

# Leading with Intention

## TAKE ADVANTAGE OF YOUR

## Marketing Opportunities...

- Reserve a Booth
- Sponsor an Event, Meal or General Session

### IASA 59TH ANNUAL CONFERENCE

**September 27-29, 2023**

BOS Center and the President Abraham Lincoln  
Springfield—A DoubleTree by Hilton Hotel

## 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 IASA Annual Conference. The conference is scheduled September 27–29, 2023, at the President Abraham Lincoln Springfield—A DoubleTree by Hilton Hotel, and the BOS Center, in Springfield, Illinois.

Annually, in excess of 650 school administrators, including superintendents, assistant superintendents, professional staff, and professors of educational administration, attend 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, September 28. A complimentary lunch will be available in the exhibit hall during exhibit hours for attendees and exhibitors.

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 4, 2023 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...

# 59th ANNUAL IASA CONFERENCE • SEPTEMBER 27-29, 2023

## 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 4, 2023. 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.

Your firm must be an IASA School Service Member to sponsor an event. The annual School Service Membership dues are \$475.

### **Meal Sponsorship \$7,500**

This activity includes sponsorship of all meals and all coffee break functions. Breakfast sandwiches will be provided on Thursday morning. A lunch buffet will be served from 11 a.m. to 12:30 p.m. on Thursday. A breakfast buffet is provided 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 600 conference attendees attend this session.

### **Wednesday—Welcoming Reception \$7,500**

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 600 conference attendees attend this session.

### **Thursday—Second General Session \$5,000**

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

Up to 600 conference attendees attend this session.

### **Thursday—Supt to Supt or Ignite Sessions \$5,000**

This activity will include sponsorship of the new Supt to Supt or Ignite sessions on Thursday.

Up to 600 conference attendees attend this session.

### **Thursday—Third General Session \$5,000**

This activity includes sponsorship of the Third General Session.

Up to 600 conference attendees attend this session.

### **Thursday—President's Reception \$7,500**

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 600 conference attendees attend this session.

### **Thursday & Friday—Breakout Sessions \$7,500**

IASA will hold breakout sessions on Thursday, September 28, 2023 and Friday, September 29, 2023. 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 600 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).

### **Conference App \$5,000**

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

### **Conference Lanyards \$10,000**

Sponsorship includes your firm's name and logo displayed on the attendees' lanyards.

### **Conference Website \$5,000**

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

# SPONSORSHIP & EXHIBIT BOOTH RESERVATION FORM

## 59th ANNUAL IASA CONFERENCE • SEPTEMBER 27-29, 2023

### Contact Information

All correspondence will be sent to this address.

Firm Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

### Program Listing

This information will be listed in the conference program.

Firm Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_

**Sponsor/Exhibitor Product Line** Provide a description of your company and/or products; we will edit for length. 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 4, 2023 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 \_\_\_\_\_

### Sponsorship Opportunities

Wednesday—Welcoming Reception .....	\$7,500.00
Wednesday—Opening Ceremony (First General Session) .....	\$5,000.00
Thursday and Friday Breakout Sessions .....	\$7,500.00
Thursday—Second General Session .....	\$5,000.00
Thursday—Supt to Supt or Ignite Session .....	\$5,000.00
Thursday—Third General Session .....	\$5,000.00
Thursday—President's Reception .....	\$7,500.00
Friday—Closing General Session .....	\$5,000.00
Program Booklet .....	\$5,000.00
Conference Website .....	\$10,000.00
Conference App .....	\$5,000.00
Conference Lanyards .....	\$10,000.00
Meal Sponsor (all meal sessions & coffee breaks) .....	\$7,500.00

Sponsorship Total: \$ \_\_\_\_\_

### 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 \_\_\_\_\_

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 4, 2023.  
Questions? Contact Jodi Gillespie at [jgillespie@iasaedu.org](mailto:jgillespie@iasaedu.org).

NOTE: Should it become necessary to hold this event virtually, your sponsorship selection(s) will be used at the virtual event.