



Conference Sponsorship Opportunities

NSDC 2010

Annual Conference

Dec. 4–8, 2010

Hyatt Regency Atlanta

Atlanta, Georgia

THE NATIONAL STAFF DEVELOPMENT COUNCIL's purpose is ensuring that every educator engages in effective professional learning every day so every student achieves. NSDC is the only education association working solely to increase student achievement through more effective professional development.

ABOUT NSDC

- Founded in 1969, NSDC now has more than 12,000 members in 50 states and 15 countries.
- NSDC's 39 state and provincial affiliates provide services and programs that connect staff developers within individual states or provinces or regions.
- Nearly 93% of members used an NSDC product or publication during the previous 12 months as a research source.
- NSDC's Standards for Staff Development have been adopted or adapted in 30 states to shape the quality of professional learning educators experience.

NSDC's 42nd Annual Conference: **Dream.Dare.Do.**

Who attends the NSDC Annual Conference?
(average from past two years)

- District/Central Office Leaders and Staff **48%**
- Technical Assistance Provider/ External Organizations **17%**
- Principal/Assistant Principal **15%**
- Teacher/Teacher Leader/ Coach **20%**

ABOUT THE NSDC ANNUAL CONFERENCE

- 32% of NSDC members attend the Annual Conference (the average attendance for the last three years is 3,769).
- Attendees include superintendents, central office administrators, staff developers, teachers, principals, and state and regional department of education personnel.
- 95% of attendees report that they leave the conference with ideas they will implement or apply.
- Our Annual Conference is **THE** Learning Conference. The conference offers more than 35 preconference workshops, 5 keynote addresses by nationally acclaimed speakers, and more than 350 concurrent and roundtable sessions.



FOR ADDITIONAL INFORMATION, CONTACT:

Renee Taylor • Assistant Director of Business Services/Exhibits & Sponsors • renee.taylor@nsdc.org
NSDC Business Office • 504 S. Locust Street • Oxford, OH 45056 • 800-727-7288 • Fax 513-523-0638



2010 Annual Conference: Sponsorship Opportunities

NSDC invites you to choose one of these sponsorship opportunities and gain additional visibility with over 3,500 conference participants. Your support will be acknowledged in conference materials as well as throughout the conference in a variety of ways.

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BENEFITS OF PEACHTREE SPONSORSHIP (\$25,000)

- Recognition as sponsor of Sunday Member Reception and Party
- Logo on conference totebag
- Two-time use of conference attendee mailing list (attendee e-mail list is not available)
- Two complimentary booths in exhibit hall
- Full page one-color ad in *Annual Conference Program* and *Annual Conference Guide*
- Full page color ad in December 2010 *JSD*
- Three complimentary five-day conference registrations to keep or give away
- Ten NSDC memberships to keep or give away
- Insert (brochure, flyer, or CD-ROM) in the conference bag
- Banner over booth in Exhibit Hall provided by NSDC
- Logo on conference signage
- Company name with link to web site displayed on NSDC conference e-mail messages

*Sponsorships of \$50,000 or more will be recognized as a Legacy Sponsor and receive additional recognition and negotiated benefits

BENEFITS OF PLATINUM SPONSORSHIP (\$15,000)

- Recognition as sponsor of Internet Café
- Logo on conference totebag
- One-time use of conference attendee mailing list (attendee e-mail list is not available)
- Two complimentary booths in exhibit hall
- Full page one-color ad in *Annual Conference Program* and *Annual Conference Guide*
- Full page black-and-white ad in December 2010 *JSD*
- Two complimentary five-day conference registrations to keep or give away
- Eight NSDC memberships to keep or give away
- Logo on conference signage
- Company name with link to web site displayed on NSDC conference e-mail messages

BENEFITS OF GOLD SPONSORSHIP (\$10,000)

- Recognition as sponsor of Exhibit Hall Coffee and Preconference Breaks
- Listing on conference totebag
- One complimentary booth in exhibit hall
- Full page one-color ad in *Annual Conference Program*
- 2/3 page, horizontal, black-and-white ad in December 2010 *JSD*
- One complimentary five-day conference registration and one complimentary three-day conference registration to keep or give away
- Five NSDC memberships to keep or give away

BENEFITS OF SILVER SPONSORSHIP (\$5,000)

- Recognition as sponsor of Program Presenter and Facilitator Gifts and Academy Reception
- 50% discount on booth in exhibit hall
- 1/2 page, horizontal, one-color ad in *Annual Conference Program*
- 1/2 page, horizontal, black-and-white ad in December 2010 *JSD*
- One complimentary five-day conference registration to keep or give away
- Five NSDC memberships to keep or give away

BENEFITS OF BRONZE SPONSORSHIP (\$2,500)

- Recognition as sponsor of Exhibit Hall Reception
- One complimentary three-day conference registration to keep or give away
- One complimentary NSDC membership to keep or give away
- 1/3 page, horizontal, black-and-white ad in December 2010 *JSD*

ALL SPONSORS RECEIVE:

- Sponsor recognition in the conference program and all conference materials
- Listing in onsite conference signage and e-news slide presentation in daily General Sessions
- Sponsor recognition on NSDC's conference web site
- Sponsor recognition in the December 2010 issue of *Connect with NSDC* e-newsletter and February 2011 *JSD*
- Special sponsor recognition on name badges

- Legacy Sponsorship
Amount: \$_____
- Peachtree Sponsorship
Amount: \$25,000
- Platinum Sponsorship
Amount: \$15,000
- Gold Sponsorship
Amount: \$10,000
- Silver Sponsorship
Amount: \$5,000
- Bronze Sponsorship
Amount: \$2,500

Please fax this page to 513-523-0638 or mail to the NSDC Business Office, and we will send you a sponsorship contract.



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COMPANY NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE (_____) _____ FAX (_____) _____

E-MAIL _____