

2026

MASC & MASS Annual Joint Conference

Nov. 4-6, 2026 | Danvers, MA

Exhibitor & Sponsor Prospectus



November 4-6, 2026 | Danvers, MA
DoubleTree by Hilton Hotel Boston North Shore

More details at www.masc.org/conference

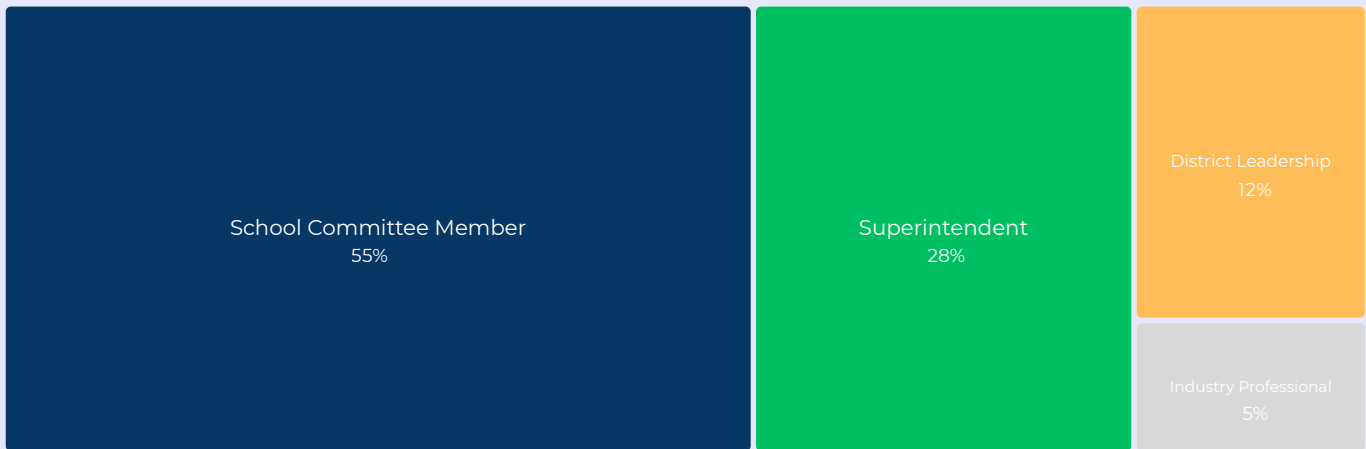
About the Audience

We are excited to invite you to participate as an exhibitor and sponsor at the 2026 MASC/M.A.S.S. Joint Conference—taking place at a new and expanded venue, the DoubleTree by Hilton Hotel Boston North Shore in Danvers, MA.

Our 2025 conference welcomed more than 1,000 individuals over three days, including School Committee Members, Superintendents, Assistant Superintendents, Business Managers, speakers, industry professionals, and other education leaders.

With increased exhibit space, enhanced networking opportunities, and a dynamic program focused on today's most pressing challenges in K-12 education, the 2026 conference is set to be our most impactful yet.

2025 Registrants 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 Booth - \$1,550

The Exhibit Hall continues to be one of the most dynamic and well-attended features of the MASC/MASS Joint Conference. With a new venue and increased capacity in 2026, the Exhibit Hall will feature 8' x 8' booth spaces with pipe and drape, giving exhibitors greater flexibility to design and personalize their presence. Each booth will also include one 6' skirted table, two chairs, complimentary Wi-Fi, a dedicated electricity hookup, and access to our Whova Conference app and engagement tools.

All exhibitors will receive a pre-conference attendee list and will be featured in the conference program and app. Registration for up to three booth staff is included, and staff will receive complimentary drink tickets for the Wednesday cocktail reception and a boxed lunch on Thursday. Additional booth staff may be registered for \$100 per person.

Exhibitor Schedule

Please note that events listed take place in the Exhibit Hall.

Wednesday, November 4

Hours: 3pm - 6:30pm

Booth Set-Up: 9am - 2:30pm

Exhibitor Reception: 5 - 6:30pm

Thursday, November 5

Hours: 7am - 2:30pm

Continental Breakfast: 7 - 9am

Coffee Break: 10 - 10:45am

Ice Cream Social: 1 - 2:30pm

Booth Tear Down: 2:30 - 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 - \$1,250

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 **75-minute sessions integrated directly into the conference agenda**, taking place alongside all other scheduled programming. These sessions will be distributed across all three days—**Wednesday, Thursday, and Friday**—with one Partner Presentation featured during each session block.

All Partner Presentations will be held in the same meeting spaces as the broader conference sessions, ensuring strong visibility and attendance. Each session will be listed in the official conference program and mobile app alongside all other conference offerings.

Sponsorship Opportunities

Commissioner's Dinner Sponsor – \$5,000

As the exclusive Commissioner's Dinner Sponsor, your organization will be recognized as the conference's primary sponsor, receiving premier visibility and branding opportunities throughout the event. The dinner will feature keynote remarks from Pedro Martinez, the 25th Commissioner of the Massachusetts Department of Elementary and Secondary Education.

Commissioner's Dinner Sponsor benefits include:

- Opportunity to **deliver an up to 5-minute welcome/introductory message** at the start of the dinner, either live or via pre-recorded video
- Prominent "Primary Sponsor" designation with enhanced logo visibility on promotional materials, including conference signage, the program, emails, social media posts, and the conference website and app
- Full-page ad in the conference program and rotating banner ad in the conference app
- A full-page double-sided 8.5" x 11" branded advertisement displayed in T-frame sign holders on all dining tables during the event
- Opportunity to send one promotional email to our contact list of nearly 3,000 school committee members, superintendents, and executive assistants
- Access to the full attendee list

Lunch Sponsor – \$2,500

Join us as a Lunch Sponsor and place your brand at the center of one of the conference's most engaging and well-attended opportunities. As the exclusive sponsor of a conference lunch function, benefits include:

- Opportunity to **deliver an up to 3-minute welcome/introductory message** at the start of the function, either live or via pre-recorded video
- Logo placement on promotional materials, including conference signage, the program, emails, social media posts, and the conference website and app
- Half-page ad in the conference program and rotating banner ad in the conference app
- A full-page double-sided 8.5" x 11" branded advertisement displayed in T-frame sign holders on all dining tables during the event
- Access to the full attendee list

Continental Breakfast Sponsor – \$750

Sponsor the Continental Breakfast on Thursday, Friday, or both days of the conference. As a sponsor, you'll receive:

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

Sponsorship Opportunities

Keynote Speaker Sponsor – \$2,500

Gain premium visibility in front of the conference's largest audience by becoming the exclusive sponsor of one of our featured Keynote Sessions. Sponsorship opportunities are available for select keynote presentations and speakers already scheduled as part of the conference program, providing your organization with prominent recognition while supporting some of the event's most highly attended and anticipated sessions.

As a Keynote Session Sponsor, you'll receive:

- Opportunity to **deliver an up to 3-minute welcome/introductory message** at the start of the session, either live or via pre-recorded video
- Logo placement on promotional materials, including conference signage, the program, emails, social media posts, and the conference website and app
- Quarter-page ad in the printed conference program and rotating banner ad in the conference app
- A full-page double-sided 8.5" x 11" branded advertisement displayed in T-frame sign holders on all tables during the event
- Access to the full attendee list

COSCAP Conference Sponsor – \$1,500

Become the exclusive sponsor of the COSCAP (Council of School Committee Administrative Personnel) Conference on Friday, November 6th. This dedicated program brings together school committee administrative personnel for a full day of targeted professional learning and networking. As the COSCAP Conference Sponsor, your organization will receive prominent branding and recognition throughout the entire day, including signage and materials specific to the COSCAP program. You will also have the opportunity to **deliver a brief (up to 5-minute) in-person address or pre-recorded video message to attendees**, allowing for direct engagement with this key audience.

Ice Cream Social Sponsor – \$2,500

End the conference on a high note by becoming the exclusive sponsor of the Ice Cream Social, the capstone event of the Exhibit Hall and one of the most anticipated moments of the entire conference. Immediately following Thursday lunch, attendees flock to the Exhibit Hall to enjoy a complimentary frozen treat while visiting exhibitors and engaging in a final round of conference connections. As the Ice Cream Social Sponsor, you'll receive:

- Logo placement on all ice cream social-related signage and promotional materials
- Opportunity to hand out the ice cream, creating additional touchpoints with attendees
- Logo placement on conference-related promotional materials, including conference signage, the program, emails, social media posts, and the conference website and app

Sponsorship Opportunities

Late-Night Social Sponsor – \$4,000

Keep the energy going beyond the daytime programming by sponsoring one of the conference's Late Night Social events.

Wednesday: Music Bingo featuring a live MC/DJ experience

Thursday: Conference Karaoke Night featuring a live MC

****Add a Photobooth to enhance your presence - see bottom of page for details***

As a Late-Night Social Sponsor, your organization will receive:

- Exclusive sponsorship recognition for the selected evening event
- Verbal recognition throughout the event by the MC/DJ or event host
- Opportunity to provide a brief welcome or introductory message at the start of the event
- Logo placement on promotional materials, including conference signage, the program, emails, social media posts, and the conference website and app
- Rotating banner ad in the conference app
- Branded signage displayed prominently throughout the event space
- Access to the full attendee list

Cocktail Reception Sponsor – \$1,500

These early evening gatherings bring attendees together and provide high-visibility networking opportunities. Sponsorship opportunities are available for both the Exhibitor Welcome Reception (Wednesday) and the Presidents' Reception (Thursday).

****Add a Photobooth to enhance your presence - see bottom of page for details***

As a Cocktail Reception Sponsor, your organization will receive:

- Logo placement on all reception materials including drink tickets and event signage
- Logo placement on conference signage, the program, promotional emails, social media posts, and the conference website and app
- Access to full attendee list

***Photobooth Add-On Opportunity**

Printed Photo Booth Experience — \$1,750

Unlimited printed photos and digital sharing capabilities. This fully branded activation includes customizable photo templates with your organization's logo and colors, along with instant sharing via text, email, or QR code and a complete post-event digital gallery.

Digital Photo Booth Experience — \$1,250

A modern digital experience featuring photos, boomerangs, GIFs, and video clips delivered instantly to attendee smartphones. This customizable activation includes branded overlays, instant digital sharing, and a full online gallery following the event.

Sponsorship Opportunities

Coffee Sponsor (Starbucks Voucher) – \$2,500

Put your brand into the hands of attendees with a highly visible and widely used Coffee Sponsorship. In partnership with the hotel's on-site Starbucks, this sponsorship includes the production of 500 branded \$3-off beverage coupons for use at the café in the hotel lobby.

Each coupon will prominently feature your organization's logo and will be distributed during the conference, including the opportunity for your team to hand them out directly at your exhibit booth—driving traffic and creating meaningful attendee engagement.

Additional recognition includes logo placement on promotional materials, including conference signage, the program, emails, social media posts, and the conference website/app.

Water Station Sponsor – \$1,500

Keep your brand consistently in front of attendees by sponsoring the Water Stations, located on the mezzanine level in the foyers outside all breakout session rooms. This high-traffic area ensures strong visibility as participants move between sessions and throughout the day. As the Water Station Sponsor, your organization will receive **prominent branded signage at all water refill stations**. Additional recognition includes logo placement on promotional materials, including conference signage, the program, emails, social media posts, and the conference website/app.

Hotel Welcome Bag Sponsor – \$1,500

Welcome attendees the moment they arrive by sponsoring the Hotel Welcome Bags for our overnight conference guests. Approximately **250 attendees staying at the conference hotel will receive a thoughtfully curated welcome bag upon check-in**. Each bag includes items such as a water bottle, granola bar, candy bar, ibuprofen, travel tissues, lip balm, and Alka-Seltzer. As the exclusive sponsor, your organization will have the opportunity to **include a branded insert and/or promotional item inside each welcome bag**. Additional recognition includes logo placement on promotional materials, including conference signage, the program, emails, social media posts, and the conference website/app.

Conference Lanyard – \$2,000

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 promotional materials, including conference signage, the program, emails, social media posts, and the conference website and app.

Sponsorship Opportunities

Conference Bag - \$2,500

Put your brand directly into the hands of every attendee by sponsoring the official Conference Bags. This exclusive opportunity provides continuous visibility throughout the event, as attendees use their conference bags to carry materials, giveaways, and resources during the conference.

As the Conference Bag Sponsor, your logo will be prominently displayed on the conference bags distributed to attendees as they enter the Exhibit Hall. In addition to this high-visibility branding opportunity, your organization's logo will also be featured on promotional materials, including conference signage, the program, emails, social media posts, and the conference website and app. Sponsor will also receive a rotating banner ad in the conference app.

Headshot Photographer Sponsor - \$3,000

Position your organization at the center of one of the conference's most popular attendee offerings by sponsoring the Headshot Studio. Held Thursday morning until noon in the Exhibit Hall, this activation provides attendees with a complimentary professional headshot courtesy of your sponsorship (125+ participants last year).

As the sponsor, your organization will be featured as the presenting partner and will have the opportunity to welcome attendees as they enter the headshot area, creating direct engagement throughout the morning. Additional recognition includes logo placement on promotional materials, including conference signage, the program, emails, social media posts, and the conference website and app. Sponsor will also receive a rotating banner ad in the conference app.

Conf. Photographer Sponsor - \$2,500/day

Gain ongoing visibility throughout the conference by sponsoring the official Event Photographer. As the exclusive sponsor for the day, your organization will be recognized as the presenting partner of all professional event photography captured during conference programming and networking events.

All conference photos taken on the sponsored day will be professionally branded with a sponsor watermark, ensuring your organization receives continuous exposure as images are shared across conference communications, social media, and post-event materials. Additional recognition includes logo placement on promotional materials, including conference signage, the program, emails, social media posts, and the conference website and app.