

**NASDSE'S 80TH ANNUAL CONFERENCE
AND BUSINESS MEETING**



**OMAHA, NEBRASKA
OCTOBER 6-9, 2018**

**SPONSOR
PACKAGES**



National Association of State Directors of Special Education, Inc.

225 Reinekers Lane, Suite 420, Alexandria, VA 22314

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2 0 1 8 S P O N S O R P A C K A G E S

The National of State Directors of Special Education (NASDSE) welcomes and appreciates your interest in sponsoring NASDSE's 80th Annual Conference and Business Meeting. The conference will take place October 6-9, 2018 at the Omaha Marriott Downtown in Omaha, Nebraska.

Omaha is spectacular in the fall and the NASDSE conference is a wonderful setting to gather for thoughtful learning and the sharing of best practices related to meeting the educational needs of all students -- especially students with disabilities. This year's conference theme, **Aligning Systems of Support to Improve Meaningful Daily Outcomes**, will be carried out through keynote presentations and our You Pick breakout sessions.

NASDSE's annual conference is a special gathering place because state special education directors have limited opportunities to gather and learn directly from each other as they can at the NASDSE conference. Newly added meetings for data managers and early childhood state leaders provide additional opportunities for key conversations. Critical to their discussions are the participation of key U.S. Department of Education staff and technical assistance providers in addition to select local special education directors. Conference participants will have an opportunity to discuss federal policies and their implementation at the state and local levels.

Your participation in the NASDSE conference represents a wonderful opportunity for you to get to know the key special education personnel in state agencies. We encourage sponsors to participate in all conference events in order to gain a real understanding of the conferees' needs and issues that they face on a daily basis. We encourage conference attendees to network with our sponsors at every opportunity.

The attached materials contain all of the details for sponsor opportunities at this year's conference. Please note that this year's conference has been shortened from previous years by a half day. We listened to your suggestions for changes to the sponsor opportunities and are trying to address, particularly providing additional sponsor information in the conference agenda packet.

This packet includes a commitment form for you to complete and return to us along with your sponsor package preferences. The deadline for submitting your form is June 29th, 2018. Please note that if more than one company selects the same optional sponsor package, we will select the one who pays first. We will help to find a comparable option for those who did not get their first choice. There are several changes from previous conferences so please look through this brochure carefully before making your selections.

We encourage all sponsors to consider donating an item to NASDSE's Silent Auction, which will provide more company name exposure as participants visit the auction tables.

Nancy Tucker in our office will be handling all the sponsor paperwork and will be communicating with you as soon as your initial paperwork is received.

NASDSE truly appreciates your support. We look forward to seeing you in Omaha.

Sincerely,

Bill East, Ed.D. Executive Director

ABOUT THE NASDSE CONFERENCE

Q: What is NASDSE?

NASDSE is the nonprofit organization that represents the state directors of special education, the data managers and the 619 early childhood coordinators in the states, the District of Columbia, the federal territories, the Department of Defense Education Agency and the Freely Associated States.

Q: Who attends the NASDSE conference?

State directors of special education, members of their key leadership team members, local special education directors, technical assistance providers and staff from the U.S. Department of Education.

Q: What types of sponsors typically come to the NASDSE conference?

Sponsors that provide special education services to both state and local education agencies. Many sponsors return year after year.

Q: What makes this conference special and different for sponsors?

We limit the number of sponsors to ensure access to the conference participants. In addition to sponsor tables prominently placed adjacent to the conference auditorium, we include sponsor 'showcases' where sponsors can introduce their products directly to the conference participants.

Please review the next few pages to the range of sponsor opportunities available.

GOLD SPONSOR PACKAGE - \$5,000 (BASIC PACKAGE)

The Gold Sponsor Package includes the following:

- A hot link on NASDSE's website to your company's website.
- Conference registration for two company representatives provided that their registration forms are submitted before the advertised deadline of September 24, 2018. (Additional sponsor attendees will need to register at the reduced conference rate of \$400.)
- Access to conference participants during the reception honoring new state directors, data managers and 619 coordinators that will take place on Sunday, October 7th from 5:15 – 7:00 p.m. This reception will take place in and around the sponsors' tabletop displays.
- A tabletop display space from Saturday through Tuesday (October 6-9) in the area where the breakfasts and refreshment breaks will take place. (Setup begins Saturday, October 6th.)
- An opportunity for a 20-minute Sponsor Showcase.
- Company advertisement as part of an electronic PowerPoint rolling display during breaks and lunches in the general session auditorium.
- An opportunity to donate company favors (assume 250 conference participants) for inclusion in the conference bag. Please note items must not be similar in nature to the merchandise options in the other sponsor packages listed on the sponsor commitment form.
- During the conference, all sponsors will receive a list of registered attendees in an Excel format that will include names, titles, affiliations, addresses, emails and phone numbers. No lists will be distributed prior to the conference. Please note that lists from previous conferences are no longer available.

PLATINUM SPONSOR PACKAGE - \$10,000

In addition to the Gold Basic Package, the Platinum Sponsor Package includes the following additional opportunities:

- Banner ad on the Conference App.
- Full page ad in conference book.
- Logo on banner placed above the main stage podium.
- Opportunity to speak during a morning plenary session (4-5 minutes).

OPTIONAL ADDITIONAL SPONSOR PACKAGES

ADDITIONAL OPTIONS	AMOUNT
NASDSE Board Breakfast – Friday 10/05	\$1,000
NASDSE Board Lunch – Friday 10/05	\$1,500
NASDSE Board Dinner – Friday 10/05	\$3,000
Business Meeting Lunch – Saturday 10/06	\$5,000
Business Meeting Break – Saturday 10/06	\$2,500
Business Meeting Breakfast – Sunday 10/06	\$2,500
Conference Lunch – Sunday 10/07	\$5,500
Conference Break – Sunday 10/07	\$2,500
Reception in honor of New State Directors/619 Coordinators/Data Managers – Sunday 10/07	\$7,500
Conference Breakfast – Monday 10/08	\$2,500
Conference Lunch – Monday 10/08	\$5,000
Conference Break – Monday 10/08	\$2,500
Monday - State Night Host (up to 4 sponsors)	\$5,000
Conference Breakfast – Tuesday 10/09	\$2,500
Conference Lunch – Tuesday 10/09	\$5,000

MERCHANDISE OPTIONS

- NASDSE will provide 250 of the merchandise featuring the NASDSE conference and company logos.
- The merchandise will be given to all conference attendees at the time of their on-site registration.
- NASDSE will source, design and produce the merchandise with approval from the sponsor on branding elements only.
- Only one merchandise item of this nature will be given to attendees at the conference.

MERCHANDISE OPTIONS	DESCRIPTION	AMOUNT
Conference T-Shirts/Sweatshirts	Design at the discretion of NASDSE	\$3,500
Charging Station	Signage with Sponsor Logo located outside of the	\$3,000

MERCHANDISE OPTIONS	DESCRIPTION	AMOUNT
	Main Ballroom	
Conference Bag	Design at the discretion of NASDSE	\$2,500
Portfolio for iPad	Design at the discretion of NASDSE	\$2,500
Conference Name Badge	Design at the discretion of NASDSE	\$2,000
Portable Phone Charger	Design at the discretion of NASDSE	\$2,000
Notebook	Design at the discretion of NASDSE	\$2,000
Lanyard	Design at the discretion of NASDSE	\$2,000

ADDITIONAL INFORMATION

Registration

Conference sponsorship includes complimentary full conference registration for two company representatives (must be received prior to the Conference registration deadline of September 24, 2018). No exceptions can be made. Any additional corporate representatives registering after that date will have to pay the full registration fee. **PLEASE NOTE THAT THERE ARE NO REFUNDS.**

Please note that online registration must be completed for all attendees (including complimentary sponsorship attendees). [CLICK HERE](#) to go to the ONLINE REGISTRATION PAGE. Please enter the sponsor promo code (SPONSOR18) to receive your two complimentary registrations.

Equipment Order Information

- NASDSE will provide one six-foot rectangular table. Tabletop displays must fit on top of the 6-foot table provided. **Only one** floor model or pop-up banner adjacent to the table will be permitted. Please note that your table will be adjacent to one or two other sponsors and we ask you to adhere to our requirements to be fair to your colleagues.
- Sponsors' display locations will be allocated alphabetically around the perimeter of the Foyer.
- We will provide shipping information for your materials at a later date.
- Any Equipment or AV needs should be emailed directly to PSAV attention: jstrathman@psav.com. Please call 402-718-8120 and ask for James Strathman concerning all of your AV or Equipment needs.

Full Page Electronic Ad

- All sponsors are entitled to a complimentary full-page, color advertisement that will be displayed as part of an electronic show reel on the conference screens when there is no official conference programming taking place.
- Advertisements will be displayed for 30 seconds at a time. Please submit an electronic copy of your advertisement to nancy.tucker@nasdse.org according to the following specifications:
 - PowerPoint file 4:3 aspect ratio size/scale 10" W x 7.5" H.
 - Color file can include flash, but no video or sound.
 - Multiple slides are permitted provided that the combined automated slide advance does not exceed 30 seconds.
 - Slide can contain automated animation provided it does not exceed 30 seconds.
- For additional information please contact Nancy Tucker at nancy.tucker@nasdse.org.
- Please submit your advertisement by August 27th to ensure it can be tested and we are able to include it in conference materials.
- You are also welcome to bring copies of your company's advertisement to add to the conference bag. However, a more effective use of this resource may be to distribute the advertisements at your exhibit table. Please see shipping deadlines and instructions below.

Instructions for Submitting Company Logo

- If your company is a merchandise or event sponsor, please send a company logo in both EPS and JPEG format to nancy.tucker@nasdse.org. Please submit this logo by August 27th.

Company Favors

- Companies are invited to provide 250 favors for distribution in the conference bag. These favors must not include a conference bag or lanyard.
- If you wish to include a company favor in the conference bag, please ship the favors so that they arrive **no sooner than** October 3rd at the hotel. Shipping information will be provided at a later date.

Company Document for Conference Bag and Tables

- Companies are welcome to provide one document (up to 10 pages, with a lightweight cover, 8.5" x 11" maximum paper size) for inclusion in the conference bag. If you want your document included in the conference bag, please ship 250 copies to arrive at the hotel no later than October 3rd. An alternative is to bring fewer copies (less paper) and distribute them from your sponsor table.

SPONSOR COMMITMENT FORM

NASDSE'S 80th ANNUAL CONFERENCE AND BUSINESS MEETING

Company Name _____

Contact Name _____

Title _____

Address _____

Office Phone _____

Cell Phone _____

Email _____

Company Name to appear in print _____

Website to appear in print _____

PREMIUM PACKAGES (See attachment for description of sponsorship options.)	AMOUNT
At a minimum, all sponsors must select the Gold Package. If you are interested in also sponsoring one of the events or merchandise options below, please indicate your choice(s) below.	
<input type="checkbox"/> Platinum Sponsor Package	\$10,000
<input type="checkbox"/> Gold Sponsor Package	\$ 5,000

ADDITIONAL OPTIONS	AMOUNT
<input type="checkbox"/> NASDSE Board Breakfast – Friday 10//05	\$1,000
<input type="checkbox"/> NASDSE Board Lunch – Friday 10/05	\$1,500
<input type="checkbox"/> NASDSE Board Dinner – Friday 10/05	\$3,000
<input type="checkbox"/> Business Meeting Lunch – Saturday 10/06	\$5,000
<input type="checkbox"/> Business Meeting Break – Saturday 10/06	\$2,500
<input type="checkbox"/> Business Meeting Breakfast – Sunday 10/07	\$2,500
<input type="checkbox"/> Conference Lunch – Sunday 10/07	\$5,500
<input type="checkbox"/> Conference Break – Sunday 10/07	\$2,500
<input type="checkbox"/> Reception in honor of new State Directors/619 Coordinators/Data Managers	\$7,500
<input type="checkbox"/> Conference Breakfast – Monday 10/08	\$2,500
<input type="checkbox"/> Conference Lunch – Monday 10/08	\$5,000
<input type="checkbox"/> Conference Break – Monday 10/08	\$2,500

ADDITIONAL OPTIONS		AMOUNT
<input type="checkbox"/>	Monday - State Night Host (up to 4 sponsors)	\$5,000
<input type="checkbox"/>	Conference Breakfast – Tuesday 10/09	\$2,500
<input type="checkbox"/>	Conference Lunch – Tuesday 10/09	\$5,000

MERCHANDISE OPTIONS		AMOUNT
<input type="checkbox"/>	Conference T-Shirts/Sweatshirts	\$3,500
<input type="checkbox"/>	Charging Station	\$3,000
<input type="checkbox"/>	Portfolio for iPad	\$2,500
<input type="checkbox"/>	Conference Bag	\$2,500
<input type="checkbox"/>	Lanyard	\$2,000
<input type="checkbox"/>	Conference Name Badge	\$2,000
<input type="checkbox"/>	Portable Phone Charger	\$2,000
<input type="checkbox"/>	Notebook	\$2,000



Questions?

For further information, please contact Nancy Tucker at 703-519-1495 or email nancy.tucker@nasdse.org