



The Conference for
Public Education Leaders

APRIL 8-10

NSBA 2021 Online Experience Overview and Revenue Share Opportunity

The pandemic has changed the way we all do business, forcing us to pivot and think outside the box. Nothing is more important than the safety and well-being of our NSBA 2021 attendees, residents of our host city, New Orleans, and the NSBA team. As a result, NSBA has decided to move the in-person NSBA 2021 Annual Conference & Exposition to the NSBA 2021 Online Experience. The online experience will take place from April 8-10, 2021. The registration opening date is December 16, 2020.

NSBA's Annual Conference is one of the few—if not the only—places school district leadership teams, business officials, and staff from around the country can receive the insight and training to address current trends in the instructional needs of students and to explore solutions that improve the efficiency of district operations on a national level. Part of that training comes in collaboration with state school boards associations through staff and leaders who participate by sharing their valuable experiences. NSBA is mindful of the impact the pandemic also is having on your members and local school districts.

As NSBA continues to evaluate our program and service offerings and how we can support you or your organization, we have developed a revenue share opportunity for the NSBA 2021 Online Experience, including a revamped pricing structure for individual pricing and added team district pricing.

We look forward to bringing education leaders from across the country together for a fully transformed and memorable experience.

INDIVIDUAL PRICING

Registration	Registration Deadline	NATCON/CUBE/State Association Leadership*	Regular
Early	Before February 19, 2021	\$600	\$675
Standard	After February 19, 2021	\$675	\$750

**State Association executive director and staff registration are complimentary. Members of the State Association board of directors who are registered by the association receive a discounted rate. Each member association receives five complimentary conference registrations.*

NEW! DISTRICT TEAM PRICING

NSBA's district team pricing structure offers significant savings for school districts. In addition to savings, there's valuable content for every team member. Your team can include superintendents, assistant superintendents, business officials, school safety officers, and other education leaders and staff eager to learn and shape the future of public education. Benefits include:

- Increased exposure to multiple sessions.
- More new ideas, strategies, and best practices to implement right away.
- Different perspectives from your colleagues who are dealing with similar challenges.
- Expanded virtual networking opportunities.

FIRST NINE DISTRICT TEAM MEMBERS

Registration	Registration Deadline	NATCON/CUBE	Regular
Early	Before February 19, 2021	\$2,700	\$3,600
Standard	After February 19, 2021	\$3,000	\$4,000

TEN OR MORE DISTRICT TEAM MEMBERS

Registration	Registration Deadline	NATCON/CUBE	Regular
Early	Before February 19, 2021	\$3,600	\$4,500
Standard	After February 19, 2021	\$4,000	\$5,000

REVENUE SHARE

The income generated by the conference is dependent on district team sales and the amount of increase over the base number. Everything above the base number is eligible for a revenue share that starts at 33%. Revenue share participants can check conference registration numbers on the Executive Director's community page. Because this is a legal business relationship between the state association and NSBA, you will need to sign an agreement. The revenue-sharing agreement is also available on the Executive Director's community page.

Percentage Increase from Base Number *	Revenue Share Percentage to State Association
0-25%	33%
26-50%	50%
51%+	65%

*The base number is the average number of districts that registered for the NSBA Annual Conference from your state for the past four years (2017-2020). We arrived at the district number by identifying individual registrants and matching them to their district affiliation.

NSBA'S ROLE

- Provide promotional toolkit that may be used by the state association to promote the conference to its member districts.
- Provide how-to training video on team registration.
- Initiate direct marketing campaigns and outreach to engage new district registration.
- Consult with the state association on strategies and keep the association informed of marketing and registration numbers.

STATE ASSOCIATION'S ROLE

- Actively promote the conference in vehicles such as newsletter articles/ads, statements of endorsement, social media (includes retweets and shared Facebook posts), or other promotional supports.
- Provide NSBA the name of the person/position within its organization who will be responsible for actively promoting the conference and providing documentation of the steps taken to promote the event by March 31, 2021. Such documentation may include copies of emails, newsletters, ads, statements, or any other documentation that indicates the Association has provided promotional support for the programs.
- Provide a prominent space on the state association's website homepage so that districts can learn about the conference.
- Authorize the use of the state association logo in NSBA material and resources promoting the conference.

[Click here](#) to access the NSBA 2021 Online Experience Promotion Toolkit. This toolkit is an easy-to-use guide that will assist you in your efforts to promote the conference. If you have questions about the toolkit, please contact Erina Gilmore at egilmore@nsba.org.

For more information, contact Valarie Carty at vcarty@nsba.org