Virtual conferences provide all the benefits of a traditional conference, like engaging with peers and presenters in real time and learning about timely and relevant issues that are currently affecting educators. The best part? You get to do it all from the comfort of your home.

This ASCD Virtual Conference will bring together practitioners and thought leaders to share their perspectives and offer insights, tools, and strategies to help you plan for the 2020–2021 school year.

Our second virtual conference of the summer, Back to School, August 13-14 will detail practical strategies to support educators to set your team up for success. Collaborate with other educators on how to implement best practices building on learnings shared in our July event.
EXHIBITING & SPONSORSHIP OPPORTUNITIES

Back to School: August 13-14
Influence the audience that matters most to you!

ASCD’s mission—and our strength—is connecting educators to hands-on education and learning tools that they can use immediately in their classrooms. Whether it is virtual or face-to-face learning, ASCD wants to ensure teachers and administrators are equipped to face any challenges this fall.

If your marketing plans have been curtailed by travel restrictions, cancelled conferences and other business disruptions, take advantage of ASCD’s virtual exhibit and sponsorship opportunities to reach today's education leaders and decision makers.

SPONSORSHIP OPPORTUNITIES

SPONSORED SESSION

$7,500 for both events  |  $5,000 for one event

Connect with conference attendees by hosting an interactive 30-minute industry thought leadership and innovation session. Your marketing presentation will be included in the ASCD conference schedule which will include your session description and company logo. Extend your reach to our more than 5,000 ASCD members and the broader ASCD community. Your session can be live or pre-recorded.

REGISTRATION BANNER AD

$5,000 per event

Increase your brand exposure and drive traffic to your website and booth with a clickable banner ad featured on all ASCD registration confirmation emails sent to attendees for both summer virtual conferences. Exclusive Sponsorship.
EDUCATION SESSION VIDEO AD
- $4,000 for one video in both events, $2,500 for one video at one of the events

Target your customers with a one-minute video ad presentation during ASCD conference programming! Your company’s message will be played before OR after the session of your choice. Your one-minute videos will be embedded in your corresponding session to be viewed on demand after the virtual event.

SOCIAL MEDIA OUTREACH
- $4,000 for both events | $2,500 for one event

The ASCD social media package is a great way to reach attendees via ASCD social media platforms before and during the conference.
- Twitter: 3 tweets exclusively about your organization
  1 tweet before the event, 2 tweets during the event
- Facebook: 1 Facebook post about your organization to ASCD’s followers

SPONSORED EMAIL MESSAGE
- $4,000 (Limited availability)

Promote your business and generate leads with a personalized email message sent directly to conference registrants. Only two sponsorships available, sponsor must provide HTML copy.

SESSION BANNER AD
- $750 per session

Align your brand with the topics most important to you! Your custom banner ad will be placed below the video session(s) of your choice.

VIRTUAL LOBBY BANNER AD
- $500 per ad

Be the first to make an impression as attendees enter the virtual conference! Your banner ad will appear in the virtual event lobby for the duration of the event.
VIRTUAL EXHIBITING OPPORTUNITIES

ASCD VIRTUAL EXHIBIT BOOTH

$400 for booth space

Your interactive virtual booth space includes:

- One virtual, customizable booth that includes company overview, website and contact information
- Company logo in exhibition hallway
- Ability to add up to five (5) videos
- Ability to add promotional materials to share with attendees visiting your booth
- Dedicated Exhibit Breaks
- Opportunity to interact with attendees through the booth's “Ask A Question” chat and email feature
- All virtual exhibitors will be part of the ReIMAGINE Challenge Game, a booth traffic game for attendees
- Two (2) complimentary registrations for the “Back to School Virtual Program” ($99 value for members, $125 value for non-members)
- Data analytics of booth visitors and downloaded items will be available.
- Extended exposure--attendees will have access to your virtual booth 60 days following the August event.
ReIMAGINE CHALLENGE GAME

The ReIMAGINE Challenge game will take place during the virtual conference. The game will consist of multiple tasks, including visiting exhibit booths, attending sessions, chatting with exhibitors and downloading documents, which attendees must complete to earn points. Points will be predetermined and listed for each individual task; some tasks may earn more points than others. Attendees will have access to the leaderboard standings and their placement in the rankings. At the end of the event, the top 10 attendees with the highest scores will receive a $100 gift card.

ReIMAGINE Challenge Game Actions:
- 50 Session points: Attended a session
- 150 Booth points: Visit exhibitor booths
- 250 Download points: Download exhibitor content
- 50 Chat points: Have purposeful conversations with exhibitors

ReIMAGINE CHALLENGE SPONSORSHIP
- $5,000 (Exclusive sponsor – per event)

Your logo will be featured on all ReIMAGINE Challenge promotional messaging sent out to attendees. A slide at the beginning of each exhibit hall break, will acknowledge the sponsor of the ReIMAGINE Challenge Game. During the closing Chat Lounge on Friday, July 17 the sponsor will have the opportunity to briefly address the attendees (2-3 minutes) and announce the winners of the Challenge live.

CONTACT US

Learn more about ASCD’s virtual exhibiting and sponsorship opportunities:

Mary Michalik, ASCD Sponsorship Manager
mary@corcexpo.com
1-312-265-9650

Matt McLaughlin, ASCD Sponsorship Sales
matt@corcexpo.com
1-312-265-9655

Laura Dann, ASCD Exhibits Manager
laura@corcexpo.com
1-312-265-9646