



annual conference

NORTH CAROLINA SCHOOL BOARDS ASSOCIATION

November 11-13, 2021 | Sheraton Greensboro | Greensboro, NC

GET YOUR MESSAGE TO 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 11-13, 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.

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.

BUSINESS AFFILIATES & PARTNERS IN EDUCATION

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 our schoolchildren.

CONTACT Us

Please contact us if you have any questions about the exhibit show or wish to sign up for the Business Affiliates and Partners in Education Program. To register, as an exhibitor or sponsor, visit www.ncsba.org and follow the links to the Exhibitor Information section. Contact our Exhibit Show Coordinator Angela Hunter at 919.747.6678 or ahunter@ncsba.org with questions.

We look forward to partnering with you.

VISIT WWW.NCSBA.ORG TO REGISTER.

BOOTH INFORMATION AND PRICING

- \$1,050 – Inline Booth
- \$1,200 – Corner Booth
- \$2,500 – Bronze Affiliate *(price includes inline booth)*
- \$4,500 – Gold Affiliate *(price includes inline booth)*
- \$6,000 – Diamond Affiliate *(includes corner or premium inline booth)*

All exhibit booth spaces include:

- Free access to NCSBA's Success & ROI Center
- Four (4) company representatives per 8' x 10' booth
- Lunch with participants on Thursday and Friday
- One 8-ft skirted table
- Two chairs
- One wastebasket
- Pipe and drape
- 7" x 44" signage of company name
- NCSBA senior staff member liaison throughout the conference

MEMBERSHIP BENEFITS

Diamond – \$6,000

- Free corner booth in premium location (electricity included)
- Breakout session presentation (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

General - \$1,200/\$1,050

- Corner booth - \$1,200/Inline booth - \$1,050
- Full company information page on conference app

TENTATIVE CONFERENCE AGENDA

Wednesday, November 10

1-6 p.m. Exhibitor Registration and Setup

Thursday, November 11

7 a.m. Registration Opens/Exhibitor Setup

9-10:45 a.m. Opening General Session

10:45-12 p.m. Coffee Break with Exhibitors

12-2 p.m. Second General Session &

Lunch 2:15-3:30 p.m. Breakout Sessions

3:30-5 p.m. Delegate Assembly

4-5:15 p.m. Breakout Sessions

5-6:15 p.m. Reception with Exhibitors & Door Prize Giveaways

Friday, November 12

7:30-8:45 a.m. Breakfast with Exhibitors

9-10:15 a.m. Breakout

Sessions 10:30-11:45 a.m.

Breakout

Sessions

12-2 p.m. Third General Session & Lunch

2-2:30 p.m. Dessert with Exhibitors & Door Prize Giveaways

2:30 p.m. Exhibitor Booth Breakdown

2:30-3:45 p.m. Breakout Sessions

4:30-8 p.m. Awards Ceremony & Reception

Saturday, November 13

7:30-9 a.m. Closing General Session

CONTACT US

Please contact Angela Hunter, exhibit show coordinator with any questions. Online registration is available at www.ncsba.org. Simply follow the links to the Annual Conference.

Angela Hunter
Exhibit Show Coordinator
919-747-6678
ahunter@ncsba.org

2021 EXHIBIT HALL LAYOUT

Food/Seating			Stage				Food/Seating				
111	110	211	210	311	310	411	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 29. Cancellations before October 29 will receive a 50% refund. No refunds will be given for cancellations made after October 29.