



**TABS** The Association  
of Boarding Schools

# TABS Sponsorship Guide & Media Kit

**2026-2027**

# About TABS

As a “community of communities,” TABS partners with school leaders—particularly Heads and Assistant Heads of School, Residential & Student Life Practitioners, and Admissions & Marketing Professionals—to drive excellence, innovation, and collaboration so that every student thrives.

For all the schools we serve, we create opportunities for true connection and sharing. We aim to help leaders cultivate academic communities that are inclusive, just, sustainable—and truly exceptional.

Through a partnership with TABS, your brand will have the opportunity to connect directly with our engaged membership, made up of leaders from top boarding schools around North America and the globe.

## Mission

We exist to counsel, connect, and champion boarding schools so they can transform the lives of their students.

## Vision

We envision a world in which:

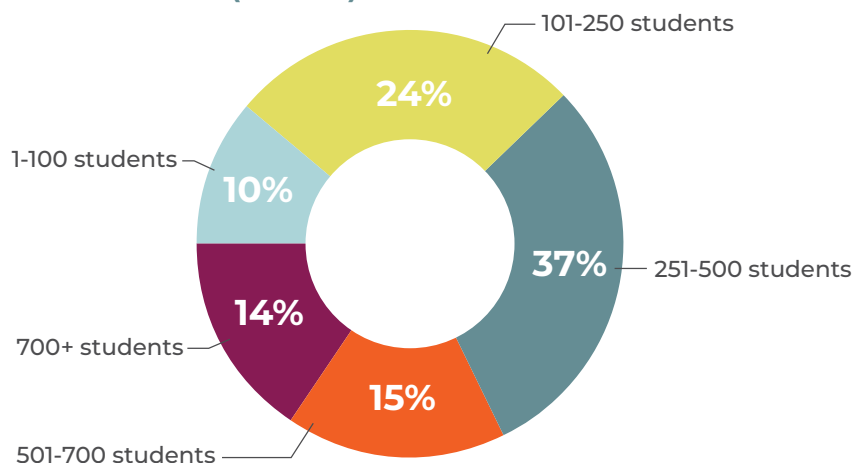
- Every boarding school thrives.
- Every boarding school professional grows.
- Every boarding school community flourishes.

## MEMBERSHIP COMPOSITION

TABS’ 215+ Members and Associate Members represent a wide range of boarding schools, from large to small, from co-ed to single gender, from traditional to program-specific—and everything in between! Our engaged membership includes professionals at every level of the boarding school community.

## MEMBERSHIP BREAKDOWN

Total Enrollment (2025-26)



## TABS AT A GLANCE

**215+**

Total Members Schools

**92k+**

Total Students

**30+**

Year History



TABS

# CONFERENCE

TABS Annual Conference is the largest gathering of boarding school leaders in North America. Be part of the action!

## WHY BECOME A TABS PARTNER?

With our 2025 attendance just north of 800 people, our conference is big enough to always have new people to meet, and small enough to see lots of familiar faces. Unlike large events held in convention centers, our exhibit hall is an integral part of the conference experience. Just steps away from our registration desk and keynote address ballroom, TABS exhibit hall is where our two premier receptions are held, as well as coffee and dessert during session breaks.

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**Nearly 75% of all TABS member schools are represented at Annual Conference**

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If you have any questions or are interested in exploring TABS Annual Conference in more detail, please reach out to:

**Gary Baker**

Sr. Director of Sponsor Relations

[baker@tabs.org](mailto:baker@tabs.org)

## 2026 CONFERENCE DETAILS

November 4-6

JW Marriott,  
Washington D.C.

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## CONFERENCE ATTENDEES INCLUDE:

Heads of School

Deans of Students

Associate and  
Assistant Heads

Admissions Leaders

Academic Deans

Deans of Faculty

Leaders making decisions  
about procurement, food  
services, facilities,  
and technology

A diverse array  
of others

|                                                     |  |  |  |  |  |
|-----------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|                                                     | \$4,290                                                                           | \$5,190                                                                           | \$8,290                                                                            | \$13,990                                                                            | Contact Us                                                                          |
| Conference Registration                             | 2                                                                                 | 2                                                                                 | 2                                                                                  | 3                                                                                   | 5                                                                                   |
| Exhibit Hall Space                                  | 6 ft. table                                                                       | 6 ft. table, premium location, ability to upgrade                                 | 6 ft. table, premium location, ability to upgrade                                  | 10x10 premium booth                                                                 | 10x10 premium booth                                                                 |
| Full Profile in Conference App                      | ●                                                                                 | ●                                                                                 | ●                                                                                  | ●                                                                                   | ●                                                                                   |
| Conference Attendee List                            | ●                                                                                 | ●                                                                                 | ●                                                                                  | ●                                                                                   | ●                                                                                   |
| Company Logo Presented on Logo Tower                |                                                                                   |                                                                                   | ●                                                                                  | ●                                                                                   | ●                                                                                   |
| Logo & Description in Attendee Email                |                                                                                   |                                                                                   | ●                                                                                  | ●                                                                                   | ●                                                                                   |
| Promotional Digital Badge                           |                                                                                   |                                                                                   | ●                                                                                  | ●                                                                                   | ●                                                                                   |
| Exclusive Event or Item Sponsorship                 |                                                                                   |                                                                                   | ●                                                                                  | ●                                                                                   | ●                                                                                   |
| Brand Recognition at Opening Reception              |                                                                                   |                                                                                   |                                                                                    | ●                                                                                   | ●                                                                                   |
| Brand Recognition During Opening Remarks            |                                                                                   |                                                                                   |                                                                                    | ●                                                                                   | ●                                                                                   |
| Sponsor Sweep Square                                |                                                                                   |                                                                                   |                                                                                    | ●                                                                                   | ●                                                                                   |
| Day Two Reception Sponsorship                       |                                                                                   |                                                                                   |                                                                                    | ●                                                                                   | ●                                                                                   |
| Shared Sponsorship of Keynote Speaker Presentations |                                                                                   |                                                                                   |                                                                                    |                                                                                     | ●                                                                                   |

# Ready to Learn More?

We'd love to continue the conversation and create a sponsorship that meets your organization's goals.

Please reach out to:

**Gary Baker**

Sr. Director of Sponsor Relations

[baker@tabs.org](mailto:baker@tabs.org)



Or visit [TABSSponsors.com](https://TABSSponsors.com)  
for more information.

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