



PARTNER & EXHIBITOR PROSPECTUS

Includes Yearlong Opportunities for Partners and
Diamond Affiliates
&
2023 Annual Conference and Exhibit Show

Questions?

Partner and Affiliate
Membership questions,
contact

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Exhibit Show and Booth
questions, contact

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Partner with the North Carolina School Boards Association (NCSBA) to reach the state's 116 boards of education. Opportunities are available throughout the year to get your message to education decision makers. NCSBA 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 networking opportunities needed to effectively operate their districts.

Partner and Affiliate Yearlong Opportunities

If you want school board members to know your brand, consider signing up to be a Diamond Affiliate, Classic Partner, or Premier Partner and take advantage of year-round exposure and interaction with education leaders. Review the Partner and Affiliate Benefits chart.

NCSBA Annual Exhibit Show

The NCSBA Annual Conference and Exhibit Show will be November 13-15, 2023, at the Sheraton Greensboro. It is THE must-attend gathering of school board members in North Carolina.

Exhibitor Success & ROI Center

We want you to successfully connect with conference participants. Through the Exhibitor Success and Return on Investment Center, you and your entire staff have access to a FREE, on-demand exhibiting knowledge resource that responds to your most pressing exhibiting challenges. Visit www.ncsba.org/esrc.

NCSBA Draft Exhibitor Agenda

Sunday, November 12

3-11 p.m. Exhibitor Registration and Setup

Monday, November 13

7 a.m. Registration Opens

7-9 a.m. Visit with Exhibitors and Breakfast

9-10:30 a.m. First General Session

10:45-noon Breakout Session 1

12:15-2 p.m. Second General Session & Lunch

2-2:30 p.m. Dessert in the Exhibit Hall

2:45-4 p.m. Breakout Session 2

4:15-5 p.m. Delegate Assembly

4:45-6 p.m. Reception in Exhibit Hall

Tuesday, November 14

7:30-9:30 a.m. Breakfast with Exhibitors & Door Prize Giveaways

9:30 a.m. Exhibitor Breakdown

Move out before 9:30 a.m. will incur a \$200 early move-out fee.

Bold items are exclusive exhibitor hours!

2023 Partner and Affiliate Benefits - At-a-Glance

PREMIER PARTNER \$13,500	CLASSIC PARTNER \$9,500	DIAMOND AFFILIATE \$6,500 (\$7,000 after 3/31)	PLATINUM AFFILIATE \$4,500 (\$5,000 after 3/31)	GOLD AFFILIATE \$3,000 (\$3,500 after 3/31)
Two exhibit booths at annual conference with electricity	One exhibit booth at annual conference with electricity	One exhibit booth at annual conference with electricity	One exhibit booth at annual conference with electricity	One exhibit booth at annual conference with electricity
Speaker introduction and company greetings during an annual conference general session (2 available)	Company greetings to participants during a general session or recorded video introduction	Company greetings to participants during a general session or recorded video introduction	Recorded video introduction during general session	Recorded video introduction during general session
4 attendees at board dinner prior to annual meeting	2 attendees at board dinner prior to annual meeting	2 attendees at board dinner prior to annual meeting	2 attendees at board dinner prior to annual meeting	
Monthly social media campaign	Bimonthly social media campaign	Quarterly social media campaign	Biannual social media campaign	
Educational session/presentation at annual conference	Educational session/presentation at annual conference	Educational session/presentation at annual conference		
4 Video/audio ads on training videos or podcast episodes	2 Video/audio ads on training videos or podcast episodes	1 Video/audio ad on training video or podcast episode		
One-day sponsor at June Summer Leadership Conference on the coast (5 available)	Choice of one-day sponsor at June Summer Leadership Conference or Fall Law Conference (5 available)	\$4,000* One-day sponsor at June Summer Leadership Conference on the coast (5 available)		
One-day sponsor at October Fall Law Conference in the mountains (3 available)	Choice of one-day sponsor at June Summer Leadership Conference or Fall Law Conference (5 available)	\$4,000* One-day sponsor at October Fall Law Conference in the mountains (3 available)		
Break sponsor – July or December Core Training (2 available)	\$500* Break sponsor – July or December Core Training (2 available)	\$500* Break sponsor – July or December Core Training (2 available)		
Sponsor for virtual spring law conference	\$500* Sponsor for virtual spring law conference	\$500* Sponsor for virtual spring law conference		
E-newsletter sponsorship ad	\$250* E-newsletter sponsorship ad	\$250* E-newsletter sponsorship ad		
Creation of training video for school board members**	Creation of training video for school board members**			
Scrolling banner on ncsba.org homepage	Scrolling banner on ncsba.org homepage			
Complimentary list of all board members and superintendents	Complimentary list of all board members and superintendents			
Provide briefing at an NCSBA board of directors meeting	Provide briefing at an NCSBA board of directors meeting			
Opportunity to send one email each to list of pre- and post-annual conference attendees				
Podcast interview				

*Optional add-on for purchase. Free for Premier Partner.

**Association staff will work with partner to create a training video for school board members.

Booth Information and Pricing

All exhibit booth fees include:

- Free access to NCSBA's Success & ROI Center
- Four (4) company representatives per 8' x 10' booth
- One 8' skirted table
- Two chairs, wastebasket
- Pipe and drape
- Company signage
- NCSBA staff member liaison throughout the conference

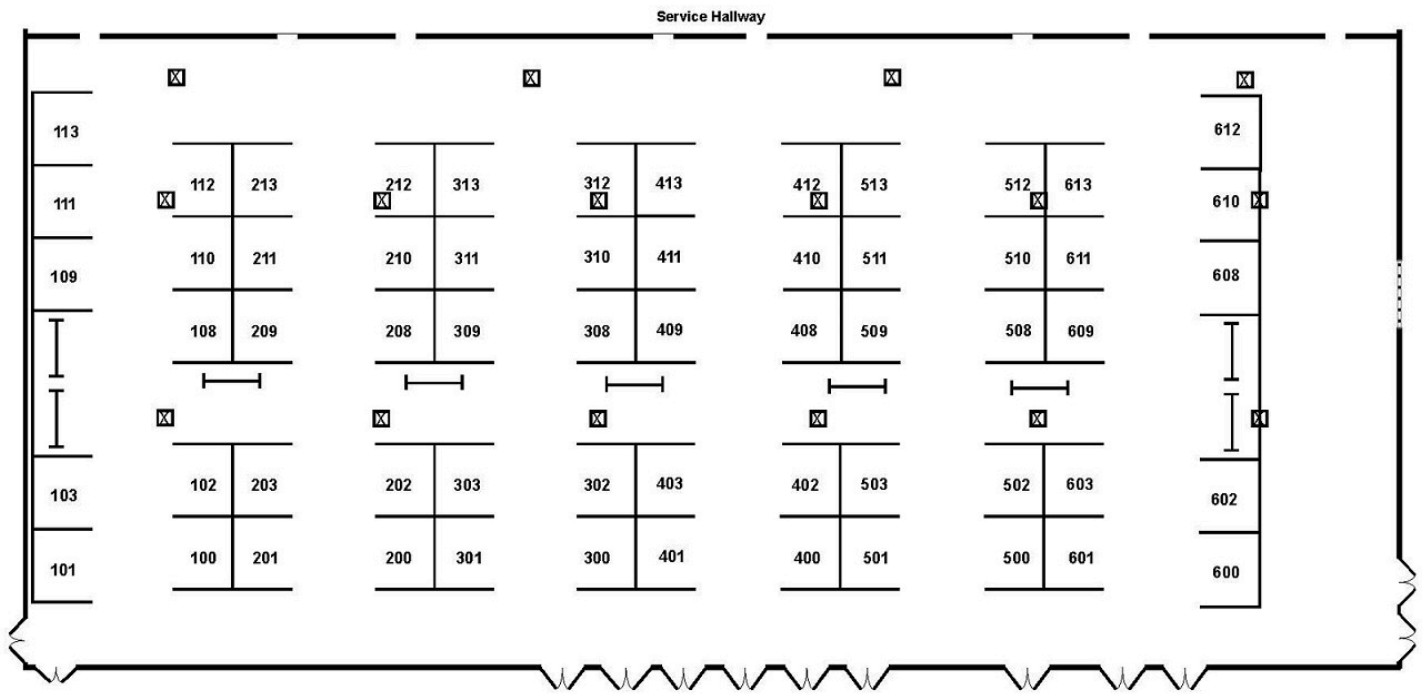
- \$1,100 – Inline Booth (*\$1,300 after 3/31*)
- \$1,300 – Corner Booth (*\$1,500 after 3/31*)
- \$200 – Additional booth staff beyond 4
- \$3,000 – Gold Affiliate (*\$3,500 after 3/31*)
- \$4,500 – Platinum Affiliate (*\$5,000 after 3/31*)
- \$6,500 – Diamond Affiliate (*\$7,000 after 3/31*)
- \$9,500 – Classic Partner (*includes corner or inline booth*)
- \$13,500 – Premier Partner (*includes corner and inline booth*)

**Take
advantage of
2022 prices!**

Register on or before
March 31st to get 2022
pricing.

Visit
[www.ncsba.org/training/
booth-registration/](http://www.ncsba.org/training/booth-registration/) to
secure your spot!

2023 Exhibit Hall Layout



HOLLINS Exposition Services
 121 North Chimney Rock Road
 Greensboro, NC 27409
 (336) 315-5225

ENTRANCE

NCSBA Partner & Diamond Affiliate Event Opportunities

- **Summer Leadership Conference**

A five-day training opportunity focused on various topics that is held on the NC coast in June. Each day offers an interactive discussion from a governance point of view. Participation includes board members, superintendents, and other administrators per day.

Partner/Diamond Affiliate Participation: *In-person event; greet participants as the sponsor for the day.*

Date/Location: *June 12-16, 2023 – Holiday Inn Resort Wrightsville Beach*

- **Core Training**



NCSBA's foundational sessions for newly elected and veteran board members typically held in the summer and winter. Each session is held at the Association's office in Raleigh.

Partner/Diamond Affiliate Participation: *Your company information will be shared with participants; recorded greetings only.*

Date: *July 17-18, 2023. December date to be determined.*

- **Fall Law Conference**

A three-day conference packed with educational sessions led by NCSBA staff and education attorneys from across the state that is held in the NC mountains in October. Average participation is 150-200 board members, administrators, and board attorneys.

Partner/Diamond Affiliate Participation: *In-person event; greet participants as the sponsor for the day.*

Date/Location: *October 11-13, 2023 – Renaissance Asheville*

- **Annual Conference and Exhibit Show**

This must-attend event brings together board members and school administrators to learn about the programs and services you provide that can make a difference in the way they serve students. The exhibit show is an interactive event showcasing the innovative products of our participating companies.

Partner/Diamond Affiliate Participation: *In-person event with business promotion through print and electronic conference materials.*

Date/Location: *November 13-15, 2023 – Sheraton Greensboro*



Review opportunities available for partner and diamond affiliates on the Partner and Affiliate Benefits chart.

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' by 10' backdrop drapery, a 3' high booth divider drapery, a 7" by 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' by 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 booth cancellations until October 30. Cancellations before October 30 will receive a 50% refund. No refunds will be given for cancellations made after October 30. Partner and affiliate membership purchase is non-refundable.