



#NASPAA2019 OPPORTUNITIES GUIDE

SPONSOR, ADVERTISE, & EXHIBIT

Reconstructing Governance for the Next 50 Years

The 2019 NASPAA Annual Conference celebrates NASPAA's 50th Anniversary and brings together deans, directors, and faculty from graduate schools of public policy, affairs, and administration from across the United States and the world. Over 650 leaders in public affairs education are expected to attend. NASPAA sponsorships, advertisements, and exhibits are an opportunity to showcase your school's programs, faculty, and key initiatives to your peers. Additionally, they help underwrite the costs of the conference and ensure that conference programming remains accessible to our diverse global membership.

LEVELS AND BENEFITS

Platinum Opportunities **\$10,000**

Wednesday Welcome Reception *(two will be sold)*

Co-sponsor of the welcome reception on Wednesday, Oct. 16 at the conference hotel, the Millennium Biltmore Los Angeles. Recognition in event promotions, push notification in mobile app, and onsite signage; ability for school leader to give brief welcome remarks and exhibit/distribute school materials or giveaway (NASPAA must approve). Est. 350 guests.

Friday Night Reception *(three will be sold)*

Co-sponsor of the Friday night reception on Oct. 18 at downtown Los Angeles venue, may include prominent keynote speaker. Recognition in event promotions, push notification in mobile app, and onsite signage; ability for school leader to give brief remarks and exhibit/distribute school materials or giveaway (NASPAA must approve). Est. 300-350 guests.

50th Anniversary Luncheon

Sponsor the 50th anniversary luncheon on Thursday, Oct. 17 at the conference hotel, the Millennium Biltmore Los Angeles. Recognition at podium, in event slideshow, push notification in mobile app, and placement of custom ad in event slideshow; ability to place school promo materials/giveaway at all guest seats and place signage on stage. Comp luncheon tickets for up to 3 and premium seating for school leadership. Est. 325 guests.

Gold Opportunities **\$7,500**

Conference Name Badge Holder

Logo/Name placement on conference name badge. Distributed at registration to all (est. 650) attendees.

Friday Awards Luncheon

Sponsor the Friday luncheon on Oct. 18 at the conference hotel, the Millennium Biltmore Los Angeles. Recognition at podium, in event slideshow, push notification in mobile app, and placement of custom ad in event slideshow; ability to place school promo materials/giveaway at all guest seats and place signage at stage (NASPAA must approve). Comp luncheon tickets for up to 3 and head table seating for school leadership. Est. 300 guests.

Mobile App

Sponsor of the conference mobile app. Digital ad placement on splash page that displays while the app loads, recognition within the app, and recognition with the app download instructions conference program, onsite slide shows, and other signage.

Conference Program

A full color ad placement in front section of conference printed program; name recognition on schedule/panel description pages in the program. Distributed at Registration to all (est. 650) attendees.

Conference Bag

Logo placement (2-color imprint) on front of conference bag distributed to at Registration to all (est. 650) attendees.

Wi-Fi

Select the customized password and/or network name; logo recognition on wifi usage instructions in conference program, onsite slide shows and other signage.

Hotel Keycard

Design front side of hotel keycard distributed to attendees staying at the official conference hotel, the Millennium Biltmore Los Angeles.

Silver Opportunities \$6,000

Conference Water Bottle

Logo placement (1-color imprint) on re-useable water bottle distributed at Registration to all (est. 650) attendees.

Conference USB Drive

Logo placement (up to 2-color imprint) and opportunity to pre-upload your school's brochure, promotion video, or other materials (up to 1GB). Distributed at Registration to all (est. 650) attendees.

Accreditation Institute Reception and Folders

Sponsor of the AI Reception on Wednesday, Oct. 16 and logo placement (1-color imprint) on folder distributed to all (est. 200 attendees) with official AI handouts. Onsite recognition at podium and in slideshow during AI. Onsite signage and ability to give brief remarks at reception. Inclusion in all AI specific communications.

International Welcome Reception

Sponsor of the welcome reception for all NASPAA non-US attendees on Wednesday, Oct. 16 at the conference hotel, the Millennium Biltmore Los Angeles. Recognition in event promotions, push notification in mobile app, and onsite signage; ability for school leader to give brief welcome remarks and exhibit/distribute school materials or giveaway (NASPAA must approve). Est. 70 guests.

Bronze Opportunities \$5,000

Conference Pen

Logo or name placement (1-color imprint) on pen distributed to all attendees (est. 650) at Registration.

Conference Mints

Logo or name placement (1-color imprint) on mints distributed to all attendees (est. 650) at Registration.

Conference Sticky Notes

Logo or name placement (1-color imprint) on sticky note pad distributed to all (est. 650) attendees at Registration.

Accreditation Institute Lunch

Sponsor of the AI lunch on Wednesday, Oct. 16 (est. 200 attendees). Onsite podium and slideshow recognition. Ability for promo materials/giveaway at all guest seats (NASPAA must approve). Inclusion in all AI specific communications.

Copper Opportunities \$4,000

Accreditation Institute Breakfast

Sponsor of AI breakfast on Wednesday, Oct. 16 (est. 200 attendees). Recognition onsite at podium and in AI slideshow. Ability to place promo/giveaway at all guest seats. Inclusion on AI specific communications.

Thursday Beverage Sponsor

Sponsor of all-day coffee and tea on Thursday, Oct. 17; signage at stations, logo or name placement on a service item (such as beverage jacket).

Thursday Morning Breakfast

Sponsor of warm morning breakfast item on Thursday, Oct. 17; signage at station, logo or name placement on sticker on wrapper.

Thursday Afternoon Snack

Sponsor of afternoon snack on Thursday, Oct. 17; signage at station, logo or name placement on a service item (such as snack cup).

Friday Beverage Sponsor

Sponsor of all-day coffee and tea on Friday, Oct. 18; signage at stations, logo or name placement on a service item (such as beverage jacket).

Friday Morning Breakfast

Sponsor of warm morning breakfast item on Friday, Oct. 18; signage at station, logo or name placement sticker on wrapper.

Friday Afternoon Snack

Sponsor of afternoon snack on Friday, Oct. 18; signage at station, logo or name placement on a service item (such as snack cup).

Pewter Opportunities **\$3,000****Accreditation Institute Snack**

Sponsor of the AI refreshment break on Wednesday, Oct. 16 (approx. 200 attendees). Onsite podium recognition, slide show, and signage at station. Inclusion on AI specific communications.

Wednesday Workshops (*four will be sold*)

Sponsor of a Wednesday workshops (such as NASPAA NEXT, Doctoral, New Directors) on Oct. 16. Recognition on refreshment signage and inclusion in workshop specific communications as well as program and app listings.

Supporter Opportunities **\$2,500****Overall Conference Support**

Recognized as a Conference Supporter in listing on website, conference program and mobile app, as well as onsite slide shows and signage; complimentary full-page black/white advertisement in conference program. (Up to 15 will be sold.)

To Secure Your Sponsorship Package

You must fill out the [reservation form](#) to officially secure your specific sponsorship. You may provide credit card payment or *indicate you wish to be invoiced*.

Sponsorships are sold to the first school who makes the request. Many options sell out quickly, so please act fast if you have a specific sponsorship in mind.

To fully execute the benefits of your sponsorship, reservation forms should be received no later than, **August 15, 2019.**

Questions? Contact Leigh Anne Elliott at elliott@naspaa.org.

If you are interested in a specific opportunity that you do not see listed, please inquiry. From time to time, we may be able to add additional elements.

PRINTED ADVERTISEMENTS

Conference Program Ads

NASPAA prints a conference program which includes advertising opportunities. The conference programs are distributed to all (est. 650) conference attendees at Registration.

Premium Ads

Back Cover Color Ad

\$3100*

Ad should be 8.5x11 in color with full bleeds.

Inside Front Cover and Inside Back Cover Color Ad

\$1600*

Ads should be 8.5x11 in color with full bleeds.

**Due to the overwhelming demand for premium ad placement, NASPAA has instituted a lottery system. Schools who have had a premier cover ad within the last two years are not eligible. Put your school in the [lottery](#) by April 30, 2019.*

Regular Ads

Full Page Black/White Ad

\$900

A full page ad inside the conference program will be printed on an 8.5 x 11 inch page and should have ½ inch margins (this gives you 7.5 x 10 inch space to design). It will be printed in black/white. [Sample](#)

Half Page Black/White Ad

\$600

A half page horizontal ad inside the conference program will be printed on an 8.5 x 5.5 space and should have ½ inch margins (this gives you a 7.5 x 4.5-inch space to design). It will be printed in black/white. [Sample](#)

CONFERENCE BAG INSERT (ONE PAGE)

NASPAA distributes an official conference tote bag to all attendees at registration. NASPAA schools can include an insert within the bag.

Conference Bag Insert

\$500

Conference bag inserts are designed and printed (approx. 650 copies) by the school and must not exceed 8.5x11 inches.* Printing may be on front and back. NASPAA must approve your design before you print.

**If you have a booklet or larger piece, please inquiry. We may be able to accommodate it for extra fee to compensate for the increased cost of shipping.*

To Secure Your Ad or Conference Bag Insert

Your [reservation form](#) must be submitted no later than **September 4, 2019**.

Advertisement must be submitted to elliott@naspaa.org no later than **September 4, 2019**.

Inserts should be mailed to NASPAA's office at 1029 Vermont Ave, NW, Suite 1100, Washington DC, to arrive by **September 19, 2019**.

Questions? Contact Leigh Anne Elliott at elliott@naspaa.org.

TABLE TOP EXHIBITS

NASPAA has opportunities for schools, publishers, and other organizations to showcase your program, services or product, and interact with conference attendees through exhibiting. NASPAA assigns the specific location in a central conference area. Exhibits often include such items as a branded table cloth, brochures, flyers, stand-up banner and feature a giveaway item. Approximately 40 spaces are available.

Exhibitors receive a 6' by 30" table with two chairs. Exhibit space is public, and exhibitors assume full responsibility for all materials. For the personnel that will staff the exhibit table, exhibiting organizations will receive two luncheon tickets each day and two exhibitor registrations. *(Please Note: Exhibitor registration is for the staff working at your exhibit table, it is not meant for faculty that are attending conference panel sessions. If you plan to attend conference panel sessions, you must register and pay for full conference registration.)*

Exhibitors will be able to see their table and setup Wednesday evening Oct. 16. Exhibit hours will be the duration of the main conference days Thursday Oct. 17 and Friday Oct. 18.

NASPAA Member Table	\$550
NASPAA Member Double-Table	\$900
Non-Member/Publisher Table	\$850
Non-Member/Publisher Double-Table	\$1,400

To Secure Your Exhibit

Your [reservation form](#) must be submitted no later than **August 15, 2019**.

Questions? Contact Leigh Anne Elliott at elliott@naspaa.org.

