



masbo

# 2019 Strategic Partner and Annual Conference Sponsorship Opportunities

**MASBO 2019 Annual Conference & Trade Show**

May 8-10, 2019 • Duluth Entertainment & Convention Center, Duluth, MN

The MASBO Annual Conference is the largest gathering of school business professionals in Minnesota, giving exhibitors the best opportunity of the year to connect with these decision makers.

*Several opportunities are available for you to showcase your products and services and gain enhanced visibility to attendees. Reserve yours now for 2019!*

## Strategic Partnerships – Year-Around Recognition and Promotion

Our highest level, Strategic Partners are tied to specific areas or programs, and receive enhanced recognition to members throughout the year.

## Annual Conference Sponsorships – Enhanced Visibility at our Biggest Event of the Year

These sponsorships are tied to specific functions at our Annual Conference, providing increased visibility during our biggest event of the year.

## Annual Conference Exhibit Booths

The only opportunity of the year to showcase your products and services to the Minnesota's largest gathering of school business professionals.

The following pages provide detailed descriptions at the opportunities that are available.

## How to Register

### 1. Register for your Strategic Partnership or Sponsorship

Gain increased visibility with a Strategic Partnership or Conference Sponsorship.

### 2. Register for your Exhibit Booth

Exhibit booth registrations are not included in your Partnership or Sponsorship, and require a separate registration. Booths are assigned in the order that paid registrations are received, with the exception of Strategic Partners, who receive premium booth assignments.

At this time, you are only reserving your booth, not designating your booth representatives. By early March, exhibitors will receive information on how to register booth representatives and purchase tickets to events that are not included in the booth registration.

# Strategic Partnerships

Our highest level, the Strategic Partnership, receives recognition both at the Annual Conference, and throughout the year. Strategic Partnerships receive recognition at the MASBO Annual Conference, and are also tied to a specific area or program, providing recognition throughout the year. Strategic Partnerships include the option of a premier booth location at the trade show, but a separate registration and payment for the booth is required.

## Strategic Partner Options

Investment: \$5,000

*Strategic Partners from last year receive priority registration to renew their partnership for the upcoming year.*

### Each Strategic Partner Option includes:

#### Enhanced Visibility Throughout the Year:

- Sponsor level distinction on name badge at all MASBO conferences
- Logo in MASBO newsletter identifying as Strategic Sponsor
- Fixed logo on website homepage as Strategic Sponsor

#### Special Recognition and Benefits for Annual Conference:

- Premium booth assignment
- Early access to conference hotel room block
- One complimentary full conference attendee registration
- One complimentary ticket for Awards Luncheon
- One time use of conference attendee list
- Logo in Annual Conference on-site program
- Recognition at Annual Conference Thursday General Session
- Logo on Annual Conference signage
- Recognition in trade show walkway
- Sponsor level distinction on name badge
- Sponsor level distinction at booth, if booth is purchased
- Recognition in May MASBO newsletter
- Ability to include 8.5x11" insert in conference folder

### Plus, each Strategic Partner Option includes the following additional recognition

#### ~~School Business Official Awards Program~~ **SOLD**

Includes name on Awards page on MASBO website, and assist in presenting the award at the Annual Conference

#### ~~Voluntary Certification Program~~ **SOLD**

Includes name on Certification website page, and introduction at Fall Certification Course

#### ~~Leadership Academy~~ **SOLD**

Includes name on Leadership Academy website page, and introduction at first cohort session

#### ~~Institute of School Business Management~~

Includes name on Institute website page, and introduction on first day of event

#### ~~Technology Sponsor~~ **SOLD**

Recognized on Fall, Winter and Annual conference agendas

#### ~~2019 Winter Conference Keynote~~ **SOLD**

Includes name on Winter Conference website page, and introduction at Winter Conference

#### ~~2019 Winter Conference WiFi Provider~~

Includes name on Winter Conference website page, and signage recognition in registration area

#### ~~2019 Annual Conference Keynote~~ **SOLD**

Includes name on Annual Conference website page, and introduction at Annual Conference

#### ~~2019 Fall Conference Keynote~~ **SOLD**

Includes name on Fall Conference website page, and introduction at Fall Conference

#### ~~2019 Fall Conference WiFi Provider~~ **SOLD**

Includes name on Fall Conference website page, and signage recognition in registration area

# Annual Conference Sponsorships

These sponsorships are tied to specific educational and operational functions for the Annual Conference. At the Gold and Silver levels, sponsors may choose specific areas to sponsor. The Bronze level sponsorship supports the overall conference.

All sponsors receive multiple forms of recognition at the Annual Conference, based on the sponsorship type. Please see the sponsorship value table on page 4 for complete information.

*Gold and Silver sponsors from the previous year receive priority registration to renew their partnership for the upcoming year.*

## 2019 Annual Conference & Trade Show

Conference: May 8-10, 2019

Trade Show: May 9, 2019

DECC, Duluth, MN

### Tentative Conference Agenda

#### MAY 8

10:00–11:30am	Pre-Conference Session
11:30am–12:30pm	Lunch
12:30–4:30pm	Gold Mine Sessions
6:00–10:00pm	Dinner & MASBO Mixer

#### MAY 9

8:30am–12:15pm	Keynote*/Breakouts
9:00am–1:00pm	Exhibitor Setup
12:15–1:30pm	Awards Luncheon
<b>1:15–3:30pm</b>	<b>Trade Show*</b>
3:30–6:00pm	Exhibitor Teardown
5:00pm	MASBO Walk/Run*
8:30pm	Social Event/Dance*

#### MAY 10

9:00–11:00am	Sessions
11:00am–1:00pm	MDE Update, Lunch, & Adjourn

*\*Included in registration for all booth representatives*

### Please Note:

Strategic Partnerships, Gold, Silver and Bronze Sponsorships do not include an exhibit space; booths must be purchased separately (see page 5 for details).

## Gold Sponsor Options

Investment: \$2,500

Conference Folder **SOLD**

Logo on Conference Folder

Conference Program **SOLD**

Logo on Conference onsite program

Mobile App **SOLD**

Recognition on Annual Conference Mobile App

WiFi

Recognition on signage in registration area and on wifi landing page

## Silver Sponsor Options

Investment: \$1,500

Charging Station

Recognition at Annual Conference charging station

Conference Shuttle **SOLD**

Recognition on shuttle bus signage

Decorations **SOLD**

Separate recognition at Annual Conference

Friday Parking Voucher **SOLD**

Recognition on Free Friday Parking voucher

Pens and Notepads

Logo printed on notepad

Photography **SOLD**

Recognition on signage in registration area

Pre-Conference Session **SOLD**

Signage at Pre-Conference, Recognition at Pre-Conference intro

## Bronze Sponsor

Investment: \$400

# Strategic Partners & Sponsorship Values

Annual Conference Recognition & Benefits	Strategic Partners	Annual Conference Sponsors			Exhibit Booth
		Gold	Silver	Bronze	
Premium booth assignment	x				
Early access to conference hotel room block	x				
One-time use of conference attendee list	x				
One full-conference attendee registration	x				
One ticket for Thursday Awards Luncheon	x	x			
Recognition in Onsite Program	logo	logo	logo	logo	booth listing
Recognition on Conference webpage		logo + link	name		
Recognition at General Session & lunches	x				
Logo on Conference signage	x	x	x	x	
Sponsor level distinction on name badge	x	x	x	x	
Sponsor level distinction at booth	x	x	x	x	
Recognition in May MASBO Newsletter	x	x	x	x	
Include 8.5x11" insert in Conference folder	x	x			
Introduction at Opening Session	x	x	x		
Logo on Conference Folder		Conference Folder			
Logo on Conference Program		Conference Program			
Recognition on Conference App		Mobile App			
Signage in Registration Area		WiFi			
Recognition at Charging Station			Charging Station		
Recognition on Shuttle Bus Signage			Conference Shuttle		
Separate Recognition at Annual Conference			Decorations		
Recognition on free Friday parking voucher			Free Friday Parking		
Logo Printed on Notepads			Pens & Notepads		
Signage in Registration Area			Photography		
Signage at Pre-Conference Session			Pre-Conference Session		
Exhibitor Distinction on Name Badge					x

## Strategic Partner Recognition

### Ongoing Recognition for All Strategic Partners

Sponsor level distinction on name badge at all MASBO Conferences

Logo in Newsletter identifying as Strategic Partner

Fixed Logo on website homepage as Strategic Partner

### Individualized Strategic Partner Recognition

School Business Official Awards Program	On Awards page on website, present award
Voluntary Certification Program	On Certification page, attend fall certification course
Leadership Academy	On Leadership Academy webpage, attend final cohort session
Institute of School Business Management	On Institute webpage, introduced at first day of Institute
Annual Conference Keynote	On Annual Conference webpage, introduced at Annual Conference
2019 Winter Conference Keynote	On Winter Conference webpage, introduced at Winter Conference
2019 Winter Conference WiFi Provider	Signage in registration area at Winter Conference
2019 Fall Conference Keynote	On Fall Conference webpage, introduced at Fall Conference
2019 Fall Conference WiFi Provider	Signage in registration area at Fall Conference
Technology Sponsor	Recognized on conference agendas

# Annual Conference Exhibit Booth

*All exhibitors must be current MASBO members in good standing.*

Investment: Single Booth: \$450, Double Booth: \$900

## Exhibitor Registration Includes:

### 1. Exhibit Space

Two booth sizes are available. The single booth size is 8' x 10', and a double booth is 16' x 10'. All booths include 3' high side draping, back wall draping, and one 6' skirted table.

### 2. Booth Listing in Conference Program and Website

### 3. Up to Four Exhibitor Representatives

Up to four exhibitor reps are included in the cost of your booth, which includes the Thursday opening keynote presentation, the walk/run, Thursday evening networking event and dance, and entrance to the trade show. This registration does not include admittance to any other conference sessions, networking events or meals; tickets to attend these can be purchased separately. Although four exhibitor representatives are included in the registration, passes may be purchased for up to three more representatives. Exhibitors may also purchase a full conference pass.

**Registration for booth representatives and all of the attendance and meal options will open in March. Until that time, only exhibitor booths may be purchased.**

## Assignment of Space

When registering for your booth space, please indicate your top three booth placement choices. MASBO will make final assignment of booth space considering conference sponsorship, strategic partnership status and date paid registration was received. We will accommodate your booth requests as space permits, but cannot guarantee that you will be assigned to any of the space requested, or that you will not be placed near a competitor. Exhibit space is available on a first-come, first-served basis.

## Confirmation

A registration confirmation will be emailed to your company's contact upon receipt. Your booth assignment will be emailed to your designated company contact prior to the conference. A final confirmation with important onsite information will be sent to all exhibitor representatives.

## Booth Restrictions

An exhibitor cannot sublet or divide booth space without permission of the exhibit manager. No booth structure or sign will be allowed which obscures adjoining exhibits. Distribution of materials is limited to exhibit space. Exhibitors are required to remain set up for the duration of show hours.

## MASBO Exhibitor Kit

An Exhibitor Kit will be emailed as soon as all booths are assigned and payment is received. Order forms will be included in this Exhibitor Kit.

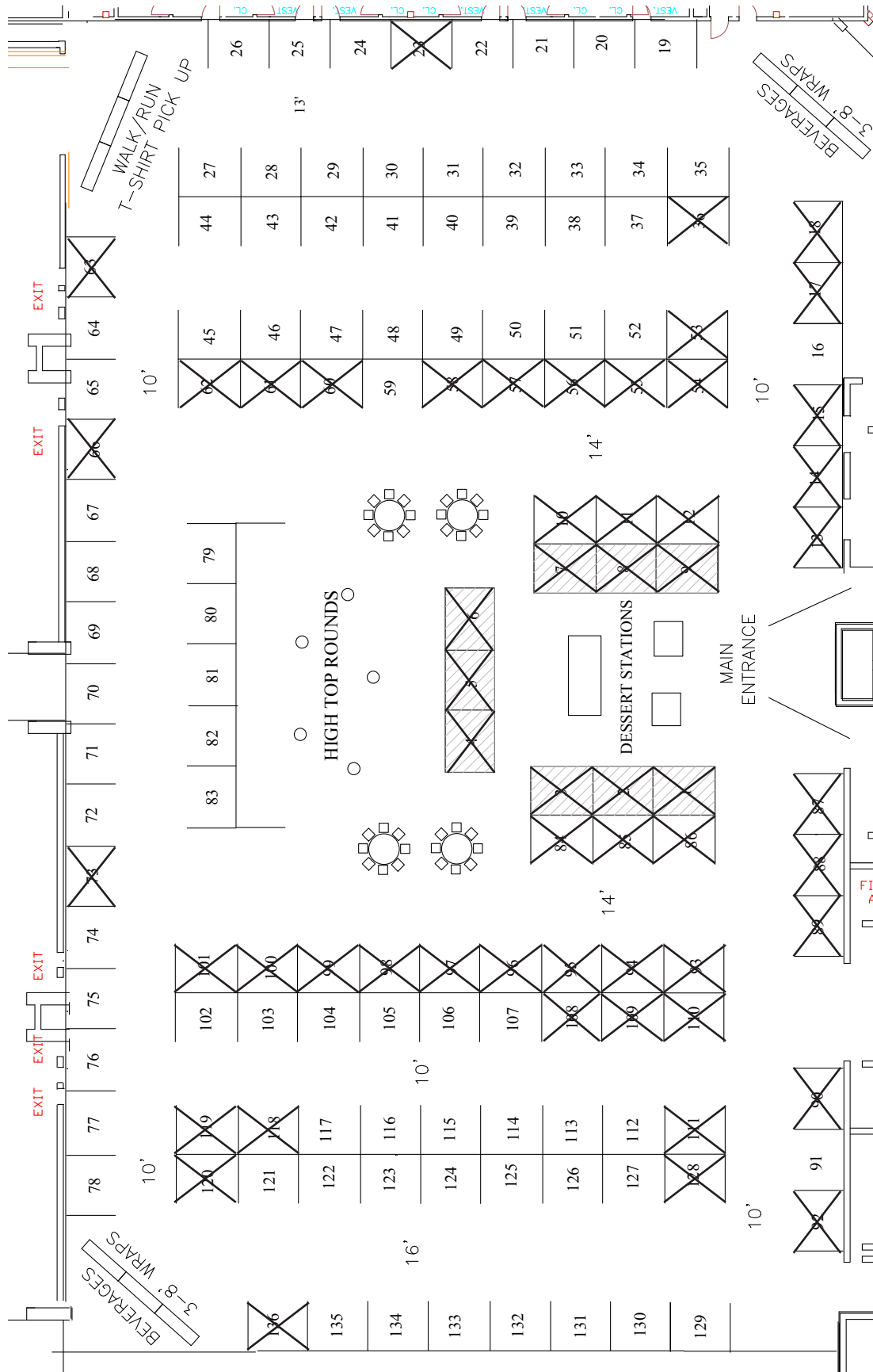
## Gift Law Considerations

Minnesota Gift Law (MN Statute 471.895) prohibits local officials from accepting gifts or prizes for personal use. The law allows trinkets valued up to \$5, so all booth giveaways must have a value under this amount. Exhibitors may hold drawings in their individual booths, but drawing prizes cannot be for personal use; they must be items that are applicable for use at a school district (items such as sports tickets, sporting equipment, etc. would not be appropriate). Distribution of giveaways not in compliance with the gift law is prohibited. The gift law also prohibits hosting hospitality suites and receptions. Please refrain from holding these events during the conference.

## Exhibitor Registration Process

1. The first step is to reserve your booth. At this time, you will only register to exhibit — you will be asked to register your specific company attendees at a later time.
2. After your paid registration is processed, your company's contact will receive a registration confirmation.
3. The hotel room block opens in late January. An email will be sent to exhibiting company contacts when the block is open. Reservations outside of the block may be made at any time.
4. In March, exhibitors will receive a form to register their booth representatives. At that time, registration will also be open to attend additional conference events or the full conference. Exhibitors will also receive an exhibitor kit with booth number, logistical information, and order forms for electricity, furniture, etc.

# Annual Conference Exhibit Booth Map



Note: Booths 1-9 are considered premier space, and are reserved for Strategic Partners (if desired). Strategic Partners are granted priority booth assignments, and may register for any booth.

# Strategic Partnership Order Form

Use this form to purchase Strategic Partnership and Annual Conference Exhibit Booth Opportunities

## Indicate Strategic Partner Selection(s)

\$5,000 each

- School Business Official Awards Program Opportunity
- Voluntary Certification Program Opportunity
- Leadership Academy Opportunity
- Institute of School Business Management Opportunity
- Technology Sponsor Opportunity

- 2019 Winter Conference Keynote Opportunity
- 2019 Winter Conference WiFi Provider Opportunity
- 2019 Annual Conference Keynote Opportunity
- 2019 Fall Conference Keynote Opportunity
- 2019 Fall Conference WiFi Provider Opportunity

- Strategic Partners will be recognized in print and online, so please provide a high-resolution logo (EPS for print **and** high-resolution JPG for online) to [mnasbo.org/page/submit\\_logo](http://mnasbo.org/page/submit_logo) at your earliest convenience.

## Annual Conference Exhibit Booth

- Single Booth \$450**       **Double Booth \$900**

Indicate Booth Location Choice (see map): 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ Products/Services \_\_\_\_\_

- Booths and sponsorships will be assigned in the order paid registrations are received.

**Total: \$** \_\_\_\_\_

## Sponsor Information

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

## Payment Options

- Visa    Mastercard    Discover    American Express    Check (made payable to MASBO)

- PO Number: (If paying by PO, you must include all documentation)

If paying by credit card, the following fields are required:

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Phone \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

## Register online at [www.mnasbo.org](http://www.mnasbo.org) or send form with payment to:

**Fax:** 651-290-2266

**Mail:** 1000 Westgate Drive, Suite 252 · St. Paul, MN 55114

**Cancellation/Refund/No-Show Policy:** No refunds will be issued for Strategic Partnership or Annual Conference Sponsorship. Exhibitor booth cancellations made before April 16, 2019, are eligible for a refund of the registration fee. Cancellations after this deadline are not eligible for a refund.

**PCI Compliance:** MASBO has taken the appropriate steps to maintain PCI compliance. In order to protect your privacy, please do not email your credit card information to our office.

Questions? Contact MASBO Executive Director Connie Nordquist at (651) 290-6285 or [cnordquist@mnasbo.org](mailto:cnordquist@mnasbo.org)

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

# Annual Conference Sponsorship & Exhibit Booth Order Form

Use this form to purchase Annual Conference Sponsorship and Exhibit Booth Opportunities.

## Indicate Annual Sponsor/Exhibitor Selection(s)

**Gold \$2,500 each**

- Conference Folder
- Conference Program
- Mobile App
- WiFi

**Silver \$1,500 each**

- Charging Station
- Conference Shuttle
- Decorations
- Friday Parking Voucher
- Pens and Notepads
- Photography
- Pre-Conference Session

**Bronze \$400**

## Exhibit Booth

**Single Booth \$450**       **Double Booth \$900**

Indicate Booth Location Choice (see map): 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Products/Services \_\_\_\_\_

- Sponsors will be recognized in print and online, so please provide a high-resolution logo (eps for print **and** high-resolution jpg for online) to [mnasbo.org/page/submit\\_logo](http://mnasbo.org/page/submit_logo) at your earliest convenience.
- Booths and sponsorships will be assigned in the order paid registrations are received.

**Total Due: \$** \_\_\_\_\_

## Sponsor/Exhibitor Information

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

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