

SEPTEMBER
28-30, 2016

ANNUAL IASA
CONFERENCE

Illinois Association of School Administrators
2648 Beechler Court
Springfield, IL 62703-7305

ILLINOIS ASSOCIATION OF SCHOOL ADMINISTRATORS

Take Advantage of Your

MARKETING OPPORTUNITIES

YOU AND YOUR FIRM ARE *invited* TO PARTICIPATE IN THE...

52ND
ANNUAL IASA CONFERENCE

SEPTEMBER 28-30, 2016

- Reserve a Booth
- Host a Hospitality Suite for Attendees
- Sponsor an Event, Meal or Speaker



MARKETING OPPORTUNITIES

The Illinois Association of School Administrators (IASA) is pleased to announce that we are offering businesses that provide supplies, equipment or services to public schools the opportunity to meet with Illinois school administrators at the 2016 IASA Annual Conference. The conference is scheduled September 28 - 30, 2016, at the President Abraham Lincoln Hotel by Double Tree and the Prairie Capital Convention Center in Springfield, Illinois.

Last year, in excess of 650 school administrators, including superintendents, assistant superintendents, professional staff, and professors of educational administration, attended the three-day event. By sponsoring an event, reserving a booth in our marketplace or hosting individual receptions, you have a unique and powerful opportunity to create significant product awareness among your target market.

MARKETPLACE

IASA welcomes any business offering supplies, materials, equipment, programs and services in Illinois to be an exhibitor at our annual conference. Vendors will have the opportunity to display their services from 6 to 7:30 p.m., Wednesday, September 28 and 7 a.m. to 3 p.m., Thursday, September 29. A complimentary breakfast, lunch, and Welcoming Reception will be available in the exhibit hall during exhibit hours. This will give attendees time to visit the hall and have meals between the morning and afternoon breakout sessions.

Registration fees are: \$875.00 for current IASA School Service Members and \$1,275.00 for non-members. Additional booths may be rented at rates of \$825.00 each for members and \$1,225.00 each for non-members. The registration fee includes up to two representatives. Each additional representative is required to pay the conference registration fee. Prior to the conference, you will receive a conference packet which will have additional information on the conference including housing.

All booths are 10'w x 10'd. The rental fee includes one booth with back and side panels and a one-line identification sign. The rental fee does not include a table or chairs. The exhibit hall is located in the Main Hall of the Prairie Capital Convention Center. Additional information on exhibiting will be provided closer to the event. The exhibit fee must be paid in full no later than July 29, 2016. A list of firms who have reserved a booth prior to July 29, 2016 will be listed in the conference program booklet. Exhibitors will receive a complete list of conference attendees.

Our marketplace is filled with: Architects, Computer Software, Construction Management, Energy Management, Education Programs, Financial Services, Flooring, Insurance, Office Equipment, School Bus Sales, School Information Services, and much more...

HOSPITALITY SUITES

School Service Members will have the opportunity to host individual receptions beginning at 6 p.m., Thursday, September 29, 2016. The receptions will be posted in the IASA Annual Conference Program and included on the conference website. If you are interested in hosting a hospitality suite, contact Cherry Middleton at 217/753-2213.

SPONSORSHIP OPPORTUNITIES

Firms can choose to sponsor events, speakers, and meals during the IASA Annual Conference. The deadline for inclusion in the conference program is July 29, 2016. Sponsor names are acknowledged in the conference program, IASA newsletter, conference website, correspondence for the conference and on signs at the applicable reception, breakout session, general session or meal function. Total sponsorship for the year will be listed as Legacy, Premier, etc. depending on the total amount sponsored.

Your firm must be an IASA School Service Member to sponsor an event. The annual School Service Membership dues are \$475. If you are not already a school service member and would like to join, please mark the appropriate box on the sponsorship form.

Meal Sponsorship \$5,000

This activity includes sponsorship of all meal and break functions (Thursday Morning Continental Breakfast, Thursday Luncheon, Thursday Afternoon Break and Friday Brunch) during the conference. Thursday afternoon, lunch will be served in the exhibit hall and will feature a wide selection of menu options for conference attendees. Lunch will be served from 11:00 a.m. to 12:30 p.m. on Thursday. A sit-down brunch is served on Friday morning.

Your firm's representatives will be invited to attend these meal functions at no cost; however, pre-registration is required.

Wednesday - Opening Ceremony Speaker (First General Session) \$5,000

This activity includes sponsorship of the speaker for the Opening Ceremony. Your firm's representative will be invited to attend this function at no cost; however, pre-registration is required.

Up to 400 conference attendees attend this session.

Wednesday - Evening Welcoming Reception \$5,000

The IASA Welcoming Reception continues to be a popular event on the first evening of the conference, providing IASA members with the opportunity to spend some quality time with their colleagues from around the state.

Up to 400 conference attendees attend this reception.

Thursday - Second General Session Speaker \$5,000

This activity will include sponsorship of the speaker for the Thursday morning General Session.

Up to 400 conference attendees attend this session.

Thursday - Third General Session Speaker \$5,000

This activity includes sponsorship of the speaker for the third General Session.

Up to 400 conference attendees attend this session.

Thursday - Evening President's Reception \$5,000

IASA President Derek Hutchins will host a reception on Thursday evening from 9:00 to 11:00 p.m. for all conference attendees at the President Abraham Lincoln Hotel by Double Tree.

Up to 400 conference attendees attend this reception.

Thursday & Friday - Breakout Sessions \$5,000

IASA will hold breakout sessions on Thursday, September 29, 2016 and Friday, September 30, 2016. These sessions cover a variety of topics that are timely and informative for administrators.

Up to 100 conference attendees attend each breakout session.

Friday - Closing General Session Speaker \$5,000

This activity includes sponsorship of the speaker for the Closing General Session.

Up to 400 conference attendees attend this session.

Program Booklet \$5,000

Sponsorship includes your firm's full page ad in the conference program booklet (4" w X 9" h). Limited to 3 sponsors.

Event Website \$5,000

Sponsorship includes your firm's name displayed on the event website and/or mobile app (if available).

SPONSORSHIP & EXHIBIT BOOTH RESERVATION FORM

52ND ANNUAL IASA CONFERENCE SEPTEMBER 28-30, 2016

Contact Information

All correspondence will be sent to this address

Firm Name _____
 Contact Name _____
 Job Title _____
 Street Address _____
 City, State, Zip _____
 Telephone _____
 Fax _____
 Email _____

Program Listing

This information will be listed in the conference program

Firm Name _____
 Contact Name _____
 Job Title _____
 Street Address _____
 City, State, Zip _____
 Telephone _____
 Fax _____
 Email _____

Sponsor/Exhibitor Product Line (Approx. 20 words or less) Provide a description of your company and/or products in the space provided below (this will be printed in the conference program booklet).

Category Please check one category for your company

- | | |
|----------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Architect | <input type="checkbox"/> Association |
| <input type="checkbox"/> Building and Construction | <input type="checkbox"/> Educational Programs |
| <input type="checkbox"/> Energy | <input type="checkbox"/> Financial Consultant |
| <input type="checkbox"/> Food Service | <input type="checkbox"/> Health Care |
| <input type="checkbox"/> Maintenance | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> School Bus Sales | <input type="checkbox"/> Performance Contractor |
| <input type="checkbox"/> Security | <input type="checkbox"/> School Supplies |
| <input type="checkbox"/> Telecommunication | <input type="checkbox"/> Sports and Outdoors |
| | <input type="checkbox"/> Other _____ |

Sponsorship Opportunities

- ☐ IASA School Service Membership Dues.....\$475.00
 - ☐ Renewal ☐ New Member
- ☐ Wednesday Evening Welcoming Reception \$5,000.00
- ☐ Wednesday - Opening Ceremony
(First General Session Speaker) \$5,000.00
- ☐ Thursday and Friday Breakout Sessions \$5,000.00
- ☐ Thursday - Second General Session Speaker \$5,000.00
- ☐ Thursday - Third General Session Speaker..... \$5,000.00
- ☐ Thursday Evening President's Reception \$5,000.00
- ☐ Friday - Closing General Session (Speaker) \$5,000.00
- ☐ Program Booklet..... \$5,000.00
- ☐ Event Website \$5,000.00
- ☐ Meal Sponsor (all meal sessions)..... \$5,000.00

Sponsorship Total: \$ _____

Marketplace

- | | |
|------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> School Service Member | <input type="checkbox"/> Non-Members |
| \$875.00 First Booth | \$1,275.00 First Booth |
| \$825.00 Each Additional Booth | \$1,125.00 Each Additional Booth |

Please reserve _____ booth(s).

The booth reservation fee includes conference registration for up to two representatives. *Cancellations received prior to Friday, August 28, 2016 will be issued a refund of fees paid less \$100.*

Rep. #1 and Rep. #2 _____

Add'l Reps. (\$369.00 ea.) _____

Payment Information

Total Amount Due: \$ _____

- ☐ Please send an invoice to the address above
- ☐ Check made out to "IASA" enclosed
- ☐ Charge total amount due to my : ☐ Visa ☐ MasterCard

Credit Card Number _____

Exp. Date ____/____/____ 3-Digit Security Code _____

Signature _____

Return this form with the total amount due to:

Illinois Association of School Administrators
 2648 Beechler Court, Springfield, IL 62703-7305
 or Fax to 217/753-2240

Deadline to be included in the conference program is 7/29/16. The final deadline for Exhibit Space and Sponsorships is 7/29/16.

Questions? Contact Jodi Gillespie or Cherry Middleton at 217/753-2213. Refunds will not be issued after Friday, August 26, 2016.