EXHIBIT, SPONSORSHIP & MEDIA PROSPECTUS

APRIL 30 - MAY 3, 2024
PALM SPRINGS, CALIFORNIA
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 3,000 global attendees, we offer more than 200 high-quality learning opportunities focusing on the latest trends and research to strengthen in and out-of-school time programming. This annual event will rejuvenate your passion and provide tools and resources that will inspire you to create change.

From Pre-Conference Academies, to Town Hall Meetings, Master Classes, Film Festival screenings, Live Podcast recordings, and special events all set in a retreat-like atmosphere amongst the beautiful landscape of Palm Springs, there’s truly something to inspire all levels of educators.

Experience unparalleled access to top decision-makers and leaders across the field with attendees coming from 48 states and 6 countries.

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 Director 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 6 countries.

Build Your Brand. Enjoy brand recognition opportunities pre, during, and post BOOST Conference. When you become a BOOST sponsor you become a valued partner in the movement to provide high-quality programming and professional development for in and out-of-school time fields. Your sponsorship will provide educators with the tools and resources necessary to impact children, youth, families, and communities. We understand the value our partners bring to BOOST and the important role they play in creating a successful experience for our global community.

Become a Sponsor

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CATEGORIZED BY AGE

- 20-29: 14%
- 30-39: 34%
- 40-49: 27%
- 50-59: 19%
- 60+: 6%

ATTENDEES CATEGORIZED BY HIGHEST LEVEL OF EDUCATION

- 4% High School Diploma/GED
- 17% Some College
- 8% Associate’s Degree
- 35% Bachelor’s Degree
- 32% Master’s Degree
- 2% Doctorate Degree
- 2% Other (e.g. LCWS, MFT, PPS)

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

- Upper-Level Administration: 26%
  (Manage an organization, manage a budget, fundraise and/or work with a governing board)
- Direct Service: 23%
  (Work directly with children/youth)
- Mid-Level Administration: 42%
  (Manage/direct one or more program sites)
- Capacity-Building: 9%
  (Provide professional development, technical assistance, monitor programs, evaluation programs, and/or conduct research)

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

- Infants/Toddlers: 7%
- 6-8th Graders: 73%
- 9-12th Graders: 16%
- ELL/ESL Youth: 9%
- Preschoolers: 27%
- K-5th Graders: 83%
- Special Needs Youth: 31%
- 10th Graders: 10%
- College Students: 8%
- Youth who have dropped out of school: 8%

NUMBER OF YEARS OF EXPERIENCE WORKING WITH YOUTH PROGRAMS

- Less than one year: 3%
- 1-5 years: 22%
- 6-10 years: 25%
- 11-15 years: 15%
- 16-20 years: 15%
- 20+ years: 22%

GEOGRAPHIC REPRESENTATION

- 63% California
- 37% Other states
- States represented: 48
- Countries represented: 6

Based on 2023 BOOST Conference demographics
When surveyed, 93% of BOOST Conference attendees said they learned about a new product or service from the BOOST Exhibit Hall.

When surveyed, 76% 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.

94% of our attendees’ employers pay for them to attend BOOST.

Only 29% of BOOST attendees are required to attend the BOOST Conference. The other 71% aren’t required to attend but choose to come for the valuable resources.

2023 BOOST CONFERENCE SURVEY RESULTS

ATTENDEE PURCHASING POWER

71% are Decision Influencers (make solution recommendations but need final approval) or Decision-Makers (make final purchasing decisions for their school/site/organization)

19% are Requestors (asks for solutions that meet the needs of their program)

10% have no decision-making power

71% of our attendees’ employers pay for them to attend BOOST.

Our attendees support the following activities/services at their organization:

- 53% 21st Century Learning
- 25% Alcohol, Tobacco, and other Drug Prevention
- 51% Arts and Culture
- 78% Before and After-School Programs
- 10% Blended Learning
- 32% Camps
- 26% Character Development
- 11% Charter Schools
- 6% Child Advocates
- 34% Community-Based Organizations
- 10% Community Empowerment & Injustice
- 14% Community Schools
- 38% Curriculum and Academic Support Programs
- 15% E-Learning Education Technology
- 3% Faith Based Organizations
- 27% Family Support Services
- 18% Foster Youth
- 10% Gang and Violence Prevention
- 12% Gender & Culturally Responsive Programs
- 4% Global Learning
- 7% Grantors & Donors
- 7% Health Care
- 28% Healthy Behavior
- 11% Higher Education
- 13% Homeless & Runaway Youth
- 17% Jobs, Internships & Career Programs
- 3% Juvenile Diversion
- 4% Law Enforcement
- 10% LGBTQ+

This list includes activities/services/support and programs in and out-of-school time educators provide or partner with to support the children, youth, families, and communities they serve.

Our attendees are employed by the following:

- 55% School Districts
- 23% Independent Community Based Organizations
- 12% Affiliate of a Non-Profit Organizations (such as YMCAs)
- 7% Government Agency

Our attendees’ organizations/programs provide services during the following times:

- 96% After School
- 28% During School
- 75% Summer
- 19% Weekends
- 53% Before School
- 16% Evenings
- 48% Intersessions/School Breaks

- 9% Librarians
- 6% Local Business
- 12% Mental Health Practitioners
- 24% Mentoring Programs
- 3% Military Programs
- 12% Organized Sports Leagues
- 4% OST Intermediary & City-Wide Systems
- 11% Parent-Teacher Organizations
- 25% Parents/Guardians
- 10% Parks & Recreation
- 4% Philanthropic Foundations
- 4% Policy Makers
- 2% Probation Department
- 25% Project-Based Learning
- 7% Researchers and Evaluators
- 2% Regional Occupational Programs
- 19% Safe Schools
- 19% School Administration
- 18% School-Aged Care and Childcare Programs
- 11% School Boards
- 15% School Counselors
- 51% SEL - Social Emotional Learning
- 16% Service-Learning and Volunteer Programs
- 13% Social Workers
- 20% Special Education
- 53% STEM/STEAM
- 59% Summer Programs
- 28% Teachers
- 8% Youth-Led Participatory Action Research
96% of exhibitors felt the BOOST Conference will have a positive impact on your business.

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

97% of BOOST Conference sponsors were satisfied with the exposure they received from their sponsorship.

98% of exhibitors said they would recommend the BOOST Conference to another organization.

93% of exhibitors agreed that attendees were the right level of decision-makers for their product or service.

90% When asked to rate the overall BOOST Conference, exhibitors gave an average of 9 out of 10.

99% of our exhibitors were satisfied with the customer service they received prior and during the BOOST Conference.

More 2023 BOOST Conference Stats

3,018 educators attended the 2023 BOOST Conference, which is a 16% increase from the 2022 conference.

120 organizations exhibited in the 2023 BOOST Conference Exhibit Hall, which was SOLD OUT early in November of 2022.

Top US States Attended

1. California
2. Kansas
3. Oklahoma
4. Washington
5. Texas
6. Washington, D.C.
7. Colorado
8. Arizona
9. New York
10. Illinois
EXHIBIT
Join the largest, most recognized, and comprehensive global convening for after school, expanded learning, and 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 our field. If you have products and/or services designed for educators, you can’t afford to miss participating in the 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 3,000 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, 4 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.

EXHIBITOR & SPONSOR ACCOLADES

We love BOOST! We feel valued at BOOST for the work we do. We see passion, strategic and thoughtful organization, and meticulous hard work from the BOOST team. They create many opportunities for everyone to let down any guards, to engage, to build relationships, and to build the expanded learning community. Not only was our time there fruitful, we made great friends and felt at home!

Dr. Helen Wang, CEO and Co-founder, 6crickets Expanded Learning Management Solutions, Bellevue, WA
2023 BOOST Conference Exhibitor

The highlight of my conference calendar each year is the BOOST conference. I get to connect with some of the most innovative OST providers in the country and have authentic conversations about their challenges and solutions. There are engaging workshops and activities each day and entertaining events each night. If it’s late April or early May, you’ll find me in Palm Springs at BOOST.

Phillip Smith, Brand Manager, TransACT Communications, Lynnwood, WA
2023 BOOST Conference Sponsor and Exhibitor

The exhibitor staff for BOOST is simply amazing! It is our favorite conference! Everything is always SO well organized and very exhibitor friendly. The staff makes us feel important and valued and they always have a smile on their faces. BOOST is the BEST!

Lynly Stephen, CEO, MindWorks Resources, Coppell, TX
2023 BOOST Conference Exhibitor

Click here to learn more about what our exhibitors and sponsors have to say.
**2024 EXHIBITOR GENERAL INFORMATION**
The BOOST Conference represents global educators from all levels of programming including Upper-level Administrators, Mid-level Administrators, Direct Service, and Capacity Building. Below is information to help you and your organization make the most of exhibit and sponsorship opportunities.

**EXHIBIT DATES & HOURS**
The BOOST Conference will be held April 30 - May 3, 2024, at the Palm Springs Convention Center. The Exhibitor Expo will be held May 1 - 2, 2024, at the Palm Springs Convention Center.

| Move In       | Tuesday, April 30 | 11:00 a.m. - 6:00 p.m. |
| Show On       | Wednesday, May 1  | 7:30 a.m. - 4:00 p.m.  |
| Move Out      | Thursday, May 2   | 3:31 p.m. - 7:00 p.m.  |

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 Highlights

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 AM</td>
<td>Breakfast w/ Exhibitors</td>
</tr>
<tr>
<td>7:30 AM - 4:00 PM</td>
<td>Exhibit Hall Grand Opening</td>
</tr>
<tr>
<td>9:45 AM - 10:15 PM</td>
<td>BOOST Break w/ Exhibitors Meet the Authors</td>
</tr>
<tr>
<td>10:30 AM - 3:30 PM</td>
<td>Inspiration Stations throughout Exhibit Hall</td>
</tr>
<tr>
<td>1:30 PM - 2:30 PM</td>
<td>BOOST Break w/ Exhibitors Meet the Authors</td>
</tr>
</tbody>
</table>

### Thursday Highlights

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>8:00 AM</td>
<td>Breakfast w/ Exhibitors</td>
</tr>
<tr>
<td>8:00 AM - 3:31 PM</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>10:00 AM - 2:00 PM</td>
<td>Inspiration Stations throughout Exhibit Hall</td>
</tr>
<tr>
<td>12:00 PM - 1:00 PM</td>
<td>Networking Lunch w/ Exhibitors, Meet the Authors</td>
</tr>
<tr>
<td>2:30 PM - 3:31 PM</td>
<td>BOOST Break w/ Exhibitors Pop-Up Deals and Meet the Authors</td>
</tr>
</tbody>
</table>

### BOOTH OPTIONS

(Please see Exhibit Hall Map for booth type locations)

**PREMIER ISLAND LOCATION $5,800**
30x20 island (no pipe and drape), 5 conference registrations, breakfast, lunch, and receptions for 5 exhibitors, 1 newsletter advertisement, company listing in digital conference brochure, website & conference app

**ISLAND LOCATION $4,200**
20x20 island (no pipe and drape), 4 conference registrations, breakfast, lunch and receptions for 4 exhibitors, company listing in digital conference brochure, website & conference app

**CORNER PRIME LOCATION $1,625**
10x10 booth (with pipe and drape), 2 conference registrations, breakfast, lunch, and receptions for 2 exhibitors, company listing in digital conference brochure, website & conference app

**PRIME LOCATION $1,500**
10x10 booth (with pipe and drape), 2 conference registrations, breakfast, lunch, and receptions for 2 exhibitors, company listing in digital conference brochure, website & conference app

**FRONT PORCH $1,500**
(80 sq. feet) 8x10 space (pipe backdrop only), 2 conference registrations, breakfast, lunch, and receptions for 2 exhibitors, company listing in digital conference brochure, website & conference app

**GET ON THE BUS MOBILE LEARNING DEMONSTRATION $1,500**
Get On the Bus Mobile Learning demonstrations are hands-on learning opportunities for BOOST Conference attendees that offer an opportunity to exhibit various mobile learning vehicles outside of the Palm Springs Convention Center during the BOOST Conference.

**NON-PROFIT DISCOUNT - CONTACT US**
Custom exhibit locations are available inside the Exhibit Hall. Designed for large-scale exhibits and custom configuration exhibits. Call Andrea Seals Wilson at 619-940-6371 to inquire about details and pricing.
2024 BOOST EXHIBIT HALL FLOOR PLAN
EXHIBIT DATES: MAY 1 & 2, 2024 • PALM SPRINGS CONVENTION CENTER • PRIMROSE A&B/OASIS 1&2 • PALM SPRINGS, CA

BOOST COLLABORATIVE
1286 University Avenue #739
San Diego, CA 92103
619.940.6371
exhibitors@boostconference.org
boostconference.org/exhibitors

* Please note that booth locations and facility space are subject to change based on the final approval of the Fire Marshall and current Health & Safety Guidelines.
**SPONSORSHIP AMENITIES**

### GET SOCIAL
- **BOOST Live Networking Reception** (1 available, Wednesday) $16,500
- **Poolside Welcome Reception** (1 available, Tuesday) $10,500
- **BOOST VIP Soiree** (1 available, Wednesday) minimum $8,500
- **Drink Tickets During Receptions** (5 available, Tuesday, Wednesday, Thursday) minimum $3,000
- **General Session Inspiration BOOSTer** (2 available, Wednesday and/or Thursday) $3,000
- **General Session Company Promotional Video** (2 available) $2,000
- **Homecoming Party** (3 available) $1,750
- **Lounge Events** (3 available, Tuesday, Wednesday, Thursday) $1,500
- **Poolside Cabana Events** (4 available) $1,400

### WORKSHOP OPPORTUNITIES
- **Workshop Strand** (3 available, 1-day cabana included) $13,750
- **Mini-Workshop Strand** (2 available, 1-day cabana included) $9,750
- **Exhibitor Showcase Workshop Sessions** (18 available) $1,050-$1,500
- **BOOST Morning Recess Activity** (2 available, Thursday and/or Friday) $750
- **Camp Inspire Workshop Sessions** (14 available) $450

### BRANDING
- **Tote Bag Logo Placement** (3 available) $5,000
- **Brand Activation - Photo Opportunity** (2 available) $4,000
- **General Session Chair Drop** (3 available) $1,650
- **Hydration Station Water Cooler** (1 available) $1,350
- **Attendee Tote Bag Swag – Giveaway** (2 available) $1,000
- **Attendee Tote Bag Stuffing – Flyer** (10 available) $700
- **Pop-Up Signage Sponsor** (5 available) $700
- **Digital Conference Brochure Advertisements** $175-$925
- **Tour de BOOST Snack Bag Insert** (1 available) $150

### UNIQUE OPPORTUNITIES
- **Mindful Chill Lounge** (1 available) $7,500
- **BOOST Breaks in the Exhibit Hall** (4 available, Wednesday and/or Thursday) $6,250
- **Sponsor a Keynote Speaker** (6 available) $6,000
- **Official Conference App Sponsor** (1 available) $4,000
- **OSTI Award (Out-of-School Time Innovations)** (2 available) $3,000
- **Meet the BOOST Leadership Team Marketing Opportunity** (10 available) $850
- **Film Festival Video Ads Before Film** (6 available) $700
- **Send Someone to BOOST Scholarship Fund** (unlimited) $575
- **Duck Duck BOOST Team** (4 available) $375

### BOOST ONLINE TRAINING & LEARNING COMMUNITY
- **Online Training Sponsorship** (12 available) $2,250
- **Vendor Marketplace Profile** (unlimited) $395
- **Speaker’s Corner Profile** (unlimited) $395

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Call to inquire about additional creative opportunities.

**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 Director, at 619-940-6371. [exhibitors@boostconference.org](mailto:exhibitors@boostconference.org)
# MEDIA AND ADVERTISING OPPORTUNITIES

## DIGITAL AUDIENCE

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<thead>
<tr>
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<th>Boost Cafe WEBSITE</th>
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<tr>
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</tr>
<tr>
<td>164,000+</td>
<td>58,000+</td>
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<tr>
<td><strong>AVERAGE VISITORS REACHED</strong></td>
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<tr>
<td>39,000+</td>
<td>29,300+</td>
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</tr>
<tr>
<td>13,660+</td>
<td>4,830+</td>
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</tr>
<tr>
<td>3,250+</td>
<td>2,440+</td>
</tr>
</tbody>
</table>

## OUR SOCIAL MEDIA REACH

- Twitter: 3,730+
- Facebook: 4,640+
- Instagram: 2,650+
- Pinterest: 500+
- YouTube: 290+
- LinkedIn: 990+

## Boost Conference Newsletter

| Subscribers | 27,000+ |

## Digital Advertising Opportunities

We offer several digital advertising opportunities on our website, in our monthly conference newsletter, 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 164,000 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 58,000 pageviews annually.
- Inline 728x90 leaderboard banner: $350/mo
- Lower sidebar 250x250 square: $200/mo

### Boost Conference & Cafe Newsletter

- Our Conference Newsletter is circulated to 27,000 educators each month.
- Both top and bottom banner: $500
- Newsletter ad content: $350

Advertising rates as of June 2023

boostconference.org
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.

HOTEL ACCOMMODATIONS
BOOST offers special rates at area hotels starting at $179 per night. For more information on hotel room blocks and a list of partner hotels, please visit boostconference.org/accommodations

EXHIBITOR & SPONSORSHIP CONTACT:
If you would like to discuss becoming an exhibitor and/or sponsor at the BOOST Conference or have other creative ideas not listed here, please connect with us to discuss! We can’t wait to create change with you.

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

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