

# Show Your Support for Wisconsin's School Children.



## Sponsorships Be a Partner to Public Education

In January, more than 2,000 public school leaders will gather in Milwaukee to share ideas and discuss strategies to improve education in Wisconsin. These key decision makers have significant influence in the public school market. They oversee most major purchases, approve contracts and select products and vendors.

As a convention sponsor you can meet and build relationships with these key officials and show them how your products can provide solutions for their districts.

A variety of sponsorship opportunities exist to help you stand out from the crowd:



### PACKAGES

#### ★ Platinum — \$8,000 (2 available)

- Complimentary upgraded business card
- Logo included with all organization listings
- Link to your Web site from the official convention Web site via your logo
- Complimentary advertising — full page
  - December issue of *Wisconsin School News*
  - Onsite Convention guide (interior ad)
  - One full-page interior ad in a future issue of *Wisconsin School News*

#### ★ Gold — \$6,000 (3 available)

- Complimentary upgraded business card
- Logo included with all organization listings
- Link to your Web site from the official convention Web site via your logo
- Complimentary advertising — ½ page
  - December issue of *Wisconsin School News*
  - Onsite Convention guide (interior ad)
  - 25 percent discount on an interior ad in a future issue of *Wisconsin School News*

#### ★ Silver — \$4,000 (4 available)

- Complimentary upgraded business card
- Logo included with all organization listings
- Link to your Web site from the official convention Web site via your logo
- Complimentary advertising — ¼ page
  - December issue of *Wisconsin School News*
  - Onsite Convention guide (interior ad)
  - 10 percent discount on an interior ad in a future issue of *Wisconsin School News*

All Package Sponsorships must be approved by the WASB Board of Directors in accordance with WASB policies.



## Spotlight Opportunities Include:

**Exhibit Hall Breakfast** - Responding to your feedback, we know that traffic is the ultimate measure of success for your exhibit experience. In conversation with past convention sponsors and exhibitors, the idea was formed to hold a continental breakfast in the exhibit hall on Wednesday, January 20, 2010 to attract attendees to dedicated exhibit hall time. This event cannot happen without exhibitor sponsorships. Below is a summary of sponsorships to be offered for this breakfast. Please contact us to sign-up or customize your sponsorship.

Sponsorship amounts are in addition to paid exhibit hall booth(es). A minimum level of sponsorships must be obtained in order to move forward with this event.

### **Supporting Sponsor** — \$1,000

- Listing of organization's name in convention related publications, on the convention Web site, on onsite convention signage and on breakfast event signs in the exhibit hall.

### **Leading Sponsor** — \$2,500

- Listing of organization's name in convention related publications, on the convention Web site, on onsite convention signage and on breakfast event signs in the exhibit hall.
- Organization logo included with all listings.

### **Premier Sponsor** — \$5,000

- Listing of organization's name in convention related publications, on the convention Web site, on onsite convention signage and on breakfast event signs in the exhibit hall.
- Organization logo included with all listings.
- Link to organization web site from web listing/logo.
- Option to have a food or beverage station/cart placed near your booth (must meet facility space and safety requirements).

### **Networking Reception** — \$5,000 (*2 available*)

Maximize your exposure as a sponsor of the convention networking reception, Thursday evening, January 21 at the Hilton Milwaukee City Center. Show your organization's dedication to public education. This is one opportunity you cannot miss!

### **Electronic Convention Materials** — \$5,500 (*1 available*)

Be the exclusive provider of the convention materials. The State Education Convention would like to go green and provide convention session handouts on-line. Support this effort and have exclusive promotion of your organization's brand.

### **Convention Speakers** — \$3,500 (*4 available*)

Put your name in lights as a sponsor of one of our three general session speakers or sponsor the WASB Breakfast program speaker.



**Internet Café** — \$2,000 (2 available)

This is one of the hot spots at convention. Attendees visit one of our 15 internet stations to check their e-mail and stay in touch with what is happening during their time in Milwaukee. Sponsor this station for maximum exposure.

**School Fair** — \$1,000 (5 available)

Help support our schools. Each year five school districts showcase an innovative and inspiring project to convention attendees. Help support their participation by sponsoring their booth.

**Don't see what you are looking for?**  
**Contact Alison Huber today to customize your own spotlight opportunity.**  
**877-705-4422**

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