

DON'T MISS OUT!
Sponsorship & Exhibiting Opportunities

NJSBA'S

WORKSHOP

2025

LEARN MORE AT
WORKSHOP.NJSBA.ORG

OCT.
20-23
2025

YOUR TICKET

TO BIG IDEAS &
BRIGHT FUTURES

CO-SPONSORED BY
NJASA & NJSBO



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WELCOME TO WORKSHOP!



THE FUTURE WILL SHINE AT WORKSHOP!

Your Ticket to Big Ideas and Bright Futures! The New Jersey School Boards Association's annual Workshop conference is where education excellence takes center stage. This event showcases the latest concepts in education, technological advances and products and services shaping New Jersey's education landscape. Don't miss your opportunity to showcase your solutions and connect with New Jersey's top education leaders.

This year's Workshop theme, "Your Ticket to Big Ideas and Bright Futures," highlights our focus on encouraging students to "think big" and chase their dreams – no matter how distant they may seem.

Co-hosted by the New Jersey Association of School Administrators and the New Jersey Association of School Business Officials, more than 8,000 attendees are expected to attend Workshop, taking place from Oct. 20-23.

Join us to make your impact on public education in New Jersey.

UNLOCK OPPORTUNITIES AT WORKSHOP 2025!

Workshop is the must-attend event for school board members, administrators, educators, policymakers and influencers to connect, learn and get inspired.

School leaders from across New Jersey gather at this premier conference to seek solutions and innovative ideas - if you represent a company committed to advancing education, missing out is not an option.

By exhibiting at Workshop, you'll put your products and services in front of key decision-makers who are ready to act. Plus, with interactive sponsorships and opportunities to deliver educational sessions, you can amplify your impact.

97%

of Workshop attendees would recommend to peers



WHO ATTENDS?

School leaders who oversee \$28 billion in combined annual spending.

KEY ROLES AND JOB TITLES

SCHOOL
BOARD
MEMBERS

SUPERINTENDENTS/
CHIEF SCHOOL
ADMINISTRATORS

SCHOOL BUSINESS
ADMINISTRATORS

PRINCIPALS

TECHNOLOGY
LEADERS

CURRICULUM
DIRECTORS

SCHOOL
FACILITIES
DIRECTORS

HR
PROFESSIONALS

EDUCATORS

LIBRARIANS

AND MORE!



ENGAGE WITH YOUR TARGET AUDIENCE

This is your chance to get noticed by district decision-makers, including education leaders and state officials.

As a sponsor, you'll benefit from:

- › **Networking** opportunities with school district decision-makers.
- › **Generating** new leads within a highly engaged audience.
- › **Showcasing** solutions for pre-K-12 school districts.
- › **Launching** new products and services to an eager market.
- › **Building** brand awareness and attracting new clients.
- › **Discovering** fresh ideas to elevate your business.
- › **Boosting** your presence within the education field and across the state.
- › **Developing** valuable business connections.

Enjoy Long-Lasting Impact When you become a sponsor or exhibitor at Workshop, you're not just reaching attendees during the conference — you're engaging with our education community months before the event and long after it ends. With NJSBA's extensive post-conference marketing opportunities, your brand will receive consistent exposure, giving you the chance to build lasting relationships, elevate your brand and drive long-term growth.

By participating in Workshop 2025, you'll connect with New Jersey's education leaders, unlocking a wealth of opportunities for sustained success and meaningful partnerships. Don't miss your chance to be part of New Jersey's most influential education event!

Participating in the NJSBA's Workshop 2025 offers sponsors and exhibitors a strategic avenue to cultivate lasting relationships, amplify their brand presence and drive sustained success in the years to come.



SHOWCASE YOUR EXPERTISE

ESTABLISH YOUR COMPANY AS A THOUGHT LEADER IN EDUCATION!

Lead an educational training session and share valuable information with attendees that they will bring back to their local districts.

Establish your company as an industry thought leader by sponsoring at the Gold level or higher. In addition to sharing your knowledge, your company name will be promoted through the online agenda, conference app and At-A-Glance publication. Select training opportunities are included with sponsorship tiers, as noted below.

Group Sessions

This is an opportunity to present a 60-minute session on a topic in which you are an expert. The room will be set in theater style to a maximum seating capacity of 80 - 125 attendees to allow for audience engagement and a Q&A segment. **Gold and Platinum**

Learning Lab Classrooms

The Learning Lab Classrooms provide your organization with a unique opportunity to showcase your commitment to education in a more intimate, 45-minute session. Attendees will benefit from learning tools that create an engaging and immersive educational experience. **Gold and Platinum**

SPONSORSHIP & EXHIBITING OPPORTUNITIES

STEP 1

Become a sponsor of Workshop 2025 and choose your desired level from the chart on page 9 - Silver, Gold, or Platinum.

STEP 2

Create your perfect package by choosing from the menu of available sponsorship and advertising opportunities.

STEP 3

Select your booth space from the Interactive Exhibit Floor Plan. Booth prices start at \$2,200. To secure a booth in the Partner Pavilion add \$1,000.

STEP 4

Complete the Online Exhibitor Contract and Application to secure your spot!

CHOOSE YOUR INVESTMENT LEVEL

EXHIBITING

EXHIBIT-ONLY OPTION

If you do not wish to be a sponsor, you can still participate by selecting your booth space using the Interactive Exhibit Floor Plan.

PARTNER PAVILION

Add \$1,000 to the standard booth price.

NONPROFIT

A booth rate of \$1,000 is available in the nonprofit designated area on the exhibit floor to organizations that qualify. Standard benefits apply.



SPONSORSHIPS

ALL SPONSORSHIPS MUST INCLUDE A FLOOR PRESENCE.

WORKSHOP 2025 BENEFITS	PLATINUM	GOLD	SILVER	EXHIBITOR
Minimum Spend	\$25,000	\$11,000	\$6,000	\$2,200
All Access Workshop '25 Badges	20	5 per 10x10	5 per 10x10	5 per 10x10
Free Wifi	✓	✓	✓	✓
Logo on Workshop '25 website and Mobile App	✓	✓	✓	✓
Company profile on Interactive Floor Plan, Exhibitor Directory and Mobile App	✓	✓	✓	✓
Digital Badge	✓	✓	✓	✓
The First Right of Renewal in 2026 for Booth Spaces and Sponsorship Opportunities	✓	✓	✓	
Access to NJSBA hosted webinar on Creating Engagement at Workshop '25	✓	✓	✓	
Company logo in Sept/Oct Issue of School Leader magazine	✓	✓	✓	
Inclusion on select pre-Workshop marketing	✓	✓	✓	
Sponsor signage in Atlantic City Convention Center	✓	✓	✓	
Sponsor ribbons for booth personnel	✓	✓	✓	
Logo in printed At-A-Glance distributed at Workshop '25	✓	✓	✓	
Company floor logo	✓	✓	✓	
Includes session attendance report post-event	✓	✓		
Speaking Opportunity: Group Session	2	1		
Speaking Opportunity: Learning Lab (45-min in training classroom)	2	1		
Gamification Destination	✓			
Lightbox display in Atlantic City Convention Center	✓			
Pre-event administrator contact list	✓			
Includes up to a 20x20 booth space	✓			

BUDGETING FOR YOUR EXHIBITION

Booth pricing includes:

- ✓ One 10' x 10' booth.
- ✓ 8' backdrop drape.
- ✓ Two 3' side drapes.
- ✓ 7" x 44" booth identification sign.

Booth pricing DOES NOT include:

- ✗ Tables and chairs.
- ✗ Carpet.
- ✗ Drayage.
- ✗ Electricity.
- ✗ Internet.
- ✗ Labor.
- ✗ Food services.
- ✗ Parking.

Below are estimated costs to assist with your exhibition budgeting; prices are subject to change. Please confirm updated pricing in the Exhibitor Manual & Decorator Kit. Exhibitors are responsible for all booth furnishings, floor covering, utilities and labor.

NOTE: Floor covering is mandatory in all booths. The exhibitor can bring their own floor covering or it can be purchased in the Exhibitor Resource Center. In either case, the whole booth floor area must be covered.

Booth Furnishings Package for 10x10 Space

\$600

- ✓ 8' - Backwall drape
- ✓ 3' - Sidewall drapes
- ✓ 1 - 6' x 30" skirted table
- ✓ 2 - Side chairs
- ✓ 1 - Wastebasket
- ✓ 1 - 10' x 10' carpet

Electricity

\$140-\$200 Standard 120v outlet

Wi-Fi/Internet

Complimentary Wi-Fi is included in the exhibit hall.

Hardwired Internet

\$895

Lead Retrieval

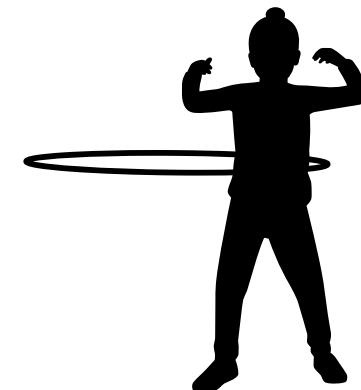
\$369+

Housing (through AC Central)

\$79—\$150 per night

Additional Badges

\$299 (5 complimentary badges included per 10x10 booth space)



PLATINUM SPONSORSHIP OPPORTUNITIES - \$25,000

EXCLUSIVE! ONE OPPORTUNITY PER SPONSOR. INCLUDES A 20X20 BOOTH.



Keynote Theater

Major Workshop events, including keynote speakers, special sessions and more, will take place inside the Keynote Theater, giving you a rare opportunity to generate brand awareness and visibility among Workshop attendees. Your company will receive brand recognition

on an overhead banner, on-site signage and in promotions for the content taking place inside the theater. The sponsorship includes opportunities to address the audience and reserved seating for your booth staff.



Conference Tote Bags

Highly sought out by attendees, the conference bag sponsorship puts your brand in front of every attendee. Tote bags are available to every conference-goer via a prominent and attractive display at the entrance of the Exhibit Floor.



Badge Lanyards

Showcase your brand on a custom lanyard that every attendee will wear throughout the entire conference!



Leadership Celebration Opening Reception

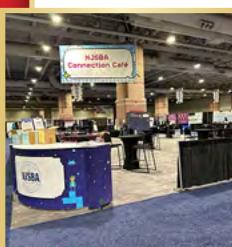
Invitation only. The popular Leadership Celebration kicks off Workshop on Monday night. This is an excellent opportunity to demonstrate your organization's commitment to education and community, while increasing brand awareness and connecting with key decision-makers.

The sponsorship includes branding on the invitations, lead retrieval, and an opportunity to greet members and offer welcome remarks.



Officers' Reception

Invitation only. As the sponsor of this prestigious event, your company name and logo will be displayed on the invitations. The sponsorship includes branding on the invitations, lead retrieval, and an opportunity to greet members and offer welcome remarks.



NJSBA Café

Located in the center of the action, the Café is a respite for attendees to relax, network with other attendees and get coffee and snacks while learning more about the New Jersey School Boards Association. Includes a table for sponsor materials and an overhead banner featuring your logo.



Rest and Recharge Lounge

Strategically located on the exhibit floor, the lounge offers attendees a place to relax and network while recharging electronic devices. Includes lead retrieval.



Wi-Fi Sponsor

Workshop attendees rely on their devices. Your company will get front-and-center branding on the Wi-Fi login splash screen, and through signage in high-traffic areas of the show.



Mobile App

Attendees rely on the Workshop mobile app for information on sessions, the Exhibit Floor, late-breaking updates and to manage their schedules. Sponsorship includes a dedicated splash page when the app is launched, a banner advertisement and promoted posts.

NEW! Technology Leadership Breakfast



Invitation only. Show your company's commitment to school technology as the exclusive sponsor of NJSBA's new Technology Leadership Breakfast. The sponsorship includes branding on the invitations, networking, lead retrieval, and an opportunity to greet members and offer welcome remarks.



EXHIBIT FLOOR SPONSORSHIP OPPORTUNITIES

ALL SPONSORSHIPS MUST INCLUDE A FLOOR PRESENCE.

Booths must be purchased separately. Limited opportunities are available.

EXHIBIT FLOOR



"You Are Here" Touchscreen Map

With more than 457,200 square feet, the Workshop exhibit floor can be tough to navigate. This sponsorship, prominently located near the entrance to the exhibit floor, features an interactive digital map and an exhibitor directory wall behind it, featuring your branding. **Price: \$10,000 (Exclusive opportunity)**

NEW! The Midway



New to Workshop 2025, the Midway is one of the most exciting locations on the exhibit floor! Following the carnival theme, the Midway will feature games and interactive activities and serve as a hub for entertainment. The sponsorship includes a highly visible banner sign with your logo over the space, and a crane machine featuring YOUR custom giveaways. **Price: \$7,800 (2 available)**

NEW! The Photo Fun House



Step right up to a variety of photo options sure to draw a crowd! The new Photo Fun House area, prominently located near the food trucks, gives attendees an opportunity to let loose and show their personalities, through an interactive photo booth, carnival photo opportunities, and maybe even a few fun house mirrors. Your sponsorship includes overhead signage, and your logo on all digital photos, which attendees can post to social media and share with friends. **Price: \$7,800 (2 available)**



Lunch Sponsorships

Put your brand in front of thousands of attendees. The Lunch Sponsorship drives traffic directly to your booth where attendees will collect lunch tickets featuring your branding. The sponsorship includes highly visible signage with your logo, over the concession area on the exhibit floor and your booth highlighted on the exhibit floor maps.

Price: \$7,800 (6 available)



Legal, Labor Relations and Policy Lounge

The Lounge is a place where board members, personnel administrators, school board attorneys and other school leaders will gather in an intimate setting to explore the latest developments in school law, labor relations and policy. The sponsorship includes branding on the overhead banner, and a 20-minute Fireside Chat. **Price: \$7,800 (4 available)**



Ribbon Wall

Workshop attendees love collecting badge ribbons to showcase their personalities. Sponsoring the Ribbon Wall will draw attendees directly to your brand. Strategically located on the exhibit floor, the Ribbon Wall provides a colorful and visually impactful display that showcases your organization. **Price: \$5,000 (Exclusive opportunity)**



Sponsorship Lounge

(Available only to Gold and Platinum Sponsors)

Engage with school leaders in a relaxed and comfortable setting in the Workshop 2025 Sponsorship Lounge. This destination offers attendees a place to unwind while checking out your business. Engage with attendees in a space dedicated to meaningful interactions and business connections.

Price: \$2,000 (8 available)

TRAINING LEVELS SPONSORSHIP OPPORTUNITIES



Coffee Break Lounge on the 4th Floor

Attendees flock to the Coffee Break Lounge to stay energized between sessions. The sponsorship includes signage, a table for sponsorship collateral, inclusion on the interactive map in the app, branded cups and opportunities to network with attendees. **Price: \$8,500 (Exclusive)**



Touchscreen Directories

Showcase your brand on an interactive touchscreen kiosk. Strategically positioned in the most highly trafficked areas, these interactive displays serve as essential navigation hubs, providing instant access to the event agenda and session schedules and rooms. By sponsoring these dynamic kiosks, your company will command attention, offer

valuable information to attendees and leave a lasting impression.

Price: \$6,000 (4 available)

NEW! Portable Charging Kiosk



Enhance attendee convenience with our **Portable Charging Kiosk**, providing a secure and accessible way to recharge devices on the go. Your brand will be prominently displayed on the kiosk and on each portable charger, ensuring high visibility and engagement throughout the event.

Price: \$6,000 (2 available)





Classroom Technology Sponsors

Help support the technology throughout the 3rd and 4th floor training rooms in the Atlantic City Convention Center. As a technology sponsor, your company name and logo will be prominently displayed in front of thousands of attendees on every podium in Group Session and Action Lab rooms. **Price: \$5,000 (4 available)**



Session Break Coffee Lounge - 3rd Floor

In 2025, Workshop attendees drank more than 664 gallons of coffee! With more than 2,000 square feet, the coffee break lounge on the 3rd floor is an area attendees will flock to between sessions. The sponsorship includes signage, a table in the room for sponsorship collateral and an opportunity to network with attendees. **Price: \$5,500 (4 available)**

BRANDING AND ENGAGEMENT



Jitney Route Sponsor

All Workshop attendees ride the jitneys to and from their hotels to the Atlantic City Convention Center. Sponsor the Jitney Route to showcase your brand on the back of the jitney seats to a captive audience. The sponsorship includes your brand on the transportation signage at the hotels and Convention Center. **Price: \$5,000 (4 available)**



Exhibit Floor Directional Street Signs

Sponsor a Directional Street Sign to help attendees navigate the exhibit floor. The sponsorship includes your branding at the base of the sign in addition to an arrow pointing the way to your booth. **Price: \$3,500 (5 available)**



Light Box Advertising

Illuminate your brand's message with light box advertising. These popular displays reach attendees at eye level and leave a lasting impression.

- High Traffic Area on 3rd or 4th Floor **Price: \$3,500 (4 available)**
- Convention Center Atrium **Price: \$3,500 (6 available)**



Escalator Graphics

Transform the escalator into an opportunity with captivating graphics, ensuring your brand stands out as attendees ascend to new heights of engagement and networking. **Price: \$3,000 (9 available)**



Stair Graphics

Make every step unforgettable with dynamic stair graphics capturing attention and reinforcing your brand message as attendees climb toward knowledge and inspiration. **Price: \$3,500 (4 available)**



NEW! BINGO Sponsorship

Everyone loves a good game of BINGO! Make your booth a destination by participating in our in-app game where attendees can win great prizes. Bingo sponsors will be noted in the Workshop app and through signage on the exhibit floor. **Price: \$2,500**



Company Logo Floor Graphics

Maximize your brand with your logo on a custom graphic in front of your booth. **Price: \$1,000**

Column Wraps

Display your brand prominently on a column wrap strategically placed on the Workshop exhibit floor.

Price: \$1,000



Hydration Stations

Help attendees stay refreshed and revitalized with filtered water from **your** branded hydration station, located prominently in the Convention Center.

Price: \$1,000

ADVERTISING



Mobile App Banner Ads

Attendees use the Workshop 2025 Mobile App as their ultimate guide to training programs and events throughout the conference. Advertise on this Workshop 2025 essential planning tool.

Price: \$2,500 (6 available)

NEW! Email Advertising



Gain premium visibility with our Email Advertising Package. Banner advertisements will be featured in popular NJSBA publications, including Daily Clips, Weekly Updates and Workshop promotions. Your message will reach an engaged audience three times in the seven weeks leading up to Workshop 2025, ensuring maximum impact. **Price: \$3,000 (10 available)**

Agenda At-A-Glance Advertising

Attendees use this handy and abbreviated printed Workshop 2025 Agenda At-A-Glance to navigate training programs and events throughout the conference. Advertise in this essential Workshop publication.

- › Outside back page ad **Price: \$5,000 (1 available)**
- › Inside front cover ad **Price: \$3,500 (1 available)**
- › Inside back cover ad **Price: \$3,500 (1 available)**
- › Quarter page ads **Price: \$1,500 (4 available)**



EXTRAS

Administrator Contact List

Connect with New Jersey's leadership by purchasing an email contact list. **Price: \$3,500**

Extra Workshop 2025 Floor Badges

A limited number of passes are included with your booth purchase or sponsorship. Purchase extra passes for your team. **Price: \$299 each**



Digital Add-On Opportunities

Visit the Workshop website to add digital booth enhancements and more.

CONTACT US

WE ARE COMMITTED to the success of our industry partners and fulfilling your marketing and sales goals. Don't see the perfect sponsorship? Contact us today to learn more about custom sponsorship packages tailored to fit your company.

Join us at Workshop 2025 and increase your company's brand awareness, boost visibility for new product launches and connect with decision-makers and influencers in education.

ARE YOU READY TO START A CONVERSATION?

Contact us at workshopsales@njsba.org.

CANCELLATION POLICY

A deposit is due at the time of application. Cancel before Aug. 1, no fee. Cancel from Aug. 1 through Aug. 31, 50% fee. No refunds will be given after Aug. 31. NJSBA must receive full payment by Aug. 31 or orders will be canceled. ***No exceptions.***