

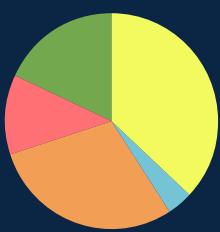
# ENGAGEMENT & IMPACT

## WHERE THE MOVEMENT MEETS

NCSC, hosted by the National Alliance for Public Charter Schools, is the largest national gathering of charter school leaders, shaping the future of public education. We provide thought leadership on the most critical questions, engage national experts for solution driven insights, and consider what's next in public education.



### Attendee Role



**37%**  
School Leaders

**4%**  
Teachers

**29%**  
Operations

**12%**  
Board Members

**18%**  
Advocates

**“** Exhibitors' #1 reason for exhibiting is to reach the national charter schools audience and their #2 reason is strong lead generation.



Attendees' #1 reason for attending the conference is to stay ahead of new tools and trends.

The Exhibit Hall featured **308** Exhibitors in **347** Booths.

**88%** of school-based attendees have decision making roles in purchasing.

**92%** of attendees would recommend NCSC to their peers.

**95%** of attendees believe that what they learned at the conference will lead to implementation or positive changes at their school/organization.



**1.59 MIL**  
Impressions on Social Media



**59.42%**  
Email Open Rate



**12.33%**  
Click Through Rate  
(double the national average)

