

IOWA BEST SUMMIT

CORALVILLE, IOWA | SEPTEMBER 15-16, 2024



Exhibits and Sponsorships

IOWA

Scanlan Center for
School Mental Health

About the Summit



The 2024 Iowa BEST (Behavioral, Equitable, Social-Emotional, Trauma-Informed Health in Schools) Summit is the state's premier professional learning event of the year.

We bring together 1,500+ educators, school administrators, school counselors, and school mental health champions from across Iowa to share social-emotional-behavioral health trends, solutions, research, and best practices.

This is the 4th annual Summit, and the first year at a new venue in Coralville, Iowa.

Take advantage of this opportunity to build awareness of your products, programs, and services that support student and school staff mental and emotional well-being.

Limited exhibit and sponsor opportunities are available and are offered first-come, first-served.

Sunday, September 15

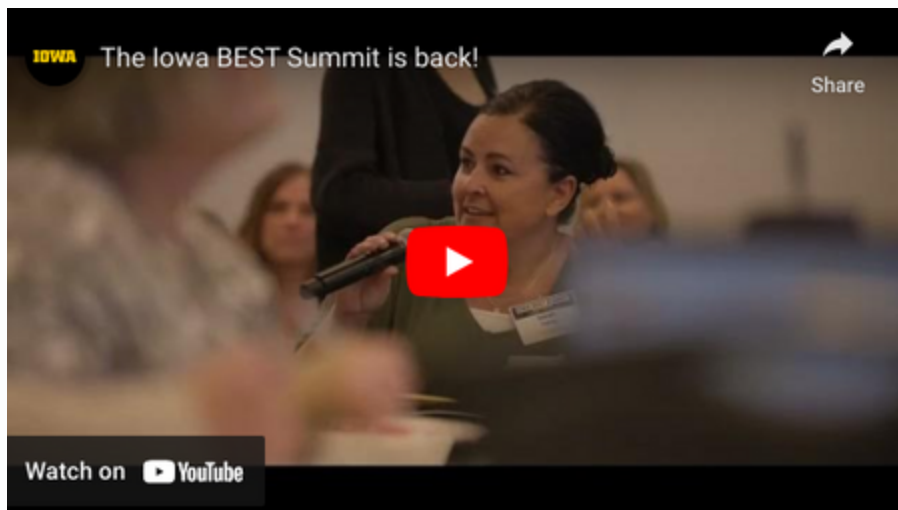
12:00 p.m. - 5:30 p.m.

Monday, September 16

7:45 a.m. - 5 p.m.

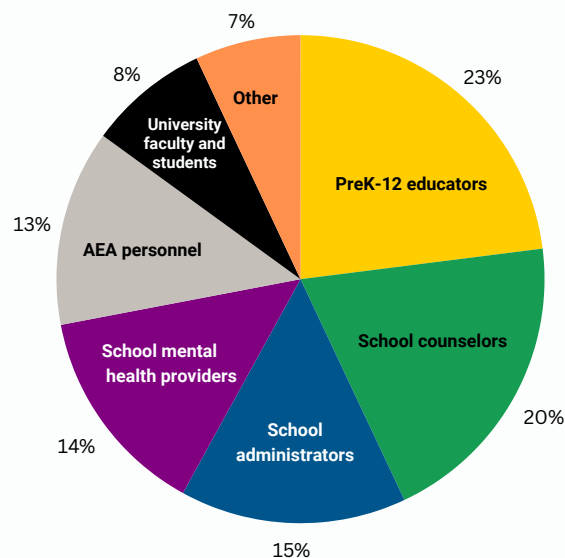
About the Summit

See the Summit



Who Will Be There?

At the 2024 Iowa BEST Summit, you will have access to more than 1,500 PreK-12 educators, school and district administrators, and community providers.



Audience demographics from the 2022 Iowa BEST Summit

Sponsorship Opportunities



Platinum Level - \$10,000+

- Verbal thank-you during opening session
- 1-page insert in the conference bags
- Company name and logo featured on signage respective to selected sponsor opportunity
- Recognition in the Summit mobile app
- Logo featured on general session looping slides
- Name and logo in the pre-conference and post-conference email to attendees
- Complimentary Exhibit Booth Package along with all exhibitor benefits

Select one of the following exclusive Platinum sponsorship opportunities at no additional cost (while supplies last):

→ **Keynote Speaker (1)**

Be recognized during the session as well as during any meet-and-greet opportunities by the speaker.

→ **Lunch Sponsor (1)**

Your logo will featured prominently throughout the lunch space.

→ **Lanyards (1)**

Your logo will be featured on the lanyards which are worn by all conference participants.

→ **Wireless Internet (1)**

Wireless makes the Summit go! Your company name will be featured as the wifi password.

Sign up to be a **Platinum** sponsor:

bit.ly/iowaBEST2024



Sponsorship Opportunities



Gold Level - \$5,000+

- Company name and logo featured on signage respective to selected sponsor opportunity
- Recognition in the Summit mobile app
- Logo featured on general session looping slides
- Name and logo in the pre-conference and post-conference email to attendees
- Complimentary Exhibit Booth Package along with all exhibitor benefits

Select one of the following exclusive Gold sponsorship opportunities at no additional cost (while supplies last):

→ Coffee Break (1)

Keep the attendees caffeinated by sponsoring a coffee break station on Monday.

→ Headshot Photo Booth (1)

Help our educators and attendees make a great first impression.

→ Charging Station (1)

Help our attendees “recharge” their phone/tablet/laptop batteries. The recharging hub will feature your logo.

→ Snack Break (2)

Nourish and reenergize the attendees by featuring your logo next to the healthy snack break stations. Two will be available - one on Sunday afternoon and one on Monday afternoon.

→ Wellness Activities (1)

Promote your company while promoting wellness! Sponsor our Monday morning wellness activities (i.e. yoga, trail run, etc.).

Sign up to be a **Gold** sponsor:

bit.ly/IowaBEST2024



Sponsorship Opportunities



Silver Level - \$2,500

- Recognition in the Summit mobile app
- Logo featured on general session looping slides
- Name and logo in the pre-conference and post-conference email to attendees
- Complimentary Exhibit Booth Package along with all exhibitor benefits

Sign up to be a **Silver** sponsor:

bit.ly/iowaBEST2024



Exhibit Booth

Location

Hyatt Regency Coralville
Hotel and Conference Center
300 East 9th Street
Coralville, IA 52241

Exhibit Hours

Sunday, September 15

Set-Up: 10 a.m. - 12 p.m.

Open: 12 p.m. - 5 p.m.

Monday, September 16

Open: 7:45 a.m. - 4 p.m.

Tear Down: 4 - 5:30 p.m.

Eligibility to Exhibit

All applications are subject to approval by the Scanlan Center for School Mental Health:

The exhibit must relate to the topic of school mental health and improving access to mental and emotional well-being resources and services for PreK-12 educators, students, schools, and districts in Iowa. Items without educational merit may be excluded.

Exhibit Booth - \$500

Package Includes:

- 1 - 6 ft. draped table, 2 chairs, + wastebasket
- 2 - Summit Attendee/Exhibitor Badges for Sunday and Monday (These passes give you access to all the breakout sessions, including Keynote Speakers.)
- Listing in the online exhibitor directory linked to your organization/company website
- The opportunity to network with attendees and hear what is important to increasing mental and emotional health supports within their school or classroom

Reserve Your Booth

- All exhibit tables will be located in the hotel close to the registration area. Exhibit tables will be assigned in the weeks leading up to the event.
- Fill out the below application and reserve your booth:

bit.ly/iowaBEST2024



Sponsorship Matrix



	Platinum - \$10,000+	Gold - \$5,000	Silver - \$2,500	Exhibit - \$500
Verbal thank-you during opening session	●			
1-page insert in the conference bags	●			
Option to select an exclusive sponsor activity/event	●	●		
Name and logo featured on signage for selected sponsor opportunity	●	●		
Recognition in the Summit mobile app	●	●	●	
Logo featured on general session looping slides	●	●	●	
Name and logo in the pre- and post-conference emails	●	●	●	
1 - 6 ft. draped exhibit table, 2 chairs, + wastebasket	●	●	●	●
2 - Summit Attendee/Exhibitor Badges for both days	●	●	●	●
Listing in the online exhibitor directory linked to your website	●	●	●	●
Opportunity to network with attendees	●	●	●	●



Sponsor/Exhibit FAQs

FAQs

When will I know if my application has been accepted?

The Scanlan Center team will review, vet, and respond as quickly as possible. Responses can take up to 2 weeks after submission.

What payment options are available?

After application acceptance, you will receive an invoice via email. The invoice will need to be paid via check within 30 days to hold your booth/exclusive sponsorship selection.

Can I get a refund for my exhibit booth/sponsorship?

No, refunds are not available.

How do I purchase additional exhibit booth amenities?

Standard booths DO NOT include electricity, pipe, drape, or signage. Electricity can be purchased on your application and will be added to your invoice.

What are the exhibit space guidelines?

All exhibits are tabletop only. Structures/Signage are acceptable but should not take up more than a 6ft x 5ft area.

When can exhibitors expect the most traffic from attendees?

Exhibitors can expect the most traffic from attendees before, in-between, and after sessions. Visit bit.ly/2024IowaBEST for the full schedule.

Is parking available?

Yes, parking is available at the Hyatt Regency. There is a surface lot as well as a paid parking garage (\$8/day).

What lodging options are available?

See a list of lodging options: bit.ly/2024IowaBESTHotels

Who do I contact with other questions?

Email Kat Krtnick Wilson at kkrtnickwilson@uiowa.edu.

