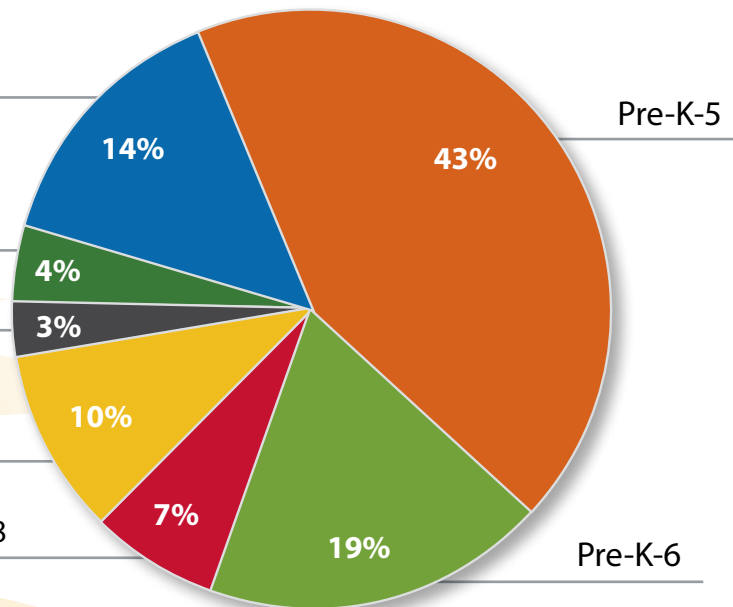
5-8, 6-8, 7-8

Pre-K-12

Pre-K-3, Pre-K-4

Pre-K-8

Pre-K-5



# PURCHASING POWER

See What They Buy 

**Principals are front and center when it comes to making and influencing purchasing decisions for their schools.**

## BY PURCHASING INTEREST



# → REACH BEYOND YOUR BOOTH

## ADVERTISING GOES BEYOND THE SHOW

**Official Program Book Advertising**—The *Convention Program Book* gives attendees full convention information, including how to find **YOU** in the exhibit hall. Your program book ad also keeps you on their minds when they are ready to make purchases back at the office.

**New!—Online Advertising** on the NAESP 2011 Convention & Exposition website, including a premium spot on our new viral social media service that connects registrants with each other, increasing your reach beyond expectations.

## SPONSORSHIPS PUT YOUR COMPANY AT THE FOREFRONT

At NAESP, exhibitor sponsorships offer high value and visibility. No matter what size your budget is, we can partner with you to develop a sponsorship that maximizes your marketing reach. Sponsors are acknowledged on the NAESP convention website, in signage at registration and sponsored events, the *Convention Program Book*, *Principal* magazine, and from the podium.

### ➤ Maximize your exposure with these incentives at each level:

#### PLATINUM (\$20,000 to \$85,000)

- Your logo included in all acknowledgments
- Six complimentary convention registrations
- One complimentary pre- and post- convention attendee list

#### GOLD (\$15,000)

- Four complimentary convention registrations
- One complimentary pre- and post- convention attendee list

#### SILVER (Up to \$10,000)

- Four complimentary convention registrations



# YOUR 2011 SPONSORSHIP OPPORTUNITIES



## PLATINUM

Welcome Reception and Closing Presidents Celebration	\$85,000 for both
New Member Breakfast	\$20,000
Convention Tote Bag	\$20,000

## GOLD

NAESP Mentor Certification and Principal Leadership Programs	\$15,000
Community Service Project (highly popular—great opportunity!) (multiple sponsorships available)	\$15,000
Coffee Break in the Exhibit Hall (for both days)	\$15,000

## SILVER

Closing Presidents Reception	\$10,000
State Representatives Reception	\$10,000
Lanyard for Badge Holder	\$10,000
National Principals Resource Center Bookstore (a mecca for attendees!)	\$10,000
Coffee Break in the Exhibit Hall (for one day)	\$10,000
Wellness Center (multiple sponsorships available)	\$ 8,000
Cyber Cafe	\$ 8,000
Diverse Learning Communities Networking Reception	\$ 7,000
“You Are Here” Expo Map	\$ 7,000
NAESP Mentor Reunion Reception	\$ 5,000
National Distinguished Principals Reception	\$ 5,000
Hotel Room Key	\$ 5,000
<b>NEW!</b> Hotel Room Drop	\$ 5,000
Convention Pen and Pad	\$ 4,000
Tote Bag Inserts (limit of 15 companies)	\$ 1,000

**NEW!** Prize Wheel No fee—exhibitors can donate prize(s) of their own choice

# EXHIBITION SCHEDULE\*

## LOCATION

EAST HALL  
Tampa Convention Center  
333 South Franklin Street  
Tampa, FL 33602  
800-426-5630

## EXHIBIT HOURS

Friday, April 8 11:30 a.m. – 4:30 p.m.  
Saturday, April 9 11 a.m. – 4 p.m.

## SET-UP HOURS

Wednesday, April 6 1 p.m. – 5 p.m.  
Thursday, April 7 8 a.m. – 5 p.m.  
Friday, April 8 8 a.m. – 10 a.m.

## REGISTRATION HOURS

Thursday, April 7 8 a.m. – 5 p.m.  
Friday, April 8 8 a.m. – 5 p.m.  
Saturday, April 9 7:30 a.m. – 5 p.m.

## TEAR-DOWN HOURS

Saturday, April 9 4:30 p.m. – 8 p.m.  
Sunday, April 10 8 a.m. – 1 p.m.

\*Dates and hours are subject to change.  
Please visit [www.naesp.org/2011](http://www.naesp.org/2011) for updates.

## Create Excitement about Your Booth

NAESP will provide you online access to ready-to-go banner ads, jpeg files, and links to the convention website to publicize your booth, and we will give you a limited number of free one-day exhibit hall passes you can use to invite customers to your booth.

## FOR MORE INFORMATION OR TO MAKE YOUR RESERVATION, CONTACT:

*Exhibits Manager*

NAESP

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[www.naesp.org/2011](http://www.naesp.org/2011)