



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 2017 Spring Conference. The Conference will be held April 26-28, 2017, in Louisville, Kentucky at the Galt House Hotel & Suites.

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, finance officers and other administrative staff members.

The 2017 KASBO Spring Conference will host 44 vendor booths that are assigned on a first come first served basis with special consideration given to vendors who register as sponsors and those that have a long-standing relationship with KASBO. I urge you to complete the online registration, which will be available early January 2017, on the KASBO website www.kasbo.com. We have multiple levels of sponsorship available. Please refer to page three for details. 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 50 minute time blocks. Preference will be given to Gold Sponsors and above. Other vendors may reserve presentation space for \$100, please call me for more information or to sign up for this opportunity.

To guarantee you have full access to the conference, you will need to make sure ALL representatives are registered. Name tags for exhibitors will be printed according to the registration process. With the registration of the "Vendor-PRIMARY Representative" you can register a "Vendor-Secondary Representative" at no cost. If more than two representatives plan to attend, please register them under "Vendor-Additional Representatives". The on-line registration form asks for your response on attending lunch and the social event. There is no additional charge to attend these events but you MUST indicate YES on the registration form to receive passes.

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. The attached sheet contains detailed information regarding booth space, set-up time and prize drawings. Feel free to contact me if you have further questions, 859-957-2626.

As always – I look forward to working with you!

Sincerely,

Erin Harlow
KASBO Director & Vendor Coordinator

Future dates to reserve

November 15-17, 2017 –Marriott Griffin Gate Resort, Lexington
May 9-11, 2018 – Galt House Hotel & Suites, Louisville
November 13-16, 2018 –Marriott Griffin Gate Resort, Lexington
May 8-10, 2019 – Galt House Hotel & Suites, Louisville
November 12-15, 2019 –Marriott Griffin Gate Resort, Lexington
May 6-8, 2020 – Galt House Hotel & Suites, Louisville

Register at – www.kasbo.com

KASBO Spring 2017 Conference—Galt House, Louisville Kentucky—April 26-28, 2017

Exhibitor Space - \$500

- 8' X 10' carpeted space to showcase your specialty
- 8' covered/skirted table, 2 chairs and a waste basket, booth sign indicating company name
- Your company listed in the conference program with timely registration
- 2 complimentary luncheon tickets, Additional - \$35 each (Registration is required for all tickets)
- 2 complimentary Thursday evening social event tickets, Additional tickets are \$50 (Registration is required for all tickets)
- Electrical connection (must make request directly with the Galt House Hotel & Suites with application at an additional charge)

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, 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.

Agenda for Exhibitors

Setup

- Wednesday, April 26, 2:30p.m. - 4:30 p.m. – Upon arrival, please check in with the KASBO Vendor registration desk. Payment will be expected before set-up is approved.

Exhibit Hours

- Wednesday, April 26, 5:30 p.m. - 7:00 p.m. Vendor Reception (includes hot hors d'oeuvres and beverages) Vendor door prizes will be drawn throughout the reception.
- Thursday, April 27, 7:00 a.m. - 2:30 p.m. Vendor Hall will be open with designated vendor showcase times. Vendor door prizes will be drawn throughout the vendor showcase breaks.
- Thursday, April 27, 2:30 p.m. Break down
- Thursday, April 27, 6p.m.-9p.m. President's Social Event-You are invited to join us for our Thursday evening activity to network with our attendees in the Archibald Room. Two (2) representatives 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.

Exhibitor Presentations (if applicable)

- These sessions begin Wednesday at 1:00 and run concurrently with conference sessions until the end of the conference on Friday.

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

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 500 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.) These will be the only tickets vendors will receive. Please be creative, make it fun for the attendees to interact with you. The ticket deposit drum will be located in the vendor area to encourage foot traffic during the entire conference. Drawings will be held in the exhibit area and members must be present to win.

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.*