



AESA

ASSOCIATION OF
EDUCATIONAL SERVICE AGENCIES

2026 BUSINESS PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

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WHY PARTNER WITH AESA?

AESA opens the door to one of the most influential education networks in the nation. With 500 Educational Service Agencies (ESAs) employing more than 200,000 professionals across 40 states, AESA connects you directly to the people and organizations shaping the future of education.

Through our network, your organization can reach:

- 11,700 public school districts — serving 79% of districts nationwide
- 22,710 private schools — representing 83% of private education institutions
- Over 4 million educators and school employees — including 2.1 million certified teachers
- More than 40 million students — both public and private

From superintendents and principals to technology directors, instructional leaders, and support staff, AESA's community encompasses every corner of the education ecosystem.

When you partner with AESA, you're not just connecting with schools — you're joining a national movement of innovation, collaboration, and impact.

Together, we can strengthen education for every learner.

BENEFITS OF PARTNERING WITH AESA

Partnering with AESA connects your organization directly to the leaders shaping education nationwide. Educational Service Agencies (ESAs) work closely with superintendents and key district decision-makers, providing unmatched insight into the needs of public, private, and parochial schools across the country.

AESA ensures that schools have access to the most innovative and effective products and services—and through our Business Partnership Program, your company can be part of that mission.

Engage with influential education leaders, showcase your expertise, and expand your brand visibility through AESA's business and sponsorship opportunities.

No other national organization offers this level of access, connection, and impact.



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BUSINESS SPONSORSHIP OPPORTUNITIES

SPRING EXECUTIVE COUNCIL PACKAGE 1

When: May 4, 2026

Where: St. Augustine, FL

Description of Meeting: Seventeen(17) CEOs—fourteen current members and three newly elected—are in attendance at this meeting. Together, they make up the AESA Executive Council, the governing leadership board of the Association.

These leaders are elected by their peers and represent four geographic regions across the nation, bringing diverse perspectives and a unified vision to AESA's mission and strategic direction.

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

Package Includes:

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

SPRING EXECUTIVE COUNCIL PACKAGE 2

When: May 5, 2026

Where: St. Augustine, FL

Description of Meeting: Seventeen CEOs—fourteen current members and three newly elected—are in attendance at this meeting. Together, they make up the AESA Executive Council, the governing leadership board of the Association.

These leaders are elected by their peers and represent four geographic regions across the nation, bringing diverse perspectives and unified vision to AESA's mission and strategic direction.

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 & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information

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ACADEMY FOR WOMEN LEADERS

When: July 1, 2026 – June 30, 2027

Description: The Academy for Women Leaders is a community of women leaders from educational service agencies nationwide that connects, empowers, and inspires through virtual meetings, coaching, and two in-person retreats focused on leadership growth, collaboration, and support.

Cost: \$10,000

Package Includes:

- Fall and Spring dinners sponsorship for approximately 25 women leaders
- Introduction/presentation of company and services--15 minutes
- Attendee list w/contact information
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information



LEADERSHIP ACADEMY PACKAGE

Description of Meeting: The Leadership Academy is an exclusive, yearlong professional learning experience tailored for up to 25 sitting ESA CEOs. This immersive program brings together a diverse group of visionary educational leaders to engage in dynamic learning experiences

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

1. Summer Leadership Conference, Riverside, CA – July 16, 2026
2. Advocacy in Action Conference, Washington, DC – September 25, 2026
3. Annual Conference, Orlando, FL – December 4, 2026

Package Includes:

- Dinner Sponsorship for approximately 20 executive directors
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from the Leadership Academy
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information

SUMMER LEADERSHIP EXECUTIVE COUNCIL DINNER

When: July 13, 2026

Where: Riverside, CA

Description of Meeting: Fourteen CEOs are in attendance at this meeting. Together, they make up the AESA Executive Council, the governing leadership board of the Association.

These leaders are elected by their peers and represent four geographic regions across the nation, bringing diverse perspectives and a unified vision to AESA's mission and strategic direction.

Cost: \$7,500

Package Includes:

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

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SUMMER LEADERSHIP EXECUTIVES IN RESIDENCE DINNER

When: July 14, 2026

Where: Riverside, CA

Description of Meeting: Participants in the AESA Executives in Residence (EIR) Program are joining us for this dinner. This exceptional group of emerging ESA leaders is engaged in an intensive, yearlong experience designed to build the knowledge, skills, and confidence needed to lead successful educational service agencies across the nation.

Cost: \$7,500

Package Includes:

- Dinner Sponsorship for approximately 20 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 & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information

SUMMER LEADERSHIP PACKAGE

When: July 14-16, 2026

Where: Riverside, CA

Description of Meeting: Each year, 175–200 ESA CEOs and key leaders attend this exclusive three-day gathering. With no exhibits, sponsors engage directly with attendees in a conversational, relationship-focused setting.

Each sponsor receives one complimentary registration and 10 minutes of dedicated presentation time to highlight their company's solutions. Sponsors also gain premium visibility through recognition in the event app, on-site signage, and podium announcements—a unique opportunity to connect, collaborate, and build lasting partnerships.

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

1. Reception - First night – July 14, 2026
2. Breakfast – Second day – July 15, 2026
3. Lunch - Second day – July 15, 2026
4. Breakfast - Third day – July 16, 2026

Packages Include:

- Reception/breakfast/lunch sponsorship for approximately 175-200 CEOs/Executive Leaders
- Introduction/presentation of company and services--10 minutes
- One (1) complimentary Summer Leadership Conference registration
- 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 & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information
- Conference signage

ADVOCACY IN ACTION PACKAGE

When: September 22-25, 2026

Where: Hyatt Regency on Capitol Hill, Washington, DC

Description of Meeting: This event is focused on updates of federal legislation and meetings with members of Congress. Between 75 and 100 members are usually in attendance. There are no exhibits and sponsors will be given 10-15 minutes to market their company.

First Package: Executive Council Dinner – September 22, 2026

Cost: \$7,500

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

Second Package: Welcome Reception – September 23, 2026

Cost: \$7,500

- Sponsorship for 75-100 attendees
- Introduction/presentation of company and services--10 minutes
- Attendee list with contact information from Advocacy in Action Conference
- Recognition of sponsorship by executive leadership at the Advocacy in Action Conference
- Annual Conference & Expo attendee lists – pre- and post- with contact information
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Conference signage

Third Package: Executives in Residence Dinner – September 23, 2026

Cost: \$7,500

- Dinner Sponsorship for approximately 20 EIRs
- Introduction/presentation of company and services--15 minutes
- Attendee list with contact information from the Advocacy in Action Conference
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information

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 & Expo w/5 complimentary registrations
- Pipe and draping for table and 2 chairs
- Pre/post-attendee list
- Opportunity to conduct one breakout session at the Annual Conference & Expo (*BP Option*)
- 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
- Article submission opportunities 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
- Webinar time per quarter hosted by AESA and must be scheduled at least one month in advance



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ANNUAL CONFERENCE & EXPO SPONSORSHIP OPPORTUNITIES



Hilton Orlando
6001 Destination Parkway, Orlando, FL
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❖ JOIN US IN ORLANDO FOR THE 2026 AESA ANNUAL CONFERENCE!

Get ready to experience the AESA Annual Conference at one of the premier meeting destinations in the country — the Hilton Orlando, located at 6001 Destination Parkway.

This stunning venue offers over 249,000 square feet of flexible indoor and outdoor meeting and event space, perfect for both large gatherings and intimate networking sessions. From the impressive 50,000-square-foot Orlando Ballroom to 42 versatile meeting rooms, 9 executive boardrooms, and the beautiful Sky Terrace, the Hilton Orlando provides the ideal setting for connection, collaboration, and innovation.

Conveniently located on Destination Parkway and connected by sky bridge to the Orange County Convention Center, the Hilton Orlando offers the perfect blend of comfort, accessibility, and sophistication.

Don't miss this opportunity to showcase your organization in a premier setting and connect with education leaders from across the nation.

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ANNUAL CONFERENCE & EXPO EXECUTIVE COUNCIL DINNER

When: December 1, 2026

Where: Orlando, FL

Description of Meeting: Joining us for this meeting are the 14 CEOs who serve on the AESA Executive Council—the association’s governing leadership board. Elected by their peers, these distinguished leaders represent four geographic regions across the nation, bringing diverse perspectives and a shared commitment to advancing the mission of AESA.

Cost: \$7,500

Package Includes:

- Dinner sponsorship for 14 CEOs from across the country
- Introduction/presentation of company and services--15 minutes
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information

ANNUAL CONFERENCE & EXPO EXECUTIVES IN RESIDENCE DINNER

When: December 1, 2026

Where: Orlando, FL

Description of Meeting: Participants in the AESA Executives in Residence (EIR) Program are joining us for this dinner. This exceptional group of emerging ESA leaders is engaged in an intensive, yearlong experience designed to build the knowledge, skills, and confidence needed to lead successful educational service agencies across the nation.

Cost: \$7,500

Package Includes:

- Dinner Sponsorship for approximately 20 EIRs
- Introduction/presentation of company and services--15 minutes
- 10' x 10' booth at the Annual Conference & Expo (2 complimentary registrations)
- Annual Conference & Expo attendee lists – pre- and post- with contact information

ANNUAL CONFERENCE & EXPO – Exhibitor

When: December 2-3, 2026

Where: Orlando, FL

Description of Meeting: This highly anticipated conference draws 750–800 attendees each year, including ESA CEOs, board members, and key staff from across the nation. It's the largest gathering of ESA leaders — and the ideal opportunity for exhibitors to engage directly with the decision-makers shaping the future of education. As an exhibitor, you'll enjoy premium visibility, meaningful conversations, and lasting partnerships in a setting that blends professional learning with the vibrant energy of Orlando.

Cost: \$2,100 (prior to 10/1/26)

\$2,300 (after 10/1/26)

Package Includes:

- 10' X 10' booth at the Annual Conference & Expo (2 complimentary registrations)
 - Booth package includes pipe and draping, table, two chairs
- Complimentary lead retrieval
- Attendee lists – pre- and post- with contact information
- High member traffic (refreshments, Welcome and Members' Receptions, Silent Auction held in the exhibit hall)
- Company recognition included in AESA website Annual Conference & Expo Exhibitor Directory, and conference mobile app

2026 ANNUAL CONFERENCE & EXPO EXHIBIT HALL MAP

Coming Soon!

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ANNUAL CONFERENCE & EXPO SPONSORSHIP OPPORTUNITIES

SPONSORSHIP/BENEFITS	DATE	AMOUNT
AESA Executive Council Dinner (15-minute presentation/exhibit booth w/2 exhibitor registrations)	December 1	\$7,500
AESA Executives in Residence Dinner (15-minute presentation/exhibit booth w/2 exhibitor registrations)	December 1	\$7,500
Welcome Reception (exhibit booth w/2 exhibitor registrations)	December 2	\$7,500
Networking Breakfast (exhibit booth w/2 exhibitor registrations)	December 3	\$7,500
Networking Lunch (exhibit booth w/2 exhibitor registrations)	December 3	\$7,500
Members' Reception (exhibit booth w/2 exhibitor registrations)	December 3	\$7,500
Members' Breakfast (exhibit booth w/2 exhibitor registrations)	December 4	\$7,500
Leadership Academy Dinner (15-minute presentation/exhibit booth w/2 exhibitor registrations)	December 4	\$7,500
Lanyards	Entire Conference	\$5,500
Conference Padfolio	Entire Conference	\$5,500
Conference Mobile App	Entire Conference	\$3,500
Conference WiFi	Entire Conference	\$3,500
Charging Station(s) & Lobby Lounge	Entire Conference	Call for Quote
Video Wall(s) (exhibit booth w/2 exhibitor registrations)	Entire Conference	Call for Quote
Wall Cling(s)	Entire Conference	Call for Quote

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