



Virginia ASCD 2020 Annual Conference
Williamsburg Lodge
December 1 (Pre-Conference)
December 2-3 (Annual Conference)

Information for Sponsors

About Our Conference

Virginia ASCD hosts the premier conference in Virginia for educators with a focus on innovative and evidence-based practice. We typically host over 850 attendees - a terrific mix of classroom teachers, building-level administrators, district instructional leaders, and teacher educators. A smaller, day-long preconference session provides an opportunity for a more intensive professional development session (about 300 attendees) on a specific topic related to the conference theme.

The first week in December has come to be known as "VASCD Week" in Virginia - a wonderful time to be in Williamsburg. We will be returning to the **Williamsburg Lodge**, where a combination of Colonial holiday decor and outlet shopping create the perfect environment for kicking off the holiday season.

The 2020 Conference

This year's preconference session will be on Tuesday, December 1st. The full conference begins on Wednesday morning, December 2, and concludes at 1:15 p.m. on Thursday, December 3. Keynote speakers will open and close each day, with 45 concurrent sessions by Virginia educators offered as well. This year's keynote speakers include: Hamish Brewer and Jennifer Gonzalez. (1 more TBA)

We will continue to use **Crowd Compass** as our conference app to handle our schedule, session handouts, and to help us drive traffic to our sponsors. Throughout the conference, attendees will be able to complete various activities (contact with exhibitors, social media posts, networking with new colleagues, and more). We will work hard to promote its use as we continue to seek ways to increase contact between our sponsors and our attendees. We have also built extra time in during lunch for attendees to visit with our exhibitors.

Sponsorship Opportunities!

Conference Partner - \$7,500.00 (1 slot available)

- You will give the morning "Welcome to the 2020 VASCD Annual Conference" on Wednesday, December 2, 2020 to all of our attendees.
- Your logo and name will be on all of our conference advertising, web page, and conference app splash screen.
- Your name and logo will be on our name tag lanyards and conference signage throughout the conference center.
- If you wish, you may provide giveaway items to be distributed at check-in to all conference attendees.
- You will have a display table in the conference center.
- Participation in our Exhibitor BINGO game.

General Session Sponsor - \$2,500.00 (3 slots available)

- You will give the introduction for a keynote speaker.
- Your company logo will be projected along with VASCD's logo during the general session.
- You will have a display table in the conference center.
- Participation in our Exhibitor BINGO game.

Pre-Conference Sponsor - \$2,000.00 (1 slot available) Tuesday, December 1, 2020

- You will give the introduction of the Pre-Conference Presenter.
- Your company logo will be projected along with VASCD's logo all day for the Pre-Conference.
- You will have a display table in the conference center.
- Participation in our Exhibitor BINGO game.

Sponsor - \$1,500.00 (19 slots available)

- You will have a display table in the conference center.
- Participation in our Exhibitor BINGO game.

Here is the [link](#) to register for a sponsorship.

NOTE: The sponsor sessions we scheduled last year at lunchtime were not well attended. We feel it would be to your advantage to be present at your exhibit table during lunch.

All **sponsor packages** includes one 6' draped table, two chairs and one trash can. The Williamsburg Lodge will be handling our exhibitor set up. Access to electricity is arranged through the Williamsburg Lodge. VASCD will provide lunch for up to 2 representatives of your company on Wednesday, December 2nd.

NOTE: VASCD will pay your internet fee for the Lodge so you do not need to request internet from the Lodge.

Vendor BINGO!

In an effort to drive more attendees to your booth, we will be playing "Vendor BINGO!" again this year. Each attendee will be given a BINGO card. In order for them win a prize, they must visit six different exhibitors to get your table number and initials. We will draw for 3 prizes on Thursday morning before the last keynote speaker session.

Door Prizes

If you would like to give away a door prize at your table, please feel free to do so.

I hope you will be able to take advantage of one of these sponsorship opportunities. If you have any questions, please do not hesitate to call or e-mail me. I look forward to working with you this year as we plan for the conference!

Thank You!

Bev Winter, Events Coordinator