

ATLANTA

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

POSITIVE DISCIPLINE ASSOCIATION
CONFERENCE & THINK TANK
JULY 12 – 14, 2024



www.positivediscipline.org

Did you know that you can be an exhibitor at or sponsor at the Positive Discipline Association (PDA) Conference & Think Tank? There are a variety of levels for this year's events in Atlanta. PDA members receive a 5% discount.

PDA Mission

To create a more peaceful world by teaching Adlerian social and emotional life skills for respectful relationships.

About the Conference

The in-person Positive Discipline Conference takes place **Friday, July 12, 2024** for educators, clinicians, parents, workplace leaders, and others from all over the world. This event is open to the public and is promoted to members from over 90 countries. Participants learn tools for creating mutually respectful relationships in the home, school, workplace, and the community.

Topics range from learning alternatives to punishments and rewards, developing cooperative teams, understanding the importance of social-emotional life skills, and gaining insight and perspective through experiential learning that encourages self-discipline, responsibility, cooperation, and problem-solving skills.

About Think Tank

Think Tank takes place **Saturday and Sunday, July 13-14, 2024**. It offers professional development for PDA member practitioners to learn new activities, hone their facilitation skills, network, and deepen their understanding of Adlerian Psychology upon which Positive Discipline is based.

Information for Prospective Sponsors

You are invited to be part of the 2024 Positive Discipline events by sponsoring this once-a-year gathering. As society continues to face traditional and new parenting challenges, the theory of Alfred Adler and Rudolf Dreikurs as well as the contributions of Jane Nelsen and Lynn Lott (Founders of Positive Discipline) have become more relevant than ever. The Association's primary goal is to provide a network of support for professionals, educators, parents, clinicians, and everyone interested in developing Positive Discipline tools for the home, school, and workplace as well as for coaching, consulting, and counseling practices.

Conference and Think Tank offer opportunities for your organization to have increased exposure and/or to advertise your private practice, coaching or consulting services, or share information about a book you recently published or will be publishing.

Sponsorship Opportunities

Celebration Package	Encouragement Package	Connection Package	Cooperation Package	Respect Package	Inclusion Package
\$5000	\$2500	\$1000	\$500	\$250	\$150
Introduce Jane Nelsen, our founder, and offer closing remarks.					
Two-minute video to be played at the event, posted on PDA social media, and sent by email to all registrants.	One-minute video posted on PDA social media.				
PDA social media post acknowledging sponsor (logo included).	PDA social media post acknowledging sponsor.	PDA social media post acknowledging sponsor.			
Logo included on event page on PDA website with link to your website.	Logo included on the event page on PDA website with link to your website.	Logo included on the event page on PDA website with link to your website.	Listed on the event page on PDA website.	Listed on the event page on PDA website.	Listed on the event page on PDA website.
Sponsor listed on banner at welcome area.	Sponsor listed on banner at welcome area.	Sponsor listed on banner at welcome area.	Sponsor listed on banner at welcome area.	Sponsor listed on banner at welcome area.	Sponsor listed on banner at welcome area.
Verbal recognition at Conference & Think Tank.	Verbal recognition at Conference & Think Tank.	Verbal recognition at Conference & Think Tank.	Verbal recognition at Conference & Think Tank.	Verbal recognition at Conference & Think Tank.	Verbal recognition at Conference & Think Tank.
Sponsor logo included on select slides during Conference & Think Tank.	Sponsor logo included on select slides during Conference & Think Tank.	Sponsor acknowledged on "Thank you" slides during Conference & Think Tank.	Sponsor acknowledged on "Thank you" slides during Conference & Think Tank.		
Include flyer and promo item in welcome packets.	Include flyer in welcome packets.	Include flyer in welcome packets.	Include flyer in welcome packets.	Include flyer in welcome packets.	
Personalized signed book by Jane Nelsen					
Logo included on "Thank you" sign at Coffee Break station.	Logo included on "Thank you" sign at Coffee Break station.				
Make a remark during welcome and closing dinner.	Make a remark during welcome dinner.				
Featured at the Gratitude wall during both events.	Featured at the Gratitude wall during both events				

Information for Prospective Exhibitors

Exhibitors are invited to both Conference and Think Tank. Exhibitors will be considered by application and processed in the order received. There is limited space available.

Exhibitor Opportunities

Conference Only	Conference & Think Tank
\$500 USD	\$750 USD
<p>Includes:</p> <ul style="list-style-type: none">• Exhibitor's table during Conference• Being listed as an exhibitor on the Conference program• Can provide promotional flyer to be included in the Conference folder.• Thank you gift from the PDA	<p>Includes:</p> <ul style="list-style-type: none">• Exhibitor's table throughout Conference & Think Tank• Being listed as an exhibitor on both event programs• Can provide promotional flyer to be included in the Conference & Think Tank folders.• Thank you gift from the PDA

Note: This year there will be a special Exhibitor's lounge for storage. Available throughout the weekend. There will be snacks and beverages available.

WANT TO BE A SPONSOR/EXHIBITOR?

[Apply here](#) to any of our Sponsor/Exhibitor options.

- Sponsors and exhibitors are confirmed only with receipt of payment in full.
- All exhibitors and sponsors are required to sign an agreement with the PDA.
- Payment is required in full prior to implementation of any digital marketing options.
- The deadline for payment is **June 1, 2024**.
- Sponsors and exhibitors are welcome to use our discounted hotel room rate (\$139 per night). [Click here to book your room](#).