

May 6, 2019

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 11-13, 2019 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 2019-2020 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 **Angela Ellis**. She will be happy to talk to you about these and other sponsorship opportunities, included with this letter. You can reach her at **501.492.4816** or [aellis@arsba.org](mailto:aellis@arsba.org).

Sincerely,



Dr. Tony Prothro  
Executive Director





**Arkansas School Boards Association Membership Form and Exhibitor Contract**

Company Name:	
Contact Person – to receive exhibit information:	
E-mail Address:	
Contact Person and Title for Publications (appears in Report Card magazine, program, website, etc.):	
E-mail Address for Publications:	
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)**:

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Membership Opportunities Please select from the following (Descriptions on following sheet):	
PremierPartnership	<b>Select all that apply:</b> \$5,000 Annual Investment <i>(\$225 Extra booth cost)</i>
ExhibitingPartnership	<b>Select all that apply:</b> \$1,200 Annual Investment <i>(\$225 Extra booth cost)</i>
SupportingPartnership	\$700 Annual Investment

**Signature and Title:**

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\*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 IS FRIDAY, SEPTEMBER 27, 2019.**

**Exhibiting and Premier fees must be paid prior to the conference or they will not be allowed to exhibit.**

# Arkansas School Boards Association 2019 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 early August and continue until the date of the event.

### **Premier Partners: (Marriott Hotel Lobby Level)**

Each 8'X6' booth will be piped and draped and include a 6' skirted table, and two chairs. 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 when booth assignments are made. Premier Partner company logos will be displayed prominently on banners located outside of the Marriott ballrooms.

### **Exhibiting Partners: (Statehouse Convention Center Exhibit Hall)**

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. Instructions for ordering additional services will be provided 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 11	Set up	9 a.m. to 12 p.m.
Wednesday, December 11	Exhibit	1 p.m. to 5 p.m.
Thursday, December 12	Exhibit	7 a.m. to 4 p.m.

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

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

# Arkansas School Boards Association 2019 Commercial Affiliate Contract Terms & Conditions

## **Exhibitor Registration:**

All Exhibitors must pick up their registration packets at the **Exhibitor Registration Table, located by the entrance of the Exhibit Hall (Governor's Hall I – Statehouse Convention Center)**, before setting up booths. Exhibitor representatives must wear their identification badges at all times. Only Exhibiting Partners and Premier 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 starting at 9 a.m. on Wednesday, December 11.

**Exhibiting Partners** can pick up packets between 1 p.m. and 4 p.m. on Wednesday, December 11.

## **Cancellations:**

If written cancellation is received by the ASBA office on or before September 27, 2019, 100% of the exhibit fee paid will be refunded. If a written cancellation is received by the ASBA office after September 27, 2019, there will be no refund.

## **Liability:**

Neither 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 11, 2019 for exhibitors who reserve spots by November 8, 2019 (see details on the ASBA Commercial Affiliate Partnership sheet). There will also be a breakfast buffet, Thursday, December 12, 2019 in the exhibit hall. These meals will be a wonderful opportunity for exhibitors to network with convention attendees.

## **Hotel Details:**

When calling the Marriott Hotel, 501.906.4000, be sure and mention the ASBA Conference for special room rates. Conference rates will only be available until **November 22, 2019 or until the hotel block is filled.**

**[Book your hotel for Arkansas School Boards Association 2019 Annual Conference](#)**

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.

## **ASBA Usage of Fees Collected from Commercial Affiliates and Vendors:**

Commercial Affiliate revenue received from vendors will be used by ASBA to pay operational expenses such as professional development, advocacy services, attorney services or other operational expenditures.

## Commercial Affiliates 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		•	•
One exhibit booth at the annual conference. <b>(Additional booth space cost is \$225.00)</b>		•	•
Opportunity for two representatives from your company to join a vendor networking lunch on Wednesday		•	•
Recognition in conference program		•	•
Company logo prominently placed on the ASBA website commercial affiliate page			•
Electronic roster of Arkansas school board members			•
Opportunity to register for annual conference			•
Extra day to exhibit at annual conference			•
Individual recognition during primary keynote speaker session on Thursday Morning			•
Can provide advertising/promotional items at all conferences			•

## Sponsorship Opportunities for Commercial Affiliates

New Board Member Institute June 24, 2019	
<b>Luncheon Sponsorship</b>	
• Co-Sponsorship	\$2,000
<b>Vendor logo on conference bags</b>	\$1,000

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

ASBA Annual Conference December 11-13, 2019	
<b>Board of Directors' Luncheon</b>	<b>December 11, 2019</b>
• Sponsorship	\$1,000
<b>Exhibit Hall Refreshment Break</b>	<b>December 12, 2019</b>
• Sponsorship	\$2,000
<b>Exhibit Hall Continental Breakfast</b>	<b>December 12, 2019</b>
• Co-Sponsorship	\$2,000
<b>Conference Luncheon</b>	<b>December 12, 2019</b>
• Co-Sponsorship	\$2,500
• Awards for Student Speech Winners	\$2,500
<b>Exhibit Hall Cell Phone Charging Station</b>	<b>December 12, 2019</b>
<i>*Charging station has an area to display your company name for even more recognition opportunities</i>	
• Sponsorship	\$500
<b>Conference Breakfast Buffet</b>	<b>December 13, 2019</b>
• Co-Sponsorship	\$2,000

\*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 February 13, 2020	
<b>Luncheon Sponsorship</b>	
• Co-Sponsorship	\$2,000

Other Sponsorship Opportunities 2019-2020	
<b>Guest Speakers Sponsorship</b>	
• Co-Sponsorship	\$2,000



Commercial Affiliate Advertising Information • 2019 Conference Program  
 Arkansas School Boards Association Annual Conference  
 December 11-13, 2019 • 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
Center Spread	16" wide x 10.5" deep

Commercial Affiliate Ad Rates	
Outside Back Cover:	\$450 (color)
Inside Covers:	\$350 (color)
Center Spread:	\$550 (color)
Full Page:	\$300 (color) \$250 (black and white/greyscale)
Half Page:	\$200 (color) \$150 (black and white/greyscale)
Quarter Page:	\$150 (color) \$100 (black and white/greyscale)

Art and Space deadline is November 1, 2019

**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 [jgeorge@arsba.org](mailto:jgeorge@arsba.org). If you have any questions, please contact Jennifer George at 501.492.4813.**

# Report Card

## Arkansas School Boards Association Report Card

P.O. Box 925  
 Bryant, AR 72089  
 Office: 501-794-2012  
 Cell: 501-847-7743  
 brawnersteve@mac.com



The Arkansas School Boards Association and Steve Brawner Communications are pleased to provide a unique opportunity for your company to target the most important decision makers in Arkansas public education.

*Report Card*, a quarterly color magazine, is distributed free to about 2,400 recipients, including Arkansas school board members, school superintendents, high school principals' offices, district business managers and others. It offers

news and analysis of education issues from the perspective of its core readership – local school board members.

School board members help make the most important local purchasing decisions for Arkansas' public schools. No other advertising venue gives you this opportunity to target those who help decide whether or not their school district will purchase your services.

Thank you for considering us.

### ASBA members

### Nonmembers

	Single issue	Four issues	Single issue	Four issues
		Price per issue. 15 percent discount, excluding covers		Price per issue.
<b>Back cover</b>	\$1,250	\$1,250	\$1,437.50	\$1,437.50
<b>Center spread</b>	\$1,250	\$1,250	\$1,437.50	\$1,437.50
<b>Page</b>	\$1,150	\$977.50	\$1,322.50	\$1,124
<b>Half-page</b>	\$750	\$637.50	\$862.50	\$733
<b>One-third page</b>	\$500	\$425	\$575	\$489
<b>One-fourth page</b>	\$415	\$350	\$477.25	\$402.50
<b>One-sixth page</b>	\$250	\$212.50	\$287.50	\$244.50

*Custom ad sizes are available.*

### Deadlines for next four issues

Issues	Space	Materials	Publication date
March 2019	Feb. 12	Feb. 14	March 5
June 2019	May 11	May 14	June 4
September 2019	Aug. 11	Aug. 14	Sept. 6
December 2019	Nov. 8	Nov. 10	Dec. 1

For ad purchases, call Steve Brawner at 501-847-7743, or e-mail him at brawnersteve@mac.com. Commercial affiliate members of the Arkansas School Boards Association receive the special advertising rates listed above. If you are interested in becoming a member, please contact ASBA at (800) 482-1212.