

2019 | 2020 SPONSOR & PARTNERSHIP OPPORTUNITIES

Stay top of mind throughout the year
with thousands of magnet schools.

2019 | October 28-30 | Albuquerque, NM
Technical Assistance & Training Conference

2020 | February 5-7 | Washington, DC
Policy Training Conference

2020 | April 13-17 | Clark County, NV
38th Annual Conference

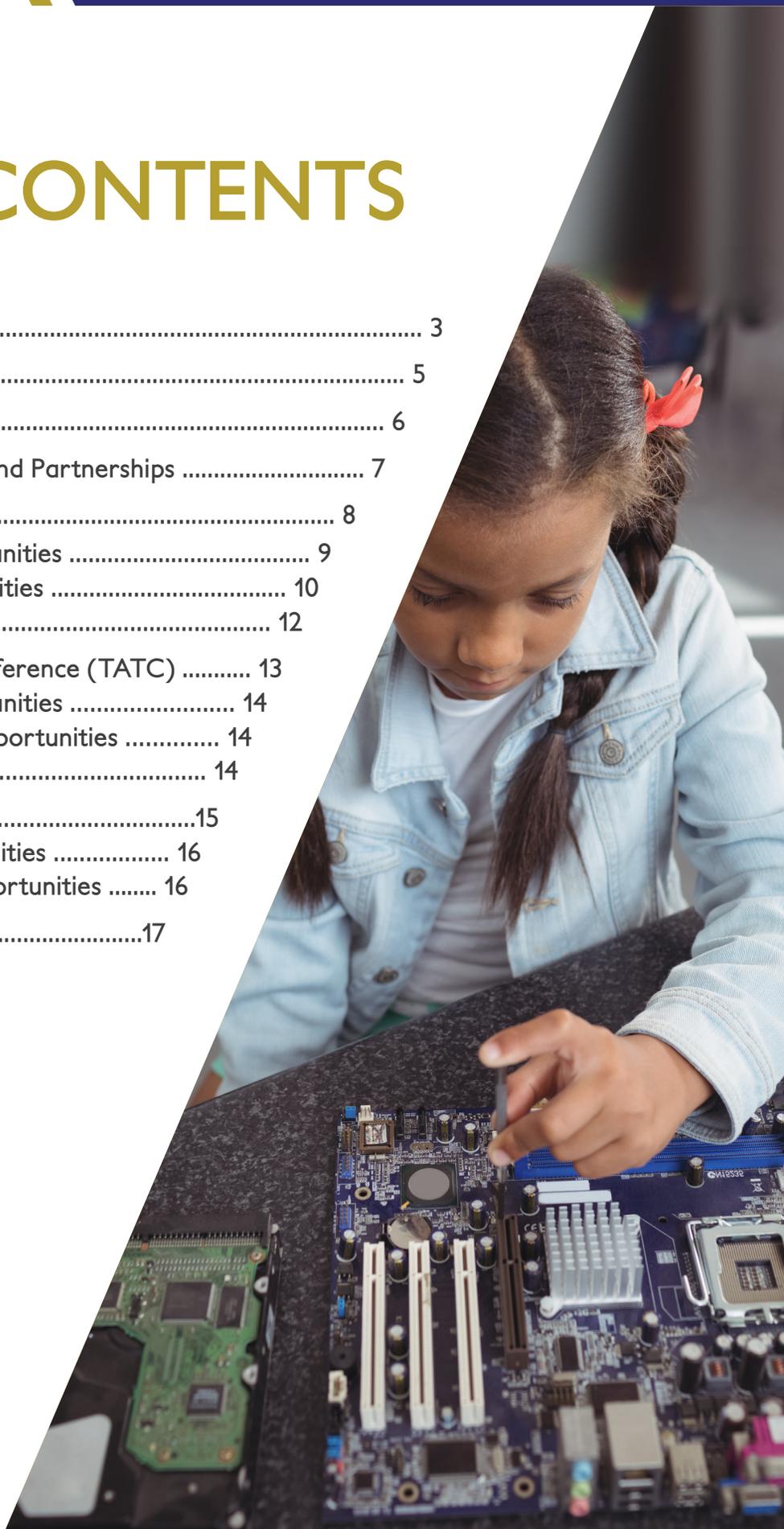
2020 | [Webinars](#) | [Advertising](#)



ENHANCE YOUR INVESTMENT

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About MSA

Magnet Schools of America (MSA) is a national nonprofit professional education association whose members are schools and school districts. The association represents and is a resource to the nation's 4,340 magnet schools, as well as parents, teachers, school boards, administrators, business leaders, community organizations and institutions of higher education. MSA supports its members through a series of innovative professional development opportunities: from the ability to mine for and share best practices with same-themed schools, to professional development webinars, and valuable networking opportunities at conferences. MSA focuses on serving its members by supporting their educational enrichment.

Our Mission

Providing leadership for high quality innovative instructional programs that promote choice, equity, diversity, and academic excellence for all students.



To Sponsor, Advertise or Exhibit Contact:

ANDY FALTER

Manager of Sponsorships and Exhibits
andy.falter@magnet.edu | 203.797.9559

What defines a magnet school?

Magnet schools are free public elementary, middle and high schools that are accountable to and operated by public school districts. Magnet schools have a focused theme and aligned curricula that help attract students from different neighborhoods, races and socioeconomic backgrounds. State, district, or Common Core standards are upheld in all subject areas, taught within the overall theme of the school.

Magnet themes

Common themes include science, technology, engineering and mathematics (STEM), career and technical education (CTE), fine and performing arts, international studies, world languages and many others.

What are the benefits of magnet schools?

Magnet schools serve nearly 3.5 million students from all backgrounds. They provide rigorous education and promote higher level cognitive and social learning that helps students transition to postsecondary education and careers.

While the achievement gap continues to widen nationwide, many communities across the country have used magnet schools to close that gap, reduce racial tensions, and make a lasting, positive impact on children, their families, their communities, and our national economy.

What are leaders in education saying about magnet programs?

“Magnet schools help break down barriers that too often get in the way of our highest need students attending diverse, well-resourced schools.”

– John B. King, Jr., Former U.S. Secretary of Education



“Magnet schools have demonstrated great promise and success in delivering high quality education to the students who attend them. They are motivating, rigorous and creative as they show how public education can meet the needs of children they serve over the long haul. Magnet schools work, and should be further studied, promoted and scaled up.”

– Randi Weingarten, President, American Federation of Teachers

“The magnet school movement is the most successful innovation in public education.”

– Derrick Johnson, President, NAACP

JOIN US

INVEST in the future of education all year long to create new partnerships and lasting relationships.

MSA offers many professional development opportunities, including three national conferences each year. Expand your company's brand awareness by participating in year-round MSA events. Enhance your company's visibility, grow your network of prospects, and make a positive impact on some of the most innovative schools in the country.

Magnet Schools of America's conferences are an opportunity to:

- ▶ Spotlight your products and services
- ▶ Connect with leaders in education
- ▶ Promote your brand
- ▶ Network with educators from across the U.S.
- ▶ Share innovative ideas
- ▶ Invest in the future of education
- ▶ Show your support
- ▶ Participate in school tours

Sponsorships are an effective way to lend your support to the Association while establishing your presence. MSA conferences are an effective way to build your brand and come face-to-face with people who are seeking new ideas and solutions. A majority of our attendees have the decision-making power within their districts and schools to purchase new technologies, products, and services that will significantly enrich their school and help to shape the rising stars of the future.

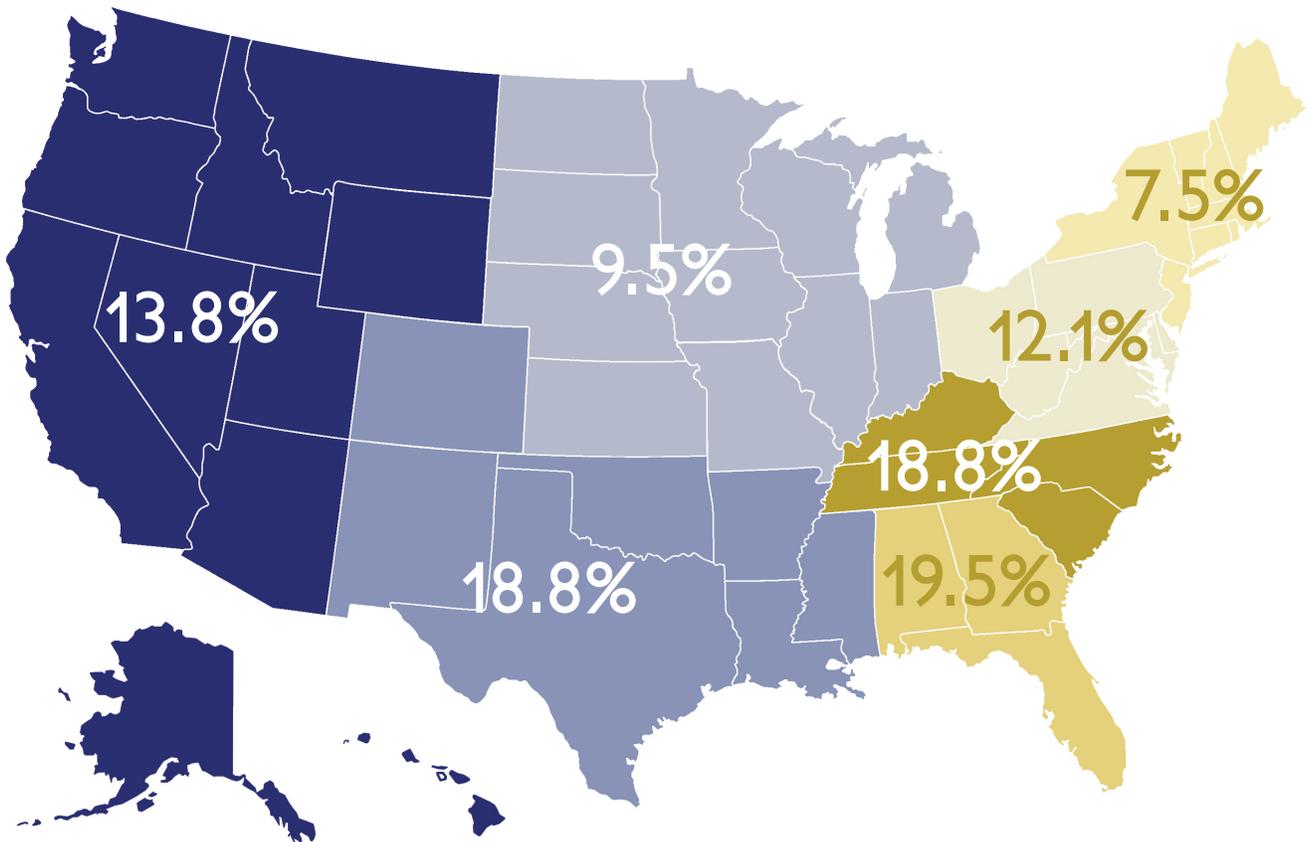
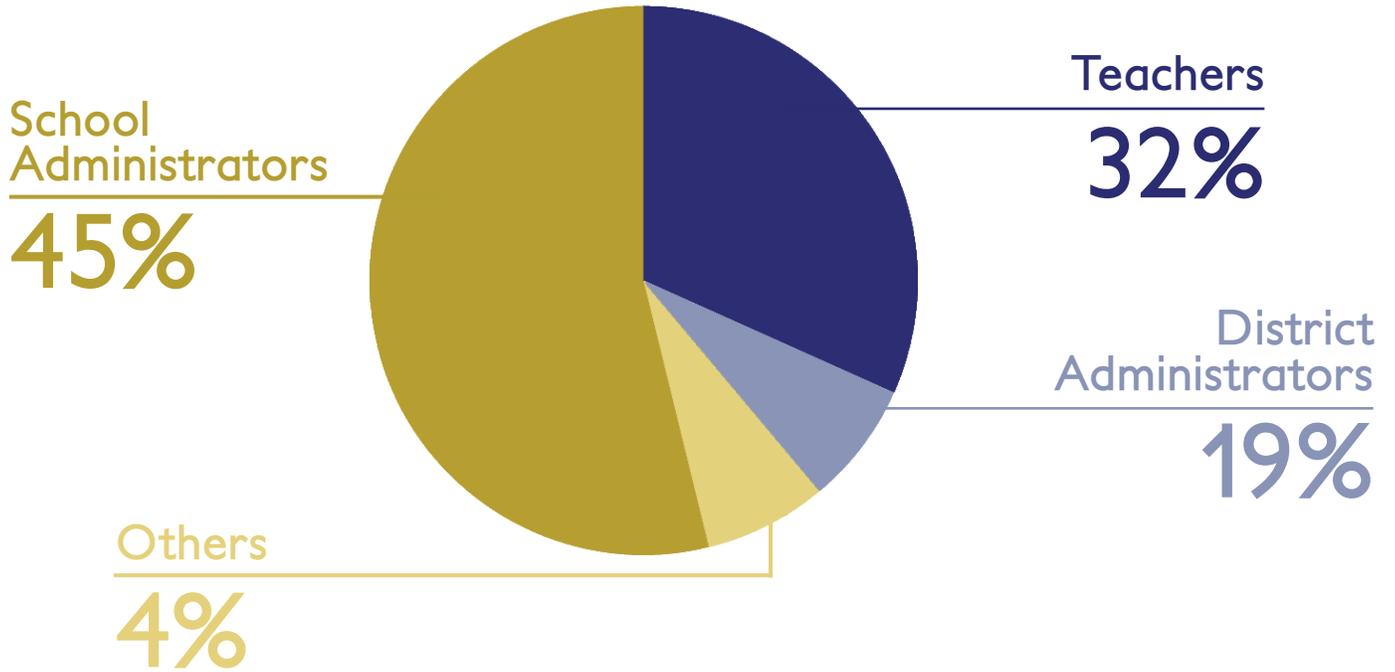
NETWORK with these decision-makers:

- ▶ Assistance Principals
- ▶ Counselors
- ▶ Curriculum Specialists
- ▶ District Executives
- ▶ Educational Consultants
- ▶ Executive Directors
- ▶ Grant Directors
- ▶ Librarians
- ▶ Principals
- ▶ Program Coordinators
- ▶ School Administrators
- ▶ School Board Members
- ▶ Senior Administrators
- ▶ Superintendents
- ▶ Teachers

BIGGER BUDGETS

Armed with grants and funding beyond that of other public schools, as well as discretionary spending accounts, magnet school leaders look to MSA's conferences for new products and services to enhance their schools. This funding creates significant opportunity for your company. Journey with us as we innovate and elevate magnet and theme-based programs across the country.

WHO ATTENDS MSA CONFERENCES?



CONFERENCE SPONSORSHIP PACKAGES AND PARTNERSHIPS

We can customize the perfect sponsorship package for your company based on your goals and budget. We will work with you to create a package that maximizes your investment, and arrange a flexible solution to meet your needs.

Become a partner and take your company's presence to the next level with expanded visibility at all MSA conferences. Partners receive discounts on conferences and services, complimentary event registrations, website presence, white paper article spotlight in MSA's e-newsletter and much more! Contact Andy Falter for more information.

MSA wants to help you build your brand in our community.

Professional Development and Leadership Conferences

MSA believes in the educational investment in our leaders and educators. We endeavor to provide enriching professional development by way of conferences and events throughout the year to build and expand their expertise and skills.

Policy Training Conference

Held every February in the nation's capital during National Magnet School Month, the Policy Training Conference helps magnet school professionals understand the complex federal, state and local policy issues that influence magnet school programs. Political leaders and policy experts provide guidance and analysis on matters related to:

- ▶ Federal education funding,
- ▶ Legal and civil rights issues, and
- ▶ School policies

Attendees visit Capitol Hill and meet with their congressional representatives to raise awareness of the need for and value of magnet schools.

Annual Conference on Magnet Schools

1300-plus principals, teachers and administrators from around the country participate in MSA's annual meeting, which features best practices in curriculum and instruction, technology integration, school leadership and magnet school design. From networking to professional development, access to new tools and information, attendees also tour magnet schools by theme and grade level within the host district.

Fall Technical Assistance and Training Conference

Strategic planning, grant writing, staff development, curriculum and instruction, student assessment, and school leadership are the focus of the annual fall conference. The program is designed to assist district level and school level administrators responsible for creating, expanding, or improving magnet schools.

Webinar Series & Advertising

At MSA, we believe providing online enrichment and professional development is as integral to our members as our in-person conferences. Our webinar series provides online professional development for principals, teachers, magnet coordinators and administrators. Topics include school leadership, curriculum and theme development, project-based learning, technology integration, and much more.

MSA offers the opportunity to advertise throughout the year at our events, on our website, and in our monthly e-newsletter.

2020 Annual Conference | MSA Clark County

	Platinum \$30,000	Gold \$20,000	Silver \$10,000
Full conference registrations	3	2	1
VIP seating <i>Available upon request, for general sessions</i>	✓	✓	
General Session promo <i>60 second commercial and keynote introduction</i>	✓		
Opportunity to host thought-leadership webinar, or feature a case study/success story in MSA's e-newsletter	✓	✓	
Opportunity to present a "case study" as a concurrent session <i>Presentation must include a school or district, and acceptance is subject to selection committee approval</i>	✓		
Mobile app full-screen ad	✓	✓	
Mobile app banner ad			✓
Promoted posts in the mobile app	2	1	
Featured listing in conference mobile app <i>Organization name and description</i>	✓	✓	✓
Attendee bag insert <i>Insert must be provided by sponsor & design approved by MSA</i>	✓	✓	✓
Mention in the national conference press release	✓	✓	✓
Logo & link to sponsor webpage posted on conference site	✓	✓	✓
Logo on MSA produced promotional materials at conference	✓	✓	✓
Send one email to attendees on behalf of sponsor/exhibitor	4 weeks pre 2 weeks post	3 weeks pre 2 weeks post	2 weeks pre 2 weeks post
Complimentary exhibit booth	✓	✓	✓
Right of First Refusal at the 2021 Conference	✓	✓	✓

Don't miss the opportunity to build a presence and market your brand at the largest gathering of magnet school professionals in the country.

High Profile Sponsorship Opportunities

Your company name or logo is prominently displayed on signage and on service items where appropriate (such as cocktail napkins) and in the mobile app/website. Increase brand awareness and bring 2 staff members to network with attendees using your 2 conference passes.

Closing Night Extravaganza | \$25,000

This reception will mark the close of another MSA annual conference. Attendees will celebrate with old friends and new friends as we announce the top National Award Winners for MSA's prestigious Merit Awards program, National Magnet School Teacher of the Year, National Magnet Principal of the Year, and National Superintendent of the Year. Fun times will be had by all with Chicago-themed décor and entertainment. Your investment also includes:

- (5) Extravaganza event passes.
- (50) Drink tickets.
- Sponsored presentation session.
- (3) Promoted posts in the mobile app.
- Full-Screen ad in the mobile app.
- Banner ad in the mobile app.
- Opportunity to ask survey question via the mobile app.
- Five (5) minute "stage time" to discuss products and services.
- Mention in the national conference press release.
- Complimentary exhibit booth.

Opening Night Networking Reception | \$15,000

This conference-wide networking reception takes place on opening day with cash bar and complimentary hors d'oeuvres. This reception – attended by virtually all attendees – is a great way to kick-start a conference filled with innovative workshops and long lasting relationships. You'll enjoy exclusive and prominent exposure in front of conference attendees. A display table will be provided, and you have the option of distributing an exclusive gift to all networking participants. Your investment also includes:

- (2) Opening Night Networking Reception event passes.
- (30) Drink tickets.
- Sponsored presentation session.
- (2) Promoted posts in the mobile app.
- Banner ad in the mobile app.
- Opportunity to ask survey question via the mobile app.
- Mention in the national conference press release.
- Complimentary exhibit booth.

Partnership Reception | \$10,000

This private reception is for a select group of national district-level administrators, hosting school district board members, national conference sponsors, keynote speakers, local school district supporters, exhibitors, partners and the hosting district planning team. This select event for 150 attendees will provide opportunities to meet and interact with decision-makers in a more intimate relationship-development environment. Your investment also includes:

- (2) Partnership Reception event passes.
- Ten (10) additional special invites.
- Five (5) minute "stage time" to discuss products and services.
- Complimentary collateral table.
- Complimentary exhibit booth.

School Tour Transportation | \$10,000

One of the biggest draws to MSA's annual conference is its school tours. Maximize your investment and make use of the travel time between hotel and schools with a video promotion (where available). School tours take place the first day of the conference, so take advantage and make a fresh imprint on attendee minds.

- Two (2) minute video to promote products and services, played on the bus during travel time.
- (2) Promoted posts in the mobile app.
- Banner ad in the mobile app.
- Meet and greet attendees as they board buses.
- Complimentary exhibit booth.
- Sponsor(s) will be listed in and conference program app with company name and 50-word description.



Organizations can partner together on sponsorship.



Speaking opportunity.

Additional Sponsorship Opportunities

Student Scholarships | \$1,500 each

Ten magnet school students from the hosting district will receive a \$1,000 postsecondary scholarship award. These students are selected through a competitive application process read by educators from the hosting district. Student scholarships will be awarded during one of the conference day-programs. The additional \$500 will provide your 2 company representatives the opportunity to be on-stage during the award ceremony, assisting with the presentation of the enlarged scholarship check branded with your company logo. Your 2 representatives will also receive a special invite to our private partnership reception. To top things off, a banner ad in the mobile app will allow you to further your reach and make a statement with the conference attendees.

WiFi | \$5,000

All participants are expected to use on-site WiFi, crucial to the attendee experience. As the official annual conference WiFi sponsor, your name will be everywhere: beginning with the branded information card provided to attendees at check-in, to the event mobile app's WiFi information page to the SSID code. Your name will be what's trending as attendees access WiFi from their laptops and mobile devices.

Attendee Bags | \$5,000

Maximum Exposure

Sponsor receives a complimentary exhibit booth and bag insert. Sponsor will be responsible for providing bags at cost (production and shipping) with MSA approval; must include conference branding.

Bag Insert | \$1,000

Maximum Exposure

Share a story, a message or provide attendees with a promotional product. Your message or promotional product will be inserted into the attendee bag and given to all attendees at check-in.

**Insert/promotional product must be approved by MSA.*

Breakfast | \$4,000 per region

Great targeted opportunity

Support one or more regional breakfasts and your company will be part of each attendee's morning ritual. Each sponsor will have the 2-3 minutes of stage time during the regional breakfast.

Conference Shirt | \$15,000

Maximum Exposure

Conference shirt with sponsor logo provided to each attendee.

Hotel Check-In Flyer | \$1,500

Welcome flyers with pertinent conference information are distributed at the hotel check-in desk. Sponsor logo with web address will be displayed and be the first on-site conference communication attendees see!

Hydration Stations | \$3,000

Water stations and cups will be branded with your logo and placed throughout the meeting space. Stations will be replenished throughout the conference.

Lanyards | \$3,000

Maximum Exposure

This is an excellent promotional opportunity to showcase your brand. Lanyards will be provided to all attendees and placed within each attendee bag. Sponsor will be responsible for providing lanyards at cost (production and shipping) with MSA approval; must include conference branding.



I've had the pleasure of working with the Magnet Schools of America for several years, and at each interaction I have found their team to be tremendously supportive partners. Discovery Education has been proud to participate in Magnet Schools of America's numerous thoughtful keynote and conference sessions, as they offer opportunities for our team to both demonstrate their thought leadership and network with engaged and energetic conference attendees."

— Stephen Wakefield, Vice President of Public Affairs, Discovery Education

Mobile App | \$7,000

You'll have prime exposure on this essential tool attendees use to stay in the know about all conference activities. You will receive a full-screen ad and will have the opportunity to send two promoted posts through the app, as well as include a survey question to gain market research. The mobile app is a key attendee resource, during and after the conference.

Note Pads | \$2,000

Maximum Exposure

Note pads will be placed in each concurrent session room.
**Sponsor to provide note pads. Note pads must be approved by MSA.*

Refreshment Breaks | \$3,500

Great opportunity for interaction

Give attendees the chance to converse with colleagues between sessions mid-morning and mid-afternoon. Help keep the crowd energized and ready to learn!

** Sponsor will have the opportunity to send two promoted posts through the app, each prior to the refreshment break. Cocktail napkins will be branded with company logo.*

Pre-Conference Workshop | \$7,500

Maximum Exposure

Limit to 4 sponsors

Present a hot-topic that is informative and educational to MSA's attendees. You will be seen as thought-leaders and experts in the area and have editorial freedom with regards to content. Please note the content must be approved and cannot be a sales presentation. Benefits include:

- (3) registrations to the pre-conference workshop and MSA Annual Conference.
- Sponsor to host a 45-90 minute thought leadership and educational session.
- Extensive promotion to MSA's community with each sponsor providing details for some of the promotions.
- Appropriate branding for pre-conference workshop.
- MSA will do a post-workshop eblast to attendees on behalf of each sponsor (Sponsor provides details).
- Complimentary exhibit booth at the 2020 Annual Conference.
- Conference bag insert.



Other ideas? Let's work together to customize a package that will achieve your marketing goals.

Exhibitor Opportunities

Advanced Rate (before November 29) **\$2,000** | SAVE \$200
Standard Rate (after November 29) **\$2,200**

Exhibiting offers an additional avenue to engage with MSA's mission and national conference. The exhibit hall is located on the same floor as both registration and general sessions. Exhibitors receive the following package:

- Display space and furniture package of table, chairs and power.
- Two (2) complimentary conference registrations with full access to all conference sessions.
- Exhibitor listed in conference mobile app with organization name and description.
- Exhibitor listed on exhibition signage.
- Exhibitor listed on conference website.
- Send one email to attendees prior to the conference.

Booth & Presentation Package

Advanced Rate (before November 29) **\$3,800** | SAVE \$200
Standard Rate (after November 29) **\$4,000**

Increase your company's exposure by including a presentation with your exhibit booth. Presentations must include a school or district, and acceptance is subject to selection committee approval.

- All Exhibitor Benefits.
- One (1) 70-minute session; presentation listing in conference program and app.
- Promoted post in the mobile app.



2019 October 28-30 | Albuquerque, NM

Technical Assistance & Training Conference (TATC)

	Platinum \$10,000	Gold \$5,000	Silver \$2,000
Full conference registrations	3	2	1
VIP seating <i>Available upon request, for general sessions</i>	✓		
General Session remarks	✓		
Conference program advertisement	Full Page	Full Page	Half Page
Listing in conference materials <i>Organization name and 50-word description</i>	✓	✓	✓
Logo & link to sponsor webpage posted on conference site	✓	✓	✓
Logo on MSA produced promotional materials at conference <i>Recognition throughout conference</i>	✓	✓	✓
Send one email to attendees on behalf of sponsor/exhibitor	3 weeks pre 2 weeks post	2 weeks pre 2 weeks post	2 weeks post
Complimentary exhibit booth	✓	✓	✓
Option to include a refreshment break as part of the sponsorship	✓		
Right of First Refusal at the 2020 Conference	✓	✓	✓

TATC Event Sponsorship Opportunities

Opening Night Networking Reception | \$5,000

This conference-wide networking reception takes place on opening day, with cash bar and complimentary hors d'oeuvres. This reception – attended by virtually all attendees – is a great way to kick-start a conference and make a first impression. You'll enjoy exclusive and prominent exposure in front of conference attendees. A display table will be provided with prominent placement, and you have the option of distributing an exclusive gift to all networking participants. Your investment includes:

- (2) Full conference registrations.
- (2) Opening Night Networking Reception event passes.
- Ten (10) drink tickets.
- Two (2) minute "stage time" to discuss products and services.
- Full-page program advertisement insert.
- Sponsor listed in conference materials with organization name and 50-word description.
- Sponsor logo and link to sponsor's web page on meeting/conference website.
- Sponsor logo on MSA produced promotional signage displayed at event.

Additional TATC Sponsorship Opportunities

Sponsor logo and link to sponsor's web page will be visible on conference web page.

Key Cards | \$800

Maximum Exposure

Be top of mind, and in the pockets, of every attendee staying at the host hotel by sponsoring the Key Cards. These custom key cards are given to all MSA hotel guests at check-in and will stay with them throughout the conference. Sponsor will be responsible for providing key cards at cost (production and shipping) with MSA approval; must include conference branding.

Lanyards | \$600

Maximum Exposure

This is an excellent promotional opportunity to showcase your brand. Lanyards will be provided to all attendees during check-in. Sponsor will be responsible for providing lanyards at cost (production and shipping) with MSA approval; must include conference branding.

Program Insert | \$500

Maximum Exposure

Share a story, a message with a full-page advertisement insert. Your message will be included in the program materials and given to all attendees at check-in.

**Insert/promotional product must be approved by MSA.*

Refreshment Breaks | \$2,000 each

Great opportunity for interaction

Give attendees the chance to converse with colleagues between sessions mid-morning and mid-afternoon. Help keep the crowd energized and ready to learn!

WiFi | \$2,500

All participants are expected to use on-site WiFi, crucial to the attendee experience. Each attendee will receive a branded information card containing WiFi access instructions during check-in. WiFi informational slides will be displayed during general sessions with your logo.

TATC Exhibitor Opportunities

Exhibit Table

Advanced Rate (on/before September 30) **\$900** | SAVE \$100
Standard Rate (after September 30) **\$1,000**

Exhibiting offers an additional avenue to engage with MSA's mission and national conference. The exhibit hall is located on the same floor as both registration and Exhibitors receive the following package:

Display space and furniture package of table, chairs and power

Two (2) complimentary conference registrations with full access to all conference sessions

Exhibitor listed in printed conference program with organization name and 50-word description

Exhibitor listed in conference program app with organization name and description

Exhibitor listed on exhibition signage

2020 February 5-7 | Washington, DC Policy Training Conference (PTC)

	Platinum \$10,000	Gold \$5,000	Silver \$2,000
Full conference registrations	3	2	1
VIP seating <i>Available upon request, for general sessions</i>	✓		
General Session remarks	✓		
Conference program advertisement	Full Page	Full Page	Half Page
Listing in conference materials <i>Organization name and 50-word description</i>	✓	✓	✓
Logo & link to sponsor webpage posted on conference site	✓	✓	✓
Logo on MSA produced promotional materials at conference <i>Recognition throughout conference</i>	✓	✓	✓
Send one email to attendees on behalf of sponsor/exhibitor	3 weeks pre 2 weeks post	2 weeks pre 2 weeks post	2 weeks post
Complimentary exhibit booth	✓	✓	✓
Option to include a refreshment break as part of the sponsorship	✓		
Right of First Refusal at the 2021 Conference	✓	✓	✓

PTC Event Sponsorship Opportunities

Opening Night Networking Reception | \$5,000 each

This conference-wide networking reception takes place on opening day, with cash bar and complimentary hors d'oeuvres. This reception – attended by virtually all attendees – is a great way to kick-start a conference and make a first-impression. You'll enjoy exclusive and prominent exposure in front of conference attendees. A display table will be provided with prominent placement, and you have the option of distributing an exclusive gift to all networking participants. Your investment includes:

- (2) Full conference registrations.
- (2) Opening Night Networking Reception event passes.
- Two (2) minute "stage time" to discuss products and services.
- Full-page program advertisement insert.
- Sponsor listed in conference materials with organization name and 50-word description.
- Sponsor logo and link to sponsor's web page on meeting/conference website.
- Sponsor logo on MSA produced promotional materials displayed at event.

Additional PTC Sponsorship Opportunities

Sponsor logo and link to sponsor's web page will be visible on conference web page.

Key Cards | \$700

Maximum Exposure

Be top of mind, and in the pockets, of every attendee staying at the host hotel by sponsoring the Key Cards. These custom key cards are given to all MSA hotel guests at check-in and will stay with them throughout the conference. Sponsor will be responsible for providing key cards at cost (production and shipping) with MSA approval; must include conference branding.

Lanyards | \$500

Maximum Exposure

This is an excellent promotional opportunity to showcase your brand. Lanyards will be provided to all attendees during check-in. Sponsor will be responsible for providing lanyards at cost (production and shipping) with MSA approval; must include conference branding.

Program Insert | \$400

Maximum Exposure

Share a story, a message with a full-page advertisement insert. Your message will be included in the program materials and given to all attendees at check-in.

**Insert/promotional product must be approved by MSA.*

Refreshment Breaks | \$1,700 each

Great opportunity for interaction

Give attendees the chance to converse with colleagues between sessions mid-morning and mid-afternoon. Help keep the crowd energized and ready to learn!

WiFi | \$1,700

All participants are expected to use on-site WiFi, crucial to the attendee experience. Each attendee will receive a branded information card containing WiFi access instructions during check-in. WiFi informational slides will be displayed during general sessions with your logo.



Renzulli Learning is a proud supporter of MagnetSchools of America (MSA). We applaud MSA's advocacy activities at the national level, which include the preservation of \$105 Million in funding for the Magnet Schools Assistance Program (MSAP) which promotes diversity in magnet schools across the nation. MSA is also spearheading the implementation of national standards and sharing of best practices among its member schools to continuously improve the student academic performance and educational experience."

– Michael N. DiMauro
Chief Executive Officer, Renzulli Learning

Other Opportunities

MSA hosts monthly webinars during the school year on topics of interest to members.

Thought Leader Webinar | \$2,500 each

Present a hot topic that is informative and educational to MSA's membership. You will be seen as thought-leaders and experts in the area.

Sponsored Webinars | \$1,000 each

MSA develops content and speakers for webinars throughout the year. As a sponsor, you receive brand recognition on all promotional communications, have the opportunity to make brief remarks at the beginning of the broadcast and will receive a registration list post webinar.

MSA webinars range between 30-60 minutes in length. Please note, the webinar is streamed live via web-based platform, and will be archived for our members to access post presentation.

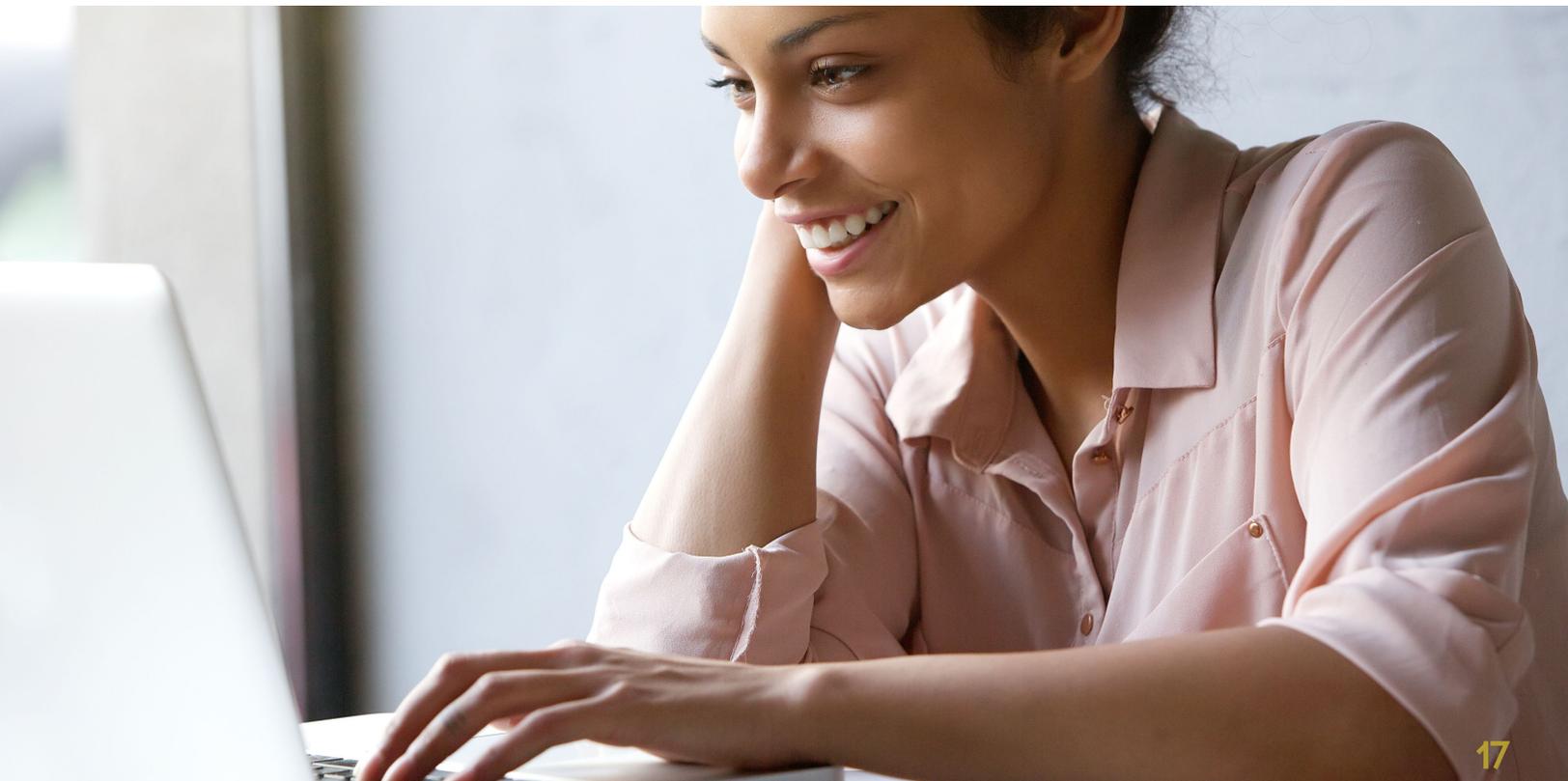
2019-2020 Advertisement Opportunities

Advertise your brand with MSA all year long! We offer our partners several opportunities to advertise their products and services to magnet school teachers and leaders.



SchoolMint has participated in the Magnet Schools of America conference for the past several years and we have been consistently impressed with the access to key district and school-level personnel. The conference organizers build in time for networking and interaction with participants and give you access to attend sessions where you can garner critical information about the magnet school marketplace. Overall, our partnership with MSA has been highly beneficial and we plan to continue to attend future conferences due to the high ROI we have received."

– Matt Coats
Strategic Partnerships, SchoolMint



Where can I advertise my brand?

- ▶ MSA Conferences
- ▶ MSA website
- ▶ Full-page color banner on homepage with company information link
- ▶ Sponsored webinar
- ▶ Support page listing
- ▶ *eChoice* monthly Newsletter

For further information and to discuss new partnership opportunities or to customize a package, please contact:

Andy Falter

Manager of Sponsorships and Exhibits

andy.falter@magnet.edu
203.797.9559

