

Sponsorship Opportunities

At the Convention, more than 2,000 public school leaders will gather to share ideas and discuss strategies to improve public 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 demonstrate how your products provide solutions for their districts.

A variety of sponsorship opportunities exist to help you stand out from the crowd. We will work with you to customize a sponsorship opportunity. *Note: Sponsorship amounts are in addition to paid exhibit hall booth(s).*

Platinum — \$7,500

- Complimentary upgraded business card
- Logo included with all organization listings in print and electronic communications
- Link to your website from the official Convention website via your logo
- Complimentary advertising (select one)
 - ➔ Full page, full color ad in both the:
 - December issue of Wisconsin School News; and
 - Onsite Convention Guide (interior ad)
 or
 - ➔ Advertise on the Frontier Airlines Center InfoCaster Monitors
 - Captivate attendees and convey your message effectively through use of the Frontier Airlines Center's network of seven high-definition plasma screens for three days.



Gold — \$5,000

- Complimentary upgraded business card
- Logo included with all organization listings in print and electronic communications
- Link to your website from the official Convention website via your logo
- Complimentary advertising (select one)
 - ➔ Half-page, full color ad in both the:
 - December issue of Wisconsin School News; and
 - Onsite Convention Guide (interior ad).
 or
 - ➔ Convention Onsite Guide Magazine Cover Wrap (one available)
 - Wrapped around each Onsite Convention Guide, this advertising opportunity provides you with a unique opportunity to share your company's message.



Silver — \$4,000

- Complimentary upgraded business card
- Logo included with all organization listings in print and electronic communications
- Link to your website from the official Convention website via your logo
- Complimentary advertising (select one)
 - ➔ Quarter-page, full color ad in both the:
 - December issue of Wisconsin School News; and
 - Onsite Convention Guide (interior ad).
 or
 - ➔ Onsite Convention Guide Insert (one available) – Promote your company on the insert that is added to the Onsite Convention Guide with any updated information. The Onsite Convention Guide, including the insert, will reach the hands of more than 2,000 attendees



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

Wisconsin Joint State Education Convention – Invitation to Exhibit

Be a Partner to Public Education

Breakfast in the Exhibit Hall

Various options to choose from

Choose the level that best meets your needs and your budget. Breakfast will be available if we get a minimum level of sponsorships. You can be a leader in this event!

\$1,000

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

\$2,500

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

\$5,000

- Listing of organization's name in Convention-related publications, on the Convention website, on onsite Convention signage and on breakfast event signs in the exhibit hall.
- Organization logo included with all listings.
- Link to organization website from web listing/logo.
- Coffee Station at your booth for one of the mornings.

Contact us if you would like to be an exclusive sponsor of either the breakfast or networking reception for maximum exposure.

Networking Reception – \$10,000 to be an exclusive sponsor / \$5,000 to co-sponsor (2 available)

To help maximize exposure, the Convention Networking Reception will once again be held at the Hilton Milwaukee City Center on Thursday, January 19. Be a part of the tradition!

Electronic Convention Materials –

\$2,000 (2 available)

Be a provider of the Convention materials. The State Education Convention will once again be providing online session handouts. Support this effort and have maximum promotion of your organization's brand.

Internet Café – \$2,000 (2 available)

This is one of the hot spots at convention. Attendees visit one of our 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 (4 available)

Help support our schools. Each year school districts showcase an innovative and inspiring project to Convention attendees. Show your support of education innovation by sponsoring their booths.

Bookstore – \$4,000

The State Education Convention Bookstore is prominently located at the entrance to the exhibition hall. The Bookstore has an unending flow of traffic as it is stocked with the latest publications featured along with popular book signings across the hall. Sponsor the Convention Bookstore and demonstrate your organizations commitment to giving back to our children's education!

Don't see what you are looking for?

Contact Amy Qualmann today at 608-512-1713 or aqualmann@wasb.org to customize your own sponsorship opportunity.

How effective is a sponsorship?

"The annual WASB convention has given the Liberty Mutual Group direct access to hundreds of school administrators and board members every year. We believe the opportunity to exhibit at the conference has proven to be a solid investment for both Indiana Insurance and Liberty Commercial Markets. We are confident that our presence has allowed us to develop deeper relationships with both our current and future school district customers and continually grow WASB Insurance Plan membership."

Dave Davies – Indiana Insurance

"The value of sponsoring our State Education Convention goes well beyond the recognition we receive. We have the ability as a partner in education to bring together stakeholders from throughout our state for a purpose none other than to provide greater opportunities for our children. We are very proud to be a part of this process."

Bob Schmidt – TRANE