



AESA

ASSOCIATION OF
EDUCATIONAL SERVICE AGENCIES

4031 FM 1463 Rd.
Suite 40-282
Katy, TX 77494
715.966.1688
www.aesa.us



2022 BUSINESS PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

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We at AESA recognize the challenging times that we all saw in 2021, and we continue to face those same challenges at the beginning of 2022. While we remain optimistic that the grip of the pandemic will be lessening with time, we must continue to plan in the best interests of our members and business partners. We are planning to have live events in 2022. With that said please contact Chris Rooney, AESA Director of Business Services for business partnership, sponsorship, and general information about working with AESA.

WHY CONSIDER A RELATIONSHIP WITH AESA?

There are 553 Educational Service Agencies (ESAs), with over 200,000 employees in 44 states. AESA is in the position to reach 11,700 **(79%)** of the public school districts, 22,710 **(83%)** of the private schools, 2,160,955 **(79%)** certified teachers, and 2,018,888 **(80%)** non-certified school employees, and well over 40,732,954 **(80%)** public and private school students. This includes administrators, administrative support staff, instructional coordinators, principals, assistant principals, school librarians and support staff, instructional aides, guidance counselors, and other support and service staff members. *Source: U.S. Department of Education, National Center for Education Statistics, Common Core of Data Survey.*

BENEFITS OF PARTICIPATION WITH AESA

ESAs are in face-to-face contact with nearly every superintendent and LEA key staff of local school districts on a weekly/monthly basis. As a result, ESA staff is acutely aware of the needs and problems faced by local public school districts, as well as private and parochial schools in their area along with other youth service agencies.

One of the most critical responsibilities that AESA has is to ensure that ESAs and schools have access to the best educational products and services available. Therefore, AESA offers Business Opportunities to companies wishing to join and/or partner with AESA and its members. AESA also makes available, separately or in conjunction with the business levels, opportunities to participate in and sponsor a variety of additional “Marketing Opportunities” to help maximize exposure and brand recognition.

There are a variety of participation opportunities available with the AESA. In the following pages, you will see specific benefits offered at each participation level. Working with AESA offers a level of access and visibility not afforded by other national associations.



BUSINESS SPONSORSHIP OPPORTUNITIES

Joan H. Wade, EdD
Executive Director
jwade@aes.a.us
920.420.8822

John Bass
Chief Operation Officer
jbass@aes.a.us
806.290.3092

Chris Rooney
Director of Business Svcs
crooney@aes.a.us
732.768.6601

SPRING EXECUTIVE COUNCIL PACKAGE - Annual

When: March 28, 2022

Where: Santa Barbara, CA

Description of Meeting: The 17 CEOs (14 current and 3 new) serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and represent the four geographic areas from across the country.

Cost: \$7,500 (one opportunity available)

Package Includes:

- Dinner sponsorship for 17 CEOs
- Introduction/presentation of company and services--15 minutes
- Attendee list w/contact information
- 10' x 10' booth at the Annual Conference (2 complimentary registrations)
- Annual Conference attendee lists – pre- and post- with contact information

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jwade@aesa.us
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jbass@aesa.us
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Director of Business Svcs
crooney@aesa.us
732.768.6601

SUMMER LEADERSHIP EXECUTIVE COUNCIL DINNER - Annual

When: July 18, 2022

Where: Nashville, TN

Description of Meeting: The 14 CEOs serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and represent the four geographic areas from across the country.

Cost: \$7,500

Package Includes:

- Dinner Sponsorship for 14 CEOs
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from Summer Leadership Conference
- 10' x 10' booth at the Annual Conference (2 complimentary registrations)
- Annual Conference attendee lists – pre- and post- with contact information

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SUMMER LEADERSHIP EXECUTIVES IN RESIDENCE DINNER - Annual

When: July 19, 2022

Where: Nashville, TN

Description of Meeting: Executives in Residence Program participants are in attendance at this dinner. This is a group of educational administrators learning the necessary skills to lead a successful educational service agency.

Cost: \$7,500

Package Includes:

- Dinner Sponsorship for approximately 10 EIRs
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from Summer Leadership Conference
- 10' x 10' booth at the Annual Conference (2 complimentary registrations)
- Annual Conference attendee lists – pre- and post- with contact information

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SUMMER LEADERSHIP PACKAGE - Annual

When: July 19-21, 2022

Where: Nashville, TN

Description of Meeting: 125 - 200 ESA CEOs and key staff invited by the CEO usually attend this three-day event. There are **NO** exhibits as such. Two representatives of the sponsor are given complimentary registrations and are invited to participate in the conference as regular attendees. The Sponsor is given 15 minutes to market their company. This gives the Sponsor a great opportunity to talk with ESAs and to engage in soft selling and contact development. Sponsors are recognized in the mobile app, conference signage, and during announcements from the podium.

Cost - \$7,500 each (three packages available)

1. Reception - First night – July 19, 2022
2. Breakfast – Second day – July 20, 2022
3. Lunch - Second day – July 20, 2022
4. Breakfast - Third day – July 21, 2022

Packages Include:

- Reception/breakfast/lunch/dinner sponsorship for 125 -150 CEOs/Executive Leaders
- Introduction/presentation of company and services--15 minutes
- Recognition of sponsorship by executive leadership during opening/closing business sessions
- Attendee list with contact information from Summer Leadership Conference
- 10' x 10' booth at the Annual Conference (2 complimentary registrations)
- Annual Conference attendee lists – pre- and post- with contact information
- Conference signage

Joan H. Wade, EdD
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jwade@aesaa.us
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EDUCATORS CALL TO ACTION PACKAGE - Annual

When: September 20-23, 2022

Where: Hyatt Regency on Capitol Hill, Washington, DC

Description of Meeting: This event is focused on updates of federal legislation and on meeting with members of Congress. Between 60 and 80 members are usually in attendance. There are no exhibits and sponsors will be given 15 minutes to market their company.

First Package: Executive Council Dinner – September 20, 2022

Cost: \$7,500

- Dinner sponsorship for 14 CEOs that make up the AESA Leadership Board
- Introduction/presentation of company and service--15 minutes
- Recognition of sponsorship by executive leadership at the Educators Call to Action
- Attendee list with contact information from Educators Call to Action
- 10' x 10' booth at the Annual Conference (2 complimentary registrations)
- Annual Conference attendee lists – pre- and post- with contact information

Second Package: Welcome Reception –September 21, 2022

Cost: \$7,500

- Sponsorship for 60-80 attendees
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from Educators Call to Action
- Recognition of sponsorship by executive leadership at the Educators Call to Action
- Annual Conference attendee lists – pre- and post- with contact information
- 10' x 10' booth at the Annual Conference (2 complimentary registrations)
- Conference signage

Third Package: Executives in Residence Dinner –September 22, 2022

Cost: \$7,500

- Dinner Sponsorship for approximately 10 EIRs
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from Summer Leadership Conference
- 10' x 10' booth at the Annual Conference (2 complimentary registrations)
- Annual Conference attendee lists – pre- and post- with contact information

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BUSINESS PARTNER

Two Options:

Option #1 - \$45,000 for a single-year agreement

Option #2 - \$40,000 per year for a 3-year agreement

Package Includes:

- Exclusive representation of like businesses at Business Partner Level
- Prime 10' x 10' booth at Annual Conference
- Location of exhibitor booth in "Business Partners Row" (5 attendees)
- Pipe and draping for table and 2 chairs
- Pre/post attendee list
- Opportunity to conduct one breakout session at the Annual Conference (*BP Option*)
- Marketing flyer included in conference attendee handout bag
- Company-sponsored table at Annual Conference for General Session Lunch
- First choice of sponsorship of additional specific marketing materials
- First choice of Business Sponsorship Opportunities at state and regional meetings
- AESA Membership Directory
- Company recognition on AESA website with link to Business Partner website
- One article in AESA Online Newsletter announcing the partnership
- One article per quarter in the AESA Online News
- Use of AESA name, trade name, service mark, and logo in trade magazines/periodicals with pre-approval by AESA
- Direct access to the AESA National Marketing channel
- Opportunity to participate in market research/joint marketing programs
- Invitation to attend and participate in the AESA Summer Leadership Conference with executive leadership recognition (2 complimentary registrations)
- Email notification to each ESA executive director/CEO to introduce the business partner services
- One hour of webinar time per quarter hosted by AESA and must be scheduled one month in advance



ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

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AESA

Imagine the Future of Education



2022 ANNUAL CONFERENCE

**DREAM
FORWARD**

ATLANTA, GA

NOVEMBER 30 – DECEMBER 3, 2022



Hyatt Regency Atlanta
265 Peachtree Street NE, Atlanta, GA 30303
414.577.1234

Hyatt Regency Atlanta enjoys a central setting within blocks of Mercedes-Benz Stadium and other destinations. We're connected to the MARTA train system's Peachtree Center station via Peachtree Center Mall, so you and your guests have a direct link to Hartsfield-Jackson Atlanta International Airport. Our 180,000 square feet of boardrooms, ballrooms—including the largest hotel ballroom in Georgia—and other spaces are spread among three towers, allowing us to provide a hotel within a hotel in our landmark Peachtree Street hotel. We are home to the most hotel meeting and event space in Atlanta.

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ANNUAL CONFERENCE EXECUTIVE COUNCIL DINNER - Annual

When: November 29, 2022

Where: Atlanta, GA

Description of Meeting: The 14 CEOs serving on the Executive Council are in attendance at this meeting. This is the leadership board for AESA. They are elected by their peers and they represent the four geographic areas from across the country. Executives in Residence, which is an annual cohort of future ESA leaders, are also in attendance.

Cost: \$7,500

Package Includes:

- Dinner sponsorship for 14 CEOs and other ESA leaders from across the country
- Introduction/presentation of company and services--15 minutes
- 10' x 10' booth at the Annual Conference (2 complimentary registrations)
- Annual Conference attendee lists – pre- and post- with contact information
- Sponsored table at Annual Conference by your company with signage for general session lunch

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ANNUAL CONFERENCE – Exhibitor

When: November 30 – December 3, 2022

Where: Atlanta, GA

Description of Meeting: This is the major AESA event of the year and will be held at the Hyatt Regency Atlanta in Atlanta, Georgia. The event attracts between 750 and 800 people comprised of 1/3 ESA CEOs, 1/3 ESA board members, and 1/3 senior ESA staff.

Cost: \$1,700 (when reserved before April 30)
\$1,900 (when reserved May 1 – September 30)
\$2,100 (when reserved October 1 or later)

Package Includes:

- 10' X 10' booth at the Annual Conference (2 complimentary registrations)
- Pipe & drape
- Skirted table and 2 chairs
- Attendee lists – pre- and post- with contact information
- Additional opportunities to sponsor specific marketing materials
- High member traffic (breakfast, refreshments, Welcome and President's Receptions, Silent Auction held in the exhibit hall)
- Company recognition included in AESA website Annual Conference Exhibitor Directory, and conference mobile app

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2022 ANNUAL CONFERENCE EXHIBIT HALL MAP

COMING MARCH 1, 2022

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ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

2022 ANNUAL CONFERENCE SPONSORSHIPS	COUNCIL DINNER	WELCOME RECEPTION	THURSDAY BREAKFAST	THURSDAY LUNCH	MEMBERS RECEPTION	FRIDAY BREAKFAST	LANYARD	CONFERENCE MOBILE APP	CONFERENCE WIFI	CONFERENCE BAG
EVENT DATE:	November 29, 2022	November 30, 2022	December 1, 2022	December 1, 2022	December 1, 2022	December 2, 2022	ENTIRE CONFERENCE	ENTIRE CONFERENCE	ENTIRE CONFERENCE	ENTIRE CONFERENCE
	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$5,500	\$3,000	\$3,000	\$2,500
SOLD TO:	ClassLink						ClassLink			
TARGETED NETWORKING										
Introduction at event	X									
event	X	X	X	X	X	X				
One invitation to Council Dinner at the Annual Conference		X	X	X	X	X				
15-minute message at dinner to	X									
Opportunity to provide branded promotional items at the event	X	X	X	X	X	X				
EXHIBIT PRESENCE										
One comp 10X10 exhibit booth	X	X	X	X	X	X	X			
Two complimentary full-conference registrations	X	X	X	X	X	X	X			
BRAND RECOGNITION										
Your logo on the event signage	X	X	X	X	X	X	X	X	X	X
Your logo on the conference home page and sponsorship page with link to your website	X	X	X	X	X	X	X	X	X	X
Your logo in mobile app	X	X	X	X	X	X	X	X	X	X
Your logo co-branded with AESA on item to be branded							X	X	X	X
Pre- and post-conference registration lists (postal and email addresses)	X	X	X	X	X	X	X	X	X	X
Company profile in conference app	X	X	X	X	X	X	X	X	X	X
Your logo on general sponsor thank you signage	X	X	X	X	X	X	X	X	X	X
Recognition on sponsor thank you page in the conference app	X	X	X	X	X	X	X	X	X	X