

# PROSPECTUS FOR EXHIBITING, ADVERTISING, & SPONSORSHIP

**The Florida Association of School Psychologists**  
*Dedicated to being effective advocates for children in our schools!*





School psychologists work with parents, teachers, administrators, and other mental health professionals to improve the lives and learning of our children and youth.

Support FASP, an organization advocating for children, promoting positive student outcomes. School psychologists are actively engaged in problem solving, prevention and intervention, assessment, counseling, mental health, special needs, and crises.

### **ABOUT FASP**

The **Florida Association of School Psychologists (FASP)** is comprised of approximately 700 school psychologists working in 67 districts and in a variety of public, private and alternative settings. The mission of FASP is to promote and advocate for positive educational development and mental health of Florida's children and youth in educational systems and their

communities through the profession of school psychology.

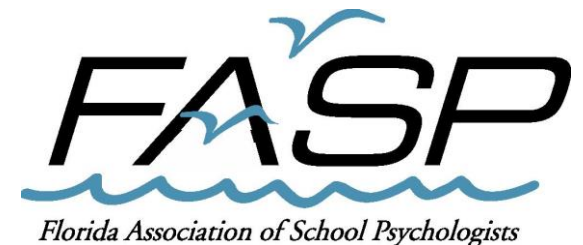
### **CONNECTING WITH THE PROFESSIONALS WHO CONNECT WITH OUR CHILDREN**

FASP publications, regional workshops and conferences provide useful and relevant information on every aspect of school psychology. Our readers rely on:

- *The Florida School Psychologist*, FASP's Newsletter, for news on public policy, professional issues, research articles, product reviews, job listings, opinion pieces, and more.
- FASP's website, [www.fasp.org](http://www.fasp.org), for up-to-date information, professional development planning and easily accessible online resources.

- The *Annual Conference and Summer Institute* to provide outstanding professional development opportunities to enhance their knowledge and skills.

Our ad rates and exhibitor fees are based on per item selections or calendar year beginning on date of initial service.



# VIP Sponsorship Package

## \$3500

### Includes co-sponsorship of one of the following events:

- Summer Institute Welcome Reception
- Annual Conference Student Welcome
- Annual Conference Welcome Reception
- Annual Conference President's Party

### Package includes:

- Premier Website Banner Ad (1 year)
- Logo displayed on all sponsorship signage (SI & Conference)
- Company material in conference bag
- Full page ad (3 newsletters, in color, & Conference Program)
- 1 Summer Institute exhibit table
- 2 Conference exhibit tables
- 1 Regional Workshop exhibit table
- 1 Conference Registration

## FASP OFFERS YOU GREAT PACKAGES THAT PROVIDE YEAR-ROUND ADVANTAGES YOU DON'T WANT TO MISS!!!

BENEFIT	FEATURE	PLATINUM \$2500 (Save \$400)	GOLD \$1500 (Save \$375)	SILVER \$1000 (Save \$125)
Sponsor Awareness and Product Advertisement	Promotional image with hyperlink to advertiser's website	1 Year	6 Months	3 Months
Sponsor Awareness	Your logo displayed on all sponsorship signage	✓	✓	✓
	Opportunity to place company materials in conference bags	✓	✓	✓
	Advertising Discounts	Full Page: 3 newsletters (in color) & conference program	½ page: 3 newsletters (in color) & conference program	¼ page: 3 newsletters (in color) & conference program
Professional Introduction to Products and Company	Conference Complimentary Exhibit Table(s)	2	1	1
	Summer Institute Complimentary Exhibit Table	1		
	Regional Workshop Exhibit Table	1	1	
Conference Registration	Complimentary Conference Registration *	1		

\* May be used at the discretion of company for staff or be gifted to whomever.

# Add FASP to Your Advertising Plans Today!

Advertise with FASP through the Newsletter, Website, and Conference Programs

## FASP Newsletter

The FASP Newsletter, published three times a year, is a source of news and information relevant to daily practice, trends, and innovations in our field. To help conserve our planet's natural resources, *The Florida School Psychologist* has gone green and is distributed in **electronic format**. This is an ideal venue for advertising full color professional publications, resources, services, software, and testing materials.

FASP Newsletter Rates			
	Full Page (8½"x11")	Half Page (7"x5" or 3¼"x10")	Quarter Page (3¼"x10")
One Issue Ad	\$100.00	\$50.00	\$25.00
Two Issue Ad	\$175.00	\$100.00	\$50.00
Three Issue Ad	\$250.00	\$150.00	\$100.00

FASP Newsletter Employment & Classified Advertising Rates		
Employment (Non educational and non Florida based)	\$1.25/word/issue	50 words minimum
Classified (Must be approved by FASP Newsletter Editor)	\$2.00/word/issue	50 words minimum

FASP Newsletter Deadlines		
Issue	Art/Ad Due Date	Post Date
Fall	End of 2 <sup>nd</sup> Week of September	October
Winter	End of 2 <sup>nd</sup> Week of January	February
Summer	End of 2 <sup>nd</sup> Week of May	June

## Get noticed on the FASP website!!!

The website is frequently visited as it provides valuable information about upcoming FASP conferences and regional events; related meetings and training opportunities; available jobs and resources.

Ad Placed on Home Page of Website – Maximum Size 300 x 300				
	Annual	6 Months	3 Months	1 Month
Image with Hyperlink to Advertiser's Website	\$1000.00	\$600.00	\$400.00	\$200.00

Job Posting (Non Florida, non educational agency)	\$100.00/Monthly
---------------------------------------------------	------------------

## Keep Our Members Updated Through the FASP Flash

The FASP Flash is a monthly emailing addressed to members to provide information **as it develops**. Submissions are limited to 150 words or less, or an image no larger than 300 x 300.

FASP Flash Submission	\$100.00/Monthly
-----------------------	------------------





## FASP's Annual Conference Program

FASP's annual fall conference is one of the largest state meetings of school psychologists in the country. The average range of conference attendees is between 600 to 675 professionals.

	Full Page (8½"x11")	Half Page (7"x5" or 3¼"x10")	Quarter Page (3¼"x10")
Annual Conference Program	\$500.00	\$300.00	\$150.00
Back Cover (Color)	\$750.00	\$500.00	\$250.00

## Deadlines for FASP's Conference Program

2013 Annual Conference	
Insertion Order Due	September 1 <sup>st</sup>
Art Due	September 15 <sup>th</sup>
Cancellation Deadline	October 1 <sup>st</sup>

### Additional ways to support FASP, donate now!!!

- Company promotional items for the welcome packet:
  - Pens, writing pads, calculators, stop watches, etc.
- Books, CDs, software, and test kits for door prizes at major events

## Exhibiting at FASP's Annual Conference & Summer Institute

Display your products in our Trade Show located in busy hallways!!!

	Trade Show Hours	Non-Member	FASP Member
Annual Conference Table	8:00 am – 5:00 pm	\$375.00	\$250.00
Summer Institute Table	8:00 am – 5:00 pm	\$250.00	\$150.00
Exhibit Tables at Both Events	8:00 am – 5:00 pm	\$500.00	\$300.00

**Stuffing for Advertisers** - Add promotional materials to each attendee's event bag for \$50.

FASP also supports the **Children's Service Fund, Inc. (CSFI)**. CSFI is a tax exempt, charitable organization, providing support to Florida's students and families every year. Donations submitted can include:

- Monetary donations to assist CSFI in meeting the needs of Florida's children
- Books, CDs, software, and test kits for CSFI's Annual Auction (held at FASP's Annual Conference)

## FASP Advertising and Sponsorship Policies

1. All advertising submissions are subject to FASP's approval. FASP reserves the right to edit or refuse advertising that is determined unsuitable. Publication of an advertisement does not constitute endorsement or approval of contents in a publication, point of view, standard of service, or opinion presented therein, nor does FASP guarantee the accuracy of information given. FASP reserves the right to add the word "Advertisement" to submissions that resemble editorial matter.
2. Advertisers will be billed based on advertised rates and for significant modifications or file manipulation required to meet publication specifications.
3. Rates, conditions, and space units are subject to change without notice.
4. FASP will not be held accountable for the ad or any typographical errors.
5. FASP will not be bound by any conditions appearing in insertion orders submitted by or on behalf of the advertiser when such a condition conflicts with FASP policies.
6. Schedule of months of insertion and size of space must accompany all orders. So-called "space reservations" are not considered by FASP as orders binding upon it in any way.
7. Orders will be accepted at rates prevailing at closing date of the issue in which advertisement will appear. Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical.
8. No cancellations or changes in orders will be accepted after 14 days of payment receipt.
9. Insertion orders are accepted only for the current publishing year.

### Discounts

1. A 15% Agency Discount is available to members of the American Association of Advertisers or agencies listed in the Standard Directory of Advertising Agencies.
2. A 25% discount is available to all NASP state affiliates.
3. FASP does not charge for employment notices from Florida educational agencies.
4. Discounts do not apply to employment or classified ads.
5. Classified ads submitted by nonprofit organizations are published free of charge on a space-available basis and may be edited.
6. Refer a new sponsor/advertiser/exhibitor and receive 1 free month of website advertising (valued at \$200!). Returning sponsors will receive 2 free months (valued at \$300).

### Billing

1. All applications are due at least 30 days prior to publication or distribution.
2. Ads will not run if any outstanding balance remains.