

April 25, 2017

The Arkansas School Boards Association's mission is to promote student focused leadership in public education through training, advocacy and services for local school boards. One of the key questions we ask ourselves in executing our mission is, "Is it good for kids?"

We embrace the idea that a quality education should be available to all Arkansas children. With financial resources dwindling, local school boards are looking for ways to make every dollar count in their communities.

ASBA values partnerships with businesses interested in supporting public education in Arkansas. Education decision makers want to do business with businesses they can trust. They want to do business with companies that are good neighbors. In joining the ASBA Commercial Affiliate program, you not only demonstrate that you believe in a quality education for all students, you also have the opportunity to meet face-to-face with decision makers in the public education market in Arkansas.

You have the ability to choose one of three partnerships with ASBA. With your membership, you will receive benefits such as:

- Recognition of your support of ASBA and public education through a full listing of your company name, address, telephone, email and a link to your website on the ASBA website.
- Opportunity to exhibit at the annual ASBA Conference, with an average attendance of 600! This year's conference will be December 6-8, 2017 at the Little Rock Marriott Hotel and Statehouse Convention Center.
- You'll receive a roster of ASBA members, available only to Commercial Affiliates.
- You also will be listed in each issue of *The Report Card*, ASBA's quarterly magazine, received by all school board members and superintendents.

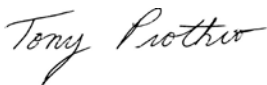
See attached sheet for more information about partnerships and the additional benefits available. Sponsorship opportunities are also available for more focused visibility.

Included is a membership form to fill out and send in with your check payment for the 2017-2018 school year. To save time and postage, register online to expedite your membership renewal! We accept Visa, Master Card, Discover and company check, just follow this link: <http://arsba.org/careg/>.

We're grateful for the support of our Commercial Affiliates. Your willingness to partner with ASBA over the years has and continues to make our work possible.

We look forward to hearing from you soon. If you have questions, please call Abby Cress. She will be happy to talk to you about these and other sponsorship opportunities, included with this letter. You can reach her at 501.372.1415 or acress@arsba.org.

Sincerely,



Dr. Tony Prothro
Executive Director





Arkansas School Boards Association Membership Form and Exhibitor Contract

Company Name:	
Contact Person & Title to receive Exhibit Information:	
E-mail Address:	
Contact Person & Title for Publications (i.e., magazine, program, website, etc.):	
E-mail Address:	
Company Mailing Address:	
City, State, Zip Code:	
Publication Address (if different from mailing address):	
City, State, Zip Code:	
Phone (including area code):	Fax (including area code):
Company Website:	Email Address:

Description of your product or service for ASBA publications and website **(REQUIRED)**:

Membership Opportunities Please select from the following (Descriptions on following sheet):	
<input type="checkbox"/> Premier Partnership	Select all that apply: <input type="checkbox"/> \$5,000 Annual Investment <input type="checkbox"/> \$225 Extra booth cost
<input type="checkbox"/> Exhibiting Partnership	Select all that apply: <input type="checkbox"/> \$1,200 Annual Investment <input type="checkbox"/> \$225 Extra booth cost
<input type="checkbox"/> Supporting Partnership	<input type="checkbox"/> \$700 Annual Investment

Signature and Title:

*This signature indicates I/we, listed above agree to abide by the provisions set forth in the Terms and Conditions

Check enclosed for \$_____

DEADLINE FOR FORM AND FEE IS JULY 15, 2017. AFTER JULY 15, 2017, PLEASE INCLUDE LATE FEE OF \$50.



Advertising Information • 2017 Conference Program
 Arkansas School Boards Association Annual Conference
 December 6-8, 2017 • Marriott Hotel/Statehouse Convention Center • Little Rock

Ad Sizes	
Full Page	7.5" wide X 10.5" deep
Half Page	7.5" wide X 5.25" deep
Quarter Page	3.75" wide X 5.25" deep

Ad Rates	
Commercial Affiliate Rates:	
<input type="checkbox"/> Outside Back Cover:	\$450 (color)
<input type="checkbox"/> Inside Covers:	\$350 (color)
<input type="checkbox"/> Center Spread:	\$550 (16x10.5")
<input type="checkbox"/> Full Page:	\$300
<input type="checkbox"/> Half Page:	\$200
<input type="checkbox"/> Quarter Page:	\$150
Printing Information:	
<input type="checkbox"/> Black & White (grayscale) on white paper, <u>except covers</u> as noted	

Art and Space deadline is November 10, 2017

Please note that only ASBA Commercial Affiliate Members are allowed to advertise in the conference program. The conference program is formatted to an 8.5x11 paper size, so ads will need to be sized as listed above.

Ad placement is on a first-come, first-served basis. Ads should be prepared for offset printing. Ads must be scaled to full-page, half-page or quarter-page dimensions given above. **Please send ad in PDF format by email to brawnersteve@mac.com. If you have any questions, please contact Steve Brawner at 501.794.2012.**

Commercial Affiliate Partnerships

Membership Opportunities	Supporting Partnership (\$700)	Exhibiting Partnership (\$1,200)	Premier Partnership (\$5,000)
Subscription to ASBA's Report Card magazine	•	•	•
Listing on our website	•	•	•
Listing in each issue of our magazine and on select conference and meeting agendas	•	•	•
Printed roster of Arkansas school board members	•	•	•
Electronic listing of annual conference attendees		•	•
Complimentary exhibit booth at the annual conference. (Additional booth space will be an additional cost.)		•	•
Opportunity for two representatives from your company to join a vendor networking lunch on Wednesday, December 6, 2017		•	•
Company logo prominently placed on the ASBA website commercial affiliate page			•
Electronic roster of Arkansas school board members			•
Opportunity to register for annual conference			•
Recognition in conference program			•
Opportunity to provide ASBA approved breakout sessions			•
Advanced notice of booth space			•
Individual recognition during primary keynote speaker session			•
Can provide advertising/promotional items at all conferences			•
Extra day to exhibit at annual conference			•

Sponsorship Opportunities for Commercial Affiliates

New Board Member Institute October 17, 2017	
Luncheon Sponsorship	
<ul style="list-style-type: none"> • Co-Sponsorship 	\$2,000
Vendor logo on conference bags	\$1,000

*Luncheon sponsor(s) will also receive a limited number of tickets to the NMBI luncheon.

ASBA Annual Conference December 6-8, 2017	
Board of Directors' Luncheon	December 6, 2017
<ul style="list-style-type: none"> • Sponsorship 	\$1,000
Exhibit Hall Refreshment Break	December 7, 2017
<ul style="list-style-type: none"> • Sponsorship 	\$2,000
Exhibit Hall Continental Breakfast	December 7, 2017
<ul style="list-style-type: none"> • Co-Sponsorship 	\$2,000
Conference Luncheon	December 7, 2017
<ul style="list-style-type: none"> • Co-Sponsorship 	\$2,500
Conference Breakfast Buffet	December 8, 2017
<ul style="list-style-type: none"> • Co-Sponsorship 	\$2,000
Exhibitor logo on conference bags	
<ul style="list-style-type: none"> • Sponsorship 	\$2,000
Lanyards/Name badges	
<ul style="list-style-type: none"> • Sponsorship 	\$1,500

*Sponsor(s) (for the exhibit hall refreshment break, exhibit hall continental breakfast, conference luncheon and the breakfast buffet) will also receive a limited number of tickets to the conference luncheon.

Law Seminar January 22, 2018	
Luncheon Sponsorship	
<ul style="list-style-type: none"> • Co-Sponsorship 	\$2,000

Arkansas School Boards Association 2017 Commercial Affiliate Contract Terms & Conditions

Rules and Regulations:

Applicants for Commercial Affiliate membership are required to read, complete and sign the enclosed Commercial Affiliate Membership Form/Contract before submitting it to ASBA. These rules and regulations constitute an authorized part of the contract for membership and/or space. ASBA reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the association and the conference. Exhibit management decisions and interpretations shall be accepted as final in all cases. It is the responsibility of the exhibiting company to be fully familiar with these exhibit regulations and to see that each representative of the firm attending the conference is familiar with the regulations.

Booth Specifications:

Booth selections are made by the Arkansas School Boards Association on a first-come, first-serve basis; Premier Partners will have 3-day advance notice of booth selections. Only one company may occupy each booth. Because some exhibitors have failed to observe back wall height restrictions, exhibitors should be aware of configurations to ensure they do not violate booth line-of-sight regulations for neighboring exhibits. Booth assignments will begin October 20, 2017 and continue until the date of the event.

Premier Partners:

Each 8'X6' booth will be piped and draped and include a 6' skirted table, two chairs and a sign with exhibitor's name. Sunbelt Convention Services, Inc. will provide the actual booth and its furnishings. Any additional items needed must be ordered through Sunbelt Convention Services, Inc. Electrical, phone or internet will be provided by PSAV for an additional charge. Forms will be provided October 20, 2017, or when booth assignments are made. Premier Partners will have 3-day advance notice of booth selections.

Exhibiting Partners:

Each 10' x 10' booth will be piped and draped and include a 6' skirted table, two chairs and a sign with exhibitor's name. Sunbelt Convention Services, Inc. will provide the actual booth and its furnishings. Any additional items needed must be ordered through Sunbelt Convention Services, Inc. Electrical, plumbing, phone or internet will be provided by the Statehouse Convention Center for an additional charge. Forms will be provided October 20, 2017, when booth assignments are made.

Exhibit Location and Hours:

Premier Partners:

The tradeshow will be located in the Marriott Hotel, 3 Statehouse Plaza, Little Rock, AR 72201

Wednesday December 6	Set up	9 a.m. to 12 p.m.
Wednesday, December 6	Exhibit	1 p.m. to 5 p.m.
Thursday, December 7	Exhibit	7 a.m. to 4 p.m.
Thursday, December 7	Tear down	4 p.m. to 6 p.m.

(Tear down shall not be permitted before 4 p.m.)

Exhibiting Partners:

The tradeshow will be located in the Governor's Hall I, in the Statehouse Convention Center, 101 E. Markham Street, Little Rock, AR 72201.

Wednesday, December 6	Set up	1 p.m. to 5 p.m.
Thursday, December 7	Exhibit	7 a.m. to 4 p.m.
Thursday, December 7	Tear down	4 p.m. to 6 p.m.

(Tear down shall not be permitted before 4 p.m.)

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Exhibitor Registration:

Exhibitors must pick up their registration packets at the Caddo Room, before setting up booths. Exhibitor representatives must wear their identification badges at all times. Only Exhibiting Partners and Premiere Partners will be allowed to enter the exhibit hall and/or distribute materials in or around their reserved booth space.

Premier Partners can pick up packets between 9 a.m. and 10 a.m. on Wednesday December 6.

Wednesday, December 6	Set up	9 a.m. to 12 p.m.
Wednesday, December 6	Exhibit	1 p.m. to 5 p.m.

Exhibiting Partners can pick up packets between 1 p.m. and 4 p.m. on Wednesday, December 6.

Wednesday, December 6	Set up	1 p.m. to 5 p.m.
Thursday, December 7	Exhibit	7 a.m. to 4 p.m.

Cancellations:

If written cancellation is received by the ASBA office on or before September 29, 2017, 100% of the exhibit fee paid will be refunded. If a written cancellation is received by the ASBA office after September 29, 2017, there will be no refund.

Liability:

The Arkansas School Boards Association, members of the Board of Directors, employees thereof, nor their representative or exhibit manager, will be responsible for any injury, loss or damage that may occur to the exhibitor, or the exhibitors' employees or property, prior to, during or subsequent to the period covered by the exhibit contract. The exhibitor, upon signing the contract, releases the Arkansas School Boards Association, individuals and firms, from any claims for such loss, damage or injury. Exhibitors who want to carry insurance on their own exhibits or equipment must do so at their own expense. The Arkansas School Boards Association reserves the right to make such rules as are deemed necessary to ensure the safety and success of the exhibition.

Meal Functions:

There will be a networking lunch on Wednesday, December 6, 2017 for exhibitors who reserve spots by November 10, 2017 (see details on the ASBA Commercial Affiliate Partnership sheet). There will also be a breakfast buffet, Thursday, December 7, 2017 in the exhibit hall. Both events will give exhibitors a chance to network with conference attendees.

Hotel Details:

When calling the Marriott Hotel, 501.906.4000 or 1-877-759-6290, be sure and mention the ASBA Conference for special room rates. Conference rates will only be available until November 10 or until the hotel block is filled.

Hotels within walking distance of the convention center

- DoubleTree Hotel 501.372.4371
- The Capital Hotel 501.374.7474

Door Prizes:

You have the option of providing door prizes for attendees. Exhibitors choosing to give door prizes will be responsible for providing materials needed for door prize registration. Exhibitors must announce and/or contact winners, and deliver their prizes as they choose.