



2026 Partner and Exhibitor Prospectus



**Includes Yearlong Opportunities
- and -
2026 Annual Conference and Exhibit Show**



Partner & Exhibitor Prospectus

Partner with the North Carolina School Boards Association (NCSBA) to reach the members of our state's 116 boards of education!

Opportunities are available throughout the year to get your message to local education leaders. 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 news, information, and networking opportunities needed to effectively operate their districts.

Partner Yearlong Opportunities

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

NCSBA Annual Exhibit Show

The 2026 NCSBA Annual Conference and Exhibit Show will be November 9-10 at the Sheraton Greensboro. It is the association's premier event and the largest gathering of school board members in North Carolina.

NCSBA Draft Exhibitor Agenda

Sunday, November 8

9:00 - 11:00 p.m. Exhibitor Registration & Setup

Monday, November 9

8:00 - 9:30 a.m. Opening General Session

9:45 - 10:45 a.m. Breakout Session 1

10:45 a.m. - Noon Visit with Exhibitors

Noon - 2:00 p.m. Second General Session

2:15 - 3:15 p.m. Breakout Session 2

3:00 - 4:15 p.m. Snack with Exhibitors

4:15 - 5:45 p.m. Delegate Assembly

Tuesday, November 10

7:30 - 9:00 a.m. Breakfast with Exhibitors

9:15 - 10:15 a.m. Breakout Session 3

10:30 - 11:30 a.m. Breakout Session 4

11:45 a.m. - 1:30 p.m. Third General Session

1:30 - 2:00 p.m. Dessert with Exhibitors

2:00 p.m. Exhibitor Booth Breakdown*

Listings in **bold** designate agenda items scheduled exclusively for exhibitor visits (schedule subject to change).

**Move out before 2:00 p.m. will incur a \$200 early move-out fee.*

**For more information, contact
Whitney Wilson: wwilson@ncsba.org
(919) 747.6680**



Partner Benefits Summary

Premier Partner

- Two exhibit booths at annual conference with company signage
- Priority booth selection
- Four company representatives per 8' x 10' booth
- Two attendees at board dinner prior to annual meeting
- Company greetings during an annual conference general session
- Educational session at annual conference
- Complimentary list of names of all board members and superintendents
- Opportunity for one-day sponsor at the NCSBA Summer Leadership Conference in June, as available
- Opportunity to create a training video for school board members
- Scrolling banner with your logo on the ncsba.org homepage and at events
- Opportunity for briefing of NCSBA board of directors
- Opportunities for ads on podcast episodes
- Sponsorship recognition for virtual spring law conference
- E-newsletter partner spotlight
- Opportunity to send one email each to list of pre- and post-annual conference attendees

Reach NCSBA members throughout the year for \$13,500

**Sign up today and save \$500!
Rates increase July 1**

Classic Partner

- One exhibit booth at annual conference with company signage
- Priority booth selection
- Four company representatives per 8' x 10' booth
- Two attendees at board dinner prior to annual meeting
- Recognition & session promotion by NCSBA President during general session
- Educational session at annual conference
- Complimentary list of all board members and superintendents
- Opportunity for remarks during NCSBA Spring Virtual Law Conference, as available
- Scrolling banner on ncsba.org homepage

Reach NCSBA members throughout the year for \$9,500

Diamond Partner

- One exhibit booth at annual conference
- Four company representatives per 8' x 10' booth
- Two attendees at board dinner prior to annual meeting
- Acknowledgement and session promotion slide during president's general session comments
- Educational session at annual conference

Spotlight your company at the NCSBA Annual Conference for \$7,500



Booth Information and Pricing

Exhibitor Only

- One exhibit booth at annual conference
- NCSBA staff member liaison throughout the conference
- Four company representatives per 8' x 10' booth

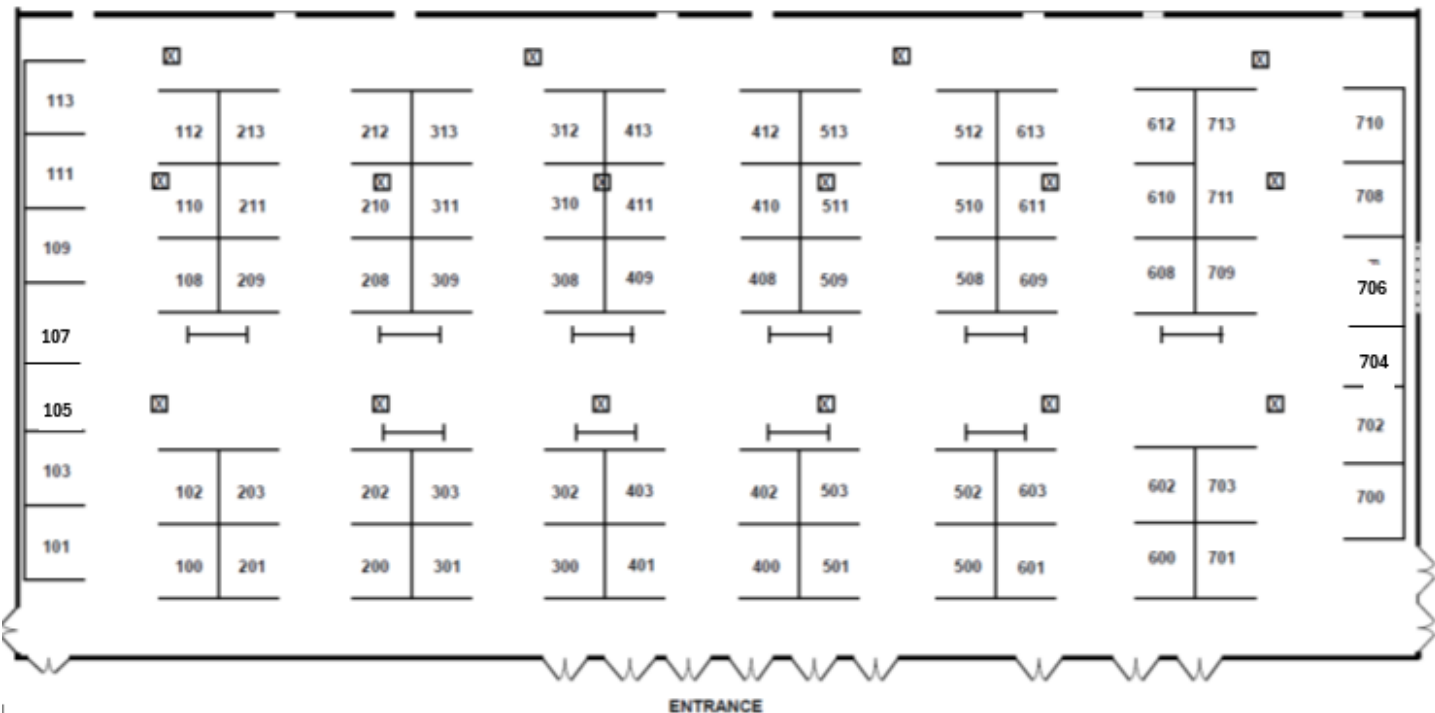
\$1,500 In-line Booth | \$1,750 Corner Booth

All exhibit booth fees include:

- Four company representatives per 8' x 10' booth
 - One 8' skirted table
 - Two chairs and wastebasket
 - Pipe and drape
 - Company signage
 - NCSBA staff member liaison throughout the conference
 - Electrical plug-ins, as requested
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- \$1,500 – In-line Booth
 - \$1,750 – Corner Booth
 - \$200 – Additional booth staff beyond 4
 - \$7,500 – Diamond Partner (includes booth)
 - \$9,500 – Classic Partner (includes corner or in-line booth)
 - \$13,500 – Premier Partner (includes corner and in-line booth)

Rates increase by \$500 on July 1

Exhibit Hall Layout





Event Opportunities

Summer Leadership Conference

A five-day training opportunity focused on various topics that is held on the North Carolina coast in June. Participation includes board members, superintendents, and other administrators per day.

Partner Participation (Exclusively for Premier Partners): In-person event; greet participants as the sponsor for the day and share a 30-minute presentation with attendees.

Date/Location: June 2027 – Holiday Inn Resort Lumina, Wrightsville Beach

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 participating companies.

Partner and Exhibitor Participation: In-person event with business promotion through print and electronic conference materials.

Date/Location: November 9-11, 2026 – Sheraton Greensboro

Spring Law Conference

A two-day virtual conference in the spring with presentations by NCSBA staff and education attorneys sharing legal and policy topics affecting school districts across the state. Participation includes board attorneys, board members, superintendents, and other administrators per day.

Classic Partner Participation: Virtual; 3- to 5-minute greeting to participants.

Date/Location: March 2027 – Virtual

Brand Enhancement Opportunities

Lanyards – includes general session acknowledgement

- Annual Conference Opportunity - \$3,000 (one available)
- Summer Leadership Conference - \$1,500 (one available)
- Fall Law Conference - \$1,000 (one available)

Conference Wi-Fi

- Annual Conference - \$2,000 (one available)

Event Mobile App Splash Page

- Annual Conference - \$5,000 (one available)

Drink Cups – co-branding with NCSBA

- Annual Conference - \$2,000 (one available)



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 of booth confirmation on invoice/payment receipt. 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.



Terms & Conditions, continued

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 19. Cancellations before October 19 will receive a 50% refund. No refunds will be given for cancellations made after October 19. Partner and affiliate membership purchase is non-refundable.