

MASBO 2017 ANNUAL CONFERENCE



Strategic Partner and Annual Conference Sponsorship and Exhibitor Opportunities

Registration is now open for 2017 MASBO Annual Conference Exhibitors and Sponsors. There are two kinds of opportunities that are available. Please be sure to reserve yours now for 2017!

Annual Conference Opportunities – Enhanced Visibility at 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.

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

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.

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

MASBO Annual Conference & Trade Show

May 10-12, 2017

Duluth Entertainment & Convention Center, Duluth, MN

Trade Show Date: Thursday, May 11

Trade Show Changes for 2017!

To accommodate our growing trade show, please note the following changes for 2017:

- The trade show will now be held on **Thursday afternoon**.
- The trade show is moving to a larger location at the DECC, allowing all exhibitors to be in the same space.
- Trade show hours have been expanded to allow attendees time to visit all booths.
- Your booth registration now includes the ability for a booth rep to attend the opening keynote speaker, as well as purchase tickets for our Thursday recognition lunch.

Tentative Agenda

MAY 10

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 11

8:30–11:30am	Opening Session/ Breakouts
11:30am–1:00pm	Awards Luncheon
1:10–2:00pm	Breakouts
2:00–4:30pm	Trade Show
5:00pm	MASBO Walk/Run
8:30pm	Social Event/Dance

MAY 12

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

Annual Conference Exhibit Booth Opportunity

Annual Conference Exhibit Booth: \$450 per booth

All exhibitors must be current MASBO members in good standing.

Exhibitor Registration Includes:

- **8' x 10' Exhibit Space**
Includes 3' high side draping and 8' back wall draping, one 6' skirted table, one side chair, a one-line sign showing exhibit name.
- **Booth listing in Conference onsite program and website**
- **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 other conference events and activities can be purchased separately. Exhibitors will be sent a form in early March to register individuals as exhibitor representatives. Although four exhibitor representatives are included in the registration, passes for up to three more representatives may be purchased. Exhibitors may also purchase a full conference pass. Registration for 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.

Exhibitor Details

- Exhibitor Set Up: Thursday, May 11, 9:00am-1:30pm
- Exhibit Hall Open: Thursday, May 11, 2:00-4:30pm
- Exhibit Tear-Down: Thursday, May 11, 4:30-8:00pm
- Exhibitors are required to remain set up until tear-down time at 4:30pm.

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.

MASBO Exhibitor Kit

Please note that an Exhibitor Kit, detailing all logistics, 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. Distribution of giveaways not in compliance with the gift law is prohibited.

Steps to Exhibit at the 2017 Annual Conference

1. Register for your booth early, as we once again expect a sold out show. 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. If your attendees will require lodging, the room block will open 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, we will send exhibitors a form to register the names of their booth representatives. At that time, registration will also be open for company attendees who want to attend additional conference events or the full conference.
5. In March, exhibitors will also receive an exhibitor kit with booth number, logistical information, and order forms for electricity, furniture, etc.

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, such as the conference mobile app. The Bronze level sponsorship supports the overall conference.

Bronze Sponsor: \$400

Recognition at the Annual Conference Includes:

- Logo on Annual Conference onsite program
- Logo on Annual Conference signage
- Sponsor level distinction on name badge
- Sponsor level distinction at booth, if booth is purchased
- Recognition in May MASBO newsletter

Silver Sponsor Options: \$1,500

Silver sponsors from the previous year received priority registration to renew their sponsorship for the upcoming year.

- ~~Decorations~~
- ~~Charging Station~~
- ~~Pens and Notepads~~
- ~~Pre-Conference Session~~

Recognition at the Annual Conference Includes:

- Logo on Annual Conference onsite program
- Name listed on Annual Conference Registration page on website
- Logo on Annual Conference signage
- Two tickets for Thursday General Session and Awards Luncheon
- Sponsor level distinction on name badge
- Sponsor level distinction at booth, if booth is purchased
- Recognition in May MASBO newsletter
- Announcement of Sponsors at Opening Session

Related Individualized Recognition includes:

- ~~Decorations Sponsor:~~ Separate recognition at Annual Conference
- ~~Charging Station Sponsor:~~ Recognition at Annual Conference charging station
- ~~Pens and Notepads Sponsor:~~ Logo printed on notepad
- ~~Pre-Conference Sponsor:~~ Signage at Pre-Conference, Recognition at Pre-Conference Intro

Gold Sponsor Options: \$2,500

Gold sponsors from the previous year received priority registration to renew their sponsorship for the upcoming year.

- ~~Conference Transportation~~
- ~~Mobile App~~
- ~~Conference Folder~~
- ~~Conference Program~~
- ~~WiFi~~

Recognition at the Annual Conference Includes:

- Logo on Annual Conference onsite program
- Logo with link on Annual Conference Registration page on website
- Logo on Annual Conference signage
- Recognition in Trade Show Walkway
- Two tickets for Thursday General Session and Awards Luncheon
- Sponsor level distinction on name badge
- Sponsor level distinction at booth, if booth is purchased
- Recognition in May MASBO newsletter
- Option to include 8.5”x11” insert in conference folder
- Announcement of Sponsors at Opening Session

Related Individualized Recognition includes:

- ~~Conference Transportation Sponsor:~~ Recognition on shuttle bus signage and parking vouchers
- ~~Mobile App Sponsor:~~ Recognition on Annual Conference Mobile App
- ~~Conference Folder Sponsor:~~ Logo on Conference Folder
- ~~Conference Program Sponsor:~~ Logo on Conference onsite program
- ~~WiFi Sponsor:~~ Recognition on signage in registration area

Please Note:

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

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 a premier booth location at the trade show, but a separate registration and payment for the booth is required.

Strategic Partner Options: \$5,000 each

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

- Institute of School Business Management
- 2017 Winter Conference WiFi Provider
- School Business Official Awards Program
- Voluntary Certification Program
- Leadership Academy
- Annual Conference Keynote
- 2017 Fall Conference Keynote
- 2017 Winter Conference Keynote
- 2017 Fall Conference WiFi Provider
- Technology Sponsor
- Photography Sponsor

Strategic Partners receive preferred booth assignments for the 2017 MASBO Trade Show.

Recognition at the Annual Conference Includes:

- Logo in Annual Conference on-site program
- Recognition at Annual Conference Thursday General Session
- Logo on Annual Conference signage
- Recognition in trade show walkway
- Two tickets for Awards Luncheon
- 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
- Announcement of Sponsors at Opening Session
- Preferred booth assignments for the 2017 MASBO trade show

Recognition Throughout the Year Includes:

- 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

Individualized Recognition Includes:

- **Institute of School Business Management Opportunity:** Name on Institute website page, introduced at first day of event
- **2017 Winter Conference WiFi Provider Opportunity:** Name on Winter Conference website page, recognized on signage in registration area
- **School Business Official Awards Program Opportunity:** Mention on Awards page on MASBO website, and assist in presenting the award at the Annual Conference
- **Voluntary Certification Program Opportunity:** Name on Certification website page, attend Fall Certification Course
- **Leadership Academy Opportunity:** Name on Leadership Academy website page, attend first cohort session
- **Annual Conference Keynote Opportunity:** Name on Annual Conference website page, introduced at Annual Conference
- **2017 Fall Conference Keynote Opportunity:** Name on Fall Conference website page, introduced at conference
- **2017 Winter Conference Keynote Opportunity:** Name on Winter Conference website page, introduced at Winter Conference
- **2017 Fall Conference WiFi Provider Opportunity:** Name on Fall Conference website page, recognized on signage in registration area
- **Technology Sponsor Opportunity:** Recognized on conference agendas
- **Photography Sponsor Opportunity:** Recognized at conferences where photos are taken

Strategic Partners & Sponsorship Values

Annual Conference Recognition	Annual Conference Sponsors				Strategic Partners (All)
	Exhibit Booth \$450	Gold \$2,500	Silver \$1,500	Bronze \$400	
Recognition in Conference On-site Program	booth listing	logo	logo	logo	logo
Recognition on Conference Registration webpage		logo + link	name		
Recognition at Annual Conference General Session & lunches					x
Logo on signage at Conference		x	x	x	x
Two Tickets for Thursday Awards Luncheon		x			x
Sponsor level distinction on name badge		x	x	x	x
Sponsor level distinction at booth (if booth is purchased)		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 Sponsor			
Logo on Conference Program		Conference Program Sponsor			
Recognition on Bus Signage and Parking Voucher		Conference Transportation			
Recognition on Conference App		Mobile App Sponsor			
Signage in Registration Area		WiFi Sponsor			
Recognition at Charging Station			Charging Station Sponsor		
Separate Recognition at Annual Conference			Decorations Sponsor		
Logo Printed on Notepads			Pens & Notepads Sponsor		
Signage at Pre-Conference Session			Pre-Conference Session Sponsor		
Exhibitor Distinction on Name Badge	x				

Strategic Partner Recognition		\$5,000
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 first cohort session (January 2017)	
Institute of School Business Management	On Institute webpage, introduced at first day	
Annual Conference Keynote	On Annual Conference webpage, introduced at Annual Conference	
2017 Fall Conference Keynote	On Fall Conference webpage, introduced at Fall Conference	
2017 Winter Conference Keynote	On Winter Conference webpage, introduced at Winter Conference	
2017 Fall Conference WiFi Provider	Signage in registration area at Winter Conference	
2017 Winter Conference WiFi Provider	Signage in registration area at Fall Conference	
Technology Sponsor	Recognized on conference agendas	
Photography Sponsor	Recognized at conferences where photos are taken	

Annual Conference Exhibitor & Sponsorship Registration

Annual Conference Exhibit Booth

\$450

Annual Conference Exhibit Booth – Indicate Booth Location Choice (see map): 1. _____ 2. _____ 3. _____

Products/Services _____

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

Indicate Annual Sponsor Selection(s)

- Bronze** **\$400**
- Silver** **\$1,500 each**
- Gold** **\$2,500 each**
- Decorations
 - Charging Station
 - Pens and Notepads
 - Pre-Conference Session
 - Conference Transportation
 - Mobile App
 - Conference Folder
 - Conference Program
 - WiFi

- 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 at your earliest convenience.

Total: \$ _____

Contact 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 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 15, 2017, are eligible for a refund of the registration fee. Cancellations after this deadline are not eligible for a refund.

(For office use only)

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

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

Strategic Partnership Registration

Indicate Strategic Partner Selection(s)

\$5,000 each

- Institute of School Business Management Opportunity
- 2017 Winter Conference WiFi Provider Opportunity
- School Business Official Awards Program Opportunity
- Voluntary Certification Program Opportunity
- Leadership Academy Opportunity
- Annual Conference Keynote Opportunity
- 2017 Fall Conference Keynote Opportunity
- 2017 Winter Conference Keynote Opportunity
- 2017 Fall Conference WiFi Provider Opportunity
- Technology Sponsor Opportunity
- Photography Sponsor 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 at your earliest convenience.

Annual Conference Exhibit Booth

\$450

Annual Conference Exhibit Booth – 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 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 15, 2017, are eligible for a refund of the registration fee. Cancellations after this deadline are not eligible for a refund.

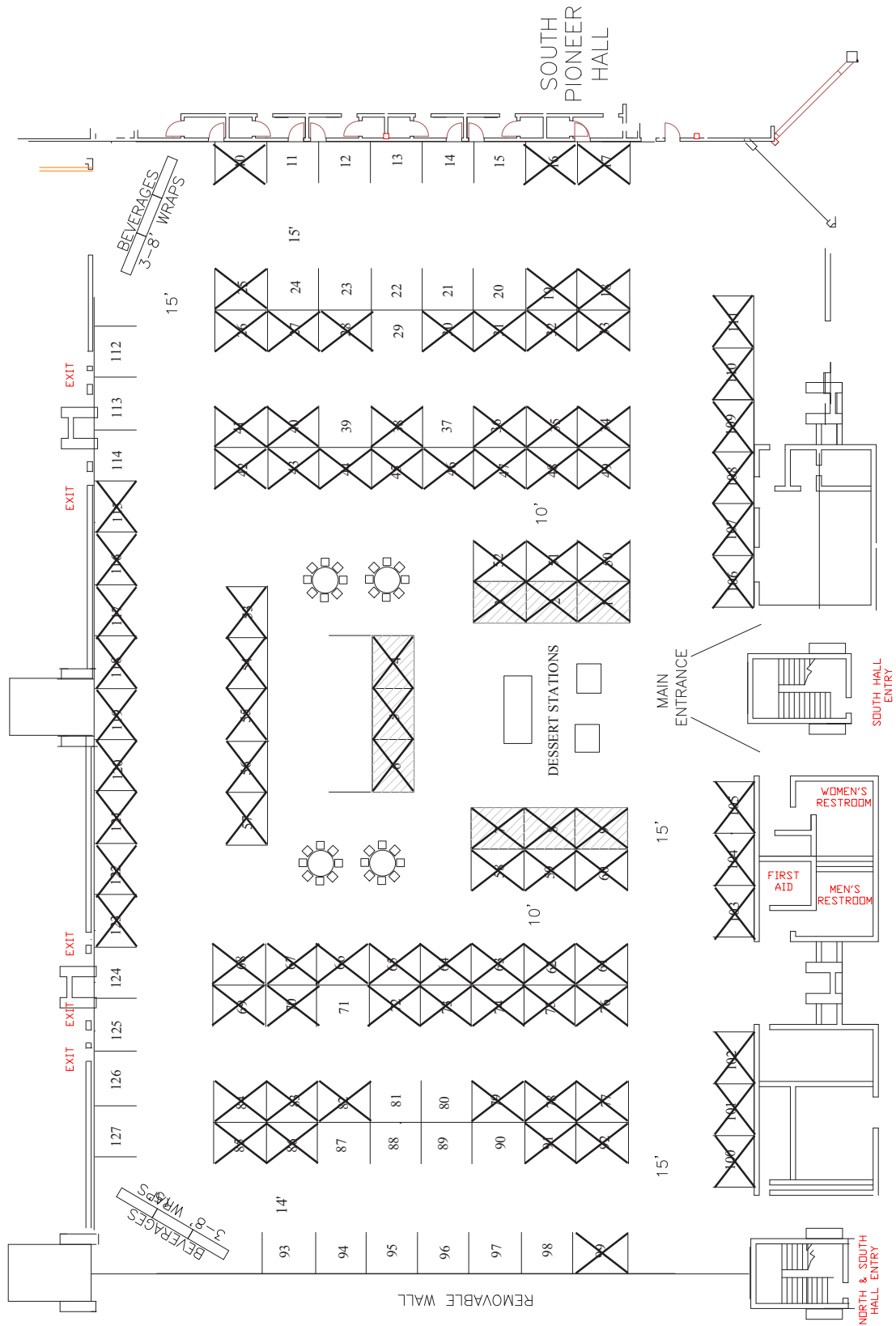
(For office use only)

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

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

Annual Conference Exhibit Booth Map



X Booths no longer available

Map updated on Feb. 14, 2017.

Check www.mnasbo.org/event/SupportMASBO2017 for the most current map of booth availability.