



2025

Making Schools Work Conference

Exhibitor and Sponsorship Guide

Exhibit Dates: July 16-17, 2025

Conference Dates: July 15-18, 2025

SREB

School
Improvement

Making Schools Work Conference

New Orleans, Louisiana • July 15-18, 2025

New Orleans Ernest N. Morial Convention Center

[SREB.org/exhibitors](https://www.sreb.org/exhibitors)



About SREB

The Southern Regional Education Board works with states to improve public education at every level, from early childhood through doctoral education and the workforce.

- We help policymakers make informed decisions by providing independent, accurate data and recommendations.
- We help educators strengthen student learning with professional development, coaching, proven practices and curricula.
- And we help educators share scarce resources to accomplish more together than they could alone.

SREB is a nonpartisan, nonprofit interstate compact headquartered in Atlanta. Our work is funded by appropriations from our states, as well as by contracts and grants from foundations and from local, state and federal agencies.

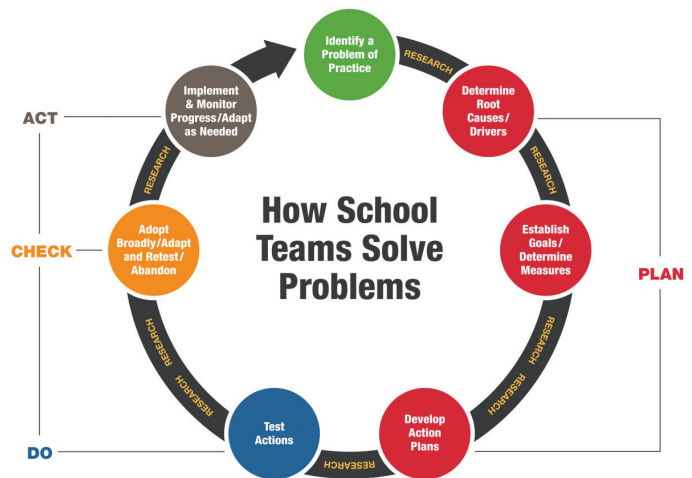
The nation’s first regional interstate compact for education, SREB was created in 1948 by Southern governors and legislators who recognized the link between education and economic vitality.

Making Schools Work

SREB’s Making Schools Work school improvement process employs a distributed leadership approach to involve the whole school in identifying problems of practice that impact student engagement and achievement and developing plans to solve them.

With designs for elementary grades, middle grades, high schools and technology centers, Making Schools Work empowers school teams to create improvement plans that address five focus areas:

- motivating students through **engaging instruction**
- **aligning curricula** with state readiness standards
- ensuring that students can **explore careers** and **complete career pathways** that align with their interests and aptitudes
- providing **student supports** that promote readiness
- creating and supporting **cultures of continuous improvement**



What Makes It Work – Our Problem-Solving Process

In schools that adopt Making Schools Work, focus teams of teachers, counselors and school leaders examine school and classroom practices and student outcomes related to the five focus areas.

Our facilitated problem-solving process draws on engineering design principles to support focus teams as they determine actions to take to foster supportive learning environments, integrate academic and technical content, improve student achievement and empower youth to explore and achieve their career goals.

About Sponsoring/Exhibiting at the Conference

The Southern Regional Education Board invites you to connect with thousands of K-12 general education teachers, career and technical education teachers, and school, district and state leaders in New Orleans, Louisiana, July 15-18 at SREB's annual Making Schools Work Conference.

For over 30 years, SREB has sponsored the nation's premier professional learning event for 4,000+ teachers, counselors, principals, technology center directors, and state and district education agency personnel.

The Education Marketplace is a dynamic gathering place where educators and business leaders network and explore the latest educational products and services. With numerous breaks and hands-on activities hosted in the hall, you and your business will experience great foot traffic.

The Education Marketplace Exhibit Hall opens July 16-17.

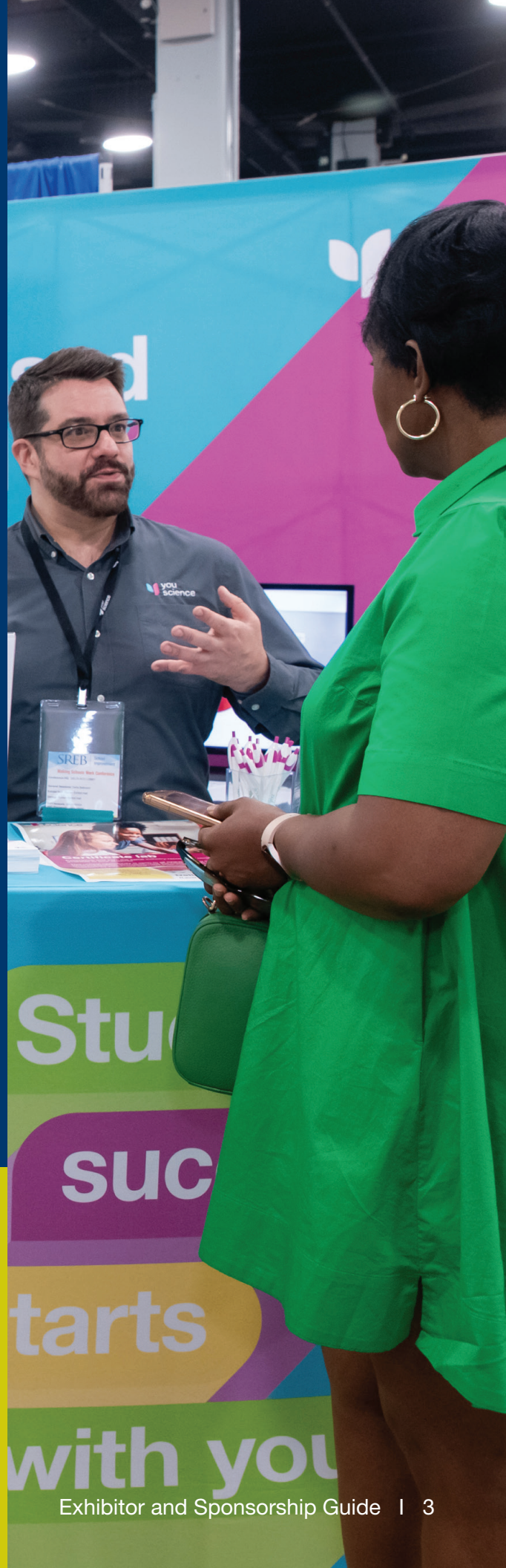
Exhibitor Benefits

- Company name and logo on the conference website and in the program and app
- High-volume foot traffic of qualified education leaders and influencers
- Two all-access conference registrations per single booth (four for double booths)
- Company name, logo and booth number on signage located throughout the conference venue

Partner With Us

With a wide range of sponsorship opportunities, promotional items and special events, the Making Schools Work Conference offers great value for every marketing budget.

Sponsorships are an ideal way to increase your company's visibility with educators and decision-makers at the nation's premier professional learning event for school improvement.



Conference Exhibitor/Sponsor Options

EDUCATION MARKETPLACE EXHIBIT BOOTH RATES	PRICE	*OPTIONAL VENDOR SESSION ADD-ON
Single Booth (10' x 10') For-Profit	\$1,400	\$1,900
Single Booth (10' x 10') Nonprofit	\$1,100	\$1,600
Double Booth (20' x 10') For-Profit	\$2,500	\$3000
Double Booth (20' x 10') Nonprofit	\$2,000	\$2,500

* **Vendor Session Add-on:** For \$500, exhibitors will be provided a space for an in-depth presentation.

KEYNOTE SPONSORSHIPS	PRICE
<p>First Keynote Session: Sponsor our opening General Session and your company's representative will help introduce our keynote speaker. Your company's name and logo will be featured in the conference program, on screens during the general sessions, on print signage throughout the conference, on the conference website and in the app. Also included are four conference registrations, a booth in the Education Marketplace and the first rotation on the digital banner ad within the events app.</p> <p>Curated for the city of New Orleans, this opportunity also allows each attendee to receive a second-line handkerchief, customized for the MSW Conference with both your company logo and the conference logo.</p>	\$20,000
<p>Second Keynote Session: Sponsor our Closing General Session and your company's representative will help introduce our keynote speaker. Your company's name and logo will be featured in the conference program, on screens at the closing general session, on electronic and print signage throughout the conference, on the conference website and in the app. Also included are two conference registrations and a booth in the Education Marketplace.</p>	\$8,000

MOBILE APP BANNER ADS — 640 X 130	PRICE
<p>Mobile App Banner Ad: Four opportunities available.</p> <p>Put your business in front of thousands of conference attendees. App co-sponsors will receive a top banner ad on our Making Schools Work Conference app home page — along with a full listing in the exhibitors/sponsors area of the app. All logos will also be listed on the splash screen of the app.</p> <p>App sponsors should complete this form and submit a high-resolution JPG, GIF, EPS or PNG logo using the following dimensions of 640 x 130, to nakeisha.myers@sreb.org. Ads must be approved for content.</p>	\$1,000

NETWORKING EVENT SPONSORSHIPS	PRICE
<p>Pacesetter Award Winners Reception: Grab the attention of our attendees by headlining our award winners' reception and networking with these top attendees/presenting information to them. Your company name and logo will be featured during the reception and a representative from your company will have an opportunity to share information about your products as well as have the company logo featured in the program and on conference signage.</p>	\$4,000
<p>Project-Based Learning Playground Sponsor: Enjoy a presence in our project-based learning center where activities, discussions and demonstrations focus on hands-on learning.</p> <p>Your company will deliver two sessions. Company name and logo will be featured in the conference program, on electronic and print signage throughout the conference, on the conference website and in the app. Fun, hands-on sessions in our PBL Playground will spotlight how this interdisciplinary approach to instruction excites and engages students and frees teachers to be facilitators of learning. Teachers will be able to bring projects back to their students. To submit titles and descriptions, please email nakeisha.myers@sreb.org.</p>	\$2,000

Conference Exhibitor/Sponsor Options

NETWORKING EVENT SPONSORSHIPS (continued)	PRICE
<p>Workshop Sponsor: This is an opportunity to build out space for hands-on demonstrations and workshops. Examples include but are not limited to makerspace, STEM and STEAM experiments, relaxation rooms, laptop stations for software exploration or team-building activities to take back to the classroom. Included in the sponsorship price are signage, tables and chairs, drapery and a carpeted space with electricity*.</p> <p>*Electricity depends upon finalized needs.</p>	<p>\$3,000 - \$10,000*</p> <p>The final price to be determined based on finalized needs.</p>
ONSITE SERVICES SPONSORSHIPS	PRICE
<p>Wi-Fi: Your company's name and logo will be featured on screens throughout the conference, on electronic and print signage, inclusive of the program, throughout the conference for the duration of the event, on the conference website, in the app. Also included are four conference registrations and a presence in the Education Marketplace.</p>	<p>\$13,000</p>
<p>Conference Bags: As a conference bag sponsor, your company's logo will be prominently featured on the side of the stadium bag (clear bag) along with the conference logo, providing highly visible brand exposure to each attendee as they receive their bag from the registration lobby. Also included are four conference registrations and a presence in the Education Marketplace. Your company logo will also be featured in the printed program.</p>	<p>\$8,500</p> <p>Must be purchased by May 28th. After this time, the opportunity will no longer be available.</p>
<p>Conference Lanyards: See your company's logo worn by thousands of attendees at the Making Schools Work Conference when you sponsor SREB's conference lanyards! Also included are four conference registrations and a presence in the Education Marketplace. Your company logo will also be featured in the printed program.</p>	<p>\$4,000</p> <p>Must be purchased by May 28th. After this time, the opportunity will no longer be available.</p>
<p>Main Floor Clings: See your company's name throughout the main floor of the conference (Halls H-J) by sponsoring both our floor clings and transportation clings. Floor clings will guide attendees as they navigate the registration area, the exhibit hall and the general session.</p>	<p>\$1,000</p> <p>Must be purchased by May 28th. After this time, the opportunity will no longer be available.</p>
<p>After-hour Networking Receptions: Three sponsorship opportunities are available.</p> <p>Tuesday – Thursday: There are opportunities for companies to host a reception for attendees, after conference hours, allowing for networking and social activities local to the city of the conference site. Though SREB will manage attendance registration, advertising and reminders, these events will not be hosted by SREB. Event details must be submitted for approval.</p>	<p>Prices TBD, depending on details and location.</p>
<p>Digital Signage – IRIS units (cluster of four monitors): Three sponsorship opportunities are available.</p> <p>Multi-screen units throughout first floor lobbies Room level are perfect for displaying useful information.</p> <ul style="list-style-type: none"> ▶ Own your own display units adjacent to your contracted space are available for exclusive purchase. ▶ Dimensions: 46" x 26" ▶ When creating a graphic specifically sized for our IRIS System, please provide us with a 1920 (w) x 1080 (h) pixel file at 96 dpi. <p>MSW will take place in Halls H-J, there are three sets of monitors on the first floor</p>	<p>\$1,750 per cluster of monitors</p> <p>Must be purchased by May 28th. After this time, the opportunity will no longer be available.</p>

Conference Exhibitor/Sponsor Options

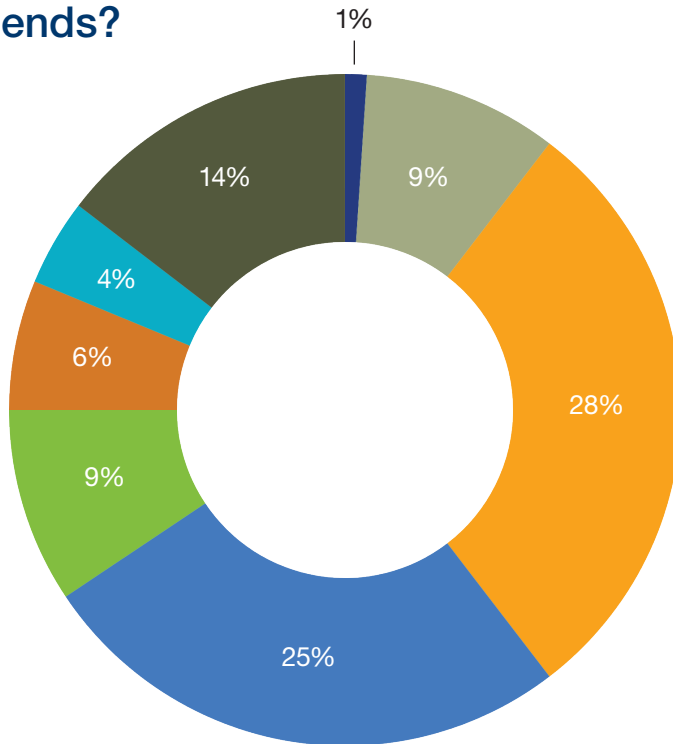
ONSITE SERVICES SPONSORSHIPS	PRICE
<p>Digital Signage – Meeting Room Digital Signage</p> <p>Display current session information with upcoming session thumbnail on vertical display screens directly outside each meeting room on the second and third floor.</p> <p>The sponsored logo will appear next to the conference logo for each meeting room used for a session.</p>	<p>\$10,000</p>
<p>Digital Signage – Canopy Screens</p> <ul style="list-style-type: none"> ▶ Eye-catching units (two screens on each of our three newly-renovated porch areas). ▶ Each unit can display static images and/or a short video. ▶ Each event receives a complimentary rotating full-screen image. ▶ Dimensions 12' x 3' ▶ When creating a graphic specifically sized for our Canopy Digital Screens, Please provide us with a 1920 (w) x 549 (h) pixel file at 96 dpi. <p>MSW will take place in Halls H-J, there are two sets of screens on the first floor</p>	<p>\$2,500 for each screen with four days of display</p> <p>Must be purchased by May 28th. After this time, the opportunity will no longer be available.</p>
<p>Charging Station Lounge (in Hall J)</p> <p>Sponsor a lounge for attendees to relax and take a break from walking the convention hall floors. Details of the lounge include a carpeted space with:</p> <ul style="list-style-type: none"> ▶ One charging countertop with four powerstrips and eight outlets <ul style="list-style-type: none"> • A branded cling to encompass the countertop and two branded panels — one on each side ▶ Six countertop chairs ▶ Two side chairs ▶ One coffee table ▶ One sofa <p>The company that purchases the charging lounge will work closely with SREB's event manager on design and dimensions. Please email nakeisha.myers@sreb.org after purchase.</p>	<p>\$10,000</p> <p>Must be purchased by May 28th. After this time, the opportunity will no longer be available.</p>
<p>Standing Charging Station (on second and third-floor)</p> <p>Four opportunities are available – two per floor.</p> <p>Help our attendees keep things running smoothly by allowing them to charge their phones and tablets on the same floor as their breakout session.</p> <p>This branding opportunity allows for small flags on each side of the station to showcase your company information along with branded front panels. Companies that purchase charging stations will work closely with SREB's event manager on design and dimensions. Please email nakeisha.myers@sreb.org after purchase.</p>	<p>\$1,100</p> <p>Must be purchased by May 28th. After this time, the opportunity will no longer be available.</p>

Who Attends SREB's Making Schools Work Conference?

Each July, thousands of K-12 teachers, counselors, principals, technology center directors and education agency staff attend SREB's Making Schools Work Conference to participate in unparalleled professional learning experiences, hands-on workshops and networking opportunities.

Attendees choose our conferences because they know they'll take home powerful tools and strategies they can use right away to transform teaching and learning in their classrooms. Join us in New Orleans and collaborate with these highly engaged education professionals.

Who attends?



- State Administrator
- District Administrator
- School/CTE Administrator
- Academic Teacher
- CTE Teacher
- Instructional Coach
- Counselor
- Other

* Percentages are based on 2024 data





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For more information on exhibiting or sponsoring,
contact summerconference@sreb.org.

Southern Regional Education Board
592 Tenth Street, NW
Atlanta, GA 30318-5776

Scan QR code
to register.



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