



2024 Making Schools Work Conference

Exhibitor and Sponsorship Guide

Exhibit Dates: July 10-11, 2024

Conference Dates: July 9-12, 2024

SREB | School
Improvement

Making Schools Work Conference

Nashville, Tennessee • July 9-12, 2024

Gaylord Opryland Hotel & Convention Center

sreb.org/exhibitors



About Sponsoring/Exhibiting at the Conference

The Southern Regional Education Board invites you to connect with thousands of K-12 core general education teachers, career and technical education teachers, and school, district and state leaders in Nashville, Tennessee, July 9-12 at SREB's annual Making Schools Work Conference.

For over 30 years, SREB has sponsored the nation's premier professional learning event for 4,000+ teachers, counselors, principals, technology center directors, and state and district education agency personnel.

The Education Marketplace is a dynamic gathering place where educators and business leaders network and explore the latest educational products and services. With numerous breaks and hands-on activities hosted in the hall, you and your business will experience great foot traffic.

The Education Marketplace and Exhibit Hall open July 10-11.

Exhibitor Benefits

- Company name and logo on the conference website and in the program and app
- High-volume foot traffic of qualified education leaders and influencers
- Two all-access conference registrations per single booth (four for double booths)
- Company name, logo and booth number on information screens located throughout the conference venue

Partner With Us

With a wide range of sponsorship opportunities, promotional items and special events, the Making Schools Work Conference offers great value for every marketing budget. Sponsorships are an ideal way to increase your company's visibility with educators and decision-makers at the nation's premier professional learning event for school improvement.

Conference Exhibitor/Sponsor Options

EDUCATION MARKETPLACE EXHIBIT BOOTH RATES	PRICE
Single Booth (10' x 10') For Profit	\$1,300
Single Booth (10' x 10') Nonprofit	\$1,000
Double Booth (20' x 10') For Profit	\$2,300
Double Booth (20' x 10') Nonprofit	\$1,800

Vendor Session Add-on: For \$500, exhibitors will be provided a space for an in-depth presentation.

KEYNOTE SPONSORSHIPS	PRICE
<p>First Keynote Session: Sponsor our Opening General Session and your company's representative will help introduce our keynote speaker. Your company's name and logo will be featured on screens at the opening general session, on electronic and print signage throughout the conference, inclusive of the program, for the duration of the event, on the conference website, in the app, and in conference e-blasts sent to thousands of attendees. Also included are four conference registrations and a presence in the Education Marketplace.</p>	\$15,000

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MOBILE APP BANNER ADS – 5 SPACES AVAILABLE – 640 X 130	PRICE
<p>Mobile App 1/5 Banner Ad: Put your business in front of thousands of conference attendees. App co-sponsors will receive a top banner ad on our Making Schools Work Conference app home page — along with a full listing in the exhibitors/ sponsors area of the app. All logos will also be listed on the splash screen of the app. App sponsors should submit their company name, address, web address, phone and email contact information as well as a high-resolution JPG, GIF, EPS or PNG logo using the following dimensions of 640 x 130, to nakeisha.myers@sreb.org. Ads must be approved for content.</p>	\$1,000

Conference Exhibitor/Sponsor Options

NETWORKING EVENT SPONSORSHIPS	PRICE
<p>Pacesetter Award Winners Reception: Grab the attention of our attendees by headlining our award winners’ reception and networking with these top attendees/ presenting information to them. Your company name and logo will be featured during the reception and a representative from your company will have an opportunity to share information about your products as well as have the company logo featured in the program and on conference signage.</p>	\$3,500
<p>Project-Based Learning (PBL) Playground Sponsor: Enjoy a presence in our project-based learning center where activities, discussions and demonstrations focus on hands-on learning. Your company’s name and logo will be featured on electronic and print signage throughout the conference, inclusive of the program, for the duration of the event, on the conference website and in the app, and in conference e-blasts sent to thousands of attendees.</p> <p><i>Fun, hands-on sessions in our PBL Playground in the Education Marketplace will spotlight how this interdisciplinary approach to instruction excites and engages students and frees teachers to be facilitators of learning! Join us to work on cool projects you can take back to your classroom.</i></p>	\$2,000

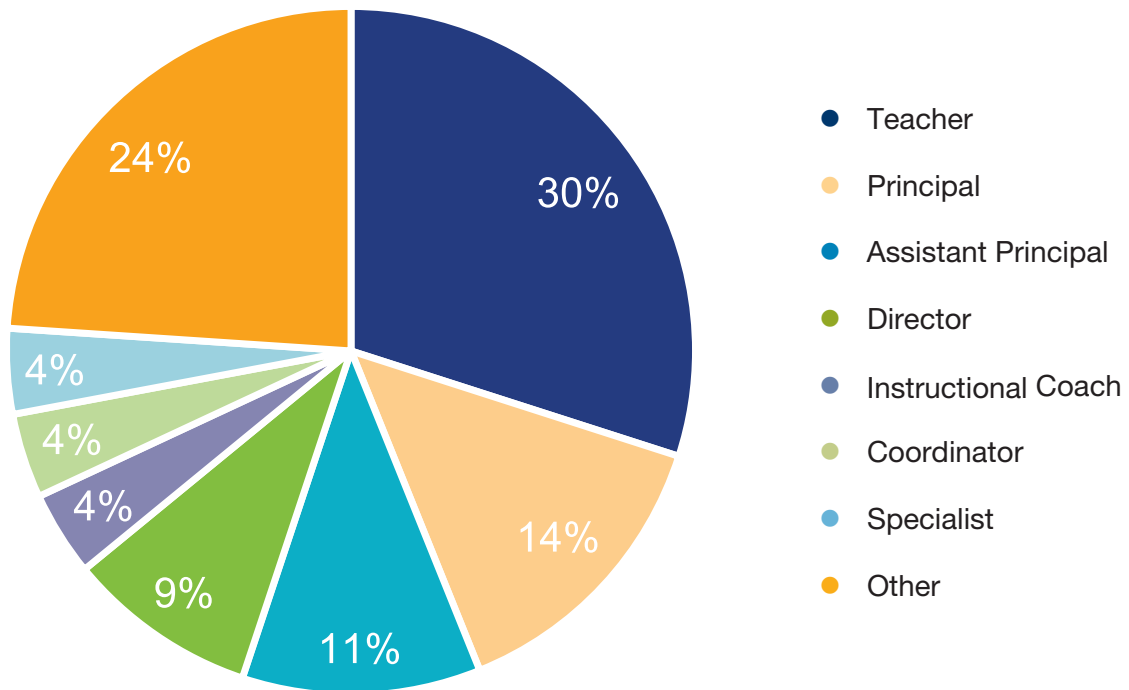
ONSITE SERVICES SPONSORSHIPS	PRICE
<p>Wi-Fi: Your company’s name and logo will be featured on screens throughout the conference, on electronic and print signage, inclusive of the program, throughout the conference for the duration of the event, on the conference website, in the app, as well as in conference e-blasts sent to thousands of attendees. Also included are four conference registrations and a presence in the Education Marketplace.</p>	\$13,000
<p>Conference Lanyards: See your company’s logo worn by thousands of attendees at the Making Schools Work Conference when you sponsor SREB’s conference lanyards! Also included are four conference registrations and a presence in the Education Marketplace. Your company logo will also be featured in the printed program.</p>	\$5,000
<p>Registration Area Advertising: 4 sponsorship opportunities totaling 4 columns See your company logo broadly displayed in the registration lobby where thousands of attendees must validate their entry. These columns will be used to guide individuals to areas across the conference space, such as general sessions, breakouts, exhibit hall, etc. Your company logo and information will be prominently placed to showcase the duration of the conference, company logo will also be printed in the programs.</p>	\$1,440 per column
<p>After-hour Networking Receptions: 3 sponsorship opportunities available, Tuesday – Thursday There are opportunities for companies to host a reception for attendees, after conference hours, allowing for networking and social activities local to the city of the conference site. Though SREB will manage attendance registration, advertising and reminders, these events will not be hosted by SREB. Event details must be submitted for approval. Prices TBD, depending on details and location</p>	

Who Attends SREB's Making Schools Work Conference?

Each July, thousands of K-12 teachers, counselors, principals, technology center directors and education agency staff attend SREB's Making Schools Work Conference to participate in unparalleled professional learning experiences, hands-on workshops and networking opportunities.

Attendees choose our conferences because they know they'll take home powerful tools and strategies they can use right away to transform teaching and learning in their classrooms. Join us in Nashville and collaborate with these highly engaged education professionals.

Who attends?





SREB | School Improvement

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For more information on exhibiting or sponsoring, contact Nakeisha Myers (nakeisha.myers@sreb.org) or Aimee Wyatt (aimee.wyatt@sreb.org).

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