



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

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November 12-14, 2025 | Emerald Resort | Hyannis, MA  
More details at [www.MASC.org/conference](http://www.MASC.org/conference)

# About the Conference

*Why our attendees keep coming back*

On behalf of the Massachusetts Association of School Committees and the Massachusetts Association of School Superintendents, we invite you to participate as an exhibitor and sponsor of the MASC/M.A.S.S. 2025 Joint Conference at the Emerald Resort in Hyannis, MA. The annual conference brings together more than 800 School Committee Members, Superintendents, Asst. Superintendents, Business Managers, and education professionals to discuss today's challenges and solutions in K-12 education.

Visit [www.masc.org/conference](http://www.masc.org/conference) to register as an exhibitor, sponsor, or attendee.

## Expert-Led Sessions:

Gain insights from national, state, and local education leaders on key topics such as school finance, collective bargaining, governance, AI, and more.

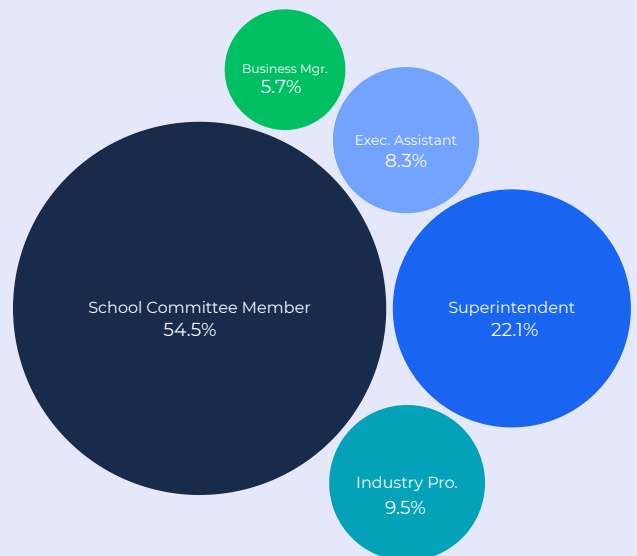
## Networking Opportunities:

Connect with colleagues from across the state, school leaders, policymakers, and industry experts to share ideas and best practices.

## Exhibit Hall & Partner Presentations:

Discover the latest innovations and services designed to support your school district.

## 2024 Attendees by Role:



## 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.

# Exhibit Opportunities

## Exhibit Booths – \$1,500

An increasingly popular feature of the MASC/MASS Joint Conference is the Exhibit Hall. Each booth includes one 6' skirted table, two chairs, a wastebasket, complimentary Wi-Fi, and an electricity hookup. A complimentary boxed lunch will also be provided on Thursday for your two allotted booth staff.

New this year, exhibitors will benefit from lead generation tools through our conference app, allowing for seamless contact collection and attendee engagement via digital badge scanning. In addition, all exhibitors will be included in our app's virtual passport game, a gamified feature designed to encourage attendees to visit all areas of the Exhibit Hall.

All exhibitors will be listed in the official directory and app. Our conference app lead retrieval system and in-app messaging tools will allow for meaningful, direct engagement with attendees throughout the event. Additional booth staff beyond the allotted two staffers may be registered for \$100 per person.

### Exhibitor Schedule

*Please find the Exhibitor Schedule below. Note that all events listed take place in the Exhibit Hall.*

#### Wednesday, November 12

**Hours: 2pm - 6:30pm**

Booth Set-Up: 9am - 2pm

Exhibitor Reception: 5pm - 6:30pm

#### Thursday, November 13

**Hours: 7am - 2:30pm**

Continental Breakfast: 7am - 9am

Coffee Break: 10am - 10:45am

Ice Cream Social: 1pm - 2:30pm

Booth Tear Down: 2:30pm - 5pm

## Nonprofit/Gov. Table – Complimentary

In recognition of the valuable work nonprofits and government partners do, we offer a limited number of tabletops free of charge. Reserve your tabletop today and be part of an event that shapes the future of education in Massachusetts! Please note that all nonprofit/government tabletops are located outside the Grand Ballroom and are not in the main Exhibit Hall.

## Partner Presentation – \$1,500

Position your organization as a thought leader by sponsoring a Partner Presentation at the Conference. These sessions offer a valuable opportunity to share your expertise, highlight your solutions, and engage directly with decision-makers. Partner Presentations are 45-minute dedicated sessions that take place at 7:45 AM on Thursday and Friday of the conference. We are limiting the number of these presentations to three each morning—sessions will be held in meeting rooms just outside the Exhibit Hall and continental breakfast area, maximizing visibility and encouraging strong attendance. Each session will be listed in the official conference program and mobile app alongside all other scheduled events.



# Sponsorship Opportunities

## **Premier Sponsor (Exclusive) – \$7,500**

Position your organization as the leading supporter of the 2025 MASC/MASS Conference. As the exclusive Premier Sponsor, you'll receive:

- **Keynote Dinner Sponsorship**
  - Recognition as the exclusive sponsor of the Wednesday evening keynote dinner
  - Opportunity to deliver brief remarks (2-5 minutes) to all attendees during the event
- **Prominent Brand Placement**
  - Top billing of your logo and organization name on all keynote dinner related promotional materials, as well as conference signage, the program, promotional emails, social media posts, and the conference website and app.
  - Company logo printed on the back of every attendee badge
- **On-Site Promotion**
  - Full-page ad in the conference program and rotating banner ad on the conference app
  - Complimentary exhibit booth in the Exhibit Hall
- **Access & Outreach**
  - Access to the full attendee list
  - A dedicated email sent on your behalf to our membership list (2,500+ contacts)

## **Lunch Sponsor – \$2,500**

Join us as a 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, benefits include:

- Verbal recognition of your sponsorship at the lunch
- Logo placement on all lunch-related promotional materials, as well as conference signage, the program, promotional emails, social media posts, and the conference website and app.
- Half-page ad in the conference program and rotating banner ad on the conference app
- Table tents with your company logo/information on all lunch tables
- Access to the full attendee list

## **General Session Sponsor – \$1,500**

Gain premium visibility in front of the full conference audience by becoming the exclusive sponsor of one of our General Sessions. General session sponsorship is available on Thursday and Friday of the conference. As a General Session Sponsor, you'll receive:

- Verbal recognition of your sponsorship at the general session
- Logo placement on all general session related promotional materials, as well as conference signage, the program, promotional emails, social media posts, and the conference website and app.
- Quarter-page ad in the conference program and rotating banner ad on the conference app
- Table tents with your company logo/information on all general session tables

# Sponsorship Opportunities

## **Conference Lanyard – \$1,500**

Get your brand front and center with every attendee by sponsoring the Conference Lanyards. This exclusive opportunity ensures constant visibility, as all participants will wear your branded lanyard to hold their conference badges throughout the event. In addition to high in-person exposure, your logo will also be featured on the conference signage, the program, promotional emails, social media posts, and the conference website and app.

## **Presidents' Reception Sponsor – \$1,000**

As the exclusive sponsor of this signature Thursday early-evening event, your organization will receive high-profile visibility during one of the most well-attended and social parts of the conference. Your branding will be prominently featured on all reception materials, including drink tickets and event signage. You'll also receive logo placement on conference signage, the program, promotional emails, social media posts, and the conference website and app.

## **Continental Breakfast Sponsor – \$750**

Put your brand front and center by sponsoring the Continental Breakfast on Thursday, Friday, or both days of the conference. Each day is a separate sponsorship opportunity, giving your organization the flexibility to choose one or both mornings. Held at the start of each day, the continental breakfast is one of the most highly attended portions of each day. As a sponsor, you'll receive:

- Signage at all breakfast stations acknowledging your company as the sponsor
- Logo placement on conference signage, the program, promotional emails, social media posts, and the conference website and app.
- Opportunity to provide branded napkins or coffee sleeves (sponsor-provided)

