

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

56TH ANNUAL IASA CONFERENCE

Sept. 30-Oct. 2
2020

THE ILLINOIS ASSOCIATION OF SCHOOL ADMINISTRATORS
INVITES YOU AND YOUR FIRM TO PARTICIPATE IN THE...

56th

 **IASA ANNUAL
CONFERENCE**

Sept. 30-Oct. 2, 2020

Take Advantage of Your **Marketing Opportunities**

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

SPONSORSHIP OPPORTUNITIES

Firms can choose to sponsor events, general sessions, and meals during the IASA Annual Conference. The deadline for inclusion in the conference program is August 7, 2020. Sponsor names are acknowledged in the conference program and app, IASA magazine, 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 Breakfast) during the conference. Lunch will be served from 11 a.m. to 12:30 p.m. on Thursday. A sit-down breakfast 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 (First General Session) \$5,000

This activity includes sponsorship of 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–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 \$5,000

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

Up to 400 conference attendees attend this session.

Thursday–Third General Session \$5,000

This activity includes sponsorship of the Third General Session.

Up to 400 conference attendees attend this session.

Thursday–President's Reception \$5,000

IASA will host a reception on Thursday evening from 9 to 11 p.m. for all conference attendees at the President Abraham Lincoln Hotel.

Up to 400 conference attendees attend this reception.

Thursday & Friday–Breakout Sessions \$5,000

IASA will hold breakout sessions on Thursday, October 1, 2020 and Friday, October 2, 2020. 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 \$5,000

This activity includes sponsorship of 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).

Event Website & Conference App \$5,000

Sponsorship includes your firm's name and logo displayed on the event website and conference app.

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 2020 IASA Annual Conference. The conference is scheduled September 30–October 2, 2020, at the President Abraham Lincoln Springfield—A DoubleTree by Hilton Hotel, and the BOS 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 9 a.m. to 2 p.m. Thursday, October 1. A complimentary lunch will be available in the exhibit hall during exhibit hours.

Registration fees are: \$875 for current IASA School Service Members and \$1,275 for non-members. Additional booths may be rented at rates of \$825 each for members and \$1,225 each for non-members. The registration fee includes up to two representatives. Each additional representative is required to pay the conference registration fee. Additional information on the conference including housing will be sent to the firm's contact listed within this form.

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 BOS Center. A list of

firms who have reserved a booth prior to August 7, 2020 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, School Safety and much more...

HOSPITALITY SUITES

School Service Members will have the opportunity to host individual receptions beginning at 6 p.m., Thursday, October 1, 2020. If you are interested in hosting a hospitality suite, contact Jodi Gillespie at 217-753-2213 or jgillespie@iasaedu.org.

SPONSORSHIP & EXHIBIT BOOTH RESERVATION FORM

56th ANNUAL IASA CONFERENCE • SEPTEMBER 30-OCTOBER 2, 2020

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 and in the conference app).

Marketplace

- ☐ School Service Member ☐ Non-Member
\$875 First Booth \$1,275 First Booth
\$825 Each Additional Booth \$1,125 Each Additional Booth

Please reserve _____ booth(s).

The booth reservation fee includes conference registration for up to two representatives. The cost for additional representatives is \$369 per person. *Booth cancellations received prior to Friday, August 21, 2020 will be issued a refund of fees paid less \$100.*

Rep#1 _____

City _____ State _____

Rep#2 _____

City _____ State _____

Add'l Reps _____

(\$369 ea.)

City _____ State _____

Add'l Reps _____

(\$369 ea.)

City _____ State _____

Payment Information

If paying with a credit card, please add a 3% non-refundable transaction fee.

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 _____

Sponsorship Opportunities

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

Sponsorship Total: \$ _____

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

The deadline to be included in the conference program is August 7, 2020.
Questions? Contact Jodi Gillespie at 217-753-2213.