

NSEE

SPONSOR PACKET



The National Summit for Educational Equity (NSEE; formerly the Professional Development Institute) brings together leaders in educational equity to build capacity, knowledge, and skills to transform education and improve student success.

Sponsorships benefit the NAPE Education Foundation, a 501(c)3 organization.

To submit the sponsorship form online, please use the following link: napequity.org/nsee-sponsor-form

Marketing Reach

- Internet—36,629 unique visitors to NAPE's website during calendar year 2014
- Newsletter—6,065 active members
- Fliers and posters throughout the conference with your logo represented

Platinum Level—\$25,000

- Exclusive event sponsor of NSEE
- Recognition in all media as Platinum Sponsor
- Plenary speaker opportunity at luncheon (4/12/16)
- Event signage as Platinum Sponsor
- 12 registrations to NSEE
- Company logo on NSEE webpage
- Full-page ad in NSEE program book (first choice)
- Exhibit table in premier location (4/12/16)
- Electronic signage at all NSEE General Sessions

Gold Level—\$10,000 and above (2 available)

- Sponsor of either Policy Day (4/13/16) or Silent Auction and Celebration (4/12/16)
- Recognition in all media as Gold Sponsor
- Speaker introduction at Policy Breakfast (4/13/16) or Silent Auction and Celebration (4/12/16)
- Event signage as Gold Sponsor
- 8 registrations to NSEE
- Company logo on NSEE webpage
- Full-page ad in NSEE program book
- Exhibit table/display in prime location (4/12/16)
- Electronic signage at all NSEE General Sessions

Silver Level—\$5,000 and above (5 available)

- Half-day sponsor of breakout sessions (4/12/16 morning or afternoon) or 4/14/16 (morning)
- Recognition in all media as Silver Sponsor
- Speaker/panel introduction at breakout sessions
- Event signage as Silver Sponsor
- 4 registrations to NSEE
- Company logo on NSEE webpage
- Full-page ad in NSEE program book
- Exhibit table/display (4/12/16)
- Electronic signage at all NSEE General Sessions

Award Level—\$2,500 and above (5 maximum)

- Sponsor of NAPE Awards
- Recognition in all media as Award Sponsor
- Presentation at NAPE Awards
- Event signage as Award Sponsor
- 2 registrations to NSEE
- Company logo on NSEE webpage
- Half-page ad in NSEE program book
- Exhibit table/display (4/12/16)
- Electronic signage at all NSEE General Sessions

Exhibiting Details

Your exhibit space includes a 6' x 30" skirted table with two chairs, a wastebasket, and an ID sign located in a high-traffic area.

The conference is being held at the Westin Alexandria, 400 Courthouse Square, Alexandria, VA 22314-5700. Our "Marketplace" will be located in the ballroom foyer space with easy access to the ballroom and all the session rooms. The space welcomes high traffic and excellent networking.

Exhibitor set-up will take place on Tuesday, April 12, from 6:30 am-8:00 am.

Tear-down will take place on Tuesday, April 12, by 7:30 pm following the reception.

The Marketplace is open throughout the day. Breakfast and breaks throughout the day will be located in the Marketplace.

Program Advertising Details

Mechanical Requirements for Ads*

Ads are full color (CMYK). Digital camera-ready vector art is required. Files should be created using InDesign, Illustrator, Freehand.eps, or Photoshop files saved as JPEG, TIFF, or EPS. All files must be 300 dpi resolution at full size. Please

include all fonts, photos, and graphics used in the ad. All ads should be submitted on CD or emailed to Joyce Ayers at jayers@napequity.org. All ads must be submitted with a PDF copy.

Dimensions

Full page: 9" wide x 11.5" high with bleed or 8" wide x 10.5" high without bleed

Half page: 9" wide x 5.25" high with bleed or 8" wide x 5.25" high without bleed

Two-page spread:* 18" wide x 11.5" high (each page) with bleed

Quarter page: 3.75" wide x 5" high (no bleeds)

Business card size: 3.75" wide x 2.25" high (no bleeds)

*No text, photos, or art can run across the gutter connecting the pages. Lines running on both pages will be lined up as much as possible. NAPE cannot assume responsibility for ads not conforming to specified mechanical requirements and reserves the right to make adjustments to ads. All ads become the property of NAPE.

To guarantee premium placement of your ad, early submissions are strongly recommended.

Deadlines

Sponsor and exhibitor deadline is February 29, 2016.

Advertising deadline is March 18, 2016.

Questions

For additional information and to send artwork, contact Joyce Ayers at 717-407-5118 or jayers@napequity.org