



# **MASC & M.A.S.S. Conference Exhibitor & Sponsor Guide**

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November 6-9, 2024 | Emerald Resort | Hyannis, MA

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On behalf of the Massachusetts Association of School Committees (MASC) and the Massachusetts Association of School Superintendents (M.A.S.S.), we invite you to participate as an exhibitor and sponsor of the MASC/M.A.S.S. 2024 Joint Conference at the Emerald Resort in Hyannis, MA.

The annual conference brings together more than 800 School Committee Members, Superintendents, Assistant Superintendents, Business Managers, and education professionals to discuss today's challenges and solutions in K-12 education. [Click here to reserve your sponsor or exhibitor slot today.](#)

## About MASC & M.A.S.S.



MASC is a member-driven association whose mission is to support Massachusetts school leaders in their increasingly complex governance role. MASC offers a range of programs and services, including professional development, policy development, superintendent search services, analysis of education legislation, education and school advocacy support, and also acts as an information clearinghouse. Through these and other services and resources, the Association provides important guidance to its members.



M.A.S.S. is the only statewide organization dedicated to the unique professional and advocacy concerns of school superintendents and assistant superintendents. The Association members include more than 425 superintendents and assistant superintendents. M.A.S.S. works to: provide strategies to continuously improve public education, support superintendents and assistant superintendents with the information they need, and build a cohesive professional development network of peers.

## Exhibitor Schedule

### Wednesday, November 6

Exhibitor Set-Up: 8:00 a.m. - 2:00 p.m.  
Exhibit Hall Open: 3:00 p.m. - 6:30 p.m.  
Exhibitor Reception: 5:00 p.m. - 6:30 p.m.

### Thursday, November 7

Breakfast with Exhibitors: 7:00 a.m. - 9:00 a.m.  
Coffee Break in Exhibit Hall: 10:00 a.m. - 10:45 a.m.  
Exhibit Hall Open: 7:00 a.m. - 2:30 p.m.  
Ice Cream Social with Exhibitors: 1:00 p.m. - 2:30 p.m.  
Exhibit Hall Tear Down: 2:30 p.m. - 5:00 p.m.

[Click here to secure your Exhibitor / Sponsor spot today!](#)

# Exhibit Opportunities

## **Exhibit Booths - \$1,250**

A popular feature of the conference is the exhibit hall, which hosts organizations from a wide variety of disciplines. Interest in the event has grown each year and spaces sell out quickly.

The 8'x8' exhibit spaces include: one 6' skirted table, two chairs, a wastebasket, access to free wifi, and two conference registrations for staff. Electricity hookups are available upon request at no additional charge. A complimentary boxed lunch will also be provided on Thursday for your Exhibit Booth staff. Anyone wishing to register additional booth staff members beyond the two allotted slots will incur a \$100 per person fee. All exhibitors receive a listing in the MASC/M.A.S.S. Conference Directory and have access to our attendee list.

## **Nonprofit Exhibit Table - \$100**

In recognition of the valuable work nonprofits do, we offer exhibitor tables at a friendly rate. Maximize your organization's visibility and build meaningful relationships in the education community. Reserve your exhibitor table today and be part of an event that shapes the future of education in Massachusetts! All nonprofit tables are located outside the Grand Ballroom.

## **Partner Presentation - \$1,000**

Position your organization as a thought leader by sponsoring a Partner Presentation at the MASC / M.A.S.S. Annual Conference. This opportunity allows you to host a dedicated 45-minute early morning session where you can share your expertise, showcase your solutions, and engage directly with key decision-makers in the education sector. Your session will be listed in the conference program alongside all of our sessions.

## **Additional Staff Registrations - \$100**

Increase your presence at the Annual Conference by registering additional staff members to join your exhibitor booth team. Each exhibitor booth includes up to 2 staff members, but you can enhance your engagement and outreach by adding more team members for just \$100 each. Each staff member is provided with a complimentary boxed lunch on Thursday to ensure you're maximizing time engaging with our attendees.

**[Click here to secure your Exhibitor / Sponsor spot today!](#)**

# Sponsorship Opportunities

## **Keynote & Leadership Dinner Partner – \$5,000**

Elevate your organization's profile by becoming the exclusive sponsor of one of the two premier evenings at the MASC / M.A.S.S. Annual Conference: the Keynote Dinner or the Awards Dinner. Each evening offers a unique opportunity to connect with education leaders and celebrate excellence in the field.

Sponsorship benefits include:

- Verbal recognition from MASC/M.A.S.S. as the main speaker is being introduced
- Prominent logo placement on all dinner materials, signage, promotional conference social media posts, and the conference website
- A full-page ad in the conference program, ensuring lasting visibility
- Table tents with your company logo/information on all tables, acknowledging your company as the sponsor
- A complimentary Exhibit Booth (valued at \$1,250)
- Two complimentary staff registrations
- Access to our attendee list

## **Lunch Sponsor – \$1,500**

Join us as the Lunch Sponsor and place your brand at the center of one of the most engaging and network-rich times of the conference. As the exclusive sponsor of a conference lunch, your logo will be prominently featured on all lunch signage and materials, including the conference program.

Sponsorship benefits include:

- Verbal recognition from MASC/M.A.S.S.
- Prominent logo placement on all lunch materials, signage, promotional conference social media posts, and the conference website
- A half-page ad in the conference program, ensuring lasting visibility
- Table tents with your company logo/information on all tables, acknowledging your company as the sponsor
- A \$250 discount on the price of an Exhibit Booth
- Two complimentary staff registrations
- Access to our attendee list

**[Click here to secure your Exhibitor / Sponsor spot today!](#)**

A large, blurred photograph of a conference audience is shown in the background of the top section. The audience members are seated and facing forward, though their features are not clearly visible due to the blur and lighting.

# Sponsorship Opportunities

## **Conference Neck Wallets - \$2,500**

Get your brand front and center with every attendee by sponsoring the Conference Neck Wallets. This exclusive opportunity guarantees your brand constant exposure and recognition as attendees carry their credentials and important information throughout the event. Your logo will also be displayed on the conference website and on all promotional conference social media posts.

## **Conference Canvas Tote Bags - \$5,000**

Be the name attendees carry with them long after the conference ends by sponsoring the Conference Canvas Tote Bags. Your logo will be featured on high-quality tote bags given to every participant. This sponsorship not only enhances your brand visibility during the event but also provides continued exposure as attendees use these durable bags in their daily lives. Your logo will also be displayed on the conference website and on all promotional conference social media posts.

## **Presidents' Reception Sponsor - \$1,250**

By becoming the exclusive sponsor of this prestigious event your brand will be prominently displayed on all reception materials (including drink tickets) and signage at the reception. Additionally, your company will be verbally recognized by MASC/M.A.S.S. at the start of the event. Your logo will also be displayed on the conference website and on all promotional conference social media posts.

