2023 NATIONAL ESEA CONFERENCE

AD SPECS

FILE SUBMISSION

Send fully designed files, links and copy via email to:

Sponsorships@ESEAnetwork.org

SPONSORED MARKETING EMAIL

Sponsor one of our regular Conference marketing emails that are sent to 16,000+ ESEA Network account holders in the months leading up to the Conference. Choose from several pre-scheduled emails which begin in August. The ad will include your company logo, booth number(s), and a short article of up to 1,000 characters that you provide highlighting your company. Purchase the sponsorship to select and reserve a specific email - subject to availability.

– 1000 character article

– Your logo displayed at 200 px max (.jpeg or .png)

– Full color

– Preferred link to website (Add analytics if desired, ESEA will not provide analytics)

Artwork deadlines vary - see website for due dates
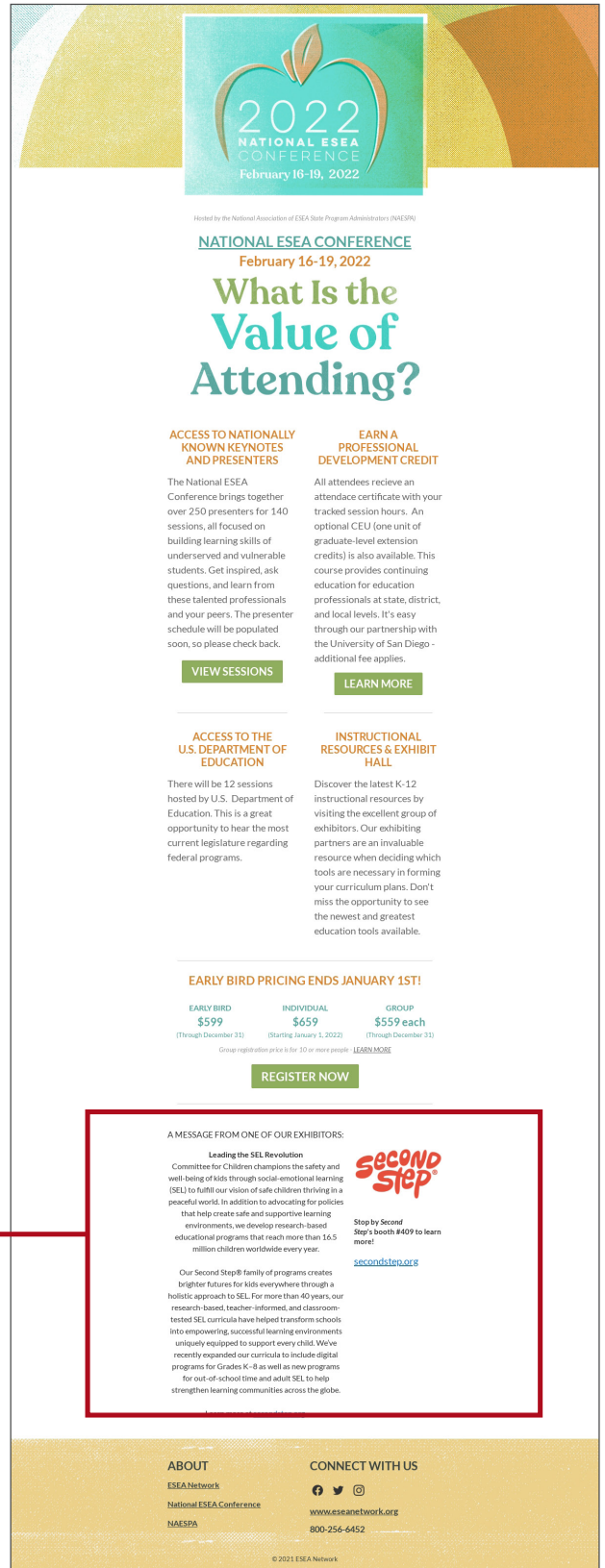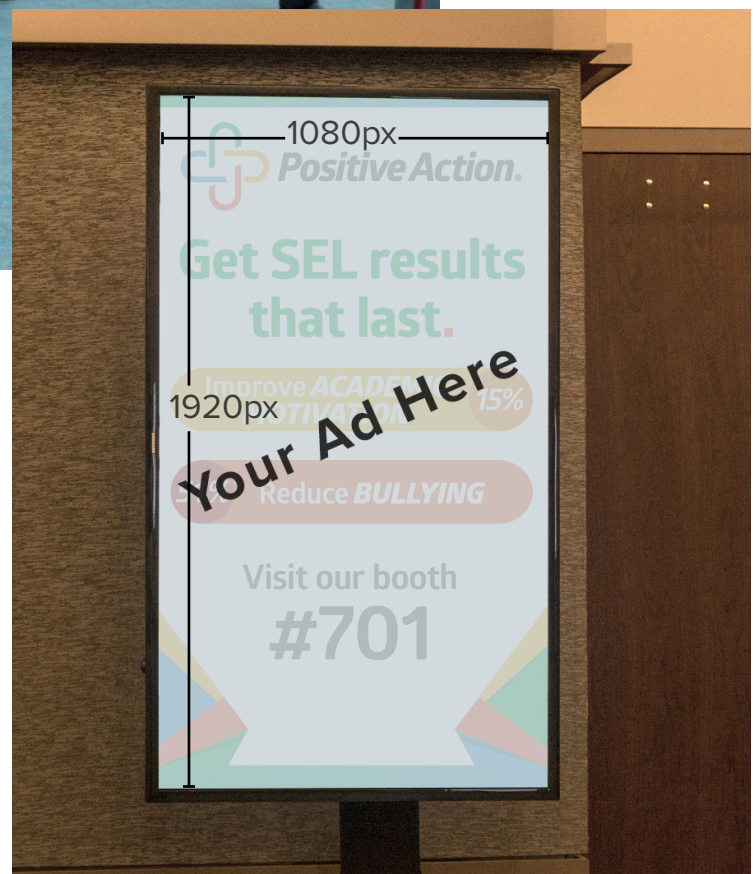

Sample of a previous year's marketing email.

DIGITAL SIGNAGE

Display your company ad in between sessions on digital signs placed outside **every session room**, thats at least 10 digital signs in total! Digital Signage is a lot of exposure for a small amount of money. Your ad will show between every session, on every digital sign, every day of the Conference. Each ad will be played in a rotation with the other digital ads. Drive attendees to your booth and showcase your services!

DIGITAL SIGNS OUTSIDE OF SESSION ROOMS
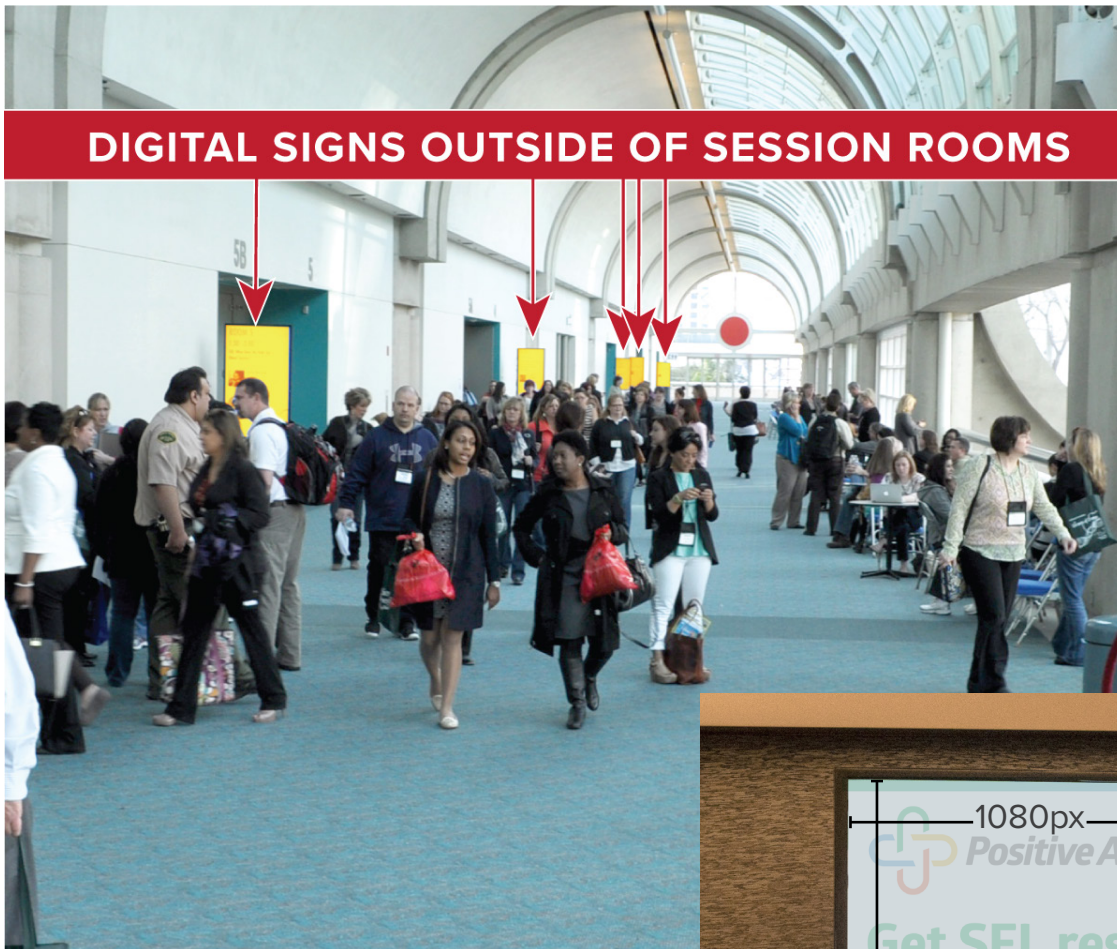
– PNG format- 1920(h) x 1080(w)px

– Ads will be displayed on a 65" vertical screen on each digital sign outside of each session room

Artwork must be received by December 1, 2022.

1080px
Positive Action.
Get SEL results that last.
Improve ACADEMIC MOTIVATION 15%
1920px
Your Ad Here
Reduce BULLYING
Visit our booth
#701

FULL PAGE AD & INSIDE BACK COVER AD IN THE CONFERENCE GUIDE

Sponsor the Conference with a full-page, full-color interior display ad in the Conference Guide, which is distributed to all in-person attendees. The Guide includes Convention Center and Exhibit Hall maps, daily session schedule and activity overviews, an exhibitor directory, and pertinent information about the Conference.

– All ads are full color.

– Printed Full Page Ad size: 5.5"w x 8.5"h

– Printed Inside back cover size: 5.5"w x 8.5"h

– Include 1/8 inch "bleed" on all 4 sides

– Send your ad as a 300dpi PDF

– Keep all text and important information 1/8" from trim edges

Artwork must be received by December 1, 2022.

Bleed Line
8.75"w x 5.75"h

Trim Line
8.5"w x 5.5"h

Safe Area
8.25"w x 5.25"h

Crop Marks

Your Ad Here

8.5"

5.5"

Food
A variety of conveniently located dining options are available each day of the Conference, offering selections such as coffee, pastries, sandwiches, salads, local fare, snacks, and much more.
See the "At a Glance" page for each day for details on when and where food is available, and look for the food symbol on the Conference Map.

Photo Station
Commemorate your time with us in New Orleans! We have a fun Photo Station set up near the Conference Center entrance. Be sure to share your picture on social media (#ESEAconference) so it shows up on our Social Media Wall!

Green Initiatives
The Ernest N. Morial Convention Center is committed to reducing environmental impacts and diverted over 250,000 pounds of material from landfills through its recycling programs in 2019. Clearly marked recycling bins are located throughout the building.
Conference guides and session handouts are provided electronically, based inks and are printed on recycled paper using soy.
saving approximately 1,000 pounds of unnecessary paper.

Charging Stations
Charging stations are located throughout the conference center.
Look for the symbols on the Conference Map.

Water Bottle Fill Stations
Reduce plastic waste and save money by refilling your reusable water bottle at fill stations inside the convention center.

12

Sample from the 2022 National ESEA Conference Program

SPONSORED PUSH NOTIFICATION

Several Push notifications are scheduled throughout the four-day Conference to alert attendees to different events such as the Exhibit Hall opening and Keynote sessions starting. Push Notifications are received on attendee cell phones and also delivered to their email addresses. The ad includes your company logo, in-person booth number, as well as links to your preferred website and virtual exhibit booth.

– Your logo displayed at 200 px max (.jpeg or .png)

– Preferred link to website

   (Add analytics if desired, ESEA will not provide analytics)
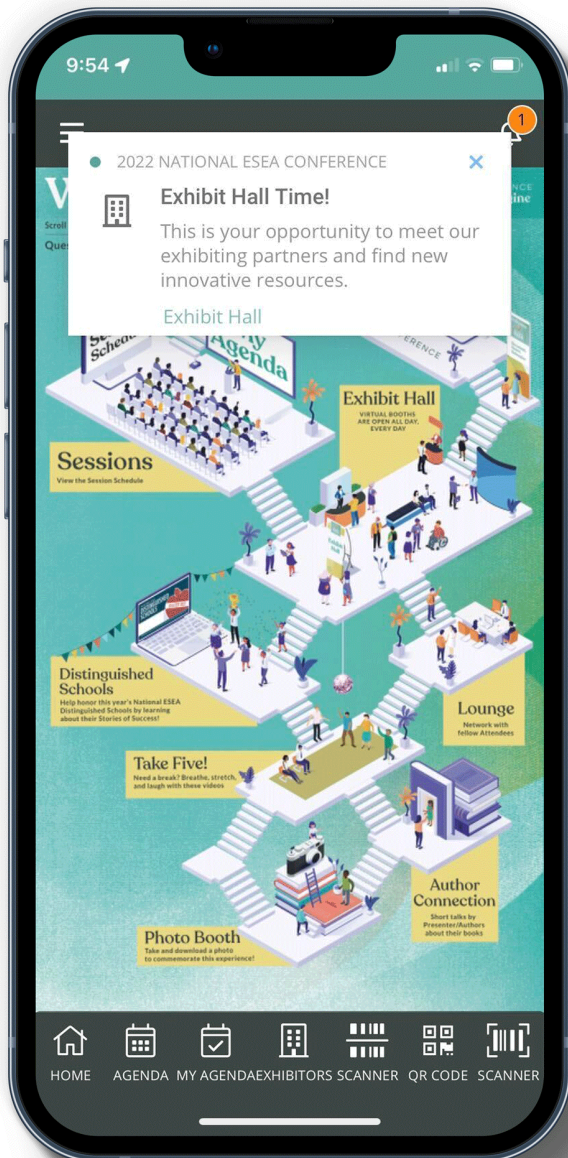
Artwork must be received by January 6, 2023