

EXHIBITOR & SPONSOR

PROSPECTUS



NOVEMBER 21-24, 2024
SEATTLE, WASHINGTON



QUESTIONS?

Please contact Jeryl Parade at 860-830-1792

or jeryl.parade@theygsgroup.com

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



NATIONAL ASSOCIATION FOR
Gifted Children

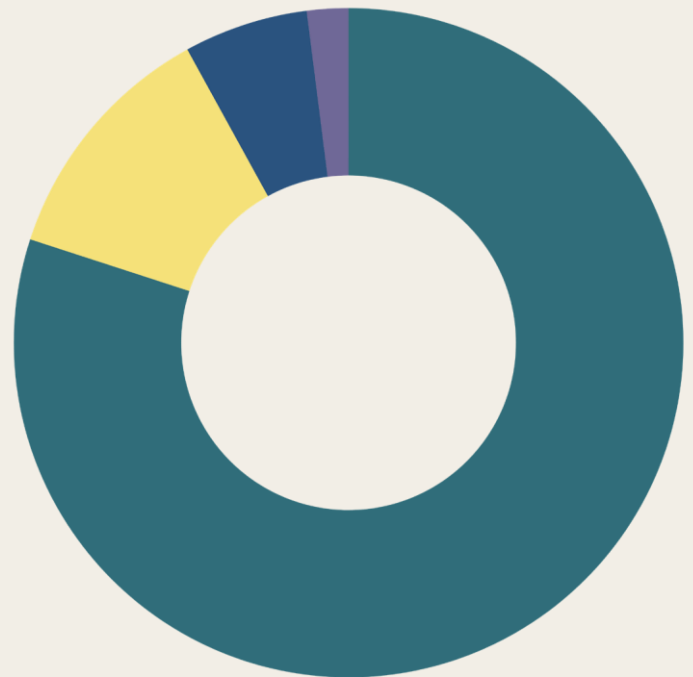
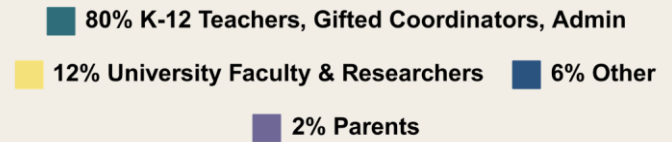
WHO ATTENDS NAGC24?

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
- 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, gift items and games are all sold onsite.

EXPOSURE: Market your organization and raise brand exposure to the entire gifted education community.

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.

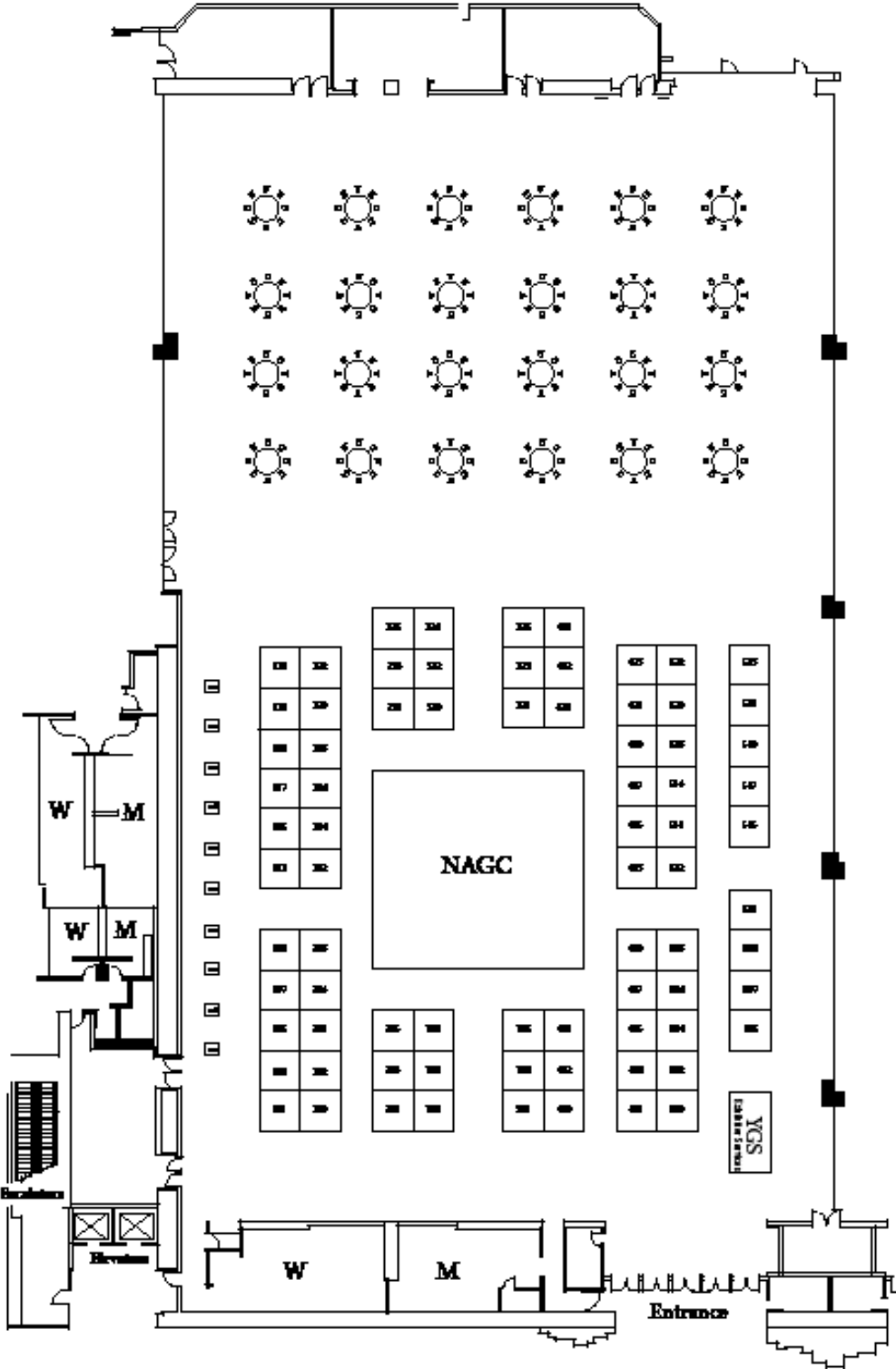
DEMONSTRATIONS: Give attendees hands-on access to your products.

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

FLOORPLAN



Scan Here to
View the Live
Floorplan



Questions?

Please contact Jeryl Parade
at 860-830-1792 or at
jeryl.parade@theYGSgroup.com

BOOTH INFORMATION

Booth Pricing

| | Before Jan 30 | After Jan 30 | After Jun 30* |
|-------------------|---------------|--------------|---------------|
| Standard | \$1,500 | \$1,800 | \$2,000 |
| Non-profit | \$1,400 | \$1,700 | \$1,900 |

Must be booked AND paid by June 30!

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
- Two (2) complimentary convention registrations, good for access to all NAGC Convention activities (including keynotes, concurrent sessions, and evening events). Additional registrations are full price.
- Name, description, and logo listing on our app and website (please note production deadlines apply)
- Post-show attendee USPS address list

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 apply.

SPONSORSHIP OPPORTUNITIES

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 NAGC24 leveled sponsors receive:

- Company Logo on the NAGC24 website, app, and signage (please note: production deadlines apply)
- 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 | ½ 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 | | | | |

Ready to get started? Contact Jeryl today to purchase your sponsorship or add on to your event package at jeryl.parade@theYGSgroup.com.

BRANDING OPPORTUNITIES

WIFI \$20,000 | Exclusive

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

Sponsor benefits:

- Company logo on the NAGC24 Daily News (email)
- Recognition for being a sponsor on the NAGC website and onsite signage
- 1-meter board with logo recognition placed inside the exhibit hall
- Logo on WIFI information signs throughout the hotel
- Customized password

CONFERENCE TOTE BAG \$10,000 | Exclusive

Distributed to all attendees, the bag will include your logo artwork, the name of the convention, and the NAGC24 convention logo.

Sponsor benefits:

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

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 and onsite signage

NAGC 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 for being a sponsor on the NAGC website and onsite signage

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 22x28 sign at Registration
- Recognition for being a sponsor on the NAGC website and onsite signage

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

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 Convention Center. They are a great way to show brand recognition for your company and support NAGC.

Sponsor Benefits:

- Place your company logo* with the NAGC24 Convention logo. *single color logo
- Recognition of the sponsor listed on the NAGC website

AISLE SIGNS \$2,000

Each Exhibit Hall aisle has signs 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 each aisle sign
- Recognition for being a sponsor on the NAGC website and onsite signage

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.

Sponsor Benefits:

- Recognition for being a sponsor on the NAGC website and onsite signage
- Scavenger Hunt signage in the exhibit hall with custom question

EDUCATIONAL EVENTS

THE NAGC KEYNOTE INVESTMENT

\$10,000 | 2 Exclusive Sponsorships Available

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: NAGC24 Daily News (email), and 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 will receive recognition from the stage

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 and brochures. 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



“[The NAGC Annual Convention] is an outstanding opportunity to hear from the leaders in gifted education, keep abreast the latest research findings, network with other teachers, gain access to valuable resources, and enjoy the company of other professionals committed to the practice and promotion of gifted education.”

-Pam F., NAGC23 Attendee

RECEPTION EVENTS

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 on Thursday night. Your company name and logo will be associated with this event on the website, NAGC24 Daily News (email), and app. You will have an opportunity to address the scholars.

Sponsor Benefits:

- Company logo on the NAGC24 Daily News (email)
- Onsite signage at the reception
- Recognition of the sponsor listed on the NAGC website and onsite signage
- 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

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 and NAGC24 Daily News (email).

Sponsor Benefits:

- Company logo on the NAGC24 Daily News (email)
- Recognition for being a sponsor on the NAGC website and onsite signage
- Sponsors may also have a representative from their team to welcome those attending

CELEBRATION OF EXCELLENCE AWARDS CEREMONY \$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 (email)
- 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 (email)
- Recognition for being a sponsor on the NAGC website and onsite signage

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 (email)
- Recognition for being a sponsor on the NAGC website and onsite signage

NEW MEMBER/ATTENDEE ORIENTATION

\$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 (email)
- Onsite signage at the reception
- Recognition for being a sponsor on the NAGC website and onsite signage
- The sponsor would also have the availability to have a representative



ADVERTISING OPPORTUNITIES

NAGC24 DAILY NEWS \$1,000

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

1200x400 Header/Banner: \$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! Limited to two sponsored eblasts per week.

APP SPLASH 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 and onsite signage

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 and onsite signage

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 or Full Schedule Page

CONVENTION WEBSITE \$1,000 Each

Convention Website (Left Side Rotating, 400x400)

Convention Website (Right Side Rotating, 320x1200)



QUESTIONS?

Please contact Jeryl Parade at 860-830-1792
or jeryl.parade@theygsgroup.com

