2019–20 LEAD Sponsorship Opportunities

Washington, D.C., November 15–17, 2019
Washington, D.C., January 31–February 2, 2020
Chicago, IL, February 28–March 1, 2020

With a highly engaged audience, your visibility will go far with the students and advisers that are in attendance at these can’t-miss events! At LEAD, students and advisers sharpen their leadership skills to improve their school culture and community while networking with their peers from around the country.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES*

TOP-TIER SPONSORSHIPS

Lunch
Sponsor the lunch with your logo on the lunch signage, with the opportunity to place your logo around the luncheon and to receive an acknowledgment on the mobile app.
Price: $10,000 co-sponsorship per day.

Tote Bags
Exclusive sponsorship that features company logo, including website address, on all bags distributed to attendees. Rolling deadline to sponsor next three LEAD Conferences.
Price: $10,000 for all three LEAD Conferences.

Lanyards
Features company logo on lanyards distributed to attendees at registration. Rolling deadline to sponsor next three LEAD Conferences.
Price: $10,000 for all three LEAD Conferences.

Refreshment Breaks
Company logo appears on signage at designated refreshment station(s) and an acknowledgment on the mobile app.
Price: $10,000 for all three LEAD Conferences (exclusive).

All Top-Tier Sponsorships include:
- Verbal acknowledgment in opening remarks
- Logo and acknowledgment on LEAD website for up to one month post-event
- Acknowledgment in pre- and post-event emails

ADDITIONAL SPONSORSHIPS

Exhibit Table
Promote educational programs and services with a dedicated space at the conference.*
Price: $750 per event or $2,000 for all three LEAD Conferences.

Breakfast
Sponsor the breakfast with your logo on the breakfast signage and receive an acknowledgment on the mobile app.
Price: $7,000 co-sponsorship per day.

Bag Inserts
Based on availability. (Content and design approved in advance by NASSP; insert supplied by sponsor and separate from cost of sponsorship.)
Price: $750 per event or $2,000 for all three LEAD Conferences.

Conference App Banner Ads
Rotating banner ad that clicks to a full-screen landing page ad with your own customized video link embedded or to your exhibitor/sponsor listing page (if applicable).
Price: $1,500 for all three LEAD Conferences.

*Spring break and/or graduation travel experiences are not allowed for promotion per NASSP standards.

Contact Kim Daniele  ■  410-584-1975
kim.daniele@mci-group.com
Custom opportunities available as well.