



# Texas Association of Secondary School Principals

## Print Advertising and Workshop Exhibits

The Texas Association of Secondary School Principals is an association formed by and for over 5,500 campus level administrators. Established in 1922, its purpose is to build an active network of educators that want to take responsibility for the quality of school leadership. TASSP focuses on the need for collaboration between all stakeholders in education while using as its foundation a very effective volunteer force that provides a statewide knowledge base and informed leadership.

Because TASSP members make the purchasing decisions for their middle level and high school campuses, and because our business partners supply the materials and services that benefit schools, we feel that TASSP is strategically organized to bring the two groups together.

Please take time to review this brochure. TASSP has combined into one annual prospectus, opportunities for businesses to select from a menu of exhibit shows, print advertising and sponsorships. An alliance between school leaders and business leaders offers a clear opportunity for mutual benefit.

Archie E. McAfee, TASSP Executive Director

### TASSP Publications and Print Advertising

*Advertising with TASSP builds and reinforces your relationship with Texas secondary school leaders.*

*See the Advertising Contract for pricing and size information. Call Yancy Peveto for more information: (512) 443-2100 x228.*

#### TEXAS STUDY OF SECONDARY EDUCATION

*Magazine Published Fall and Spring*

The Association's professional journal, the *Texas Study of Secondary Education*, is published in the fall and in the spring and mailed to over 5,500 members. Each issue focuses on topics of interest to secondary school administrators with authors ranging from experienced members to nationally-recognized experts in education. Exhibitors can use the Texas Study to encourage traffic and promote interest in their booth at the subsequent TASSP Exhibit Shows. For those companies who don't exhibit at workshops, an ad provides a way to reach all TASSP members.

#### TASSP SUMMER WORKSHOP PROGRAM

*Annual Conference*

Advertising in the TASSP Summer Workshop program provides the opportunity for exhibitors to place contact information, coupons and other timely announcements to over 2,100 conference participants. It also allows exhibitors to build good customer recognition and to increase attendance in the TASSP Exhibit Shows.

### TASSP Workshop Exhibits

*The exhibit show at TASSP events provides a relaxed setting for the school buyer to consider and select products for their schools.*

*See the Exhibit Contract for dates, pricing and booth information. Call Alejandro Argüello for more information: (512)443-2100 x230.*

#### TASSP SUMMER WORKSHOP

*June 15-17, 2011 at the Austin Convention Center*

- More than 2,100 secondary school administrators attended in 2010.
- Exclusive exhibit time scheduled.
- Booth rental starts at \$495.
- The TASSP Summer Workshop is held at the Austin Convention Center which features expansive, column-free exhibit space.
- This workshop provides exhibitors the opportunity to target marketing dollars toward the school decision makers.
- To increase traffic flow in the Summer Workshop Exhibits, strategically located booths are designated as TASSP Passport Booths. Attendees who visit these passport booths are eligible to win grand prizes totaling \$3000.
- Participant registration, food court and other activities are scheduled in the exhibit hall. With more than 140 exhibitors and a bookstore representing a variety of school-related products, TASSP Summer Workshop Exhibit Hall is the center of activities.
- The Exhibit Package includes a 10'x10' booth with 8' back wall and 3' high partitions. Each booth is provided a 6' skirted table and two chairs. Walls are piped and draped.
- Post conference list of attendees.
- Classroom style booths are available to demonstrate products. (upon request)

#### TASSP ASSISTANT PRINCIPAL WORKSHOP

*February 20-22, 2011 at the DoubleTree Austin Hotel*

- Registered attendance in 2010: 300
- Exclusive exhibit time scheduled.
- This workshop gives the business partner an opportunity to build customer loyalty with the Assistant Principals (and many future Principals and Assistant Principals) of Texas.
- To increase traffic flow in the TASSP Exhibit Show, the exhibits are centrally located at the event.
- The Exhibit Package includes a skirted 6' table and two chairs.
- Also meeting at this workshop, is the Aspiring Principal Strand for students enrolled in the university principal certification programs.
- Cost to exhibit: \$395.



# Texas Association of Secondary School Principals

## Corporate Partnership Program

### TASSP Corporate Partnerships

*Become a partner in Texas Secondary Education and select a plan that ensures you receive maximum exposure for your dollars.*

*Call Cindy Kirby for more Corporate Partner information: (512) 443-2100 x225*

#### **ASSOCIATE LEVEL • \$2000**

- One in-line exhibit booth at Summer Workshop
- Recognition in Summer Workshop program
- Web link from [www.tassp.org](http://www.tassp.org)
- Signage at Summer Workshop

#### **BRONZE LEVEL • \$3500**

- One in-line exhibit booth at Summer Workshop and Assistant Principal Workshop (APW)
- Recognition in Summer Workshop and APW programs
- Logo and web link from [www.tassp.org](http://www.tassp.org)
- Signage at TASSP conferences
- TASSP Associate Membership (1)
- One-third page ad: Texas Study: Fall OR Spring Edition

#### **SILVER LEVEL • \$5000**

- One corner exhibit booth at Summer Workshop and one booth at APW
- Recognition in Summer Workshop and APW programs
- Logo and web link from [www.tassp.org](http://www.tassp.org)
- Signage at TASSP conferences
- TASSP Associate membership (1)
- Logo on PowerPoint presentations at Region meetings
- Half-page ad: Texas Study: Fall OR Spring Edition

#### **GOLD LEVEL • \$7500**

- Two corner exhibit booths + 1 Passport Booth designation at Summer Workshop
- One exhibit booth at APW
- Recognition in Summer Workshop and APW programs
- Logo and web link from [www.tassp.org](http://www.tassp.org)
- Signage at TASSP conferences
- TASSP Associate membership (1)
- Registration for Summer Workshop (1)
- Logo on PowerPoint presentations at Region meetings
- Full page ad: Texas Study Fall OR Spring Edition
- Introduction at Summer Workshop 1st General Session
- TASSP member mailing labels: one set

#### **PLATINUM LEVEL • \$10,000**

- Two corner exhibit booths + 1 Passport Booth designation at Summer Workshop and one booth at APW
- Recognition in Summer Workshop and APW programs
- Logo and web link from [www.tassp.org](http://www.tassp.org)
- Signage at TASSP conferences
- TASSP Associate membership (1)
- Registration for Summer Workshop (1)
- Logo on PowerPoint presentations at Region meetings
- Full page ad: Texas Study Fall & Spring Editions
- Introduction at 1st Summer Workshop General Session
- TASSP member mailing labels: one set

#### **EXECUTIVE PARTNER • \$25,000**

- Two exhibit booths at all TASSP conferences and workshops
- Passport Booth designation at Summer Workshop
- Recognition in all TASSP publications
- Logo and web link from [www.tassp.org](http://www.tassp.org)
- Signage at TASSP conferences
- TASSP Associate membership (1)
- Registration for Summer Workshop (2)
- Recognition at Summer Workshop General Session (1 representative)
- Logo on PowerPoint presentations at Region meetings
- Full page ads: Texas Study Fall & Spring Editions
- TASSP member mailing labels: one set

NOTE: If these benefits do not match the goals and purpose of your business, customized programs can be developed with equal fiscal values.