



Kentucky Association of School Business Officials

Dear KASBO Friend,

The Kentucky Association of School Business Officials would like to invite you to participate in our 2014 Fall Conference. The Conference will be held November 19-21, at the Lexington Griffin Gate Marriott.

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 Commonwealth of Kentucky. You or your representative will be able to make individual presentations to superintendents, principals, finance officers and other administrative staff members.

The 2014 KASBO Fall Conference will host booths that are assigned on a first come first served basis with special considerations given to higher levels of sponsorship. Should you desire to sponsor a special event such as breakfast or refreshments please contact me.

The attached sheet contains detailed information regarding booth space, set-up time and prize drawings. You help make the exhibit hall successful by following the guidelines. As a vendor you receive two complimentary tickets for lunch on Thursday, but you **MUST** indicate **YES** on the registration form to receive passes for those lunches.

Name tags for exhibitors will be printed according to the registration process. Register the business representatives that will be working in your booth. Due to the cost of food and beverages provided during the conference there is a fee for additional representatives in your booth beyond two and they will need to be registered on-line.

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, 859-381-4135.

As always – I look forward to working with you!

Sincerely,

Erin Harlow and Garry Hoover
KASBO Vendor Coordinator's & Director's

p.s. Future dates to reserve

May 13-15, 2015 – Galt House, Louisville

November 18-20, 2015 –Marriott Griffin Gate Resort, Lexington

May 11-13, 2016 – Galt House, Louisville

November 16-18, 2016 –Marriott Griffin Gate Resort, Lexington

April 26-28, 2016 – Galt House, Louisville

November 15-17, 2017 –Marriott Griffin Gate Resort, Lexington

May 9-11, 2018 – Galt House, Louisville

REGISTER – WWW.KASBO.COM
KASBO Fall 2014 Conference
Lexington Marriott Griffin Gate, Lexington, KY
November 19-21, 2014

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 - \$500

- 6' carpeted space to showcase your specialty
- 6' covered/skirted table, 2 chairs and a waste basket
- 2 complimentary luncheon tickets (Additional - \$35 each)
- Electrical connection (must make request with application)
- Your company listed in the conference program

Sponsorship

- Special event opportunities are available through the on-line registration. Please contact Erin Harlow KASBO Board member – Phone (859) 957-2626 or Garry Hoover KASBO Board member – Phone (859) 381-4135

General Information

- Exhibit area and most conference sessions will be held in the meeting wing of the Marriott.
- Security will be provided in the vendor area from Wednesday evening until Thursday morning
- 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 – Griffin Gate Marriott Resort, Shari Florence – KASBO Event, 1800 Newtown Pike, Lexington, KY 40511
- Overnight lodging is available to exhibitors at the Griffin Gate Marriott Resort, call the hotel direct at 1-800-228-9290 and request the KASBO room block to receive our rate.

Important Times for Exhibitors

Setup: Wednesday, November 19, 2:00pm to 5:00pm. Upon arrival, please check in with the KASBO Vendor registration desk. Payment will be **expected** before set-up is approved. Please no Thursday morning arrivals.

Exhibit Hours: November 20, 7:00 a.m. to 6:00 p.m. (Vendor Reception 4:30 p.m. to 6:00 p.m.) (Vendor reception will include hot hors d'oeuvres and beverages)

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. Spring 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

ALL VENDORS are required to bring 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. Each attendee will receive one ticket with their registration packet. Attendees may earn extra tickets to enter the drawings from you. Vendors will be given their entire (*) allotment of tickets from KASBO at the start of the conference that you may in turn give to the attendees based on rules that you establish at your booth (example: if they give you a business card you give them a ticket or if they make an appointment with you give them two tickets, etc.) Be creative, make it fun for the attendees to interact with you. The ticket deposit box will be located in the vendor area to encourage foot traffic during the entire conference. Drawing will be held in the exhibit area and members must be present to win.

** Please note that this is a change in the way tickets were handed out to vendors from past conferences. Instead of handing out 50 tickets at a time to each vendor and requiring the vendor to find the Vendor Representative for more tickets, KASBO has decided to provide the vendors their total allotment for the entire conference. This will equal twice the number of attendees at the conference. This will require that the vendors manage their allotment of tickets.

KASBO Sponsorship Levels & Benefits by Conference

Fall Conference	Spring Conference
<p>Partner—an undesignated cash payment directly to KASBO of \$15,000+—is the highest level of sponsorship available in KASBO. Typically promoting a major program initiative, it has benefits tailored to the needs of the sponsor. It contains all the benefits that the Diamond Sponsor receives and can be enhanced with benefits such as additional advertising options, and conference speaking options.</p>	<p>Partner—an undesignated cash payment directly to KASBO of \$15,000+— is the highest level of sponsorship available in KASBO. Typically promoting a major program initiative, it has benefits tailored to the needs of the sponsor. It contains all the benefits that the Diamond Sponsor receives and can be enhanced with benefits such as additional advertising options, and conference speaking options.</p>
<p>Diamond Sponsor—an undesignated cash payment directly to KASBO of \$10,000—Signage at sponsored break/event, and vendor provided advertisement or handout inserted into conference attendee bags.</p>	<p>Diamond Sponsor—an undesignated cash payment directly to KASBO of \$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. Logo at bottom of KASBO home page hyperlinked to vendor website.†</p>
<p>Platinum Sponsor—an undesignated cash payment directly to KASBO of \$7,000—Signage at sponsored break/event, and vendor provided advertisement or handout inserted into conference attendee bags.</p>	<p>Platinum Sponsor—an undesignated cash payment directly to KASBO of \$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. Logo at bottom of KASBO home page hyperlinked to vendor website.†</p>
<p>Gold Sponsor—an undesignated cash payment directly to KASBO of \$4,000—Signage at sponsored break/event, and vendor provided advertisement or handout inserted into conference attendee bags.</p>	<p>Gold Sponsor—an undesignated cash payment directly to KASBO of \$4,000—½page 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. Logo at bottom of KASBO home page hyperlinked to vendor website.†</p>
<p>Silver Sponsor—an undesignated cash payment directly to KASBO of \$2,000—Signage at sponsored break/event.</p>	<p>Silver Sponsor—an undesignated cash payment directly to KASBO of \$2,000—½ page black and white ad in program, logo printed on back of program, advertising associated with beverage break or other event. Logo under Silver Sponsor page of KASBO website hyperlinked to vendor website.†</p>
<p>Bronze Sponsor—an undesignated cash payment directly to KASBO of \$1,000—Signage at sponsored break/event.</p>	<p>Bronze Sponsor—an undesignated cash payment directly to KASBO of \$1,000—logo printed on back of program, advertising associated with small event or partnered with another sponsor. Logo under Bronze Sponsor page of KASBO website.†</p>
<p>SPECIAL EVENT OPPORTUNITIES AVAILABLE THROUGH ONLINE REGISTRATION. SIGNAGE AT SPONSORED EVENT.</p>	<p>SPECIAL EVENT OPPORTUNITIES AVAILABLE THROUGH ONLINE REGISTRATION. SIGNAGE AT SPONSORED EVENT.</p>
<p>ALL ATTENDEE REGISTRATION PACKET INSERTS/HANDOUTS AND LOGOS FOR SIGNAGE ARE DUE BY AUGUST 31ST.</p>	<p>ALL LOGOS, VIDEO MATERIALS, ADVERTISEMENTS, ATTENDEE REGISTRATION PACKET INSERTS/HANDOUTS, AND VENDOR PRESENTATION SESSION DESCRIPTIONS ARE DUE BY FEBRUARY 15TH.</p>

†VENDOR LOGOS ARE UPDATED AFTER THE CONCLUSION OF THE SPRING CONFERENCE AND REMAIN ON THE KASBO WEBSITE UNTIL THE CONCLUSION OF THE FOLLOWING SPRING CONFERENCE.

PARTNERS HAVE UNIQUE BENEFITS AND PROMOTIONAL RIGHTS. PARTNERSHIP IS A THREE-YEAR COMMITMENT AND INCLUDES SPONSORSHIP OF A SPECIFIC KASBO PROGRAM OR SERVICE.

KASBO's POLICY ON EXHIBIT HALL SELLING

THE ASSOCIATION REITERATES ITS LONG-STANDING POLICY ON SALES EFFORTS ON THE SHOW FLOOR BY NON-EXHIBITORS:

SELLING PRIVILEGES AT THE KASBO SPRING AND FALL CONFERENCES ARE LIMITED TO ORGANIZATIONS THAT HAVE PAID FOR A VENDOR BOOTH. *NO OTHER PERSONS OR ORGANIZATIONS WILL BE PERMITTED TO SELL PRODUCTS OR SERVICES, SOLICIT CONTRIBUTIONS, DISTRIBUTE ADVERTISING MATERIALS, OR DEMONSTRATE PRODUCTS IN THE VENDOR AREA.*