



## ANNUAL CONFERENCE

2018

### GET YOUR MESSAGE TO NC'S EDUCATION DECISION MAKERS!

The North Carolina School Boards Association Annual Conference and Exhibit Show brings together board members and school administrators to learn about the programs and services you have that will make a difference in the way they educate the students they serve. The exhibit show is an interactive event showcasing the innovative products of our participating companies. Your presence at this must-attend conference is a vital piece to the overall success of the conference.

From November 12-14, NCSBA's member districts will gather in Greensboro at the Sheraton Four Seasons/Koury Convention Center with one thing in common: education. They are the decision-makers for North Carolina's public schools. The NCSBA Annual Conference for Board Member Development is an ideal opportunity for you to reach the target audience for your school-related products and services.

As an exhibitor, your business will be promoted through print and electronic conference materials and on the association's website. You also have a variety of membership levels available through NCSBA's revamped Business Affiliates & Partners in Education Program, providing your company with more benefits and exposure.

### CONTACT Us

Please contact the appropriate person listed below with any questions.

- To sign up for the Business Affiliates & Partners in Education Program or sponsorship opportunities, visit [www.ncsba.org](http://www.ncsba.org) and follow the link to Annual Conference. For questions, contact Ramona Powers at 919.747.6676.
- To register for the 2018 NCSBA Annual Conference Exhibit Show, visit [www.ncsba.org](http://www.ncsba.org) and follow the link to Annual Conference. Contact our Exhibit Show Coordinator, Angela Hunter, at 919.747.6678 with any questions.

We look forward to partnering with you.

**VISIT [WWW.NCSBA.ORG](http://WWW.NCSBA.ORG) TO REGISTER.**

### BOOTH PRICING

8' x 10' Corner Booth	\$1,100
8' x 10' Inline Booth	\$1,000

All exhibit spaces include:

- Lunch with participants on Mon. and Tues.
- One 8 ft. skirted table
- Two chairs
- One waste basket
- Pipe and drape
- 7" x 44" signage of company name
- NCSBA senior staff member liaison

# BUSINESS AFFILIATES & PARTNERS IN EDUCATION

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## ***Boost Your Business!***

Become an NCSBA Affiliate Member

The North Carolina School Boards Association proudly represents all 115 boards of education in the state and the Cherokee Central School Board! Leaders in public education, including school board members, superintendents, administrators, and school attorneys, look to the association for valued news, information, and critical resources needed to effectively operate their districts.

By becoming an affiliate member, your company will increase its visibility among NCSBA's membership while supporting training efforts for North Carolina's school governance leaders. Affiliate memberships allow NCSBA to expand its services and member benefits for those who work on behalf of North Carolina's schoolchildren.

## PRIVILEGES OF MEMBERSHIP

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### **Diamond – \$6,000**

- Free corner booth in premium location (electricity included)
- Clinic session (industry specific/informative presentation) opportunity only available to Diamond Affiliates
- General session recognition with greetings to participants
- Corporate sponsorship slides in general session PowerPoint
- Company specific message sent via NCSBA's email server to membership.
- Program listing in conference marketing materials
- Live link on NCSBA website with detailed company description
- Database of NCSBA member mailing addresses
- 2 seats at Board of Directors Annual Conference Dinner
- Full company information page on conference app

### **Platinum – \$4,500**

- Free premium inline booth (electricity included)
- Database of NCSBA member mailing addresses
- General session recognition with greetings to participants
- Corporate sponsorship slides in general session PowerPoint
- 2 seats at Board of Directors Annual Conference Dinner
- Program listing in conference marketing materials
- Live link on NCSBA website
- Full company information page on conference app

### **Gold – \$2,500**

- Free inline booth (electricity included)
- Program listing in conference marketing materials
- Live link on NCSBA website
- Full company information page on conference app
- Membership address database

# TENTATIVE CONFERENCE AGENDA

KOURY CONVENTION CENTER

GREENSBORO, NC

## Sunday, November 11

- 10 a.m.-12 p.m. NCSBA Board of Directors Meeting
- 12-1 p.m. NCSBA Board of Directors Lunch
- 1-2 p.m. NCSBAC Board of Directors Meeting
- 1-5 p.m. School Board 102 Pre-conference Session
- 5:30 p.m. NCSBA/NCSBAC Board of Directors Dinner
- 8 p.m. Exhibitor Registration Opens
- 8-11 p.m. Exhibitor Booth Setup

## Monday, November 12

- 6:30 a.m. Registration Opens
- 8-10 a.m. Delegate Assembly  
Exhibitor Booth Setup
- 10-11 a.m. Breakout Sessions
- 10 a.m. Exhibit Show Opens
- 11-12 p.m. Coffee Break with Exhibitors
- 12-2 p.m. First General Session & Lunch
- 2:30-3:30 p.m. Breakout Sessions
- 3:45-4:45 p.m. Breakout Sessions
- 5-6:15 p.m. Networking Reception with Exhibitors & Door Prize Giveaways

## Tuesday, November 13

- 8-9:30 a.m. Continental Breakfast with Exhibitors & Door Prize Giveaways
- 9:30-10:30 a.m. Breakout Sessions
- 10:45-11:45 p.m. Breakout Sessions
- 12-2:15 p.m. Second General Session & Lunch
- 2:15-2:45 p.m. Dessert with Exhibitors & Door Prize Giveaways
- 2:30-3:30 p.m. Breakout Sessions
- 4:30-6 p.m. Awards Ceremony
- 6-10 p.m. Reception/Dance

## Wednesday, November 14

- 7:30-9:30 a.m. Closing General Session
- 9:30 a.m. NCSBA Board of Directors Meeting

## 2017 Conference Attendance

- 566 Attendees
- 72 Superintendents
- Participants represented 100 of the 116 member districts!

# IN-KIND SPONSORSHIPS

## CONFERENCE BAG - \$4,000

*Platinum Affiliate Status*

*Limited availability for conference exhibitors*

Your company logo will be front and center at the conference with this sponsorship! Conference bags are distributed to every participant.

## HIGH SCHOOL VIDEO CONTEST - \$3,500

*Platinum Affiliate Status*

Sponsor the High School Video Contest cash prize awards! These vitally needed monies are awarded to the high schools placing first, second and third in the contest. Your company sponsorship will be included in all contest information materials shared with the more than 2,500 public high schools in the state. Be on hand to help present the awards to the student groups during the 2018 NCSBA Awards Ceremony. This is a very high exposure sponsorship!

## BANNER ADVERTISEMENT - \$150

*Limited availability for conference exhibitors*

Get your logo in front of participants through the Guidebook conference materials rotating banner. The banner includes a link to your exhibit information.

## CONFERENCE NECK WALLETTS - \$2,500

*One available, Gold Affiliate Status*

Your company logo will be front and center at the conference with this sponsorship! Neck wallets hold conference name badges and are worn by every participant.

## EDUCATIONAL EXCELLENCE AWARDS - \$2,000

*One available*

The Educational Excellence Awards program recognizes exemplary programs that are essential to support teaching and learning. The program promotes excellence in education by recognizing outstanding programs in school districts throughout North Carolina. Your sponsorship includes recognition on award plaques.

# EXHIBIT HALL LAYOUT

Food/Seating					Stage				Food/Seating			
111	110	211	210	311	310	411	PREMIUM PLATINUM/DIAMOND BOOTHS	410	511	510	611	610
109	108	209	208	309	308	409		408	509	508	609	608
Food Station	106	203	206	307	306	407		406	507	506	603	Food Station
	104	201	204	305	304	405		404	505	504	601	
103	102	203	202	303	302	403		402	503	502	603	602
101	100	201	200	301	300	401		400	501	500	601	600
Entrance												

## TERMS & CONDITIONS

### BOOTH ASSIGNMENT

Booth assignments will be made by NCSBA on a “first-come, first-served” basis as payment is received. No assignment will be final until payment in full has been received. Exhibitors will be notified in writing of booth confirmation. NCSBA reserves the right to make any necessary changes in booth location. These terms and conditions embody the whole agreement of the parties hereto. There are no promises, terms, conditions, understandings, or obligations other than those contained herein. This contract shall supersede all previous communications, representations, and agreements whether verbal or written between parties.

### EXHIBIT SPACE

Each booth measures 8’ by 10’. Purchase of space includes an 8’ x 10’ backdrop drapery, a 3’ high booth divider drapery, a 7” x 44” identification sign (printed on one line), an 8’ covered table, and two chairs. NCSBA reserves the right to decline or prohibit any exhibitor or exhibit display that, in its judgment, is out of keeping with the character of the conference, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct. No exhibitor may assign, sublet, or apportion his or her space in whole or in part.

### ACCESS TO EXHIBIT HALL

Exhibitors will furnish NCSBA with an advance list of their representatives. Representatives must register upon arrival at the exhibitor’s registration desk and wear exhibitor badges while in the exhibit area. A maximum of four exhibitor badges will be allotted to each 8’ x 10’ booth. NCSBA reserves the right to exclude from the exhibit hall and/or conference any exhibitor, its employees, independent contractors, and agents of every kind who breach this agreement, behave inappropriately, violate the law, misrepresent products or services, or otherwise bring discredit upon the conference or NCSBA at conference functions or in the exhibit hall. Any such conduct shall constitute a material breach of this agreement.

### PUBLICITY

NCSBA reserves the right to publish a list of current and immediate past exhibitors in the following year’s promotional materials and on NCSBA’s website.

### GENERAL

No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, or otherwise affixed to any pillars, walls, doors, or other parts of the building. Exhibitors will be liable for the cost of removing excess debris.

### NONLIABILITY

It is expressly understood and agreed by each and every contracting exhibitor and his or her guests that neither NCSBA, nor their employees, nor their contractors, shall be liable for loss or damage to the goods or properties of exhibitors. All property of the exhibitor is understood to remain under his or her custody and control in transit to, within, or from the confines of the hall, subject to the terms and conditions of this conference. On signing the registration form, exhibitor releases and agrees to indemnify NCSBA, their managers, officers, members, sponsors, employees, and agents, and indemnify and save them harmless from any suit or claim for property damage or personal injury (including punitive damages) by whomsoever sustained, including exhibitor and its employees, independent contractors, and agents of every kind or employees on or about the exhibitor’s display space or arising out of exhibitor’s participation in the exhibition. The performance of this agreement by either party is subject to acts of God, war, government regulation, disaster, civil disorder, curtailment of transportation facilities, power outages, or other emergency over which any party has no control, making it illegal or impossible to provide the facilities or to hold the function.

### CANCELLATION

NCSBA will accept written requests for cancellations until October 1. Cancellations before October 1 will receive a 50% refund. No refunds will be given for cancellations made after October 1.