



EXHIBITOR & SPONSOR PROSPECTUS

nagc.org | [#NAGC24](https://twitter.com/NAGC24)

Seattle Convention Center
Seattle, Washington
November 21-24, 2024



Who should exhibit at NAGC24?

We invite you to showcase your company or organization to our teachers, school administrators, researchers, university faculty, and parents of gifted children.

Attendees are seeking the following products and services from exhibitors:

Assessment and Exam Providers
Blended Learning Schools
Book Publishers
Career Opportunities/Vocations
Classroom Specialty Education Providers
Classroom Supplies/Equipment/
Decorations
Co-Curricular Programs
Consulting Services
Core Curriculum/Curriculum Resources/
Materials
Early Childhood Education
Experiential Education Providers
Foreign Language Education Providers

Game Manufacturers
National Educational Organizations
Online Education Providers
Professional Development
Publications, Textbooks, or Supplements
Puzzle Manufacturers
Stem Education Providers
Study Abroad Programs
Summer Camps
Teacher Support Materials
Testing/Guidance
Toy Manufacturers
University Centers of Gifted Development
Youth Programs

Why exhibit at NAGC24?

SALES: Generate onsite sales of your products that target gifted students and enhance their learning. Books, puzzles, worksheets, and games are all sold onsite.

EXPOSURE: Market your organization and raise brand exposure to the entire gifted education community. Option for extended reach to virtual attendees for up to 6 months post-convention.

NETWORKING: Enhance relationships with gifted education leaders and classroom teachers, as well as parents of gifted and talented children.

EDUCATION: Receive complimentary registrations to all Friday and Saturday educational sessions and events.

DEMONSTRATIONS: Give attendees hands-on access to your products.



“I enjoyed being an exhibitor for the first time and talking with educators who enjoyed my session afterward.”

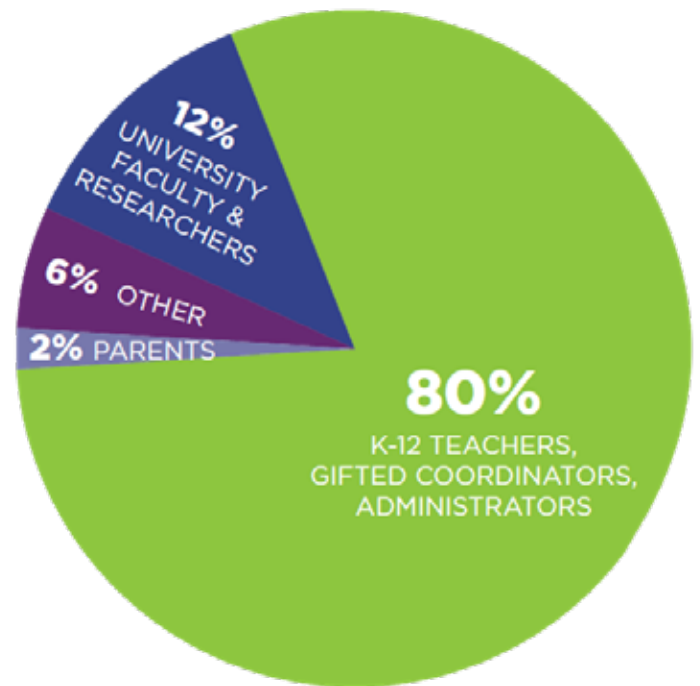
-NAGC Attendee

Attendee Profile

2,000+ individuals from around the world who are dedicated to supporting the needs of gifted and talented children attend the NAGC Convention.

Attendees Include:

Classroom Teachers, District Administrators, Gifted and Talented Coordinators, College & University Faculty, Counselors and School, Psychologists, Gifted Education, Researchers, and Parents of Gifted Children



2023 Exhibitors & Sponsors:

- 3 DuxDesign
- Academy
- Art of Problem Solving
- Atlanta Junior Bridge
- Belin-Blank Center
- Borenson & Associates, Inc.
- Breakout EDU
- Bridges Education Group
- Bright Child AZ
- Center for Gifted Studies, Western Kentucky University
- Center for Talent Development, Northwestern University
- Department of Defense, Education Activity (DoDEA)
- Discover, Discern, Create (DDC)
- Disney Imagination Campus
- Fun in Motion
- Future Problem Solving Program International
- Global Learning Accelerator
- Great Books Foundation
- Henka, LLC.
- HyperTile LLC
- International Academic Competitions
- Jack Kent Cooke Foundation
- Jodie Mahony Center for Gifted Education, UA Little Rock
- Johns Hopkins University Center for Talented Youth
- Kendall Hunt Publishing Company
- Laurel Springs School
- Math Olympiads - MOEMS
- Multi-Health Systems Inc. (MHS)
- Neurodiversity Podcast
- Odyssey of the Mind
- PaperPie Learning
- Pearson
- Penguin Publishing Group
- Pieces of Learning
- Pioneer Academics
- Program for the Exceptionally Gifted - Mary Baldwin University
- Project Education
- Purdue University / GERI
- Renzulli Learning, LLC
- Riverside Insights
- Royal Fireworks Press
- School Tours of America
- Seattle Promotion
- Silverquicken Education, Inc.
- Student Educational Tours
- Summer Institute for the Gifted (SIG)
- The Davidson Institute
- The Walking Classroom
- thinkLaw
- Toshiba/NSTA ExploraVision
- University of Connecticut, Renzulli Center
- Veronica Lane Books
- Whitworth University
- William & Mary, Center for Gifted Ed.
- World Council for Gifted and Talented Children

BOOTH PRICING

Early bird cut off - booked AND paid by Jan 30!

	Before Jan 30	After Jan 30	After June 30
Standard	\$1,500	\$1,800	\$2000
Non-profit	\$1,400	\$1,700	\$1900
Table tops	\$750	\$850	\$950

In addition to booth rental rates, some locations are subject to an additional \$200 corner fee. Booth placement on the floorplan subject to change.

STANDARD AND NON-PROFIT BOOTH PACKAGE

- 10'x10' booth
- 8' tall back drape, draped side rails
- Skirted 6' table and 2 chairs
- ID sign
- Booth carpeting
- Name, description and logo listing in our convention program, app and website (please note: production deadlines apply)
- Two (2) complimentary convention registrations, good for access to all NAGC Convention activities (including keynotes, mini-keynotes, concurrent sessions, and evening events). Additional registrations are full price.
- Post-show attendee USPS address list

TABLE TOP PACKAGE

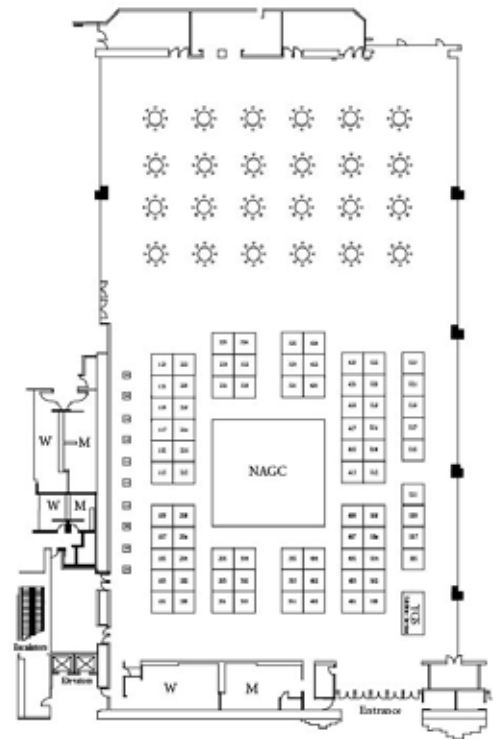
- Skirted 6' table and 1 chair
- Name, description and logo listing in our convention program, app and website (please note: production deadlines apply)
- One (1) complimentary convention registration

PAYMENT POLICY

Full payment is due at the time of purchase. Check payments accepted until September 28, 2024.

CANCELLATION POLICY

If the exhibitor cancels on or before June 27, 2024, a service charge of \$100 will be assessed for each 10'x10' booth area. The balance will be refunded to the exhibitor after the exhibition has ended. If the exhibitor cancels after June 27, 2024, the entire booth rental fee is forfeited. Canceling forfeits all of its complimentary meeting registrations. NAGC may cancel the exhibitor's booth space for cause at any time and retain the entire rental fee. NAGC Exhibitor Terms and Conditions presented and accepted through the online rental process.



Sponsorship Opportunities

Stand out from the competition. Enhance your visibility by selecting the perfect combination of branding, event and advertising opportunities.

Ready to get started? Contact us today to purchase your sponsorship online. Current exhibitors looking to add sponsorships to their event package can sign in to their exhibitor portal to purchase.

NAGC24 recognizes multiple distinctive levels of support. All conference advertising, sponsorships, workshops, and receptions are chosen individually but may be combined to achieve the listed sponsor levels.

All NAGC23 leveled sponsors receive:

- Company Logo on the NAGC24 website, app, onsite program, and signage (please note: production deadlines apply)
- 12-month listing in the NAGC Gifted and Talented Resource Directory
- Pre and Post convention attendee USPS mailing list

SPONSOR LEVEL	VALEDICTORIAN	SALUTATORIAN	DEAN'S LIST	HONOR SOCIETY	HIGH HONORS
TOTAL INVESTMENT	\$15,000+	\$10,000-\$14,999	\$7,500-\$9,999	\$5,000-\$7,499	\$3,000-\$4,999
Advertisement in Parenting for High Potential (PHP) magazine	Full Page	Full Page			
Advertisement in Teaching for High Potential (THP) magazine	Full Page	Full Page	½ Page		
Advertising in NAGC24 Daily News (digital)	600x200 Banner in 2 sends of Daily News	600x200 Banner in 1 send of Daily News	600x200 Banner in 1 send of Daily News	600x200 Banner in 1 send of Daily News	\$100 discount on any size ad
Complimentary full convention registrations	3	3	2	2	
Additional NAGC member exposure	2-months of side panel ads on NAGC Engage				

Branding Opportunities

CONFERENCE TOTE BAG

\$10,000 | Exclusive

Distributed to all attendees, the bag will include your logo artwork, the name of the convention, and the NAGC convention logo.

Sponsor benefits:

- Sponsor logo on 2024 Tote bag (1-color imprint)
- Recognition for being a sponsor on the NAGC Website, onsite signage, and app

CHARGING STATION \$7,500 | Exclusive

Attendees are constantly using their phones and tablets during the convention to check session titles, find presentation slides, and review speaker bios. Phones and tablets need charging often!

Sponsor benefits:

- Sponsor logo on custom graphic on 1 charging station in highly visible location
- Recognition for being a sponsor on the NAGC website, onsite signage and app

WIFI \$6,000 | Exclusive

Imagine how appreciative attendees will be to have WIFI access for all their devices.

Sponsor benefits:

- Company logo on the NAGC24 Daily News (digital)
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- 1-meter board with logo recognition placed inside the exhibit hall
- Logo on WIFI information signs throughout the hotel

NAGC Volunter T-SHIRT

\$5,000 | Exclusive

Place your company logo* with the NAGC24 Convention logo on the t-shirt worn by all convention volunteers. *single color logo

Sponsor Benefits:

- The sponsor logo will be a one-color logo that will be on the back of the t-shirt
- Onsite signage by the volunteer check-in
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

COLUMN WRAPS

2 Partial Clings \$5,000 | 2 Available

A great way to market your company while at NAGC24. Include your company's custom graphics on 2 sides of the column.

Sponsor Benefits:

- Sponsor custom graphic on 2 sides of the column
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

FLOOR STICKERS \$5,000 | Exclusive

Direct attendees to the exhibit hall using branded floor stickers! Ten (10) 24" stickers will be placed in very high traffic areas on your way to the hall.

SELF CHECK-IN \$2,500 | Exclusive

A highly visible promotional opportunity at Registration, where all attendees will pick up their badges.

Sponsor benefits:

- Sponsor logo on self-check-in screens at Registration
- Sponsor logo on 22x28 sign at Registration
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

WATER STATION \$2,500 | 2 Available

Brand your company at the NAGC24 convention by having the exclusive branding opportunity for 2 Water Coolers located in the exhibit hall.

This would be available to all exhibitors and attendees.

Sponsor Benefits:

- Sponsor logo to be displayed on signage beside water cooler in the exhibit hall
- Recognition of the sponsor listed on the NAGC website and app

NAGC EVENT ID TALL METER

BOARDS \$2,000 EACH | 6 Available

These schedule and directional meter boards will be located in the high traffic areas of the Seattle Conference Center. It will be a great way to show brand recognition for your company and support NAGC.

Sponsor Benefits:

- Place your company logo* with the NAGC23 Convention logo. *single color logo
- Recognition of the sponsor listed on the NAGC website and app

AISLE SIGNS \$2,000

Each Exhibit Hall aisle has 3 signs (front, middle, and back of hall) marking the aisle numbers.

Advertise your company logo and booth # on the aisle sign where your booth is located. Only one company per aisle is allowed.

Sponsor benefits:

- Sponsor Logo and booth number on 3 aisle signs
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

SCAVENGER HUNT INVESTMENT

\$750

Attendees love this company trivia game played on the mobile app for exciting prizes! Each participating exhibitor will have a QR code sign for their booth. Attendees use the mobile app to scan the code that then asks them to answer a question about the exhibitor's company. All questions are provided by the participating companies! This game will last all 3 days of the exhibit hall with grand prizes for the winners handed out at the NAGC's Information Exchange on the last day.

Sponsor Benefits:

- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- Scavenger Hunt signage in the exhibit hall with custom question

Educational Events

THE NAGC KEYNOTE

INVESTMENT \$10,000 | Exclusive

The NAGC Keynote session is well attended and a highlight of the convention schedule. Your company name and logo will be associated with the Keynote session.

Sponsor Benefits:

- The sponsor logo and company name will be associated with the Keynote session appearing on the following: Daily News onsite program (digital), NAGC24 App, NAGC24 Website
- Sponsor also has the availability to provide a printed piece of marketing or information about your company on the chairs of the session
- Sponsor can also greet attendees at the door as they join the session

POSTER GALLERY INVESTMENT

\$5,000

The Poster Gallery, located in the Exhibit Hall, is a popular destination. Your company name and logo will be listed as the presenting sponsor on the website, brochures, onsite program, and app. Sponsor logo included on poster listing meter board.

EXHIBITOR WORKSHOPS

INVESTMENT \$1,250

NAGC workshops: 1 hour in length; scheduled during convention educational breakout sessions, not during breaks or lunches; only 1 workshop per company/organization

Reception Events

RIBBON CUTTING/WELCOME

RECEPTION \$7,500 | Exclusive

This evening event for attendees is a chance to welcome attendees to the NAGC24 Convention. Located in the Exhibit Hall, attendees can network with new colleagues, greet old friends, and review the exhibits. Sponsor representatives may welcome those attending. Your company name and logo will be associated with this reception on the website, NAGC24 Daily News (digital) and app. A company representative will assist with ribbon cutting at the opening welcome reception.

Sponsor Benefits:

- Company logo on the NAGC24 Daily News (digital)
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- Sponsors may also have a representative from their team to welcome those attending

CELEBRATION OF EXCELLENCE

RECEPTION \$5,000 | Exclusive

This Friday evening event for Convention attendees is a celebration of gifted education leaders and awards winners!

Sponsor Benefits:

- Company logo on the NAGC24 Daily News (digital)
- Sponsor may also have a representative from their team to welcome those attending and a 1 minute intro welcome at podium

AFTERNOON BREAKS

\$5,000 | 3 Available

Have your company name and logo associated with an afternoon break on the onsite signage, website, brochures, onsite program, and app.

Sponsor Benefits:

- Company logo on the NAGC24 Daily News (digital)
- Company logo on the NAGC24 Onsite program
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- 500 Napkins with your single color logo

NAGC NETWORKING COFFEE

\$5,000 | 3 Available

Morning Coffee in the exhibit hall is a great way to get the day started and provide time for attendees to visit the exhibit hall.

Sponsor Benefits:

- Company logo on the NAGC24 Daily News (digital)
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- 500 Napkins with your single color logo

JAVITS-FRASIER SCHOLARSHIPS AND RECEPTION \$15,000

This popular program brings teachers from Title I schools to the NAGC Convention for educational sessions and connects them with a mentor. Your sponsorship directly supports between 12-20 teachers and the Javits-Frasier Scholar Reception in the NAGC Information Exchange on Thursday night. Your company name and logo will be associated with this event on the website, NAGC24 Daily News (digital), and app. You will have an opportunity to address the scholars and alumni, as well as a display logo on tabletop displays on tables in the NAGC Information Exchange.

Sponsor Benefits:

- Company logo on the NAGC24 Daily News (digital)
- Onsite signage at the reception
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- Sponsors to have two minutes apiece to introduce themselves, address the scholars and alumni, and explain why this is such a unique opportunity for them to sponsor
- Sponsors may also have a complimentary tabletop display in the information exchange.

NEW MEMBER/ATTENDEE

RECEPTION \$3,000

In the NAGC Information Exchange – sponsor name on the sign in the booth during reception and sponsor representative can welcome new members/attendees.

Sponsor Benefits:

- Company logo on the NAGC24 Daily News (digital)
- Onsite signage at the reception
- Recognition of the sponsor listed on the NAGC website and app
- The sponsor would also have the availability to have a representative

App Advertising

App Full Page Ad \$5,000 | Exclusive

Highly visible branded opportunity on the NAGC24 app. The app splash page will be shown for 2 seconds each time the NAGC24 app is opened.

Sponsor Benefits:

- Custom graphic on the app splash page
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

App Homescreen Tile Ad

\$1,000 | 2 Available

The most visible advertising opportunity on the app. It appears on the convention app homepage and links to your URL.

Sponsor Benefits:

- Custom graphic on the app splash page
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

App Subpage Banner

\$500 exhibit page and \$750 full schedule 2 Available

This subpage banner is a customized banner that can link to the URL address of your company. These are highly visible to all attendees and have proved to be an excellent way of branding.

Sponsor Benefits:

- A custom graphic that you design appears on Exhibit List Page and Full Schedule Page.

Advertising

NAGC24 DAILY NEWS cost covers all days of the in-person convention. NAGC24 Daily News is distributed electronically every day of the convention to 2,200+ attendees, lists educational programs, exhibitors, meetings, and events. The Daily News is also distributed via email to NAGC's extended network. Exclusive sponsorship opportunities available.

NAGC24 DAILY NEWS

Send Dates: November 21, 22, 23 & 24, 2024

600x200 Header/Banner: 1 Available Per Send

Date. \$1,000 per Send

600x200 Banner. \$600 per send

Direct Email Eblasts

\$1,200 | 10 Available

Have NAGC send out your custom marketing message to attendees prior to the convention and up to 4 weeks post conference too! Two sponsored eblasts per week.