

September  
27-29, 2017

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...

**IASA**

**53<sup>RD</sup>**

**Annual Conference**

September 27-29  
**2017**

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 2017 IASA Annual Conference. The conference is scheduled September 27-29, 2017, at the President Abraham Lincoln Springfield - A DoubleTree by Hilton and the Prairie Capital Convention Center (Bank of Springfield 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 27 and 7 a.m. to 1:30 p.m., Thursday, September 28. A complimentary continental 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 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. 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 28, 2017. A list of firms who have reserved a booth prior to July 28, 2017 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 28, 2017. 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 or [cmiddleton@iasaedu.org](mailto:cmiddleton@iasaedu.org).

# 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 28, 2017. Sponsor names are acknowledged in the conference program, 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 Brunch) during the conference. Lunch will be served from 11 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 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, September 28, 2017 and Friday, September 29, 2017. 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.

## Conference App \$5,000

Sponsorship includes your firm's name and logo displayed on the conference app. Limited to 2 sponsors.

# SPONSORSHIP & EXHIBIT BOOTH RESERVATION FORM

## 53<sup>RD</sup> ANNUAL IASA CONFERENCE    SEPTEMBER 27-29, 2017

### 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).

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### 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

- 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
- Conference App ..... \$5,000.00

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

### Marketplace

- |  |   |
|--|---|
| <input type="checkbox"/> School Service Member<br>\$875 First Booth<br>\$825 Each Additional Booth | <input type="checkbox"/> Non-Member<br>\$1,275 First Booth<br>\$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. *Cancellations received prior to Friday, August 25, 2017 will be issued a refund of fees paid less \$100.*

### Payment Information

Total Amount Due: \$ \_\_\_\_\_

- Please send an invoice to the address above
- Check made out to "IASA" enclosed

Rep#1 \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Rep#2 \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Add'l Reps \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
 (\$369 ea.)

Add'l Reps \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
 (\$369 ea.)

**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 7/28/17. The final deadline for Exhibit Space and Sponsorships is 7/28/17.*  
**Questions?** Contact Jodi Gillespie or Cherry Middleton at 217/753-2213. Refunds will not be issued after Friday, August 25, 2017.