The logo for NSBA 2027 features the text 'nsba' in a bold, lowercase sans-serif font, with a stylized wave graphic integrated into the letter 'b'. To the right of 'nsba' is the year '2027' in a similar font. Below this, 'Washington, D.C.' is written in a flowing, black cursive script. To the right of the text is a black silhouette of a cherry blossom branch with several flowers and buds. The background of the entire page is a photograph of cherry blossom trees in full bloom along the edge of a body of water, with the Washington Monument visible in the distance under a clear blue sky.

APRIL 2-4
nsba 2027
Washington, D.C.
The Conference for Public Education Leaders

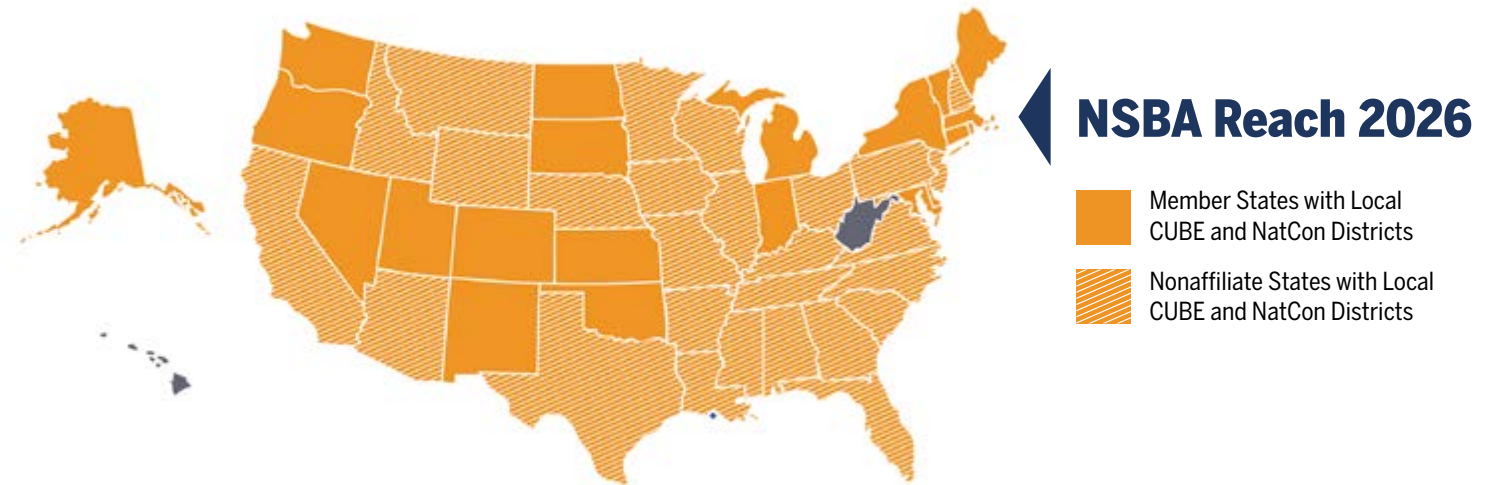
Exhibitor & Sponsorship Prospectus

nsba.org/NSBA2027

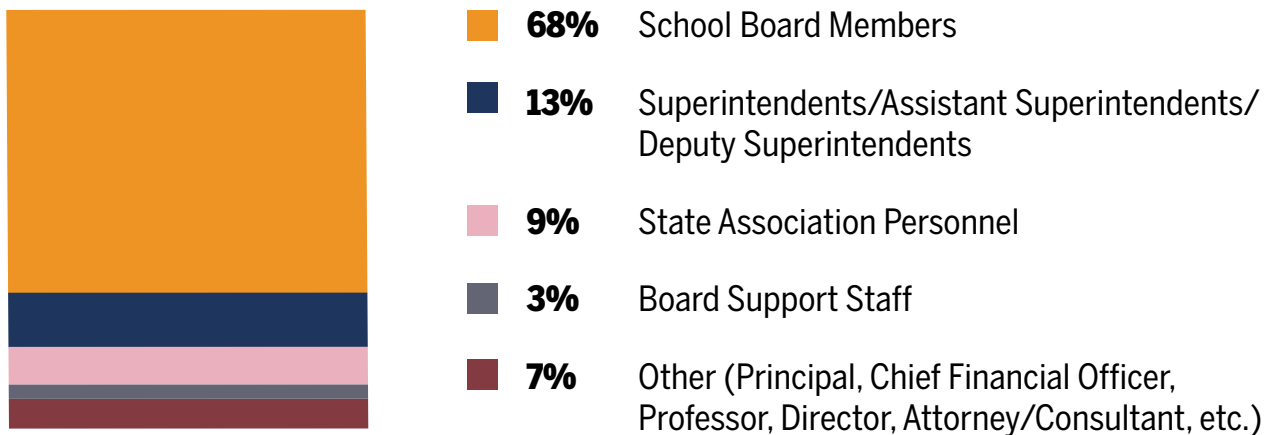
About the Audience

Public Education Leaders Choose NSBA

- To learn about cutting-edge issues in education
- To learn about education technology solutions
- To learn about resources and products that improve student outcomes, reduce overhead expenses, and enhance the overall school environment



By Role: 2026 Annual Conference Registrants



Engage K-12 Decision-Makers

REACH

Attract new customers looking for solutions in the education space.

RETENTION

Connect with current customers and fortify relationships.

RELEVANCE

Network face-to-face with school district leaders.

REPUTATION

Showcase your products and services with your target audience.

REVENUE

Gain new customers to increase your bottom line.



2026 SPONSORS

DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



Thought Leadership Opportunities

General Session

3 Opportunities Available

\$35,000 each

Become the exclusive daily General Session Sponsor. This is your chance to align your brand with thought leadership, innovation, and inspiration that sets the tone for the entire conference. A senior-level company representative will be invited to make remarks for up to three minutes or show a video (both must be approved in advance). Enjoy additional perks such as a meet and greet with the keynote speaker backstage, VIP seating, and prominent company recognition during the event. Your support will also be acknowledged on our event website, app, and onsite signage, as well as in communications about the event.

Student Performing Groups at General Session

3 Opportunities Available

\$25,000 each

For decades, our dynamic student performing groups have been an undeniable highlight of the Annual Conference General Sessions. These remarkably talented young performers bring energy, creativity, and a vibrant atmosphere to our event. Now, you have the opportunity to show your support and be a part of their legacy. In addition to your company being prominently acknowledged as the official sponsor at that day's General Session, a senior-level company representative will be invited to make remarks for up to two minutes or show a video (both must be approved in advance) and enjoy VIP seating at that day's session. Your support will also be acknowledged on our event website, app, and onsite signage, as well as in communications about the event.



Target Audience Opportunities

Magna Awards Exclusive

\$40,000 for Exclusive Sponsorship

3 Opportunities: \$15,000 each

The Magna Awards recognize a variety of recognized districts. The 2026 awards focus on education, spotlighting district initiatives that solve a challenge with creativity and out-of-the-box strategies. A grand prize and up to five silver awards will be awarded in each enrollment category: under 5,000 enrollment, 5,000-20,000 enrollment, and over 20,000 enrollment. The three Grand Prize winners showcase their winning programs at a Master Class education session during Annual Conference. They also are featured in a video shown during Conference and on the NSBA website. All winning districts are featured in the April issue of *American School Board Journal* (ASBJ).

Become the exclusive sponsor of this prestigious honor and give greetings at the Magna Awards education session; receive an introduction and recognition at the Magna Awards breakfast; have your logo added to the Magna Awards video and print advertising in *ASBJ*; receive recognition in social media mentions, as well as a digital ad in the ASBJ Brief e-newsletter.

75-Minute Education Session

Limited Opportunities Available

\$25,000 each

Invest in this dynamic platform to showcase your expertise, build relationships, and leave a lasting impact. Host a 75-minute session on a topic aligned with your specialization, offering valuable insights, innovative solutions, and practical strategies to today's education leaders. Elevate your brand today by partnering with us for this powerful educational experience! Our tracks include:

- Board Governance, Oversight & Accountability
- Equity & Inclusion
- Family & Community Engagement
- Safe, Supportive & Healthy Schools
- Schools of the Future (Technology and advances to enhance teaching, learning, operations, and facilities)
- Staff Development and Student Achievement

NSBA Member Lounge

Exclusive Opportunity

\$15,000

Sponsor our exclusive member lounge — a central hub for networking, relaxation, and collaboration. As a Sponsor, you will not only enhance the overall event experience for attendees but also gain valuable exposure and recognition. Feel free to distribute literature, giveaways, enhance food and beverage offerings (at your own cost), and network with attendees.

CUBE Luncheon

2 Opportunities Available

\$15,000 each

Take the opportunity to host the yearly luncheon for CUBE members. As hosts, you'll have the chance to deliver either a two-minute in-person greeting or a 90-second video greeting. Enjoy additional perks such as a meet and greet with the keynote speaker, VIP seating, and prominent company recognition during the event. Your support will also be acknowledged on our event website, app, and onsite signage, as well as in communications about the event.

Joint Council/National Connection Luncheon

3 Opportunities Available

\$15,000 each

Align your brand with a key moment of connection and collaboration while meeting and mingling with targeted attendees from the National Black Council, the National Hispanic Council, and the American Indian/Alaskan Native Council. Take the stage for either a two-minute address or show a 90-second video, allowing you to convey your company's message directly to a targeted and engaged audience. Enjoy additional perks such as a meet and greet with the keynote speaker, VIP seating, and prominent company recognition during the event. Your support will also be acknowledged on our event website, app, and onsite signage, as well as in communications about the event.

Target Audience Opportunities

Rural Education Breakfast

Exclusive Opportunity

\$15,000

The Rural Education Breakfast is designed for rural school board members and education leaders to come together to share experiences and learn from experts in the field, delving into crucial topics that are pivotal for the success of rural school districts. Take the stage for either a two-minute address or show a 90-second video, allowing you to convey your company's message directly to a targeted and engaged audience. Enjoy additional perks such as a meet and greet with the keynote speaker, VIP seating, and prominent company recognition during the event. Your support will also be acknowledged on our event website, app, and onsite signage, as well as in communications about the event. Whether you serve our sprawling countryside or remote communities, this event is designed to empower you with insights, strategies, and solutions that cater to the specific needs of rural education.

Experiential Learning Visits

2 Opportunities available

\$10,000 each

Experiential Learning Visits offer a rare opportunity to explore education in practice while in San Antonio. Visit local schools to witness firsthand the innovative practices, dynamic classrooms, and dedicated educators shaping the future of our communities. Explore state-of-the-art facilities designed to foster creativity and collaboration, engage in interactive demonstrations showcasing student-led initiatives, and participate in insightful discussions with school administrators and teachers. This visit will provide participants with valuable insights into the challenges and triumphs of modern education while connecting with fellow board members and education leaders committed to driving positive change.

Exhibit Hall Fireside Chats

6 Opportunities Available

\$7,500 each

Educate and empower our attendees by hosting an informative session (up to 30 minutes) in our highly coveted Exhibit Floor Fireside Chat. Seize the chance to showcase how your solutions can unravel their most pressing dilemmas. Limited slots available! Your session will appear on signage, the website, and mobile app.

CUBE Urban Night Out (UNO)

5 Opportunities Available

\$7,500 each

CUBE UNO stands out as the essential social gathering for school leaders at the conference. Demonstrate your company's commitment to supporting CUBE at this exceptional event. Sponsors will be prominently recognized on event signage, the mobile app, website, and in communications about the event. Sponsors are welcome to bring a personalized touch — whether it's custom décor, branded napkins, themed activations, or fun surprises (pending NSBA's approval). Let your brand's personality shine in a way guests will remember!



Brand Boosting Opportunities

Wi-Fi

Exclusive Opportunity

\$30,000

Keep attendees connected throughout the conference by providing complimentary Wi-Fi with your company-named network and password. As the exclusive Wi-Fi sponsor, your company's logo will take center stage on the Wi-Fi login page, ensuring that every user interaction is an opportunity for brand visibility. It's not just Wi-Fi; it's a branded connectivity experience.

Tote Bags

Exclusive Opportunity

\$20,000

Your logo will be prominently featured on our stylish and practical tote bags, providing widespread exposure as attendees carry them throughout the event. This sponsorship not only offers premium brand visibility but also aligns your company with the convenience and functionality of a sought-after accessory. Maximize your impact and connect with our diverse audience by becoming the official tote bag sponsor for this event.

Event Mobile App

Exclusive Opportunity

\$20,000

The mobile app now serves as the official NSBA Annual Conference Program Book. Don't miss this opportunity to place your brand in every attendee's hand. In addition to a branded splash page, banner ad, watermark, and premier exhibitor list recognition, we also can provide post-show metrics on downloads and click-throughs. In 2025, we had over 2,300 downloads of the app.

Registration Sponsor

Exclusive Opportunity

\$20,000

Ensure your brand takes center stage by becoming the exclusive sponsor of the NSBA Annual Conference registration! With this unique opportunity, your company will enjoy premium visibility, including an advertisement on the registration site landing page and confirmation emails. Your logo and booth number also will be prominently featured on select registration counters and signage in the registration area. (Deadline to commit: February 15, 2026)

Lanyards

Exclusive Opportunity

\$15,000

Your company's logo will be prominently displayed in a step-and-repeat pattern on the lanyards worn by every attendee, ensuring continuous brand exposure throughout the event. The lanyard is not just an accessory; it's a strategic branding space that places your logo at eye level, creating lasting impressions among eventgoers.

Transportation Host

Exclusive Opportunity

\$10,000

The majority of attendees will take the NSBA shuttle to and from the event each day, so embark on an exclusive journey when you are the official transportation host for the NSBA Annual Conference. Your brand will be at the forefront of every attendee's daily commute, gaining unparalleled exposure as your company's video will run continuously on the majority of buses and will be recognized with signage on the buses that do not have video capability. You also will be recognized on shuttle signage at participating hotels, even further extending your brand.

Brand Boosting Opportunities

Welcome Reception

Multiple Opportunities Available

Contact Us for Pricing

Kick off the conference with a warm welcome at the Opening Reception. This lively networking event sets the tone for the days ahead, bringing together educators, thought leaders, and partners in a relaxed and engaging atmosphere. Attendees will enjoy light hors d'oeuvres, refreshments, and conversation while connecting with colleagues and exploring fresh ideas. The reception provides you with prominent visibility and the opportunity to make a memorable first impression as participants begin their conference experience.

Attendees will be drawn to your booth for a sip, a snack, and a chat — all while soaking in the creativity of the next generation. Your brand will be front and center across the reception area, event materials, and digital promotions. Got branded napkins or cups? Bring them along and add an extra touch of flair!

Motorized Scooter Fleet

3 Opportunities Available

\$5,000/fleet of 10

Expand your brand beyond the exhibit floor when you sponsor a fleet of 10 of our motorized scooters and have your name and booth number advertised everywhere they roam in the convention center.

Bookstore

Exclusive Opportunity

\$5,000

Unlock a world of literary possibilities with our exclusive Bookstore Sponsorship opportunity! Benefit from strategic logo placement in the bookstore, providing your own branded tote bags, and acknowledgment in event promotions. The bookstore is located in the highly traversed area in the convention center.

Photo Booth at the NSBA Booth

Exclusive Opportunity

\$5,000

Step into the spotlight and captivate your audience with our state-of-the-art photo booth, designed to create unforgettable moments and elevate your brand presence.

Your logo and branding are prominently displayed on the booth, photos, sponsor-provided props (optional), and digital sharing options, ensuring maximum exposure.

Partner with us and watch your brand shine in the limelight!

Charging Stations

2 Opportunities Available

\$3,500 each

Show your video on charging stations placed in highly trafficked areas where guests also can relax and reenergize.

Washington D.C. Experience Sponsorship

Contact Us for Pricing

Bring the vibrancy of the nation's capitol flair to the event! This themed activation adds color, energy, and local charm to the attendee experience. From fun décor and interactive elements to creative photo ops and regional touches, your brand will help set the tone for a lively and welcoming atmosphere that everyone will remember.

Includes event signage, recognition in promotional materials, and the chance to add your own creative spin to the space.

Sponsorship Levels and Benefits

Benefit	Diamond (\$50,000+) 	Platinum (\$25K-\$49,999) 	Gold (\$15K-\$24,999) 	Silver (\$7,500-\$14,999) 	Bronze (\$0-\$7,499) 
Full Conference Registrations	8	6	4	3	2
Guaranteed Reservation(s) at Headquarter's Hotel <i>(company responsible for room costs)</i>	2	1	—	—	—
Push Notification via Mobile App <i>(1/day)</i>	✓	—	—	—	—
Meet-and-Greet Opportunity with One Keynote <i>(NSBA's choice)</i>	✓	—	—	—	—
Custom Post-Show ROI Report	✓	—	—	—	—
One-time Use of Attendee Registration List <i>(with emails)</i>	✓	✓	—	—	—
One Social Media Post	✓	✓	—	—	—
Sponsor Spotlight <i>(company will be highlighted in an NSBA sent email to attendees)</i>	✓	✓	—	—	—
Reserved VIP Seating During Keynote General Sessions	✓	✓	—	—	—
One Hyperlinked Mobile App Banner Ad	✓	✓	✓	—	—
Logo on Conference Website <i>(with hyperlink)</i>	✓	✓	✓	✓	Name only
Recognition Signage <i>(on-site, slides, app)</i>	Logo	Logo	Logo	Logo	Name only
Recognition in NSBA Email Blast	✓	✓	✓	✓	✓



Sponsor Advertising Opportunities

NEW! Mobile App Banner Ads

Limited Opportunities Available

\$1,500

Maximize your brand exposure with a captivating rotating banner ad on the official NSBA mobile app, doubling as the event's official program book. Drive targeted traffic to your booth by showcasing your message prominently where attendees navigate event details. By securing this advertising opportunity, not only will you leave a lasting impression on a tech-savvy audience, but you'll also receive comprehensive post-show metrics, including click-through rates and more.

NEW! Walk-in Slides at Education Sessions

\$5,000

Grab the audience's attention beyond the exhibit floor! Showcase your logo or static ad as part of our walk-in slide presentation at over 90 education sessions. Be a part of the first impression where it matters most.

American School Board Journal Magazine (Conference Issue)

Contact Us for Pricing

Reach key decision-makers, such as school board members, superintendents, and business officials, in public schools across the United States with print advertising in the award-winning magazine.

Exhibit with NSBA in Washington, D.C.

BOOTH PRICING

Each 10 x 10 Booth \$2,500

Each 10 x 10 booth receives:

- Five (5) full conference booth badges that allow access to all education sessions, the general session, and the exhibit hall
- Company listing in the program guide, conference mobile app, online floor plan, and exhibitor search
- Free access to the NSBA Exhibitor ROI Center



Themed Zones on the Exhibit Floor

Contact us for pricing and more information.

Position your brand at the center of attention by sponsoring a dedicated, high-traffic zone on the exhibit floor. Create a lasting impact with immersive branding opportunities tailored to your goals, whether through signage, displays, or interactive experiences.



Life Launch

Rocket Your Future! This zone is dedicated to helping students confidently step into the workplace, featuring solutions for STEAM programs, durable skills training, career fairs, military pathways, and job apprenticeships.



Thrive and Shine

Radiate Success! This is the go-to area for tools and partnerships that foster mental health, accessibility, and success. From academic assessments and evaluations to summer school programs and strategies for family engagement, this zone is where students truly shine.



Central Office Operations 2.0

Secure and Protect! Explore the latest innovations in student safety and district operations, covering everything from infrastructure and sustainability to cybersecurity and transportation.



Guardians of Governance

Lead with Vision! Connect with visionary leaders and discover cutting-edge solutions for governance teams. This zone focuses on best practices in governance, policymaking, and super stewardship.



EXHIBIT HALL HOURS

Friday, April 2

11:30 a.m. – 2:30 p.m.

4 – 6 p.m.

Saturday, April 3

11:30 a.m. – 2:30 p.m.

*For more information
regarding exhibiting opportunities,
please contact*

***Charlotte Keppers
at ckeppers@nsba.org***

About NSBA

For over 80 years, the National School Boards Association's (NSBA) purpose is to ensure each student everywhere has access to excellent and equitable public education governed by high-performing school board leaders and supported by the community.

With members spread across the United States, the Virgin Islands, and Canada, NSBA is the only national organization representing school boards. Along with its member state associations and member public school districts representing locally elected school board officials serving millions of public school students, NSBA believes that public education is a civil right necessary to the dignity and freedom of the American people and that each child, regardless of their ability, ethnicity, socioeconomic status, identity, or citizenship, deserves equitable access to an education that maximizes their individual potential.

For more information, visit nsba.org.



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