

Connect with Arizona's K-12 Decision-Makers

All in One Place

2025 ASBA Annual Conference | December 17-19, 2025 | JW Marriott Desert Ridge – Phoenix, AZ

171

Pre-Con Attendees

441

Main Con Attendees

6

Total Exhibit Hours

Conference Description

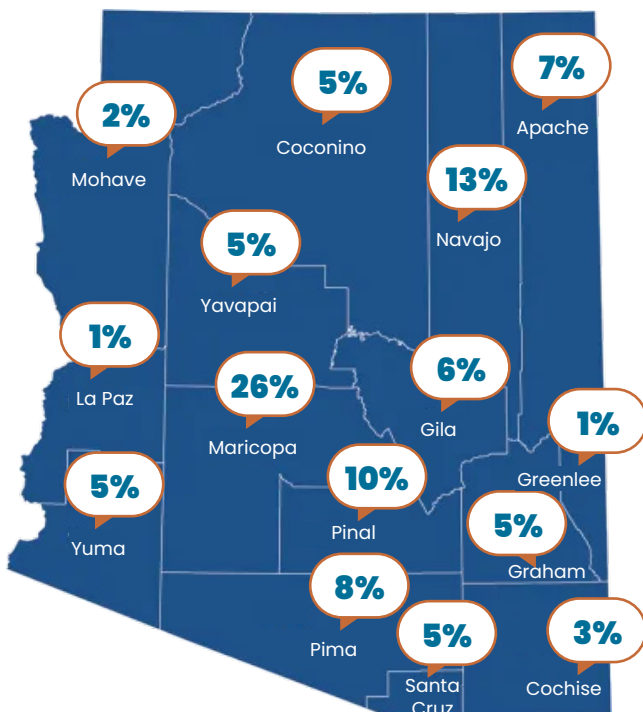
The ASBA-ASA Annual Conference and Exhibition brings together over 500 school board members and superintendents across the state of Arizona. These school board members and superintendents are the ultimate decision-makers in K-12 education, making critical decisions about budgets, policy, operations and vendor partnerships.

As an exhibitor you will:

- Meet leaders who approve budgets and contracts
- Have face-to-face conversations with decision-makers across multiple districts
- Position your company ahead of key purchasing decisions

Attendees By County

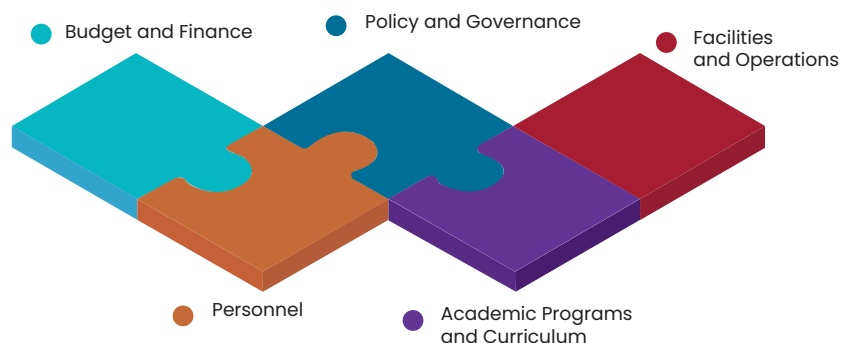
Attendees represent districts from across Arizona, providing broad statewide exposure – not just one region.



School Board Member Decision Areas

School board members make decisions that shape the direction, priorities and success of their district. From setting goals to overseeing resources and supporting student achievement, their role is centered on strong governance and long-term impact.

Below, you can see the key areas these decisions cover:



VENDOR

RETURN ON INVESTMENT

What are you getting out of it, and why should you sponsor?



Who you will meet

- School board members who approve district budgets and contracts
- Superintendents who recommend and influence purchasing decisions

What you gain

- **Direct access to 500+ K-12 decision-makers** in one place
- **Statewide district representation**, expanding your reach beyond a single region
- **6 hours of dedicated exhibitor time** for meaningful, face-to-face conversations
- **Engagement strategies** designed to drive consistent traffic to your booth



Proven results

- Up to **75% of exhibitors return year after year**
- Up to **70% of sponsors choose to reinvest annually**
- High partner retention reflects strong relationship-building and real business value

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The Arizona School Boards Association Tradeshow in December 2025 underscored the critical importance of thoughtful, future-ready audiovisual solutions in education. Over two highly engaging days, the energy on the show floor, the meaningful conversations with school leaders, and the enthusiastic participation in our fun reindeer game highlighted just how impactful and enjoyable technology discussions can be. We appreciate the opportunity to participate and look forward to returning as a vendor again this year.

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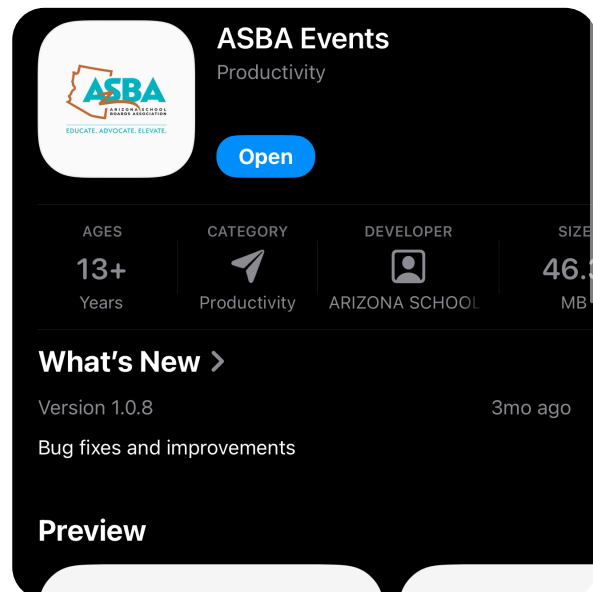
– Liz Chavez, Audio Visual Experts

Schedule and manage connections with attendees during the conference

To help make the most of your experience, we encourage you to download the **ASBA Events App** from the **Apple App Store** or **Google Play**. One app, multiple conferences, a seamless experience every time.

This app is designed to optimize your participation by allowing you to:

1. Connect with fellow exhibitors, attendees and sponsors.
2. Access schedules, agendas and event updates in real time.
3. Maximize networking opportunities with attendees.



Activities to Promote Engagement

In our vendor halls, we create engaging experiences that draw attendees in, drive consistent traffic and foster meaningful interactions at exhibitor booths.

1. Exhibitor scavenger hunts
2. Sticker game
3. Booth decorating competition NEW this year with traveling trophy
4. Trivia
5. Live entertainment

Drink Tickets Complimentary with Registration

Save the Date 2026 Annual Conference

The 2026 ASBA/ASA Annual Conference is heading out West, and we're inviting you to blaze new trails in leadership along the way.



**Secure Your Access to Arizona's K-12
Decision-Makers—Reserve Your Booth Today**

*Early Bird Special – Reserve your booth by
May 21 to receive \$100 off booth space*

**Dec. 16–18,
2026**

Westin Kierland Resort & Spa | Scottsdale, AZ

