

2024 ASCD Annual Conference

# Uniting Minds. Igniting Progress.

MARCH 22-25, 2024 | WASHINGTON, D.C.



## Exhibit and Advertising Opportunities

The 2024 ASCD Annual Conference is expected to attract 4,000+ attendees and more than 200 exhibiting companies. The Annual Conference is the place for networking, inspiration, and education and has set itself apart as the industry event for K-12 education professionals. It's the perfect venue to showcase your company in front of this important, influential audience.

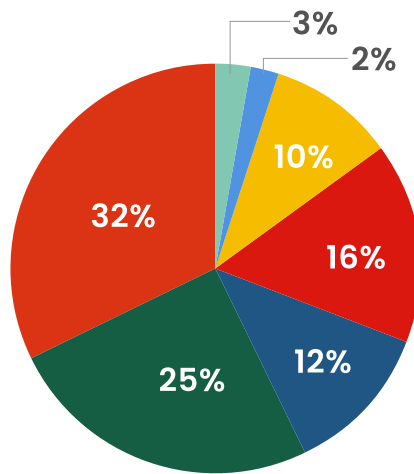
We hope to see you in D.C.

## MEET WITH EDUCATION DECISION MAKERS

At the 2024 ASCD Annual Conference you'll reach a targeted group of dedicated and experienced educators, practitioners, and administrators involved in every aspect of education. As an exhibitor, you'll have the opportunity to:

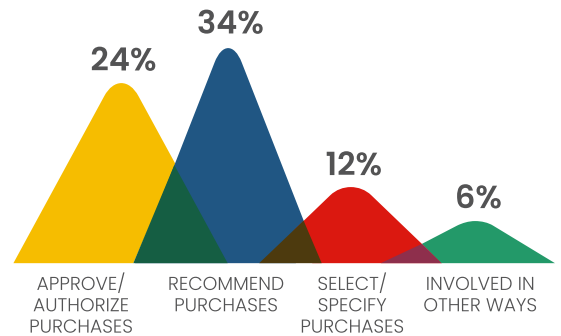
- Generate and nurture qualified leads
- Enhance your company's credibility and standing
- Create greater awareness and visibility for your brand
- Differentiate your company from competitors
- Deepen ties with an influential professional network

### ROLE IN EDUCATION



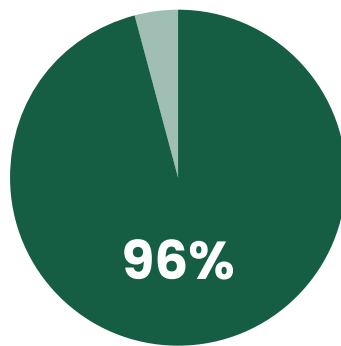
- PRINCIPAL/SUPERINTENDENT
- TEACHER
- INSTRUCTIONAL COACH
- CENTRAL OFFICE
- OTHER
- BUILDING-LEVEL SPECIALIST
- HIGHER EDUCATION

### PURCHASING INVOLVEMENT

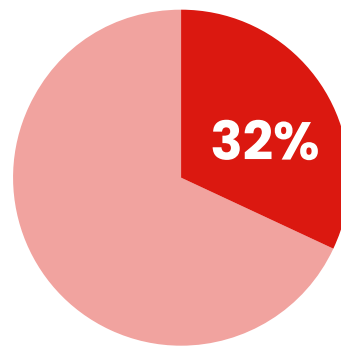


**76%**

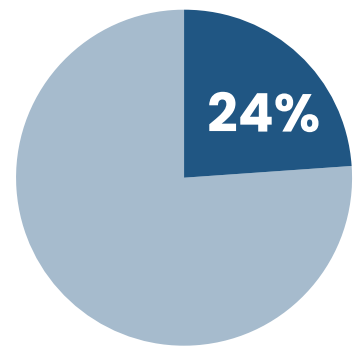
OF ATTENDEES HAVE PURCHASING INVOLVEMENT



96 PERCENT OF ATTENDEES VISIT THE EXHIBIT SHOW



32 PERCENT ARE SUPERINTENDENTS OR SCHOOL-BASED EXECUTIVES



24 PERCENT OF ATTENDEES APPROVE/AUTHORIZE PURCHASES

## REACH TODAY'S EDUCATION LEADERS

### EXHIBIT SHOW LOCATION

Walter E. Washington Convention Center – Exhibit Hall D  
Washington, D.C.

### EXHIBIT SCHEDULE\*

\*Schedule subject to change

#### EXHIBIT MOVE-IN

Thursday, March 21	8 a.m. – 5 p.m.
Friday, March 22	8 a.m. – 3 p.m.

#### EXHIBIT HOURS

Friday, March 22	5 – 7 p.m.
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**Welcome Reception in Exhibit Hall**

Saturday, March 23	10 a.m. – 4:30 p.m.
Sunday, March 24	10 a.m. – 4:30 p.m.
Monday, March 25	8 – 11 a.m.

#### EXHIBIT MOVE-OUT

Monday, March 25	11:00 a.m. – 5:00 p.m.
Tuesday, March 26	8:00 a.m. – noon

*Early dismantling or ceasing business prior to the official closing on Monday, March 25, is strictly prohibited.*

### EXHIBIT BOOTH PRICING

10' x 10' inline	\$2,700
10' x 10' corner	\$2,900

### YOUR EXHIBIT BOOTH INCLUDES

- Four complimentary booth personnel badges per 10' x 10' booth space. These passes give you access to the Exhibit Show, Welcome Reception, and all sessions, including General Sessions.
- Exhibiting sponsors may receive additional passes as part of their sponsorship.
- Standard 8' high back drape and 3' high side drape for inline booths.
- One company identification sign bearing the company name and booth number (7" x 44").
- One basic online company listing and one listing in the mobile app.

Your exhibit rental space does NOT include tables, chairs, electricity, internet services, shipping or any freight handling labor, installation or dismantle labor, booth cleaning or lead retrieval. These services can be ordered through the Exhibitor Manual.



**“Any opportunity to interact with motivated and energetic individuals looking to improve their school to help students learn is our top priority. ASCD is that opportunity.”**

SchoolPLP  
2022 Exhibitor

## ELIGIBILITY TO EXHIBIT

The ASCD Exhibit Show is designed to showcase information, ideas, products, and services for our members and attendees. To fulfill this goal, the association reserves the right to review all exhibit applications for eligibility. All applications are subject to approval by ASCD based on the following criteria:

1. The items on exhibit relate to the purposes of ASCD, are consistent and compatible with adopted ASCD values, and do not unfairly exploit ASCD products or services.
2. The exhibit relates to the purposes of the conference, conference theme, and various conference sessions.
3. Items without educational merit may be excluded.

## BOOTH RESERVATIONS

Secure your [booth space](#)

A 50 percent nonrefundable deposit must be submitted with your application. Applications received without payment will not be processed. The booth balance is due January 26, 2024. No refunds will be issued after January 26, 2024. Applications submitted after January 26, 2024 must include full payment.

[View floor plan and current exhibitors](#)

## EXHIBITOR REGISTRATION AND HOUSING

Each 10x10 booth includes four complimentary exhibitor registrations. Exhibitor registration will be available through the exhibitor portal in February 2024.

## SERVICE INFORMATION

Contracted exhibitors who have paid in full will receive access to the exhibitor services kit in January 2024. Exhibitors will be able to order furnishings, carpet, and services including electrical, A/V, Internet and lead tracking through the kit, as well as arrange shipping and labor.

## CONTACT US

**ASCD Exhibits**  
exhibits@ascd.org  
800.280.6218  
541.346.3537



## BRAND AWARENESS OPPORTUNITIES

### TOTE BAG INSERT

Inserting marketing material or a giveaway in the tote bags is a way to get your promotional or marketing material into the hands of thousands of attendees.

### ATTENDEE POSTAL MAILING LIST RENTAL

Purchase a pre-conference list to promote your upcoming exhibitor presence and/or a post-conference list to solidify your connections! Mailing list is for one-time use and includes postal mailing addresses only.

## DIGITAL OPPORTUNITIES

### MOBILE APP BANNER AD

Reach participants with a rotating banner ad in high-profile locations throughout the mobile app. Choose between premium and standard positions. Positions are limited to maintain maximum value.

## ATTENDEE EXPERIENCE

### COMPANY EDUCATION SESSION

A sponsored education session is the best way to speak in front of a large audience at the ASCD Annual Conference. Session topic chosen by sponsor and promoted in all Annual Conference signage and the mobile app. Benefits include:

- 60-minute education speaking session during the conference
- A room that can hold up to 100 attendees (attendance not guaranteed)
- Session listed among other education sessions during conference
- Complimentary standard A/V package
- Complimentary standard conference wireless Internet
- Logo recognition on signage at entrance to session

## GAME

### ASCD PASSPORT TO PRIZES GAME

Annual attendees love a challenge! Participate in the booth traffic game and participating attendees will stop by your booth to learn about your company and get their passport stamped. Availability is limited to 20 companies. Companies will be accepted on a first-come, first-served basis. Prizes will be provided by ASCD.

### ASCD PREMIUM PASSPORT TO PRIZES GAME

Your company's booth will serve as the drop-off location for all of the completed Passport to Prizes cards. Benefits Include:

- Raffle drum located near or in your booth
- Opportunity for a company representative to act as emcee for the drawing
- Complimentary Passport included on all game passports
- Sponsor logo and booth number on Passport to Prizes signage

## FACILITY MESSAGING

### STANDING SIGN

Your advertisement will be prominently displayed on freestanding, double-sided signboards. Measuring 8" high and 3" wide, your signboards will be placed in a high-traffic area at the conference.

## ADVERTISING PRICE LIST

(Must be an exhibitor or sponsor to purchase)

	OPPORTUNITY	PRICE	QTY. AVAIL
BRAND AWARENESS	Tote Bag Insert	\$3,000	4
	Pre-conference Postal Mailing List Rental	\$800	
	Post-conference Postal Mailing List Rental	\$950	
DIGITAL	Mobile App Banner Ad: Premium	\$2,500	4
	Mobile App Banner Ad: Standard	\$2,000	10
ATTENDEE EXPERIENCE	Company Education Session	\$9,000	2
GAME	ASCD Passport Game Premium	\$3,500	1
	ASCD Passport Game	\$1,250	20
FACILITY MESSAGING	Free-Standing Signs	\$2,500	4

## DEADLINE REMINDERS

	Order Deadline	Creative Deadline
Facility Messaging: Standing Sign	2/5/24	2/19/24
Mobile App Banner Ads	Ongoing	Ongoing

All payments due no later than February 29, 2024. Ads cannot be canceled. No refunds will be issued.

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