



2024

Innovative
Ideas Institute



Exhibitor Prospectus

June 16–18, 2024

Kingston Plantation, Myrtle Beach, SC

SCASA's Innovative Ideas Institute

What We Offer



i3 Provides Access to...

- **The largest gathering of school administrators in South Carolina**
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.

100+

**Available
Booths**

1,700+

**Conference
Attendees**

5,400

**SCASA
Members**

Exhibitor Information

Fees, Hours, and Inclusions

EXHIBITOR FEES

**SCASA Business
Affiliate Member**
Booth: \$1,250

**Non-Business
Affiliate Member**
Booth: \$2,000

ADDITIONAL OPTIONS

**Additional
Electrical Outlet:** \$50

**Additional
Exhibitor Badge:** \$100

**Mobile App
Advertisement:** \$400

EXHIBIT HALL HOURS

Monday, June 17:
9:45 a.m. – 2:30 p.m.

Tuesday, June 18:
8:00 a.m. – 1:30 p.m.

Scheduled Move In
Sunday, June 16:
12:00 p.m. – 4:00 p.m.
and

Monday, June 17:
7:30 a.m. – 9:45 a.m.

Scheduled Move Out
Tuesday, June 18:
1:30 p.m. – 5:30 p.m.

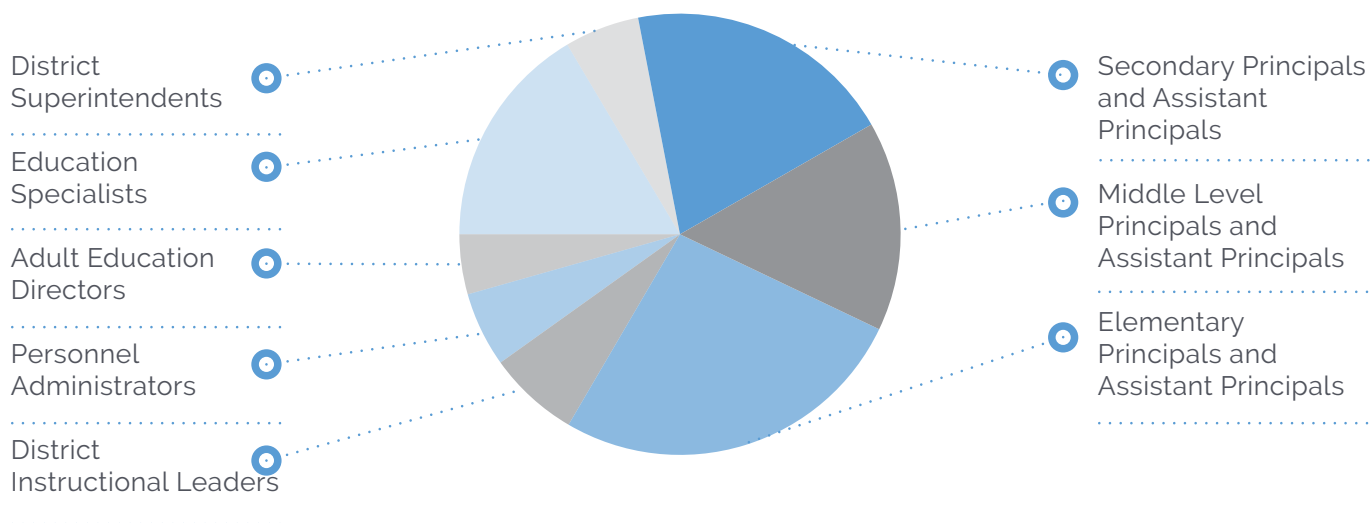
A 50% deposit of the total exhibit fee is required for exhibit space to be assigned.

EXHIBITOR FEES INCLUDE

- Skirted 6' table, two chairs, wastebasket
- One 40-volt electrical connection
- Wireless Internet Access
- Carpeted exhibit area
- Free company identification sign
- 2 exhibitor registrations per booth
- Lunch for 2 exhibitors on Monday and Tuesday
- Security service when exhibit hall is closed
- Listing in the conference program & app
- Listing on the SCASA website
- Pre-and-post conference participant lists
- Private exhibitor lounge

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

Who Attends i3?



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

	Visionary \$10,000	Leader \$5,000	Patron \$2,500	Advocate \$1,000
Acknowledgement on the i3 Website	●	●	●	●
Acknowledgement on the opening slides prior to each General Session	●	●	●	●
Acknowledgement in the conference program	●	●	●	●
Acknowledgement throughout the conference within the conference area	●	●	●	●
Acknowledgement in the pre-conference email to attendees	●	●	●	●
VIP badge ribbons	●	●	●	●
Complimentary advertisement in online conference program book	Full Page	Half Page	Logo	
Complimentary exhibit booth	●	50% off Booth		
Complimentary advertisement on mobile app	●			

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:

Hannah Pittman
hannah@scasa.org

April Griffin
april@scasa.org

**South Carolina Association of School
Administrators**
1 Fernandina Court
Columbia, SC
29212

t: (803) 798-8380

www.scasa.org

