



EXHIBITOR & SPONSOR PROSPECTUS

nagc.org | [#NAGC23](https://twitter.com/NAGC23)



70th Annual Convention

Disney's Coronado Springs Resort
Lake Buena Vista, Florida
November 9-12, 2023



Who should exhibit at NAGC23?

We invite you to showcase your company or organization to our teachers, school administrators, researchers, university faculty, and parents of gifted children.

Attendees are seeking the following products and services from exhibitors:

Assessment and Exam Providers
Blended Learning Schools
Book Publishers
Career Opportunities/Vocations
Classroom Specialty Education Providers
Classroom Supplies/Equipment/
Decorations
Co-Curricular Programs
Consulting Services
Core Curriculum/Curriculum Resources/
Materials
Early Childhood Education
Experiential Education Providers
Foreign Language Education Providers

Game Manufacturers
National Educational Organizations
Online Education Providers
Professional Development
Publications, Textbooks, or Supplements
Puzzle Manufacturers
Stem Education Providers
Study Abroad Programs
Summer Camps
Teacher Support Materials
Testing/Guidance
Toy Manufacturers
University Centers of Gifted Development
Youth Programs

Why exhibit at NAGC23?

SALES: Generate onsite sales of your products that target gifted students and enhance their learning. Books, puzzles, worksheets, and games are all sold onsite.

EXPOSURE: Market your organization and raise brand exposure to the entire gifted education community. Option for extended reach to virtual attendees for up to 6 months post-convention.

NETWORKING: Enhance relationships with gifted education leaders and classroom teachers, as well as parents of gifted and talented children.

EDUCATION: Receive complimentary registrations to all Friday and Saturday educational sessions and events.

DEMONSTRATIONS: Give attendees hands-on access to your products.



“I enjoyed being an exhibitor for the first time and talking with educators who enjoyed my session afterward.”

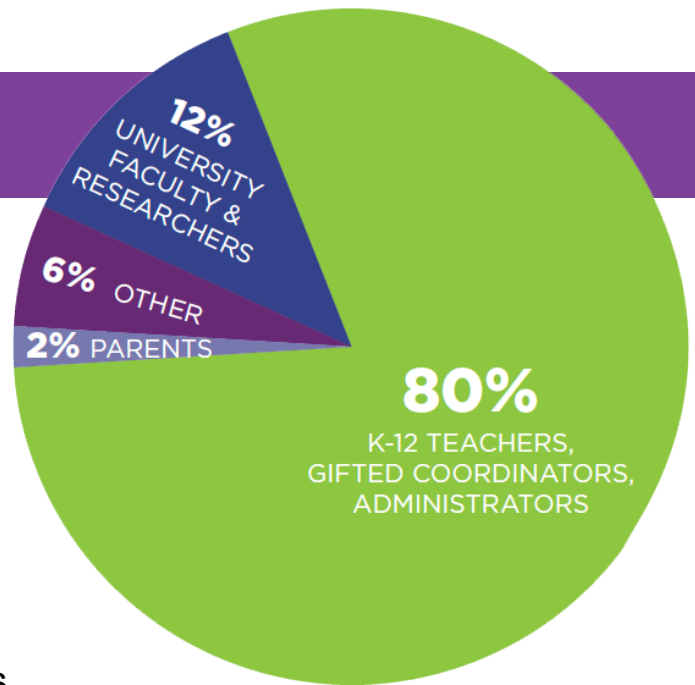
-NAGC22 Attendee

Attendee Profile

2,000+ individuals from around the world who are dedicated to supporting the needs of gifted and talented children attend the NAGC Convention.

Attendees Include:

Classroom Teachers, District Administrators, Gifted and Talented Coordinators, College & University Faculty, Counselors and School, Psychologists, Gifted Education, Researchers, and Parents of Gifted Children



2022 Exhibitors & Sponsors:

2Sigma School
AlphaStar Academy
Army Educational Outreach Program (NSTA)
Art of Problem Solving
Badger Precollege-UW Madison
Bard College & Academy at Simon's Rock
Belin-Blank Center
Borenson & Associates, Inc.
Breakout EDU
Bridges Education Group
Budsies
Center for Bright Kids Academic Talent Development
Center for Gifted Studies and Talent Development, Ball State University
Center for Gifted Studies, Western Kentucky University
Center for Talent Development, Northwestern University
College Board
Council for Exceptional Children (CEC) / The Association for the Gifted (TAG)
Creative3, LLC dba The Quirkles and Fuddlebrook Science Series
Discover, Discern, Create (DDC)
Disney Imagination Campus
Dr. Cheryl Peterson
Engine-Uity, Ltd.
Explore.Act.Tell. Program
Forman School
Gifted Unlimited, LLC
GoGuardian + Pear Deck + Edulastic
Great Books Foundation
HyperTile LLC
Jack Kent Cooke Foundation
Jodie Mahony Center for Gifted Education, UA Little Rock
Johns Hopkins University Center for Talented Youth
Johns Hopkins University School of Education
Kendall Hunt Publishing Company
Mawhiba

Millersville University
Mizzou Academy
MOEMS-Math Olympiads
Muggins Math
Multi-Health Systems Inc. (MHS)
Nathan Levy Books LLC
National Association for Gifted Children
Neurodiversity Podcast
North Carolina School of Science and Mathematics
Pearson
Pieces of Learning
Pioneer Academics
Program for the Exceptionally Gifted - Mary Baldwin University
Purdue University / GERI
Renzulli Learning, LLC
Riverside Insights
Routledge
Royal Fireworks Press
Saint Thomas Choir School
Scholastic Testing Service, Inc.
Silverquicken Education, Inc.
Student Educational Tours
Summer Institute for the Gifted (SIG)
Sycamore School
The Davidson Institute
The Roeper School
The Walking Classroom
thinkLaw
Toshiba/NSTA ExploraVision
University of Central Arkansas
University of Connecticut, Renzulli Center
University of Denver - Morgridge College of Education
Usborne Books & More
Vanderbilt Programs for Talented Youth
Whitworth University
William & Mary, Center for Gifted Ed.
World Council for Gifted and Talented Children

Join the NAGC23 Exhibit Hall

November 9-12, 2023 | Walt Disney World Resort, FL

NAGC 70th Annual Convention Exhibit Hall Hours

Please note that times are subject to change.

Thursday, November 9th

8:00 am – 3:30 pm Exhibit Booth Setup

5:00 pm – 7:00 pm Exhibit Hall Open – Welcome Reception

Friday, November 10th

9:00 am – 5:00 pm Exhibit Hall Open

11:30 am – 1:00 pm Exhibit Hall Break/Lunch on your Own

12:00 pm – 1:00 pm Poster Gallery

3:45 pm – 4:45 pm Networking Event

Saturday, November 11th

9:00 am – 3:00 pm Exhibit Hall Open

11:30 am – 1:00 pm Exhibit Hall Break/Lunch on your Own

12:00 pm -1:00 pm Poster Gallery

3:00 pm – 5:00 pm Exhibit Booth Dismantle

Location:

Disney's Coronado Springs® Resort

1000 Buena Vista Drive

Lake Buena Vista, FL 32830

407-939-4686

The exhibit hall is located in Veracruz B&C.

Show Contacts

Account Executive:

Jeryl Parade

860-830-1792

jeryl.parade@theygsgroup.com



Event Manager:

Mallory Redding

717-479-8019

mallory.redding@theygsgroup.com



Scan to view the live floorplan and apply!

BOOTH PRICING

Reserve your booth space by June 30, 2023 and SAVE!

Standard	\$1,500	\$1,800
Non-profit	\$1,400	\$1,700
Table tops	\$750	\$850

In addition to booth rental rates, some locations are subject to an additional \$200 corner fee. Booth placement on the floorplan subject to change.

STANDARD AND NON-PROFIT BOOTH PACKAGE

- 10'x10' booth
- 8' tall back drape, draped side rails
- Skirted 6' table and 2 chairs
- ID sign
- Booth carpeting
- Name, description and logo listing in our convention program, app and website (please note: production deadlines apply)
- Two (2) complimentary convention registrations, good for access to all NAGC Convention activities (including keynotes, mini-keynotes, concurrent sessions, and evening events). Additional registrations are full price.
- Post-show attendee USPS address list

TABLE TOP PACKAGE

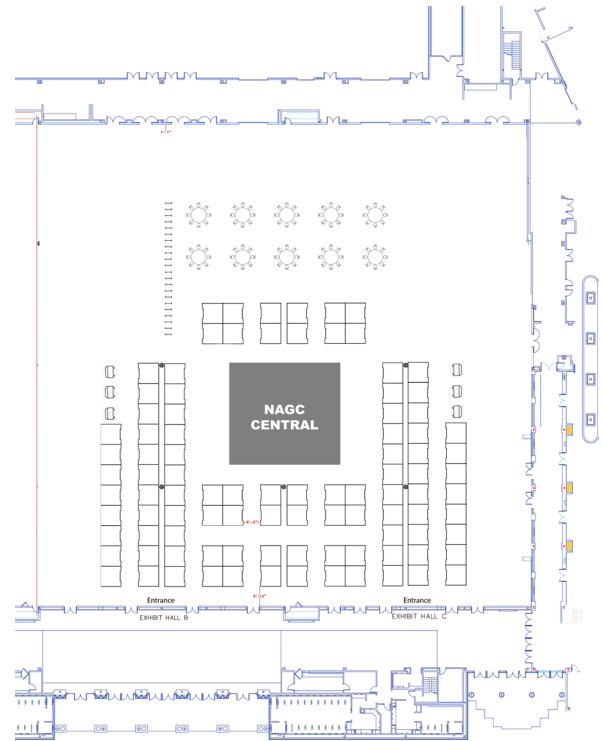
- Skirted 6' table and 1 chair
- Name, description and logo listing in our convention program, app and website (please note: production deadlines apply)
- One (1) complimentary convention registration

PAYMENT POLICY

Full payment is due at the time of purchase. Check payments accepted until September 28, 2023.

CANCELLATION POLICY

If the exhibitor cancels on or before June 27, 2023, a service charge of \$100 will be assessed for each 10'x10' booth area. The balance will be refunded to the exhibitor after the exhibition has ended. If the exhibitor cancels after June 27, 2023, the entire booth rental fee is forfeited. Canceling forfeits all of its complimentary meeting registrations. NAGC may cancel the exhibitor's booth space for cause at any time and retain the entire rental fee. NAGC Exhibitor Terms and Conditions presented and accepted through the online rental process.



Sponsorship Opportunities

Stand out from the competition. Enhance your visibility by selecting the perfect combination of branding, event and advertising opportunities.

Ready to get started? Contact us today to purchase your sponsorship online. Current exhibitors looking to add sponsorships to their event package can sign in to their exhibitor portal to purchase.

NAGC23 recognizes multiple distinctive levels of support. All conference advertising, sponsorships, workshops, and receptions are chosen individually but may be combined to achieve the listed sponsor levels.

All NAGC23 leveled sponsors receive:

- Company Logo on the NAGC23 website, app, onsite program, and signage (please note: production deadlines apply)
- 12-month listing in the NAGC Gifted and Talented Resource Directory
- Pre and Post convention attendee USPS mailing list

SPONSOR LEVEL	VALEDICTORIAN	SALUTATORIAN	DEAN'S LIST	HONOR SOCIETY	HIGH HONORS
TOTAL INVESTMENT	\$15,000+	\$10,000-\$14,999	\$7,500-\$9,999	\$5,000-\$7,499	\$3,000-\$4,999
Advertisement in Parenting for High Potential (PHP) magazine	Full Page	Full Page			
Advertisement in Teaching for High Potential (THP) magazine	Full Page	Full Page			
Advertising in NAGC23 Daily News (digital)	½ Page	¼ Page	¼ Page	¼ Page	\$100 discount on any size ad
Complimentary full convention registrations	3	3	2	2	
Additional NAGC member exposure	2-months of side panel ads on NAGC Engage				

Branding Opportunities

CONFERENCE TOTE BAG

\$10,000 | Exclusive

Distributed to all attendees, the bag will include your logo artwork, the name of the convention, and the NAGC convention logo.

Sponsor benefits:

- Sponsor logo on 2023 Tote bag (1-color imprint)
- Recognition for being a sponsor on the NAGC Website, onsite signage, and app

CHARGING STATION \$7,500 | Exclusive

Attendees are constantly using their phones and tablets during the convention to check session titles, find presentation slides, and review speaker bios. Phones and tablets need charging often!

Sponsor benefits:

- Sponsor logo on custom graphic on 1 charging station in highly visible location
- 1 daily app notification recognizing sponsorship
- Recognition for being a sponsor on the NAGC website, onsite signage and app

WIFI \$6,000 | Exclusive

Imagine how appreciative attendees will be to have WIFI access for all their devices.

Sponsor benefits:

- Company logo on the NAGC23 Daily News (digital)
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- 1-meter board with logo recognition placed inside the exhibit hall
- Logo on WIFI information signs throughout the hotel

NAGC T-SHIRT \$5,000 | Exclusive

Place your company logo* with the NAGC23 Convention logo on the t-shirt worn by all convention volunteers. *single color logo

Sponsor Benefits:

- The sponsor logo will be a one-color logo that will be on the back of the t-shirt
- Onsite signage by the volunteer check-in
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

COLUMN WRAPS

2 Partial Clings \$5,000 | 2 Available

A great way to market your company while at NAGC23. Include your company's custom graphics on 2 sides of the column.

Sponsor Benefits:

- Sponsor custom graphic on 2 sides of the column
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

FLOOR STICKERS \$5,000 | 1 available

Direct attendees to the exhibit hall using branded floor stickers! Ten (10) 24" stickers will be placed in very high traffic areas on your way to the hall.

SELF CHECK-IN \$2,500 | Exclusive

A highly visible promotional opportunity at Registration, where all attendees will pick up their badges.

Sponsor benefits:

- Sponsor logo on self-check-in screens at Registration
- Sponsor logo on 22x28 sign at Registration
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

WATER STATION \$2,500 | 2 Available

Brand your company at the NAGC23 convention by having the exclusive branding opportunity for 2 Water Coolers located in the exhibit hall. This would be available to all exhibitors and attendees.

Sponsor Benefits:

- Sponsor logo to be displayed on signage beside water cooler in the exhibit hall
- Recognition of the sponsor listed on the NAGC website and app

NAGC EVENT ID TALL METER

BOARDS \$2,000 EACH | 6 Available

These schedule and directional meter boards will be located in the high traffic areas of *Disney's Coronado Springs* Resort hotel. It will be a great way to show brand recognition for your company and support NAGC.

Sponsor Benefits:

- Place your company logo* with the NAGC23 Convention logo. *single color logo
- Recognition of the sponsor listed on the NAGC website and app

AISLE SIGNS \$2,000

Each Exhibit Hall aisle has 3 signs (front, middle, and back of hall) marking the aisle numbers.

Advertise your company logo and booth # on the aisle sign where your booth is located. Only one company per aisle is allowed.

Sponsor benefits:

- Sponsor Logo and booth number on 3 aisle signs
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

SCAVENGER HUNT INVESTMENT

\$750

Attendees love this company trivia game played on the mobile app for exciting prizes! Each participating exhibitor will have a QR code sign for their booth. Attendees use the mobile app to scan the code that then asks them to answer a question about the exhibitor's company. All questions are provided by the participating companies! This game will last all 3 days of the exhibit hall with grand prizes for the winners handed out at the NAGC's Information Exchange on the last day.

Sponsor Benefits:

- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- Scavenger Hunt signage in the exhibit hall with custom question

Educational Events

THE NAGC KEYNOTE

INVESTMENT \$10,000 | Exclusive

The NAGC Keynote session is well attended and a highlight of the convention schedule. Your company name and logo will be associated with the Keynote session.

Sponsor Benefits:

- The sponsor logo and company name will be associated with the Keynote session appearing on the following: Daily News onsite program (digital), NAGC23 App, NAGC23 Website
- Sponsor also has the availability to provide a printed piece of marketing or information about your company on the chairs of the session
- Sponsor can also greet attendees at the door as they join the session

POSTER GALLERY INVESTMENT

\$5,000

The Poster Gallery, located in the Exhibit Hall, is a popular destination. Your company name and logo will be listed as the presenting sponsor on the website, brochures, onsite program, and app. Sponsor logo included on poster listing meter board.

EXHIBITOR WORKSHOPS

INVESTMENT \$1,000

NAGC workshops: 1 hour in length; scheduled during convention educational breakout sessions, not during breaks or lunches; only 1 workshop per company/organization

Sponsor Benefits: 1 Push Notification

Available times: Friday, November 10 and Saturday, November 11 at the following times:

8:00am-9:00am

9:15am-10:15am

10:30am-11:30am

1:15pm-2:15pm

2:30pm-3:30pm

Reception Events

RIBBON CUTTING/WELCOME

RECEPTION \$7,500 | Exclusive

This evening event for attendees is a chance to welcome attendees to the NAGC23 Convention. Located in the Exhibit Hall, attendees can network with new colleagues, greet old friends, and review the exhibits. Sponsor representatives may welcome those attending. Your company name and logo will be associated with this reception on the website, NAGC23 Daily News (digital) and app. A company representative will assist with ribbon cutting at the opening welcome reception.

Sponsor Benefits:

- Company logo on the NAGC23 Daily News (digital)
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- Sponsors may also have a representative from their team to welcome those attending

CELEBRATION OF EXCELLENCE

RECEPTION \$5,000 | Exclusive

This Friday evening event for Convention attendees is a celebration of gifted education leaders and awards winners!

Sponsor Benefits:

- Company logo on the NAGC23 Daily News (digital)
- Sponsor may also have a representative from their team to welcome those attending and a 1 minute intro welcome at podium

AFTERNOON BREAKS

\$5,000 | 3 Available

Have your company name and logo associated with an afternoon break on the onsite signage, website, brochures, onsite program, and app.

Sponsor Benefits:

- Company logo on the NAGC23 Daily News (digital)
- Company logo on the NAGC23 Onsite program
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- 500 Napkins with your single color logo

NAGC NETWORKING COFFEE

\$5,000 | 3 Available

Morning Coffee in the exhibit hall is a great way to get the day started and provide time for attendees to visit the exhibit hall.

Sponsor Benefits:

- Company logo on the NAGC23 Daily News (digital)
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- 500 Napkins with your single color logo

JAVITS-FRASIER SCHOLARSHIPS AND RECEPTION \$15,000

This popular program brings teachers from Title I schools to the NAGC Convention for educational sessions and connects them with a mentor. Your sponsorship directly supports between 12-20 teachers and the Javits-Frasier Scholar Reception in the NAGC Information Exchange on Thursday night. Your company name and logo will be associated with this event on the website, NAGC23 Daily News (digital), and app. You will have an opportunity to address the scholars and alumni, as well as a display logo on tabletop displays on tables in the NAGC Information Exchange.

Sponsor Benefits:

- Company logo on the NAGC23 Daily News (digital)
- Onsite signage at the reception
- Recognition of the sponsor listed on the NAGC website, onsite signage and app
- Sponsors to have two minutes apiece to introduce themselves, address the scholars and alumni, and explain why this is such a unique opportunity for them to sponsor
- Sponsors may also have a complimentary tabletop display in the information exchange.

NEW MEMBER/ATTENDEE

RECEPTION \$3,000

In the NAGC Information Exchange – sponsor name on the sign in the booth during reception and sponsor representative can welcome new members/attendees.

Sponsor Benefits:

- Company logo on the NAGC23 Daily News (digital)
- Onsite signage at the reception
- Recognition of the sponsor listed on the NAGC website and app
- The sponsor would also have the availability to have a representative

than 80k. When submitting files, include URL for ad link.

Deadline: Ad material due Sept 24, 2023

Direct Email Eblasts

\$1,200 | 5 Available

Have NAGC send out your custom marketing message to attendees prior to the convention. Only one sponsored eblast is sent out each week.

App Advertising

App Full Page Ad \$5,000 | Exclusive

Highly visible branded opportunity on the NAGC23 app. The app splash page will be shown for 2 seconds each time the NAGC23 app is opened.

Sponsor Benefits:

- Custom graphic on the app splash page
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

App Homescreen Tile Ad

\$1,000 | Exclusive

The most visible advertising opportunity on the app. It appears on the convention app homepage and links to your URL.

Sponsor Benefits:

- Custom graphic on the app splash page
- Recognition of the sponsor listed on the NAGC website, onsite signage and app

App Subpage Banner

\$500 exhibit page and \$750 full schedule
2 Available

This subpage banner is a customized banner that can link to the URL address of your company. These are highly visible to all attendees and have proved to be an excellent way of branding.

Sponsor Benefits:

- A custom graphic that you design appears on Exhibit List Page and Full Schedule Page.

Advertising

NAGC23 DAILY NEWS cost covers all days of the in-person convention. NAGC23 Daily News is distributed electronically every day of the convention to 2,200+ attendees, lists educational programs, exhibitors, meetings, and events. The Daily News is also distributed via email to NAGC's extended network of 40,000+. Exclusive sponsorship opportunities available.

NAGC23 DAILY NEWS \$1,000 | Exclusive

1200 x 400 for a banner or header image

Sponsor Benefits:

- Create brand awareness and gain recognition with your advertisement in the NAGC23 Daily News

EXCLUSIVE OPPORTUNITY \$750

500 x 350 pixels

Popup will display when Daily News is first opened. One opportunity available.

Note-when including video, please leave appropriate space for a video thumbnail. Calculate space needed using specs provided in dimensions above. Image files accepted in PNG, PDF or GIF formats: must be in RGB; and must be no larger

App Push Notification

\$300 | 5 Available

Need to draw attendees to your booth for a special message or a demonstration?

The App Push Notification allow sponsors to send out a text alert to each attendee through the convention app. This alert will pop up on phones of attendees who have downloaded the app.

Sponsor Benefits:

- A custom message that could include your company name and booth #, has a total of 226 characters max including spaces will be sent out to attendees.

Website Advertising

Main Page Tile Ad

\$1,200 | 2 Available

Advertise your company, products, or services on the home page of the convention website.

Sponsor Benefits:

- The sponsor custom advertisement displayed on the home screen
- It can be linked to the sponsor's external URL

Right Side Rotating Homescreen Ad

\$1,000 | 2 Available

Advertise your company, products, or services on the home page of the convention website. This webpage has high visibility and will be viewed by all attendees looking at the Website.

Sponsor Benefits:

- The sponsor custom advertisement displayed on the home screen
- Can be linked to the sponsor's external URL

Sub-Page Banner Full Schedule Page

\$750

Exhibit list \$500 | 2 Available
Advertise your company, products, or services on the home page of the convention website. This highly visible opportunity that all attendees will view. There are multiple options available: Exhibitors and Schedule page. These are on a first-come, first-serve basis.

Sponsor Benefits:

- The sponsor custom advertisement displayed on the selected page
- Can be linked to the sponsor's external URL.



“There was not a single time slot that I was not interested in a session. I really enjoyed hearing from people from different backgrounds in education. I also enjoyed talking to other attendees who were there.”

-NAGC22 Attendee

