



2026 ASBA/ASA ANNUAL CONFERENCE

SPONSORSHIP & EXHIBITOR OPPORTUNITIES



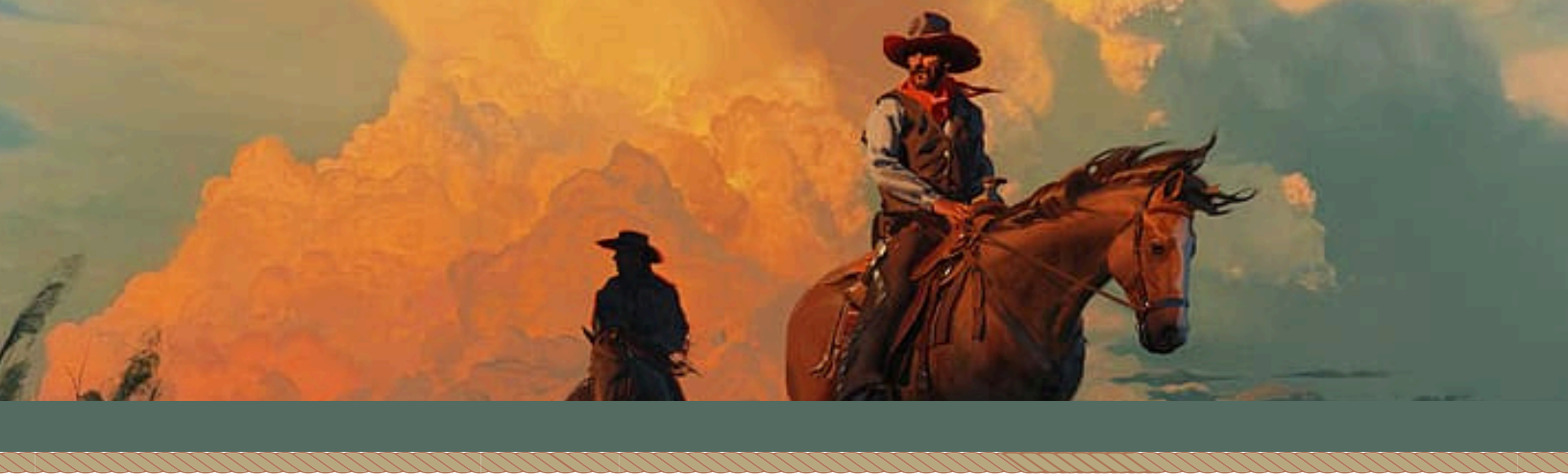
ASBA's Annual Conference is the largest gathering of education leaders in Arizona, bringing together the board members, superintendents and district leaders who make decisions for schools across the state. By sponsoring or exhibiting in the Vendor Hall, you put your brand directly in front of the people shaping education for more than 900,000 students.

Save the Date!

Online exhibitor registration opens **June 22**.

Spots are limited, claim your space before the dust settles.

Don't miss your chance to ride alongside Arizona's
education leaders.



ASBA-ASA Annual Conference & Exhibition

Western Edition

**December 16-18, 2026 – The Westin Kierland Resort & Spa
6902 E Greenway Pkwy Scottsdale, AZ 85254**

Sponsorship Packet Preview

Saddle up!

The ASBA-ASA Annual Conference and Exhibition is back, bringing together more than 500 school board members and superintendents from across Arizona for our annual gathering on the frontier of public education.

These are the trailblazers and top decision-makers in K-12 education, and this is your chance to stake your claim.

As a sponsor or exhibitor, you will:

- Build strong brand visibility with district leaders from across the state
- Get face-to-face access to the decision-makers shaping education policy and purchasing
- Stand out in a high-energy, Western-themed environment designed for authentic connections

From handshakes to long-term partnerships, this is your opportunity to make your mark.

Questions? Contact Makenna McCartney, Conference and Events Manager, at mccartney@azsba.org or call (602)254-1100



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**



Welcome to the frontier, where bold leadership meets wide-open opportunity. This year's sponsorships embrace our Western theme while delivering powerful ways to elevate your organization's brand. From high-visibility stage moments to exclusive gathering spaces and a lively Western-inspired evening experience, these packages are designed to help your brand stand out.

Standard Exhibitor Booth – “Wrangler Post” – \$900

- 8x10 draped booth w/ table and 2 chairs
- Access to district leaders during 3 exhibition periods
- Conference attendee list

Silver Spur Emcee Sponsor – \$10,000

Be the Brand Behind the Voice

Limit 1

As the exclusive Silver Spur Emcee Sponsor, your organization rides alongside the most visible voice of the conference, the one guiding the crowd and keeping the momentum strong. With prime stage presence and integrated recognition throughout the conference, this sponsorship ensures your brand is in the spotlight from the first welcome to the final send-off.

- Named sponsor of the annual conference and its master of ceremonies
- Two interactions with the emcee during morning general sessions
- Choice of two premium 8x10 booths (value: \$1800)
- Full-page, full-color ad in ASBA's Annual Journal (value: \$400)
- Social media promotion (graphic + video feature)
- Reserved VIP table for 10 at the Thursday Trailblazer Recognition Luncheon
- Company logo on website, print, digital promo
- Conference attendee list
- One-year Organizational Affiliate membership (value: \$250)





Lone Star Reception Sponsor (Wednesday's Reception) – \$5,000 **A Night of Fun, Games and Connection**

Bring your brand to center stage at our lively Western-themed Vendor Hall Reception! Attendees will kick back, mingle, and test their luck with Cowboy Bingo—a fun, interactive twist that keeps everyone connected.

- Exclusive named sponsor with Lone Star Reception Sponsor—Wednesday
- Logo displayed prominently on all reception signage and digital materials
- Opportunity to provide refreshments or giveaways during the reception
- Recognition in the conference program and on event signage
- Verbal acknowledgement during event announcements
- One premium 8x10 exhibit booth in the Exhibition Hall (value: \$900)
- Conference attendee list
- One-year Organizational Affiliate Membership (value: \$250)

SOLD OUT





Western Roundup Reception Sponsor (Thursday's Reception) - \$5,000

Lead the Herd and Leave a Lasting Impression

Put your brand at the heart of the Thursday Evening Vendor Hall Reception, reimagined as a high-spirited Western Roundup. This is where attendees gather to connect, unwind, and kick off the evening in a lively, boots-on-the-ground atmosphere. This is the perfect opportunity to create memorable brand moments in a relaxed, social setting. That ensures your brand is in the spotlight from the first greeting to the closing farewell.

- Exclusive named sponsor of the Western Roundup Reception Sponsor–Thursday
- Logo displayed prominently on all reception signage and digital materials
- Opportunity to provide branded swag or giveaways during the reception
- Recognition in the conference program and on event signage
- Verbal acknowledgement during event announcements
- One premium 8x10 exhibit booth in the Exhibition Hall (value: \$900)
- Conference attendee list
- One-year Organizational Affiliate Membership (value: \$250)





The Gold Rush Awards Dinner Sponsor - \$10,000

Honor Leaders, Highlight Your Brand

Limit 1

Step into the spotlight as the exclusive presenting sponsor of the ASBA Gold Rush Awards Dinner. This signature evening gathering honors Arizona's most dedicated and distinguished school board members and superintendents in a warm, celebratory setting inspired by classic Western charm.

- Exclusive named sponsor of ASBA's most prestigious board awards at the Gold Rush Awards Dinner on Thursday evening
- Recorded welcome message during the dinner program
- Option to co-present awards with ASBA leadership
- Branded table swag or favor opportunity at each guest table
- Two premium 8x10 exhibit booths in the Exhibition Hall (value: \$1800)
- Full-page, full-color ad in ASBA's Annual Journal (value: \$400)
- Company logo on:
 - All print and digital event materials
 - Awards Dinner Signage
 - ASBA event website and conference slides
- Four VIP tickets to the Gold Rush Awards Dinner
- Conference attendee list
- One-year ASBA Organizational Affiliate Membership (value: \$250)





The Scootin' Boots Sponsor – \$7,500 (NEW)

New This Year: Put Your Brand in Every Step and Every Smile
Limit 1

Be the exclusive sponsor of our Thursday Night Western Dancing Celebration. When the boots come out and the music starts, attendees gather to dance, connect, and enjoy one of the most anticipated evenings of the conference.

Your brand will be front and center during this high-energy event, gaining visibility in a setting that feels exciting, memorable, and fun. It's your opportunity to be the name behind the night—long after the last pair of boots leaves the dance floor.

- Exclusive sponsor of Thursday's "Scootin' Boots" Evening Experience
- Logo branding on signage
- Microphone shoutout during the event
- Opportunity to host a VIP section
- Two 8x10 booths in prime locations (value: \$1800)
- Full-page ad in ASBA Annual Journal (value: \$400)
- Social media promotion
- Conference attendee list
- One-year Organizational Affiliate membership (value \$250)





Stampede Challenge Sponsor - \$3,500

A Challenge of Connection & Discovery

Limit 1

Take the lead in driving attendee engagement as the exclusive sponsor of our Western-themed Stampede Challenge, an interactive sticker game designed to encourage attendees to visit every exhibit booth.

Each attendee will receive a game card to collect unique stickers from participating exhibitors, sparking meaningful conversations and steady foot traffic throughout the conference. It's a fun, high-visibility way to keep energy strong in the vendor hall while positioning your brand at the center of the action.

- Prominent logo placement on all "Stampede Challenge" game cards distributed to attendees
- Official sponsor recognition on event signage, digital platforms, and printed materials
- One premium 8x10 exhibit booth in the exhibition hall (value: \$900)
- Inclusion in all event promotional materials, print and electronic
- Full conference attendee list





Conference Lanyard Sponsor – “The Golden Lasso” – \$2,500

Limit 1

Badge up in true Western style. Your logo will appear on every official attendee lanyard, keeping your brand front and center all conference long. From the first handshake to the final farewell, your name will be worn proudly and seen everywhere.

- Logo on attendee lanyards
- 8x10 booth + standard recognition (value: \$900)

Tote Bag Sponsor – “The Outpost Tote” – \$5,000

Limit 1

As the exclusive Tote Bag Sponsor, your logo will be featured on the official conference bags—the trusty carry-all attendees will use to keep their schedules, notes, and must-haves. It's a practical keepsake that keeps your brand in their hands long after the event ends.

- Logo on official conference tote bags
- One 8x10 booth + all standard recognition (value: \$900)

Snack Pack Sponsor – “The High Noon Snack” – \$2,500

Limit 1

Keep the crowd fueled and ready to ride. Sponsor the exclusive branded snack packs distributed to every attendee; a practical way to put your brand directly in their hands.

- Branded snack pack for all attendees
- 8x10 booth + recognition benefits (value: \$900)

Directional Decals – “Trail Markers” – \$2,000

Limit 4

Point the way and lead the herd. Your brand will guide attendees with custom, branded floor decals placed throughout the exhibit hall, directing traffic while keeping your name front and center every step of the way.

- Branded wayfinding floor decals
- 8x10 booth + standard promo (value: \$900)



Photo Booth – “Wanted!” – \$2,000

Limit 1

Capture the moment in a true western style. Sponsor an exclusive photo booth near your exhibit—the perfect backdrop for boots, hats, and big smiles. It's a fun, high-traffic attraction that creates lasting memories while putting your brand in every smile, snap, and share.

- Photo booth near your exhibit
- Custom signage + 8x10 booth (value: \$900)

Fun Run/Walk – “Dusty Trail Dash” – \$2,000

Limit 1

Sponsor the high-energy Wild West Run & Walk—a fun run/walk that gets attendees moving! Your logo will be featured on participant shirts, and you'll have the exclusive opportunity to present awards, placing your brand front and center during this lively event.

- Logo on shirts + presenter opportunity
- Standard recognition + attendee list

App – “The Pioneer Platform” – \$3,500

Limit 1

Establish your brand as a trusted destination within the app—a central hub where users return again and again.

- Logo visibility across the app
- Push notification at beginning and end of the conference
- Signage for app including sponsor logo



Boots & Bounty–Conference Prize Roundup

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How It Works for Attendees:

We're inviting all exhibitors to donate to your traditional booth giveaway (gift cards, tech items, gift baskets, etc.) to the Boots & Bounty Prize Roundup, replacing individual booth raffles.

Your prize will:

- Be associated with a QR code at your booth for attendees to scan
- Include signage featuring your company name
- Receive live recognition when winners are announced

Special Opportunity: The first 5 vendors to sign up will have their prizes awarded during Wednesday night's Lone Star Reception during the Cowboy Bingo, giving your brand maximum visibility during this high-energy, interactive event.

Benefits:

- Big Spotlight: Your brand front and center in a fun, high-traffic setting
- No Missed Winners: Digital entries ensure attendees are notified and prizes are claimed
- Increased Engagement: Attendees are motivated to visit your booth, scan your QR code, and learn about your brand



**Important note for decorating:**

Please stay within your assigned booth space and do not block walkways or neighboring booths.

Desert Crown Booth Decorating Contest

Calling all vendors: It's time to dust off your boots and turn your booth into the ultimate Western outpost.

Transform your booth space with Western flair; whether that's rustic ranch charm, desert chic, vintage rodeo vibes, or bold frontier style. However you bring the theme to life, make it a stop attendees won't want to miss.

How to Participate

- Deck out your booth with creative Western-themed décor.

Contest Details

- Attendees will be the judges! They'll vote for their favorite booth throughout the event.
- The booth with the most votes wins!
- Prize: A \$250 discount on your booth space for next year's conference—a deal you won't want to miss.

Why Join the Fun

- Boost your booth's traffic and engagement.
- Showcase your creativity and brand style.
- Be part of the excitement and take home a valuable prize!



"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."

- Liz Chavez, Audio Visual Experts