


ISM EXPO

Envision new possibilities

OCTOBER 20-23, 2019 • SAN DIEGO, CA



Exhibitor Sponsorship Packet

 #ISMINC Join the conversation.

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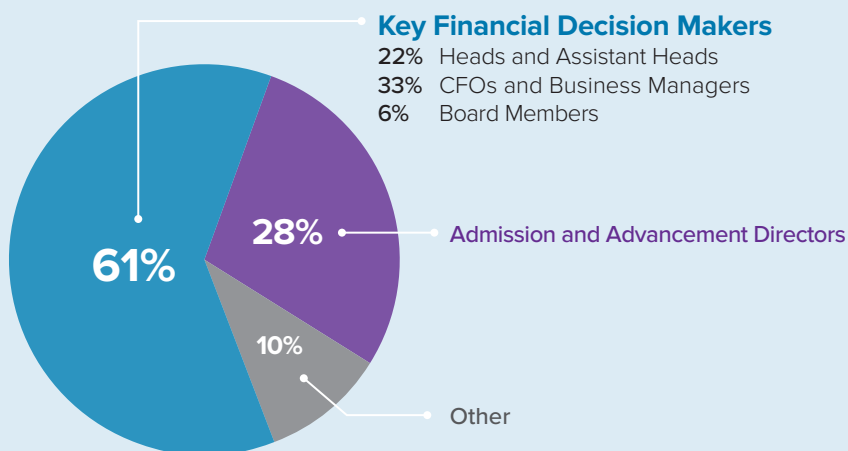
ism[®]

Join us at the 2019 ISM Expo as a sponsor!

The Expo offers a broad view of ISM theory in every area of private school operations. With **over 200 expected Expo attendees** and **100 School-Year Workshop attendees**, let us help you gain exposure with **prime decision-makers** in private-independent schools.

Who You Could See at the Expo (based on 2018 Expo attendees)

Of the **142** attendees, **82%** were ISM Gold Members. The average Gold Member school enrollment is **555 students** with average operating expenses of **\$11.5 million**.



Countries represented



States represented

How Attendees Feel About the Expo

“The Expo is jam-packed with important information and resources. I am so glad I came!”

Corinne Alonzo, *Business Manager*
Trinity Christian School, HI

“I appreciated that the Expo gave the highlights of main topics that ISM deals with in order to help independent schools. It was especially helpful to be with colleagues and debrief ideas we learned as we are preparing for changes to our school setting. I especially enjoyed what I learned in the scheduling, talent management, and wellness presentations, and look forward to learning more about those areas.”

Michael DiNardo, *Vice Principal*
Minnehaha Academy, MN

“I appreciated the flexibility in being able to select from a great variety of workshops, which covered a breadth of leadership topics. As always, I am already looking forward to my next ISM opportunity!”

Vicki McCarthy, *Head of School*
Madison Community Montessori School, WI

This year's Expo takes place in sunny San Diego. Choose from any of the following sponsorship opportunities to stand out from the crowd and elevate your visibility with important clients and prospects.

Email Kelly Abramson, *Associations Manager*, at kelly@isminc.com or call **302-656-4944 x158** to discuss the best sponsorship opportunities for your organization.

Exhibitor Sponsorship Opportunities

	Bronze \$2,500	Silver \$5,000	Gold \$8,000
Exhibit booth	•	•	•
Sponsor level sign at booth	•	•	•
Number of booth reps	2	3	4
Sponsor level on badge	•	•	•
Pre-and post-Expo mailing list	PRE	PRE & POST	PRE & POST
Acknowledgment from podium	•	•	•
Logo on sponsor signage	•	•	•
Logo in Expo program	•	•	•
Logo with hyperlink on Expo web page	•	•	•
Sponsor bingo	•	•	•
Expo program ad	1/8-page ad	1/4-page ad	1/2-page ad
Logo with hyperlink in pre-Expo email to prospects & attendees		•	•
Logo with hyperlink in post-Expo email to attendees		•	•
Banner ad in app			•
2–3 minute intro in an ISM breakout session			•
Seat drop in ISM breakout session			•
Logo on signage outside sponsored workshop			•
+PICK ONE Enhancement Option <i>(first come, first served)</i>	<input type="checkbox"/> Bag Stuffer	<input type="checkbox"/> Sunday Reception <input type="checkbox"/> Tote Bags <input type="checkbox"/> Water Bottles <input type="checkbox"/> Lanyards <input type="checkbox"/> Coffee Break <input type="checkbox"/> Dessert Break <input type="checkbox"/> Water Stations	<input type="checkbox"/> Monday Reception <i>(2 available)</i> <input type="checkbox"/> Keynote Sponsorship <i>(1 available)</i> <input type="checkbox"/> Hotel Keycards <i>(1 available)</i>

Exhibitor Sponsorship Opportunities

For Bronze, Silver, and Gold

8'x10' booth

This includes:

- A company ID sign
- Pipe and drape
- One 6-foot table
- Two chairs
- Sponsor Bingo
- Booth Reps
 - Bronze = 2
 - Silver = 3
 - Gold = 4
- Sponsor level sign at booth
- Sponsor level printed on badges

Pre & post conference mailing list

Bronze: Pre-Expo Mailing List

Silver and Gold: Pre- and Post-Expo Mailing List

Depending on your sponsorship level, you will receive one pre-conference and/or one-post conference attendee mailing list. Each list is a one-time use mailing list. The pre-conference list will be sent one month prior to the Expo and the post-conference list will be sent one week following the Expo.

Acknowledgement from podium

ISM will recognize and thank your company throughout the event.

Logo on sponsor signage

Your full-color logo will be displayed on all sponsor signage at the event.

Logo with hyperlink on event webpage

Your full-color logo and link to your website will be highlighted on our ISM Expo webpage.

Logo in program book

Your full-color logo will be included in the ISM Expo Program Book, which will be distributed to all attendees.

Conference program ad

Gain visibility in the Expo program book!

- Bronze= [1] custom 1/8 page ad
- Silver = [1] custom 1/4 page ad
- Gold = [1] custom 1/2 page ad

For Silver and Gold

Logo with hyperlink in event pre-Expo email

Your full-color logo and a hyperlink to your website will be included in at least one pre-conference email to prospects and attendees, 30 days prior to the Expo.

Logo with hyperlink in event post-Expo email

Your full-color logo and a hyperlink to your website will be included in one post-conference email to the Expo attendees, sent one week after the Expo.

For Gold

Sponsor an ISM breakout session 28 available*

Choose an ISM breakout session to sponsor.

This includes:

- 2–3 minute introduction in the workshop
- Seat drop in workshop
- Logo represented on workshop signage
- See the ISM website to choose from available workshop sessions at isminc.com/expo under the 'schedule' tab

*First come, first served.

Banner ad in app

See your brand represented on the ISM Expo App. This package includes:

- One horizontal banner ad displayed in the event app with the option to provide a call to action
- Size of ad on mobile app: 640px wide x 150px high
- Size of ad on tablet: 552px wide x 150px high

Enhancement Options

For Bronze

Bag stuffer

Share your latest updates and news with Expo attendees by including your promotional material in the Expo tote bag.

- The opportunity to provide one sponsor-supplied swag item or flyer about your company to approximately 250 people (no water bottles please). **All materials are subject to approval by show management.*

For Silver

Sunday reception 1 available

Sponsor our opening reception! This package includes:

- Your logo on signage and table tents throughout the reception (ISM will provide signs and table tents)
- Inclusion in the ISM Expo program book
- Recognition during the reception from an ISM speaker

Tote bags 1 available

Every attendee will be given an official ISM Expo tote bag. See your brand co-represented with ISM. Gain visibility when you need it most—onsite. This package includes:

- Approximately 250 tote bags distributed throughout the event
- One logo inclusion: double-sided and in white imprint

Water Bottles 1 available

Every attendee will be given a water bottle. See your brand co-represented with ISM. This package includes:

- Approximately 250 water bottles included in the tote bags, distributed throughout the event
- One logo inclusion: one-color imprint

Lanyards 1 available

Your company will be constantly recognized throughout the 2019 ISM Expo with your company name printed on the lanyards. When the event is over, attendees will take their lanyards home, extending your company's brand visibility and augmenting the value of your sponsorship investment. This package includes:

- Approximately 300 lanyards worn during the event
- One logo inclusion, one-sided, and full color imprint

For Gold

Monday reception 2 available (co-sponsorship)

Your brand will be on the minds of every attendee during the biggest networking event at the ISM Expo. This package includes:

- Your logo on the drink tickets
- 100 additional drink tickets to be given out at your discretion
- Your logo on signage and table tents throughout the reception (ISM will provide signs and table tents)
- Inclusion in the ISM Expo program pamphlet
- Recognition during the reception from an ISM speaker

Keynote sponsorship 1 available

One keynote session will be given during the ISM Expo. A representative from your company has the opportunity to introduce the keynote speaker and speak for up to 5 minutes about your company. Keynote session details:

- Date: Tuesday, October 22, 8:45 AM
- Keynote: Existential Threats to Independent Schools, presented by ISM Consultant, Bryan Smyth

Coffee breaks 2 available

Coffee service provided in the conference area during specified break times through the event. This package includes:

- 4-color logo inclusion on coffee station signage
- Optional: Branded napkins (Sponsor to supply)

Dessert breaks 2 available

Dessert breaks provided in the conference area during a specified break time.

This package includes:

- 4-color logo on dessert station signage
- Optional: Branded napkins (Sponsor to supply)

Water stations 1 available

Hydration is key—and your brand will be front and center during every water bottle fill. This package includes:

- Your logo represented on 6 water stations scattered throughout the Expo Hall

Hotel key cards 1 available

Expo attendees look at their hotel key cards multiple times throughout the day. What better way to get your name in front of the attendees than by having your company on one of the most important items they will carry with them for the duration of the conference? ISM will be responsible for the production and delivery of the key cards and all associated hotel fees. Sponsor will need to provide necessary artwork. If selected, you will be sent an artwork specifications sheet.

Important Dates and Deadlines

Artwork and Approvals Submission

- ✓ **Friday, August 23**

Deliveries to the Venue

- ✓ **Booth materials may arrive beginning on Friday, October 18**

Package Handling Fees:

Envelope and box charges will be waived for any deliveries to your attention, not to exceed 25 boxes. Due to the hotel's limited storage space, anything in excess of 25 boxes will incur an additional \$50.00 per day charge. Pallets or any extremely heavy items that will require a pallet jack or forklift will also incur an additional \$25.00 per day charge.

Show-Site Shipping Address

- ✓ **DoubleTree by Hilton San Diego Mission Valley**
7450 Hazard Center Drive
San Diego, CA 92108
Hold For: ISM EXPO 2019
October 20–October 22, 2019
ATTN: Guest Name

Contact

- ✓ **Kelly Abramson, Associations Manager**
302-656-4944 x158
kelly@isminc.com

Exhibitor Move-In

- ✓ **Sunday, October 20 • 3:00pm–4:00pm**

Show Hours

- ✓ **Sunday, October 20**
Opening Reception • 5:00pm–7:00pm
- ✓ **Monday, October 21 • 8:00am–6:00pm**
Reception • 4:30pm–6:00pm
- ✓ **Tuesday, October 22 • 8:00am–6:00pm**
Reception • 4:30pm–6:00pm

Exhibitor Move-Out

- ✓ **Tuesday, October 22 • 6:00pm–7:30pm**



Please submit all files and submissions for approval by **Friday, August 23, 2019**.
Contact Kelly Abramson, Associations Manager, 302-656-4944 x 158 or
kelly@isminc.com.

Exhibitor/Sponsorship Order Form

CONTACT INFORMATION

COMPANY NAME (To be printed in sponsorship recognition materials)

MAIN CONTACT

TITLE

EMAIL

PHONE

SPONSORSHIP OPTIONS



Bronze Sponsorship

\$2,500



Silver Sponsorship

\$5,000



Gold Sponsorship

\$8,000

Additional Booth A/V Equipment Rentals

- ☐ 26" Monitor: \$150/day ☐ 55" Monitor: \$425/day
☐ 32" Monitor: \$255/day ☐ 65" Monitor: \$550/day
☐ 46" Monitor: \$350/day

QTY
☐ Laptop Computer: \$150/day

Electric

- ☐ 15 amps (includes AC cords and a power strip): \$50/day

Each monitor comes with a tabletop or floor stand.

Please select one:

- ☐ Tabletop stand
☐ Floor stand

All rental charges are per day and are subject to a 24% service charge and a 7.75% CA tax. There is a \$45 charge to set-up and a \$45 charge to strike equipment.

If renting equipment, please note the number of days: _____

Please email this form to Kelly Abramson at **kelly@isminc.com**.
You will be sent an invoice shortly after we receive your order form.

SIGNATURE

DATE

PLEASE PRINT YOUR NAME