



Kentucky Association of School Business Officials

Celebrating 50 Years!

Dear KASBO Friend,

The Kentucky Association of School Business Officials would like to invite you to participate in our 50th Anniversary Celebration Conference. The Conference will be held May 5-7, 2010, in Louisville, Kentucky at the Galt House Hotel & Suites. It is going to be an exciting conference, we have lots of special events planned to celebrate 50 years of KASBO involvement in school business.

The KASBO conference provides an excellent opportunity to market your company to a membership of school business officials responsible for purchasing in local school districts throughout the state of Kentucky. You or your representative will be able to make individual presentations to superintendents, principals, finance officers and other administrative staff members.

The 2010 KASBO conference will host booths that will be assigned on a first come first served basis and special considerations given to higher levels of sponsorship. I urge you to complete the online registration form that can be found on the KASBO website www.kasbo.com. We have multiple levels of sponsorship available. Check out the registration site to see how you would like to partner with KASBO to provide a great conference for our attendees and YOUR customers!

Back by popular request, we will be offering a vendor presentation area that will be scheduled in 1 hour time blocks. Preference will be given to Gold Sponsors and above. Other vendors may use the space for \$100, please call me for more information or to schedule a space.

KASBO looks forward to your participation as an exhibitor. We are limited on space, so make your reservation early. By your participation you truly add to a successful conference. Feel free to contact me if you have further questions, 859-613-3269.

As always – I look forward to working with you!

Sincerely,

Joy Campbell
KASBO Vendor Coordinator & Director

p.s. Future dates to reserve

November 17-18, 2010 –Marriott Griffin Gate Resort, Lexington

May 11-13, 2011 – Galt House, Louisville

REGISTER – WWW.KASBO.COM

KASBO 50th Anniversary Conference—Galt House, Louisville Kentucky—May 5-7

This is a great opportunity to network and present your product to school district business officials, finance officers, food service directors, and other school district leaders. Our members are responsible for the procurement and other financial decisions for school districts across the state.

Exhibitor Space - \$400

- 8' X 10' carpeted space to showcase your specialty
- 8' covered/skirted table, 2 chairs and a waste basket, I/D sign
- Complimentary lunch during set-up time on Wednesday
- 2 complimentary Thursday evening event tickets for the 50th Anniversary Celebration (Additional tickets are \$50)
- Electrical connection (must make request with application)
- Your company listed in the conference program
- 2 complimentary luncheon tickets (Add'l - \$30 each)

Sponsorship

- **Diamond Sponsor \$10,000** –Full page color ad in program, logo printed on back of program, premium advertising at registration desk and large events, your company brochure included in attendees registration packet, video logo displayed at general sessions, company infomercial aired at general events, free vendor presentation session, 5 minute speaking opportunity at a general event, 2 additional complimentary tickets to Thursday evening event.
- **Platinum Sponsor \$7,000**–Full page color ad in program, logo printed on back of program, premium advertising at registration desk and large events, your company brochure included in attendees registration packet, video logo displayed at general sessions, company infomercial aired at general events, free vendor presentation session
- **Gold Sponsor \$4,000**–1/2 page color ad in program, logo printed on back of program, advertising associated with breakfast break or other event, your company brochure included in attendees registration packet, video logo displayed at general sessions, free vendor presentation session
- **Silver Sponsor \$2,000**– ½ page black and white ad in program, logo printed on back of program, advertising associated with beverage break or other event
- **Bronze Sponsor \$1,000**– logo printed on back of program, advertising associated with small event or partnered with another sponsor
- Special event opportunities are available- Please contact: Joy Campbell 859-613-3269

IMPORTANT DEADLINE – All logos, video materials, advertisements, and vendor presentation session descriptions are due by March 1, 2010 for inclusion in the program. Logos and ads must be submitted in *jpeg* or *tiff* format.

General Information

- Exhibit area and most conference sessions will be held on the West side of the Galt House.
- Complimentary hors d'oeuvres will be served during the designated vendor reception to encourage foot traffic to the exhibit hall.
- No conflicting conference sessions will be held during designated vendor reception.
- All food and beverage breaks will be located in the exhibit hall.
- All activities related to your booth or organization must be approved by a KASBO representative. This includes prize drawings, traffic builders, and hospitality events.
- Shipping – contact the Galt House
- Overnight lodging is available to exhibitors at the Galt House East Suites, \$135.00 per night or Galt House West Rivue, \$115.00 per night (this is the lowest rate based on first-come first-served). Call the hotel direct at 1-800-843-4258 and request the KASBO room block to receive our rate. Or register for your room online using the link from the KASBO website.

Important Times for Exhibitors

Setup: May 5, Noon to 2:00 p.m. – vendor buffet lunch will be provided beginning at 12:30 p.m. for your convenience.

Upon arrival, please check in with the KASBO Vendor registration desk. Payment will be **expected** before set-up is approved.

Exhibit Hours: May 5, 2:30.-8:00 p.m. (vendor reception 6:30 to 8:00 p.m. will include hot hors d'oeuvres and beverages)

May 6, 7:30 a.m. – 2:30 p.m. (Break down 3:00 p.m. You are invited to join us for our Thursday evening activity to network with our attendees in the Archibald Room. Two (2) reps may attend for no charge but you must indicate attendance on your registration form, see form for more details. We will also make time for final prize drawings.)

Exhibit Space Assignments

Booth assignments in the exhibit hall are made primarily on a first-come, first-served basis. Assignments will be made in priority order as follows:

1. Sponsors will be given first priority.
2. Assignments will be considered based on the organization's length of participation in past KASBO conferences.
3. Assignments will be honored based upon the date received.

Vendor Door Prizes

Be prepared to give away a door prize. You will not need to collect names at your booth for door prizes; you will receive a list of registered attendees for the conference. Our exhibitors have had great success with attendee/exhibitor interaction with a joint prize drawing using tickets. Attendees earn tickets from the exhibitors. You will receive details later about how the process works.