Exhibitor Prospectus
June 16–18, 2024
Kingston Plantation, Myrtle Beach, SC
Thelargestgatheringofschool
administratorsinSouthCarolina

The Innovative Ideas Institute (i3) will bring together over 1,700 school administrators from across the state of South Carolina and you have a unique opportunity to connect with all of them in one place!

SCASA’s Membership of Over 5,400 School Administrators

i3 is the premier event for school administrators and is heavily promoted through targeted emails, social media outlets, and mailers.

SCASA’s Social Media Outlets

Notifications before and during the conference will be sent about visiting the exhibit hall through the SCASA’s X account using #SCASAi3.

Promotional Opportunities

Included in the booth are pre and post attendee lists. Many sponsorship opportunities are also available to promote your business and network with attendees.

Traffic Builders

Coffee and water stations will be strategically placed throughout the exhibit area so that traffic is encouraged in all locations.

i3 Provides Access to...

- The largest gathering of school administrators in South Carolina
- SCASA’s Membership of Over 5,400 School Administrators
- SCASA’s Social Media Outlets
- Promotional Opportunities
- Traffic Builders

100+ Available Booths | 1,700+ Conference Attendees | 5,400 SCASA Members
## Exhibitor Information
### Fees, Hours, and Inclusions

<table>
<thead>
<tr>
<th>EXHIBITOR FEES</th>
<th>EXHIBIT HALL HOURS</th>
<th>EXHIBITOR FEES INCLUDE</th>
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<tbody>
<tr>
<td>SCASA Business Affiliate Member Booth: $1,250</td>
<td><strong>Monday, June 17:</strong> 9:45 a.m. – 2:30 p.m.</td>
<td>• Skirted 6’ table, two chairs, wastebasket</td>
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<tr>
<td>Non-Business Affiliate Member Booth: $2,000</td>
<td><strong>Tuesday, June 18:</strong> 8:00 a.m. – 1:30 p.m.</td>
<td>• One 40-volt electrical connection</td>
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<td><strong>Scheduled Move In Sunday, June 16:</strong> 12:00 p.m. – 4:00 p.m. and <strong>Monday, June 17:</strong> 7:30 a.m. – 9:45 a.m.</td>
<td>• Wireless Internet Access</td>
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<td><strong>Scheduled Move Out Tuesday, June 18:</strong> 1:30 p.m. – 5:30 p.m.</td>
<td>• Carpeted exhibit area</td>
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<td>• Free company identification sign</td>
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<td></td>
<td>• 2 exhibitor registrations per booth</td>
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<td></td>
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<td>• Lunch for 2 exhibitors on Monday and Tuesday</td>
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<td>• Security service when exhibit hall is closed</td>
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<td>• Listing in the conference program &amp; app</td>
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<td>• Listing on the SCASA website</td>
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<td>• Pre-and-post conference participant lists</td>
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<td>• Private exhibitor lounge</td>
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### Additional Options
- **Additional Electrical Outlet:** $50
- **Additional Exhibitor Badge:** $100
- **Mobile App Advertisement:** $400

A 50% deposit of the total exhibit fee is required for exhibit space to be assigned.

Exhibitor fees **do not include:** Additional electrical connections, phone and other utilities, additional carpet or other floor covering, or additional equipment/services.

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### Who Attends i3?

- District Superintendents
- Education Specialists
- Adult Education Directors
- Personnel Administrators
- District Instructional Leaders
- Secondary Principals and Assistant Principals
- Middle Level Principals and Assistant Principals
- Elementary Principals and Assistant Principals
SCASA’s Innovative Ideas Institute
Advertising Opportunities

SPONSORED SOCIAL MEDIA POST / PUSH NOTIFICATION: $1,000 (5 AVAILABLE EACH DAY)
Send out a custom alert or update. Attendees receive push notifications as long as they have the app on their phone or tablet. This is a great way to connect with attendees and draw them to your booth.

Sponsorship Opportunities

ELEVATOR WRAP AT HILTON HOTEL: $3,000 (3 AVAILABLE)
Show off your brand while attendees are waiting for the elevator at the Hilton Hotel (the Hilton is an overflow hotel and approximately 172 attendees stay there). The sponsorship includes one set of elevator doors, and you get to provide the artwork.

CHARGING STATION: $1,500
Place your brand on the charging station where attendees will recharge their mobile devices.

HAND SANITIZER STATION: $500
Place your brand on a hand sanitizer station that will be positioned in the conference area.

MORNING COFFEE BREAK: $4,000 OR $2,000 CO-SPONSORSHIP
Monday, June 17; Tuesday, June 18; Wednesday, June 19

OVERFLOW HOTEL SHUTTLE SPONSOR: $2,000 PER BUS
(Monday, June 17, and Tuesday, June 18) Show off your brand on signage inside the shuttle van, on overflow hotel shuttle signage, and flyers.
## Sponsorship Levels and Benefits

<table>
<thead>
<tr>
<th>Acknowledgement on the i3 Website</th>
<th>Visionary $10,000</th>
<th>Leader $5,000</th>
<th>Patron $2,500</th>
<th>Advocate $1,000</th>
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<tbody>
<tr>
<td>Acknowledgement on the opening slides prior to each General Session</td>
<td>●</td>
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<td>Acknowledgement in the conference program</td>
<td>●</td>
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<td>Acknowledgement throughout the conference within the conference area</td>
<td>●</td>
<td>●</td>
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<td>●</td>
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<tr>
<td>Acknowledgement in the pre-conference email to attendees</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>VIP badge ribbons</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>Complimentary advertisement in online conference program book</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Logo</td>
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<tr>
<td>Complimentary exhibit booth</td>
<td>●</td>
<td>50% off Booth</td>
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<td>Complimentary advertisement on mobile app</td>
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## Become a Business Affiliate Member: $750

Join SCASA as a Business Affiliate Member to receive a booth at i3 for $1,250! You will also receive these benefits throughout the year:

- Your company name listed online at www.scasa.org
- A subscription (print and online) to the Palmetto Administrator magazine award’s edition
- SCASA membership physical mailing address list (one list per year)
- SCASA Business partner logo for use on emails and letters
- Statewide promotion and name recognition
- Opportunity to sponsor roundtable meetings and events

## Exhibit Hall Etiquette

- Volume cannot exceed 85 decibels
- All business and material must be contained within your contracted booth space
- Booths must be staffed during all show hours
- Video and photography of another exhibitor’s products or of conference attendees is prohibited unless written permission is received
Contacts:

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