



Vendor Sponsor Opportunities

The provincial conference hosts up to 300 delegates over two days, attending from across Alberta.

Attendees include parents, teachers, community members, students, trustees, principals, superintendents, government, and education organizations personnel.

The 2024 event will mark ASCA's 95th anniversary ... celebrating "the home and school connection focused on the wellbeing of the child".

The event provides a networking experience, offering sponsors and vendors opportunities for brand exposure and customer leads. Share information on products, services, and resources relevant to schools, communities and fundraising associations in Alberta.

The Trade Fair operating hours are Friday April 26th 4:00 pm-7:00 pm and Saturday April 27th 10:00 am-3:30 pm.

All Participating Vendors and Sponsors receive:

- Company logo on the ASCA website for up to 12 months. (*Rotating homepage, and Sponsor page*)
- Sponsor Directory Listing – digital publication with company logo, information/description, website, and contact information. Distributed to all attendees, posted, and shared broadly.

Value Packages:

Connection Partner	Culture Partner	Wellness Partner	Community Partner
\$1500	\$2000	\$2500	\$5000
1 Trade Fair Booth w/power	1 Trade Fair Booth w/power	Programme Sponsor	Keynote/Plenary Sponsor
1 Breakout Session Sponsor	1 Coffee Break Sponsor	2 Breakout Sessions Sponsor	Registration Site Sponsor
Social Media Sponsor	Social Media Sponsor	Prize Sponsor	1 Breakout Session Sponsor
			Social Media Sponsor
			Post Event Survey Sponsor

\$2500 Sponsorship Opportunities

Keynote / Plenary Sponsor

Saturday April 27th at 10:45 am, 12:30 pm

Opportunity to welcome attendees at the start of the session with a company overview prior to introducing the keynote speaker/plenary presentation. 1.5 minute (90 second) maximum speaking time. Option to provide a maximum 1 minute (60 second) video ad.

Banquet Sponsor

Saturday April 27th 7:00 pm

Opportunity to welcome attendees at the start of the banquet dinner with a company overview. 1.5 minute (90 second) maximum speaking time. Option to provide a maximum 1 minute (60 second) video ad. Banquet dinner tickets for four people. Room signage.

**Exclusive Item*

\$2000 Sponsorship Opportunities

Trade Fair Reception

Friday April 26th 4:00 pm – 7:00 pm

Food snacks served at the Trade Fair opening.

If sponsor has a booth, includes feature décor and location. Room signage.

**Non-exclusive Option: 3 sponsors at \$750 each*

Lunch Break Sponsor

Saturday April 27th at 12:25 pm

Opportunity to welcome attendees at the start of the session with a company overview prior to introducing the speaker/plenary presentation. 1.5 minute (90 second) maximum speaking time. Option to provide maximum 1 minute (60 second) video ad. Includes lunch.

**Exclusive Item*

Delegate Bag Sponsor

Company logo (1 color) imprint on each delegate bag. Company inserts for bags.

Conference Event tickets for two people.

**Non-exclusive Option: 2 sponsors at \$1125 each*

Welcome Social Sponsor

Friday April 26th at 7:00 pm

Opportunity to welcome attendees at the start of the session with a company overview. 1.5 minute (90 second) maximum speaking time. Option to provide a maximum 1 minute (60 second) video ad.

**Exclusive Item*

\$1500 Sponsorship Opportunities

Registration Site Sponsor

Company logo on the home landing page of the event registration site, accessed and seen by all registrants and attendees.

Programme Sponsor

Company logo on the footer of each page in the Event Programme, distributed to all attendees, posted and shared broadly (approx. 25 pages).

\$1000 Sponsorship Opportunities

Nametag Sponsor

Company logo included on each delegate nametag.

**Exclusive Item*

Coffee Break Sponsor

Table signs with logo and company name at the coffee stations.

\$500 Sponsorship Opportunities

Breakout Session Sponsor

Saturday April 27th at 9:00 am, 1:30 pm, 3:30 pm (8 sessions in each time slot).

Opportunity to welcome attendees at the start of the session with a company overview prior to introducing the presenter. 1.5 minute (90 second) maximum speaking time. Option to provide a maximum 1 minute (60 second) video ad.

Post Event Survey

Company logo on the Event Evaluation survey link sent after the event to all attendees. Digital copy and survey webpage.

\$250 Sponsorship Opportunities

Social Media Sponsor

Company logo and sponsor appreciation in social media posts promoting the event – prior to, during and after the event (*no guarantee on placement date/times*). ASCA Twitter, Facebook, Instagram or LinkedIn accounts. **Minimum 2 posts.**

Prize Sponsor

3 prizes for the Winners' Circle, sponsor label.

Trade Fair Information

The Trade Fair presents over 30 **exhibits**, incorporated into the main delegate plenary room of the Grande Ballroom, operating over **two days: Friday APRIL 26 and Saturday APRIL 27, 2024.**

Trade Fair Operating Hours: Friday 4:00 pm-7:00 pm and Saturday 10:00 am-3:30 pm.

Exhibitor Set Up:

Friday April 26th 1:00 pm - 3:00 pm.

Exhibitor Take Down:

Saturday April 27th 4:00 pm.

Exhibit Display Space – (floor area is 8’ x 8’)

Fees Include:

- 6’ skirted table and 2 chairs
- Wireless Internet access
- Lunch and refreshments for two (2) representatives
- Event sessions attendance

FEES:

- \$795 Single space \$1500 Double space
- \$85 Power (*outlet is not provided unless paid*)
- \$65 Extra Booth Rep (**over 2**)

PRIZE PROGRAM

The “**Winners Circle**” is a program designed for delegates to win prizes - with chances increasing by **visiting exhibits** in the Trade Fair.

Prizes are provided by exhibitors and sponsors, and displayed in a festive area of the room.

Please note - the Winners Circle program is mandatory for all exhibitors.

Exhibitors may supply their own prize (\$75 retail value) or have ASCA provide one on their behalf for a fee.

Exhibitors issue “**Visit Vouchers**” (provided by ASCA) to delegates visiting their displays - which are entered into draws for the prizes. *Vouchers include a copy of delegate contact information for exhibitors use.*

Please Note - Sponsorships are confirmed on a first paid basis, as limits may apply (see next page).

Space is limited in the Trade Fair.

Registration opens February 2024. Online link at albertaschoolcouncils.ca .

Company logos are required in a **jpeg** file format.

Cancellations are subject to a 5% service fee charge. No refunds issued after April 5, 2024 - Registration Deadline.

If sponsor is NOT attending the event, and wishes to provide company materials for delegates, items **must be received at the ASCA office by April 5th.**

Alberta School Councils’ Association 207, 11010-142 Street Edmonton AB T5N 2R1 www.albertaschoolcouncils.ca

Event Contact: Jolaine Kochisarli Phone 780-454-9867 x102 or 1-800-661-3470 communications@albertaschoolcouncils.ca

Sponsor Item	Logo on ASCA Website	Listing In Sponsor Directory	Logo in Event Programme	Speaking Opportunity	Site Signage	Event Tickets	Exhibitor Roster & Booth Map	Brochure, Materials Distribution	# Max Available
Keynote / Plenary Sponsor	✓	✓	✓	✓	✓	✓		✓	2
Banquet Sponsor	✓	✓	✓	✓	✓	✓		✓	Exclusive 1
Trade Fair Reception	✓	✓	✓		✓	✓	✓	✓	1 or *3
Lunch Break Sponsor	✓	✓	✓	✓	✓	✓		✓	Exclusive 1
Registration Site Sponsor	✓	✓						✓	2
Programme Sponsor	✓	✓	✓					✓	2
Delegate Bag Sponsor	✓	✓				✓		✓	1 or *2
Welcome Social Sponsor	✓	✓	✓	✓	✓	✓		✓	Exclusive 1
Nametag Sponsor	✓	✓						✓	Exclusive 1
Coffee Break Sponsor	✓	✓			✓			✓	2
Breakout Session Sponsor	✓	✓	✓	✓	✓			✓	24
Post Event Survey	✓	✓						✓	2
Social Media Sponsor	✓	✓							No limit
Prize Sponsor	✓	✓							No limit
Trade Fair Exhibitor	✓	✓				✓	✓		32