EXHIBIT, SPONSORSHIP & MEDIA PROSPECTUS

BOOST CONFERENCE

APRIL 26 - 29, 2022

PALM SPRINGS, CALIFORNIA

boost CONFERENCE

INSPIRE YOUTH • INSPIRE LEARNING • INSPIRE CHANGE

boostconference.org

What is the BOOST Conference?

BOOST is the largest, most recognized and comprehensive global convening for after school, expanded learning, and in and out-of-school time professionals. With over 2,500 attendees from around the globe, we offer more than 175 exceptional workshops focusing on the latest trends and research in innovative and quality in and out-of-school time programming. This annual event will rejuvenate passion and provide tools and resources that will inspire to create change.

From Pre-Conference Academies, to Town Hall Meetings and Master Classes, all set in a retreat-like atmosphere amongst the beautiful landscape of Palm Springs, there's truly something for everyone to feel inspired about.

Sponsorship is a great opportunity to demonstrate your support for the in and out-of-school time community as well as increase your organization's visibility and exposure throughout the conference. This is your opportunity to reach a highly influential audience in a prime and credible environment while making a long-term impact to the development of our field.

BOOST Conference offers a variety of marketing and sponsorship amenities designed to fit every style and budget. These proven marketing tactics will increase your visibility at BOOST and increase your return on investment.

For questions on becoming a BOOST Sponsor, please contact **Andrea Seals Wilson, Exhibit & Sponsorship Account Manager** at **619-940-6371** or **exhibitors@boostconference.org**.

The Largest Global Convening of In and Out-of-School Time Educators!

Why Sponsor the BOOST Conference?

Sponsoring the BOOST Conference is a great investment for your organization.

Build Your Network. Engage and interact with BOOST attendees and presenters from around the globe. Build valuable relationships with top decision-makers during ample time dedicated to the Exhibit Hall or while attending our many networking and poolside events throughout the conference.

Access Decision-Makers. Experience unparalleled access to top decision-makers and leaders across the field with attendees coming from 48 states and 5 countries.

Build Your Brand. Enjoy brand recognition opportunities before, during, and after BOOST. When you become a sponsor of BOOST you become a valued partner in the crusade for quality in-and-out-of-school education and providing mentors with the tools and resources they need to make a lasting impact on our youth. We understand the value our partner bring and the important role they play in creating a successful conference and we strive to help our attendees to see this value.

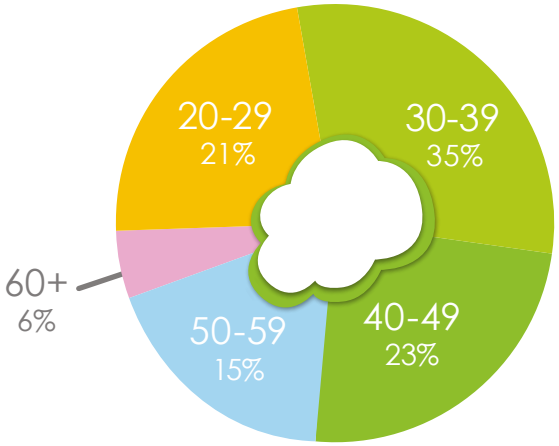
BOOST CONFERENCE
SAVE THE DATE

April 26 - 29 **2022**
April 25 - 28 **2023**
April 30 - May 3 **2024**

REGISTER YOUR TEAM TODAY AT **BOOSTCONFERENCE.ORG**
PALM SPRINGS, CALIFORNIA

BOOST CONFERENCE ATTENDEES

CATEGORIZED BY AGE



ATTENDEES CATEGORIZED BY HIGHEST LEVEL OF EDUCATION

2%	High School Diploma/GED
11%	Some College
9%	Associate's Degree
43%	Bachelor's Degree
32%	Master's Degree
3%	Doctorate Degree

WE ASKED OUR ATTENDEES TO DEFINE THEIR JOB RESPONSIBILITIES IN WHICH THEY SPEND THE LARGEST PERCENTAGE OF THEIR TIME EACH WEEK.

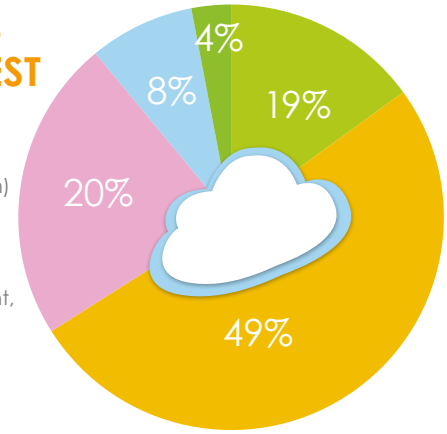
19% **Upper-Level Administration**
(Manage an organization, manage a budget, fundraise and/or work with a governing board)

49% **Mid-Level Administration**
(Manage/direct one or more program sites)

(Other: 4%)

20% **Direct Service**
(Work directly with children/youth)

8% **Capacity-Building**
(Provide professional development, technical assistance, monitor programs, evaluation programs, and/or conduct research)

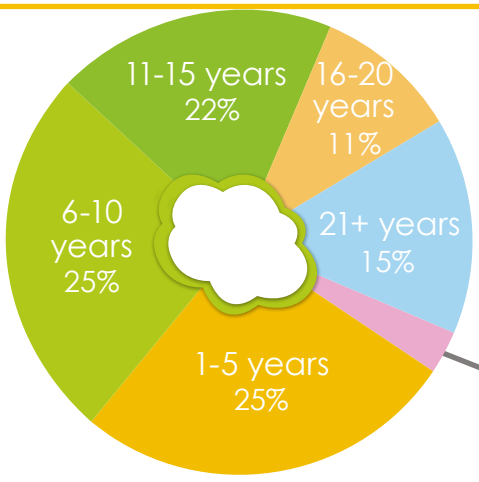


60% Work with one or more youth programs

77% Work Full-Time (35 hours/week or more)

OUR ATTENDEES WORK WITH THE FOLLOWING YOUTH POPULATIONS AND WERE ASKED TO CHECK ALL THAT APPLY:

3%	Infants/Toddlers	20%	Preschoolers	83%	K-5th Graders
67%	6-8th Graders	34%	9-12th Graders	7%	College Students
23%	Special Needs Youth	23%	ESL Youth	5%	Youth who have dropped out of school



NUMBER OF YEARS OF EXPERIENCE WORKING WITH YOUTH PROGRAMS

GEOGRAPHIC REPRESENTATION

62%	California
38%	Other states

States represented	48
Countries represented	5

Based on 2019 BOOST Conference demographics

BOOST CONFERENCE SURVEY RESULTS

94% When surveyed, 94% of BOOST Conference attendees said they learned about a new product or service from the BOOST Exhibit Hall.

87% When surveyed, 87% of attendees said they found a vendor or service provider in the BOOST Exhibit Hall that they will be working with in the coming year.

ATTENDEE PURCHASING POWER

75% **75%** are Decision Influencers (make solution recommendations but need final approval) or Decision-Makers (make final purchasing decisions for their school/site/organization)

17% **17%** are Requestors (asks for solutions that meet the needs of their program)

8% **8%** have no decision making power

95% **95%** of our attendees' employers pay for them to attend BOOST.

66% Only **34%** of BOOST attendees are required to attend the BOOST Conference. The other **66%** aren't required to attend but choose to come for the valuable resources.

OUR ATTENDEES ARE EMPLOYED BY THE FOLLOWING:

- 50% School Districts
- 22% Independent Community Based Organizations
- 10% Affiliate of a Non-Profit Organizations (such as YMCAs)
- 10% Mix of other youth development organization programs
- 8% Government Agency

OUR ATTENDEES' ORGANIZATIONS/PROGRAMS PROVIDE SERVICES DURING THE FOLLOWING TIMES:

- 97% Afterschool
- 64% Summer
- 46% Before School
- 30% Intersessions/School Breaks
- 24% During School
- 17% Weekends
- 15% Evenings

OUR ATTENDEES SUPPORT THE FOLLOWING ACTIVITIES/SERVICES AT THEIR ORGANIZATION:

- 61% 21st Century Learning
- 20% Alcohol, Tobacco, and other Drug Prevention
- 54% Arts and Culture
- 9% Blended Learning
- 27% Camps
- 32% Character Development
- 9% Charter Schools
- 5% Child Advocates
- 27% Community-Based Organizations
- 8% Community Empowerment & Injustice
- 8% Community Schools
- 34% Curriculum and Academic Support Programs
- 16% E-Learning Education Technology
- 3% Faith Based Organizations
- 20% Family Support Services
- 10% Foster Youth
- 8% Gang and Violence Prevention
- 8% Gender & Culturally Responsive Programs
- 5% Global Learning
- 4% Grantors & Donors
- 5% Health Care
- 29% Healthy Behavior
- 7% Higher Education
- 6% Homeless & Runaway Youth
- 16% Jobs, Internships & Career Programs
- 4% LGBTQ+
- 5% Librarians
- 4% Local Business
- 7% Mental Health Practitioners
- 21% Mentoring Programs
- 13% Organized Sports Leagues
- 10% Parent Teacher Organizations
- 23% Parents/Guardians
- 10% Parks & Recreation
- 25% Project-Based Learning
- 4% Researchers and Evaluators
- 18% Safe Schools
- 13% School Administration
- 16% School-Aged Care and Childcare Programs
- 6% School Boards
- 8% School Counselors
- 37% SEL- Social Emotional Learning
- 14% Service Learning and Volunteer Programs
- 7% Social Workers
- 11% Special Education
- 55% STEM/STEAM
- 50% Summer Programs
- 20% Teachers
- 6% Youth-Led Participatory Action Research

Based on 2019 BOOST Conference demographics

Sponsor and Exhibitor Survey Results:

95% of vendors agreed that they had ample time to interact with attendees.

95%

91% of BOOST Conference sponsors were satisfied with the exposure they received from their sponsorship.

91%

92% of vendors said they would recommend the BOOST Conference to another organization.

92%

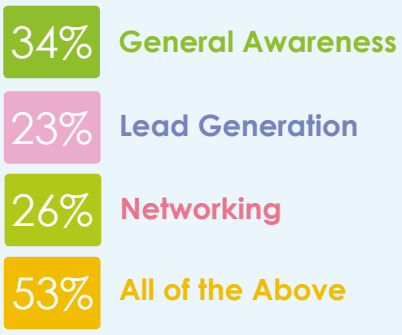
89% of vendors agreed that attendees were the right level of decision-makers for their product or service.

89%

95% of exhibitors that hosted or sponsored a workshop were satisfied with the level of attendance and interest they received in their session.

95%

BOOST exhibitors and sponsors had the following primary objectives while attending the BOOST Conference:



92% **92%** of exhibitors felt that their primary objective was met at BOOST.

100% **100%** of our exhibitors were satisfied with the customer service they received prior and during the BOOST Conference.

Exhibit space for over 100 Exhibitors SOLD OUT at our last two in-person conferences.

Based on 2019 BOOST Conference demographics

EXHIBIT

Exhibit at the largest and most recognized global convening for after school, expanded learning, in and out-of-school time professionals. Set in a retreat-like atmosphere, the BOOST Conference is the preferred conference for key stakeholders and decision makers in the after school and out-of-school time profession. If you have products and services designed for educators, administrators, or in and out-of-school time professionals, you can't afford to miss this year's BOOST conference!

7 REASONS TO EXHIBIT AT BOOST

1. Stature

A conference with recognizable stature in the after school, expanded learning, and in and out-of-school time field attracting an estimated audience of over 2,500 professionals.

2. Key Clientele

Key decision makers and stakeholders attend the BOOST Conference exclusively.

3. Dedication

The BOOST Exhibit Hall hosts Inspiration Station workshop sessions, 3 conference meals, 2 afternoon receptions, and 1 morning break, offering more hours of dedicated time for Attendees to network with exhibitors during the conference.

4. Communication

Full-time Exhibitor support staff provide unparalleled customer service and communication to our Exhibitors and Attendees every step of the way.

5. Collaboration

We only contract with drayage providers who offer move-in and move-out flexibility and affordability. Our providers are the easiest and friendliest to work with in the business.

6. Cost Effectiveness

We pride ourselves on providing pricing below the standard market rates with upfront costs and no hidden fees.

7. Location, Location, Location

The BOOST Conference is located in the beautiful city of sunny Palm Springs, providing a wide variety of restaurants and entertainment within walking distance from your hotel.

SPONSORS & EXHIBITORS

BOOST is our FAVORITE! We go to many, many conferences as exhibitors and none compare! The time given for attendees to be in the exhibit hall is great!! The way the staff treats the exhibitors is fabulous! Words cannot express how much we feel valued at BOOST or how wonderful the exhibit staff is to work with! Kudos to a job well done!
Anonymous
BOOST Exhibitor

"As a 1st-time exhibitor at BOOST, the experience was GREAT and definitely worth it for us! The BOOST team did a great job of keeping attendee time with exhibitors as an inclusionary activity and an integral part of the conference - making it a worthwhile event. The upbeat energy and vibe of the conference permeated throughout both days of our exhibitor time and maintained a very positive attitude amongst conference attendees. We registered for the following year before leaving Palm Springs!"
Steve Hoy, CEO, DimensionU, Henrico, VA
BOOST Conference Exhibitor

As a long time BOOST exhibitor, 2019 was the first year GOPHER purchased an Exhibitor Showcase Workshop sponsorship. It was a great opportunity for us to get in front of the decision makers of before and after school and showcase the products and activities we offer to promote physical activity. I left the Exhibitor Showcase with nearly 50 valuable leads for our organization to follow-up with and at just a couple weeks post-BOOST we've already finalized sales that far exceed the cost of the sponsorship!
Jordan Stolp, Regional Sales Manager, GOPHER, Owatonna, MN
BOOST Conference Exhibitor

2022 EXHIBITOR GENERAL INFORMATION

The BOOST Conference represents global educators from all levels of programming. Below is information to help you and your organization make the best of this year's exhibitor showcasing opportunities.

EXHIBIT DATES & HOURS

The BOOST Conference will be held April 26 - 29, 2022, at the Palm Springs Convention Center. The Exhibitor Expo will be held April 27 - 28, 2022, at the Palm Springs Convention Center.

EXHIBIT HOURS

Move In	Tuesday, April 26	11:00 am - 6:00 pm
Show On	Wednesday, April 27	7:30 am - 4:00 pm
	Thursday, April 28	8:00 am - 3:31 pm
Move Out	Thursday, April 28	3:31 pm - 7:00 pm

The BOOST Conference Exhibit Hall hosts multiple conference meals, afternoon receptions, and more dedicated Exhibit Hall time than any other conference in the industry.

Wednesday, April 27 Highlights

7:30 am	Breakfast w/ Exhibitors
7:30 am - 4:00 pm	Exhibit Hall Grand Opening
9:45 am - 10:15 am	BOOST Break w/ Exhibitors Meet the Authors
10:30 am - 3:30 pm	Inspiration Stations throughout Exhibit Hall
1:30 pm - 2:30 pm	BOOST Break w/ Exhibitors Meet the Authors

Thursday, April 28 Highlights

8:00 am	Breakfast w/ Exhibitors
8:00 am - 3:31 pm	Exhibit Hall Open
10:00 am - 2:00 pm	Inspiration Stations throughout Exhibit Hall
12:00 pm - 1:00 pm	Networking Lunch w/ Exhibitors, Meet the Authors
2:30 pm - 3:31 pm	BOOST Break w/ Exhibitors Pop Up Deals and Meet the Authors

BOOTH OPTIONS (Please see Exhibit Hall Map for booth type locations)

PREMIER ISLAND LOCATION $5,035
30x20 island (no pipe and drape), 5 conference registrations, breakfast, lunch, and receptions for 5 exhibitors, company listing in our digital conference brochure, website & app, newsletter content ad ($250 value), 3 social media promotions

ISLAND LOCATION $3,475
20x20 island (no pipe and drape), 4 conference registrations, breakfast, lunch, and receptions for 4 exhibitors, company listing in our digital conference brochure, website & app, 3 social media promotions

CORNER PRIME LOCATION $1,400
10x10 booth (with pipe and drape), 2 conference registrations, breakfast, lunch, and receptions for 2 exhibitors, company listing in our digital conference brochure, website & app

PRIME LOCATION $1,300
10x10 booth (with pipe and drape), 2 conference registrations, breakfast, lunch, and receptions for 2 exhibitors, company listing in our digital conference brochure, website & app

ADDITIONAL PRIME LOCATIONS (DISCOUNTED) $1,200
(Add 100 sq. feet) 10x10 booth (with pipe and drape), 2 conference registrations, breakfast, lunch, and receptions for 2 additional exhibitors

NON-PROFIT ALLEY LOCATION $1,000
(100 sq. feet) 10x10 booth with (pipe and drape), 2 conference registrations, breakfast, lunch, and receptions for 2 exhibitors, company listing in our digital conference brochure, website & app

CUSTOM LOCATIONS - CALL FOR PRICING
Custom exhibit locations are available inside Exhibit Hall (Oasis 3/A-4). Designed for large-scale exhibits and custom configuration exhibits. Call **Andrea Seals Wilson** at **619-940-6371** to inquire about details and pricing.

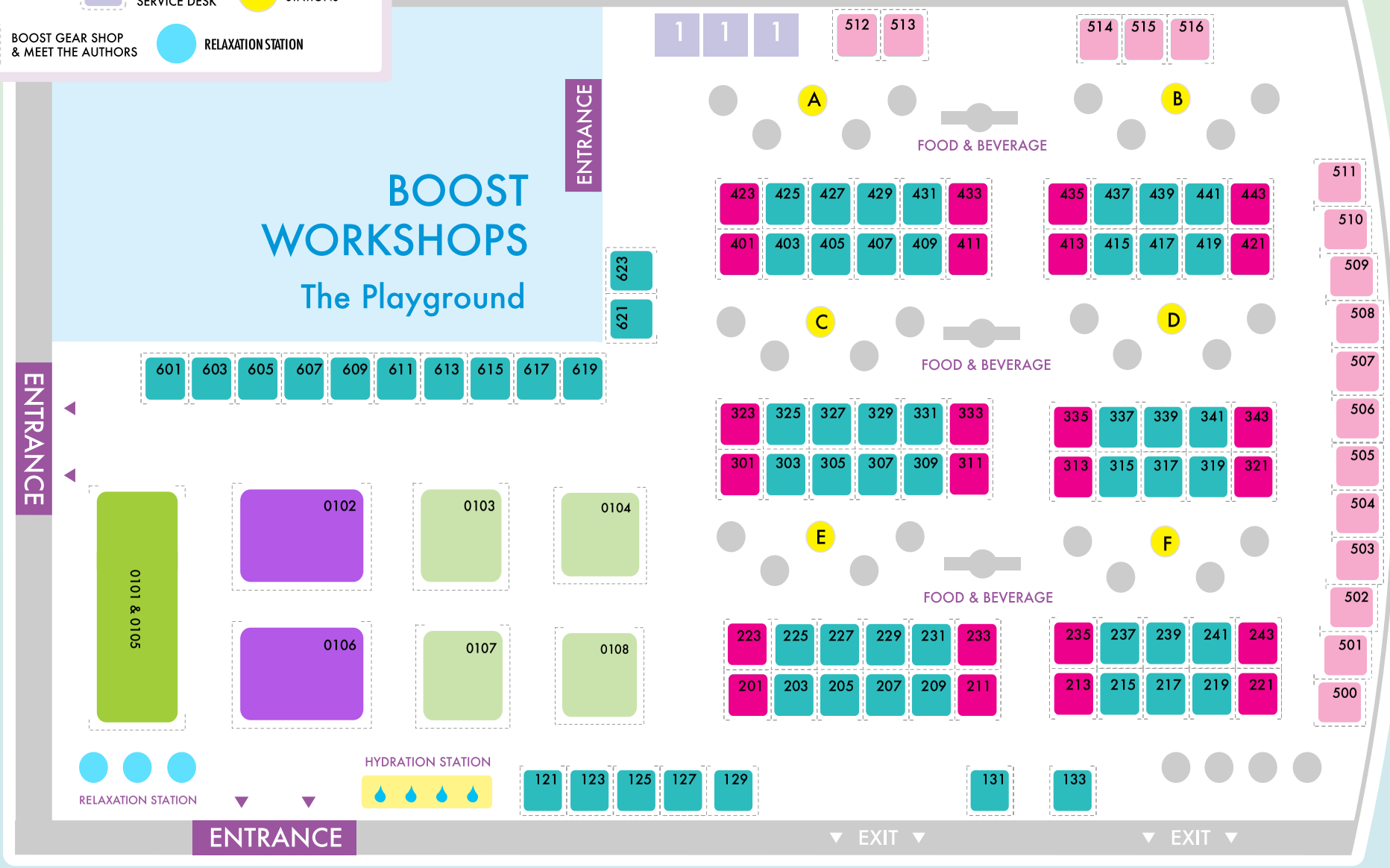
2022 BOOST EXHIBIT HALL MAP

boost CONFERENCE

EXHIBIT DATES: APRIL 27 & 28, 2022 • PALM SPRINGS CONVENTION CENTER • OASIS 3A-4 • PALM SPRINGS, CA

BOOTH LOCATION LEGEND

- PREMIER ISLAND
- ISLAND
- FRONT PORCH
- PRIME
- NON-PROFIT
- X SOLD
- CORNER PRIME
- 1 EXHIBIT REGISTRATION SERVICE DESK
- INSPIRATION STATIONS
- BOOST GEAR SHOP & MEET THE AUTHORS
- RELAXATION STATION



* Please note that booth locations and facility space are subject to change based on the final approval of the Fire Marshall and current COVID-19 Guidelines.

SHOW MANAGEMENT

BOOST COLLABORATIVE
1286 University Avenue #739
San Diego, CA 92103

619-940-6371
exhibitors@boostconference.org
www.boostconference.org/exhibitors

SPONSORSHIP AMENITIES

GET SOCIAL

BOOST Live Networking Reception (1 available, Wednesday)	$15,000
Poolside Welcome Reception (1 available, Tuesday)	$9,000
BOOST Speaker & VIP Soiree (1 available, Wednesday)	Minimum $5,000
Drink Tickets During Receptions (4 available, Tuesday, Wednesday, and Thursday)	Minimum $2,000
General Session Inspiration BOOSTer (2 available, Wednesday and/or Thursday)	$1,800
Homecoming Party (3 available)	$1,500
General Session Company Promotional Video (2 available)	$1,300
Host a Public/Private Reception (several available)	Minimum $200 - Call to inquire

WORKSHOP OPPORTUNITIES

Workshop Strand (3 available)	$12,500
Mini-Workshop Strand or Academy (2 available)	$8,500
Large Exhibitor Showcase Workshop Session (3 available)	$1,200 - $1,250
Exhibitor Showcase Workshop Session (6 available)	$800 - $1,050
BOOST Morning Recess Activity (2 available, Thursday and/or Friday)	$700
Camp Inspire Workshop Session (12 available)	$375

BRANDING

Front Porch Seating/Networking Hub (7 available)	$1,300
General Session Chair Drop (3 available)	$1,300
Hydration Station Water Cooler (1 available)	$1,200
Floor Decal Advertisements (5 available)	$1,000
Digital Conference Brochure Advertisements (several available)	$175 - $925
Pop-Up Signage Sponsor (5 available)	$600
Attendee Tote Bag Stuffing - Flyer (Limited to 10)	$500

UNIQUE OPPORTUNITIES

BOOST Breaks in the Exhibit Hall (2 available, Wednesday and/or Thursday)	$5,000
Sponsor a Keynote Speaker (6 available)	$5,000
Official Conference App Sponsor (1 available)	$3,000
OSTI Award (Out-of-School Time Innovations) (2 available)	$2,500
Meet the BOOST Leadership Team Marketing Opportunity (6 available)	$825
Send Someone to BOOST Scholarship Fund (unlimited)	$540
Duck Duck BOOST Team (4 available)	$300

BOOST ONLINE TRAINING & LEARNING COMMUNITY

Online Training Sponsorship (12 available)	$2,000
Vendor Marketplace Profile (unlimited)	$395
Speaker's Corner Profile (unlimited)	$395

Call to inquire about additional creative opportunities.

- Wireless Internet Access
- Your custom idea here!

Sponsorship Contact:

If you would like to discuss becoming a Sponsor of the BOOST Conference or have other creative ideas not listed here, please contact **Andrea Seals Wilson, Exhibit & Sponsorship Account Manager,** at **619-940-6371.** **exhibitors@boostconference.org**

MEDIA AND ADVERTISING OPPORTUNITIES

DIGITAL AUDIENCE

BOOST CONFERENCE WEBSITE

- AVERAGE PAGEVIEWS: 100,000+
- AVERAGE VISITORS REACHED: 47,000+
- AVERAGE MONTHLY PAGEVIEWS: 8,300+
- AVERAGE MONTHLY VISITORS REACHED: 3,900+

BOOST CAFE WEBSITE

- AVERAGE PAGEVIEWS: 65,000+
- AVERAGE VISITORS REACHED: 32,000+
- AVERAGE MONTHLY PAGEVIEWS: 5,400+
- AVERAGE MONTHLY VISITORS REACHED: 2,600+

OUR SOCIAL MEDIA REACH

3,610+	4,460+	2,220+	490+	270+	720+

BOOST CONFERENCE NEWSLETTER

SUBSCRIBERS: 26,000+

DIGITAL ADVERTISING OPPORTUNITIES

We offer several digital advertising opportunities on our websites, in our monthly newsletters, and across our social media channels. All advertisements are subject to approval and availability. For exposure to the educators and organizations we serve, you can choose from the following advertising options:

BOOST CONFERENCE WEBSITE ADVERTISING

THE BOOST CONFERENCE WEBSITE RECEIVES OVER
100,000+
PAGEVIEWS ANNUALLY

Inline 728x90 leaderboard banner	**$400/mo**
Sidebar 160x600 skyscraper banner	**$300/mo**
Lower sidebar 200x200 square	**$250/mo**

BOOST CAFE WEBSITE ADVERTISING

THE BOOST CAFE WEBSITE RECEIVES
65,000+
PAGEVIEWS ANNUALLY

Inline 728x90 leaderboard banner	**$350/mo**
Lower sidebar 250x250 square	**$200/mo**

BOOST CONFERENCE & CAFE NEWSLETTERS

OUR NEWSLETTERS ARE CIRCULATED TO
26,000+
EDUCATORS EACH MONTH

Both top and bottom banner	**$500**
Top banner only	**$400**
Newsletter content ad	**$250**
Bottom banner only	**$150**

SOCIAL MEDIA ADVERTISING

SHARE YOUR PRODUCTS AND SERVICES WITH OUR
10,200+
COMBINED SOCIAL MEDIA FOLLOWERS

(3) posts - Twitter, Facebook, and Instagram **$100**

Custom social media promotion ideas, **Contact us:**
exhibitors@boostconference.org

We look forward to seeing you in sunny Palm Springs!

PALM SPRINGS

Palm Springs is indeed the year-round vacation destination for groups, individuals, and families, with something for everyone. Enjoy our 350 days of sunshine a year, shopping, golfing, hiking, adventure, Jeep tours, gaming, mid-century modern architecture, cultural events, museums, and nightlife, or just sit back and relax by the pool shadowed by our magnificent mountains. Discover a year round paradise with turquoise skies and purple mountains and embrace a village vibe that is as unique as it is irresistibly chic. Soak up a perfect blend of outdoor diversion and casual relaxation. Allow your spirit to be energized in an atmosphere that can only be found right here. Fun, sun, and the never ending allure of Palm Springs. Let the pristine desert air fill your with an energy that is nothing short of miraculous.

ACCOMMODATIONS

Conference room blocks are available at the following hotels:

- **Courtyard Marriott Palm Springs**
- **Hilton Palm Springs Resort**
- **Palm Mountain Resort**
- **Renaissance Palm Springs Hotel**
- **The Rowan Palm Springs**

For more information on BOOST Conference Accommodations and additional hotels, please visit:
boostconference.org/accommodations

EXHIBITOR & SPONSORSHIP CONTACT:

If you would like to discuss becoming a Sponsor of the 2022 BOOST Conference or have other creative ideas not listed here, please contact BOOST Collaborative at

exhibitors@boostconference.org
boostconference.org/sponsors
boostconference.org/exhibitors

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