2023 ANNUAL STATE CONFERENCE

EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES

MARCH 5-7, 2023
Sheraton Grand
1230 J Street
Sacramento, CA 95814
www.ssda.org/o/ssdacon

INSPIRING EXCELLENCE IN EDUCATION

SSDA
Small School Districts' Association
WHY EXHIBIT?

Do you want to expand your brand, establish new customer relationships and meet people who can affect the future of your business? If so, SSDA’s 2023 State Conference is the event in which to invest!

SPACE IS LIMITED. SIGN UP TODAY!

AUDIENCE

SSDA’s Annual State Conference attracts hundreds of district decision makers, school superintendents, governing board members, principals, CBOs, curriculum directors, technology directors and more. Get in front of those who shape the future of the sector.

BENEFITS OF EXHIBITING

- **In-Person Networking**: Unbeatable face time with school district purchasing decision makers.
- **Showcase**: Exclusive opportunity to introduce new products and services.
- **Exposure**: All keynote speakers, general sessions, and meals are served in the Exhibit Hall.
- **High Traffic**: Innovative and engaging conference activities help drive traffic to your booth!
- **Visibility and Brand Display**.
## Sponsorship Opportunities

**KEYNOTE SPEAKER SPONSOR (3): $4,000**
Sponsor a Keynote Speaker and be able to introduce the keynote to all attendees before scheduled presentation. Includes a full-page ad in Conference Program, and prominent recognition via online marketing and conference website.

**MEAL SPONSOR: BREAKFAST (2) - 8,000 OR LUNCH (1) - $10,000**
Sponsor breakfast or lunch and receive on-stage recognition during the sponsored meal. Includes printed signage at food stations, a full-page ad in Conference Program, and prominent recognition via online marketing and conference website.

**EVENING RECEPTION SPONSOR (2): HORS D’OEUVRES & BEVERAGES - $9,000**
Sponsor a reception on Sunday or Monday evening. Receive on-stage recognition during the reception. Includes printed signage, a full-page ad in Conference Program, and prominent recognition via online marketing and conference website.

**SUNDAY HOSTED DINNER: $12,000**
Sponsor our only hosted dinner on Sunday evening. Receive on-stage recognition during the dinner. Includes printed signage, a full-page ad in Conference Program, and prominent recognition via online marketing and conference website.

**PRE-CONFERENCE GOLF TOURNAMENT SPONSOR: MULTIPLE OPTIONS/PRICE POINTS**
Sponsor our golf tourney! Many opportunities to promote your business through registration, swag, and at various points throughout the course. Also includes recognition in Conference Program and on Conference website.

**2023 BINDERUP AWARD SPONSOR (1): $3,000**
Sponsor our annual Superintendent Of The Year award. You will co-present on-stage with SSDA’s Executive Director. Includes a full-page ad in Conference Program, and prominent recognition via online marketing and conference website.

**CONFERENCE SWAG BAGS (1): $3,000**
Sponsor our reusable and eco-friendly tote bags, presented to all attendees upon check-in. Sponsor can add one full-color logo to front of bags. Also includes full-page ad in Conference Program, and prominent visibility via online marketing.

**CASINO NIGHT SPONSOR (1): $5,000**
Sponsor our annual Casino night & photo booth for all attendees. Your sponsorship will include prominent printed signage, a full-page advertisement in our Conference program, and recognition via online marketing and conference website.
### Conference Program Advertising (Unlimited)

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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<td>Full Page - $500; Half Page - $250; Quarter Page - $125</td>
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Our printed program contains the Conference's entire event schedule, exhibitor directory, Exhibit Hall floor plan, general conference information and much more. Make your company stand out and drive traffic to your booth!

### Tote Bag Insert: Free for Exhibitors

Exhibitor provides 350 flyers/handouts for swag bags, handed to all attendees upon check-in. Inserts must be received no later than Friday, February 10, 2023, to guarantee placement in conference swag bags.

### Device Charging Station (1): $2,000

Sponsor a dedicated area to provide secure and reliable charging for phone and computer devices. Charging station will provide ample opportunity for company messaging. Also includes a half-page ad in Conference Program.

### Silent Auction Contribution (15): Item/Basket valued at $100+

The silent auction, to take place during Monday's reception, is a fantastic and inexpensive way to promote your business. We are accepting 15 raffle prizes, each with a $100 minimum value. Items must be approved by SSDA staff.

### Wellness Activity (2): $1,500

Give attendees a way to reenergize during an early morning wellness activity. Sponsorship includes printed signage, a half-page ad in Conference Program, and prominent recognition via online marketing and conference website.

### Photo Booth Station (1): $1,500

What is a conference without a photo booth?! Design the space with your company messaging and the help of SSDA. Sponsorship includes printed signage, a half-page ad in Conference Program, and recognition via conference website.

### DIY Craft Room (1): $1,000

Give attendees a chance to tap into their inner artist in our sponsored DIY craft room. Sponsorship includes company name attached to Room, printed signage, a half-page ad in Conference Program, and recognition via online marketing efforts.
EXHIBIT SPACE INCLUDES:
- One 6’ Table or Two 6’ Tables (for double booths)
- One vendor display sign
- Standard table draping
- One standard chair (Double Booths receive two chairs)
- FREE listing in the State Conference printed brochure distributed to every attendee
- Pre-show attendee list with full contact information to promote your company's products and services

TRADE SHOW HOURS:
- **Sunday, March 5, 2023**
  - 1:00PM - 4:00PM Exhibitor Check-In/Set-up
- **Monday, March 6, 2023**
  - 8:00AM - 4:00PM Trade Show Open
- **Tuesday, March 7, 2023**
  - 8:00AM - 12:00PM Trade Show Open
  - 12:00PM - 1:00PM Exhibitor Tear-Down

APPLICATIONS TO EXHIBIT MUST:
- Be made using the form provided by SSDA
- Include the exhibitor's top three booth choices
- Be paid in full prior to the first day of the conference, Sunday, March 5th
- All checks must be received by the SSDA office no later than Friday, February 24, 2023 or your spot may be forfeited.

SSDA MEMBERSHIP
Exhibitors must be SSDA Associate members. All invoices and membership dues must be paid at the time of application. For information regarding membership, email Ashley@ssda.org.
EXHIBIT STAFF
We encourage Associates to attend breakout sessions as an additional opportunity to meet and become better acquainted with conference attendees. All exhibitors must register to attend at the regular conference price, depending on membership level. Registration includes access to all of the conference events, meals, and two drink tickets per reception.

CONDITION OF EXHIBIT AREA
When installing exhibits, nothing should be tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building.

CHARACTER OF EXHIBITS
The character of the exhibit is subject to the approval of SSDA staff. The right to refuse displays not meeting the standards required or expected is reserved. In addition, the right to curtail any part of an exhibit that reflects against the character of the conference will be observed, if necessary. This applies to displays, literature, advertising, novelties, souvenirs, personal conduct, etc.

SUBLETTING OF SPACE
No exhibitor will assign, sublet or apportion the whole or any part of confirmed exhibit space. They also must not have representatives, equipment or materials from firms other than their own without written consent of SSDA staff.

CANCELLATION
Booths are assigned on a first-come, first-served basis or until sold out. Any booth cancellation must be made in writing by Friday, February 10, 2023 for a 50% refund. Full forfeiture of booth cost will be incurred for cancellations after that date or for no-shows.

CONTRACT
These rules and regulations, together with the Exhibitor Registration Form and Contract, constitute the entire agreement. If for unforeseen reasons, the Exhibitor is unable to staff his or her booth, he or she will leave company materials for attendee use. Exhibitors agree to not break down booths before 11:45 AM on March 7th.
Pricing to exhibit at our 2023 State Conference is based on your membership level with SSDA. Please contact Ashley Slovak at Ashley@ssda.org for questions regarding your current membership level.

**PLATINUM MEMBERS**
- Standard Booth - FREE
- Premium Booth - $800
- Double Booth - $1,400

**GOLD MEMBERS**
- Standard Booth - $600
- Premium Booth - $800
- Double Booth - $1,400

Please fill out the information below and email the form, including company description & logo, to Ashley Slovak at Ashley@ssda.org. Upon approval, you will receive a confirmation email with a request to pay via invoice.

**Contact Name** __________________________________________________________
**Company Name** _______________________________________________________

**Contact Email** _________________________________________________________
**Contact Phone** _________________________________________________________

Choose one of the following:
- [ ] Standard Booth
- [ ] Premium Booth

We request that our exhibit space NOT be next to: ________________________________________

(SSDA will make every effort to honor your request; however, we cannot guarantee that all requests will be honored.)

**Request to Sponsor:**
- 1st Choice _____________________
- 2nd Choice _____________________
- 3rd Choice _____________________

**EXHIBITOR/SPONSOR PRINTED PROGRAM LISTING INFORMATION**

**Street Address** __________________________________________________________

**City** _____________________  **State** _______  **Zip** _______

**Phone Number** _____________________  **Email** _____________________  **Website** _____________________

The DEADLINE to submit company description (max 75 words) & company logo (JPEG/PNG format only) is Friday, February 3, 2023 to guarantee placement in printed conference program.