



ASBSD/SASD Annual Joint Convention

August 11-13, 2010 | Sioux Falls, SD | Sioux Falls Convention Center



Dear Valued Convention Partner:

Associated School Boards of South Dakota and the School Administrators of South Dakota hope you will help make our next convention the best we've ever offered to our members. This year, the event will take place from **August 11-13 in our new home at the Sioux Falls Convention Center.**

The ASBSD/SASD Convention is South Dakota's most comprehensive and well-attended professional development conference designed specifically for school district leaders. We attract approximately 500 school board members, superintendents, business officials, principals and other school administrators.

Along with this letter, you will find a host of information that will help you market your products and services to this influential audience. This information packet includes details on exhibiting at convention, sponsoring events and amenities, and advertising in our official convention program.

Exhibit at the 2010 ASBSD/SASD Convention

To reserve your spot in our expanded exhibit hall, please review the enclosed information, including:

- A "Frequently Asked Question" sheet that lays out some of the changes to convention and spells out why your organization would want to exhibit at the ASBSD/SASD Convention.
- An "Exhibitor Contract" (to be returned to ASBSD).
- The "Exhibitor Rules and Regulations" document.

Sponsor an event or amenity

To become one of our valued sponsors, please review the enclosed information, including:

- A list of sponsorship opportunities.
- A sponsorship contract (to be returned to ASBSD).

Advertise in the official convention program

Direct members to your booth and leave a lasting impression on conference-goers by advertising in the official conference program. To place an advertisement in this essential convention publication, please review the enclosed information, including:

- Information on how to advertise in the official convention program (to be returned to ASBSD).

Please pay special attention to the deadlines on the accompanying materials. **Booth set-up will begin at 2:00 p.m., Wednesday, August 11.** On Thursday, August 12, the exhibit hall will be open from **7:00 a.m. to 5:00 p.m.**

Exhibitors are a valued part of the ASBSD and SASD Annual Joint Convention. Our members enjoy networking with vendors and learning about your products and services. We hope you'll join us at the 2010 ASBSD and SASD Annual Joint Convention. If you have any questions about exhibiting at convention, please contact me.

Sincerely,

Emily Somsen

Emily Somsen
Exhibit Manager, ASBSD/SASD Convention
605.773.2508 (phone) :: 605.773.2501 (fax) :: tp@asbsd.org



Frequently Asked Questions

2010 ASBSD and SASD Annual Joint Convention | August 11 - 13, Sioux Falls Convention Center | Exhibitor Information
Contact: Emily Somsen :: 605.773.2508 (phone) :: 605.773.2501 (fax) :: tp@asbsd.org

FAQ: Who comes to convention?

The ASBSD/SASD Annual Joint convention is South Dakota's most comprehensive and well-attended professional development conference for school district leaders. We attract approximately 500 school board members, superintendents, business officials, principals and other school administrators. Our conference attendees recommend your products and services, build budgets and approve district spending. **In short, our convention attracts the full spectrum of school district decision-makers.**

FAQ: What do conference goers look for?

When asked the main reasons they visit exhibits, conference-goers list "learning about new products and services" as their first priority, with "learning about the latest issues" coming next.

FAQ: I need an internet connection, what do I do?

The Sioux Falls Convention Center now offers free wireless internet to all exhibitors and convention-goers. If you need a wired connection, or other telecommunications services, you must coordinate those add-on services with the Sioux Falls Convention Center.

FAQ: I need electrical outlets or other accommodations, what do I do?

If you need electrical outlets or any other special accommodations, you must coordinate those add-on services with the Sioux Falls Convention Center. Contact Emily Somsen, Exhibit Manager, for more details.

FAQ: What times are set aside for viewing exhibits?

This year, conference goers will have three free hours to walk through the exhibit hall. We'll start early on Thursday morning by registering members and serving breakfast in the exhibit hall from 7:00 a.m. – 9:00 a.m. After our noon Awards Luncheon, we'll give our members another hour to walk through exhibits.

FAQ: What can we do to stand out?

The Convention Center's exhibit hall is much larger, and we hope to fill it with a diverse group of exhibitors. Because we have more space, you may want to consider reserving more than one booth. The more space you have, the more you stand out.

FAQ: Can I bring freebies?

Absolutely! What's an exhibit hall without freebies? However, the Convention Center does regulate the size and amount of food and beverage exhibitors can give away. Food and beverage samples must not be greater than 3 oz. and must be manufactured, processed or distributed by the exhibiting firm and must be related to participation in the event. For more information on food samples, contact Emily Somsen, Exhibit Manager.

FAQ: Will there be a door prize drawing?

We will no longer be coordinating a door-prize drawing. Exhibitors can still offer door prizes, but you should plan to conduct prize drawings from the booths and arrange prize delivery or pick-up.



Exhibitor Contract

2010 ASBSD and SASD Annual Joint Convention | August 11-13, Sioux Falls Convention Center | Exhibitor Information
Contact: Emily Somsen :: 605.773.2508 (phone) :: 605.773.2501 (fax) :: tp@asbsd.org

Booth placement will be determined on a first-come-first-served basis. Please pay special attention to the deadlines on the accompanying materials. **Set-up will begin at 2:00 p.m., Wednesday, August 11.** On Thursday, August 12, the exhibit hall will be open from **7:00 a.m. to 5:00 p.m.** Please type or write legibly. Fill out information in black ink.

Exhibitor Information

Company or Firm: _____

Address: _____ City/State/Zip: _____

Representative(s) that will attend: _____

Phone: _____ Fax: _____ E-mail: _____

Product/Service: _____

Cost

- Cost of exhibit space rental is \$525.00.
- Cost of non-profit exhibit space is \$75.00
- This application form, **along with payment**, must be sent to ASBSD by **July 30, 2010**.

Equipment Included:

- The rental fee includes a 10' x 10' booth space, backdrop, a table, two chairs and a listing in the official convention program.

Exhibitor Needs

If you need electrical outlets any other special accommodations, you must coordinate those add-on services with the Sioux Falls Convention Center. ASBSD can assist you by providing ordering forms and additional information.

Agreement

The Undersigned hereby authorizes ASBSD/SASD Convention to reserve exhibit space at the Sioux Falls Convention Center, Sioux Falls, SD, for use by the above Company/Firm during the 2010 ASBSD/SASD Convention. The undersigned hereby acknowledges receipt of and agrees to abide by the Exhibit Rules and Regulations, and to all conditions under which exhibit space at the Sioux Falls Convention Center is leased to ASBSD/SASD.

Authorized Signature: _____

Print Name: _____

Return Address Information

Please return this form, along with the \$525 rental fee, no later than **July 30, 2010** to:

ASBSD/SASD Annual Joint Convention
PO Box 1059
Pierre, SD 57501
605.773.2508 (phone) :: 605.773.2501 (fax)

For ASBSD Use Only

Confirmation Faxed: _____ Booth Assigned: _____



Exhibitor Rules and Regulations

2010 ASBSD and SASD Annual Joint Convention | August 11-13, Sioux Falls Convention Center | Exhibitor Information

Contact: Emily Somsen :: 605.773.2508 (phone) :: 605.773.2501 (fax) :: tp@asbsd.org

EXHIBITOR SHALL BE BOUND BY THE RULES AND REGULATIONS set forth herein and by such amendments or additional rules and regulations which may be established by the exhibit manager and any duly authorized representative, agent or employee of the sponsoring organizations.

EXHIBITORS ARE FURTHER BOUND BY all Sioux Falls Convention Center policies and regulations.

EXHIBITORS ACKNOWLEDGE that it is the sole responsibility of the exhibitor to conform to all Sioux Falls Convention Center policies and regulations.

EXHIBITORS ACKNOWLEDGE that Sioux Falls Convention Center policies and regulation are available for review and inspection, and that copies of convention center policies may be obtained by contacting ASBSD.

STANDARD BOOTH EQUIPMENT consists of upright posts, drapes, a table and two chairs. Each booth is 10' x 10'. Exhibitors having their own custom built displays cannot exceed those of the standard booths. Standard booth background drapes may not be removed. Any non-standard equipment, including but not limited to audio visual equipment or electrical needs, must be arranged with the Sioux Falls Convention Center using the forms provided by the exhibit manager.

INSTALLATION OF EXHIBITS will begin on Wednesday, August 11, 2010, from 2:00 p.m. to 6:00 p.m. Per Sioux Falls Convention Center practice, exhibitors should use the exhibit hall loading doors (located on the North end of the Convention Center) to move exhibits into the exhibit hall. The hours for display are Thursday, August 12, from 7:00 a.m. to 5:00 p.m.

REMOVAL OF EXHIBITS shall begin at 5:00 p.m. on Thursday, August 12, and must be completed the same day. Take-down may be earlier if traffic flow has diminished and approved by exhibit manager.

SPECIAL EQUIPMENT AND LIGHTING for displays is the responsibility of the exhibitor. Lighting in the exhibit area is ample for all ordinary purposes.

DECORATIONS MUST BE 100% FIRE-RESISTANT and no LP or flammable liquids may be used in the exhibit.

SUBLETTING OR DIVIDING exhibit space is not allowed except by permission of the exhibit manager. Distribution of material and display must be limited to the booth rented.

MARRING, TACKING OR DEFACING the wall is not permissible.

HOSPITALITY will not be observed in conflict with the general convention schedule.

EXITS MUST be kept clear at all times.

THE CONVENTION SPONSORS RESERVE THE RIGHT to restrict exhibits which may become objectionable. This includes persons, things, conduct, printed matter or anything not in keeping with the educational character of the exhibits.

BOOTH RENTAL FEE WILL NOT BE REFUNDED if the space assignment is canceled after July 30, 2010.



Sponsorship Opportunities

2010 ASBSD and SASD Annual Joint Convention | August 11-13, Sioux Falls Convention Center | Exhibitor Information

Contact: Brian Aust :: 605.773.8382 (phone) :: 605.773.2501 (fax) :: baust@asbsd.org

When your organization sponsors an event at the ASBSD and SASD Annual Joint Convention, we want you to stand out! That's why we only offer a few high-exposure sponsorship opportunities each year. Sponsorships are limited to large events – typically meals, receptions and general session speakers – and are awarded on a first-come-first served basis. To sponsor an event, complete the sponsorship contract form (included) and return it to ASBSD.

Opening Keynote Speaker Sponsorship - \$7,500

Each year, ASBSD and SASD line up a top-level education speaker to start the conference. Sponsoring a convention keynote speaker gives your organization top-billing in the program, and we'll use your organization's name when we reference our keynote speaker – both in the convention program and in media releases.

Opening Day Evening Reception Sponsorship - \$5,000 – *SOLD, NO LONGER AVAILABLE*

The opening day evening reception is our only fully-sponsored activity, meaning the reception will be named after the sponsoring organization. The reception is held Thursday evening – after the first full day of convention. Event sponsors can stand at the door, greeting conference-goers as they walk in.

Evening Reception Refreshments - \$2,500

As the reception refreshments sponsor, you will help our members unwind during our opening day reception. After the first full day, our members will be able to relax with a selection of beer, wine and assorted non-alcoholic beverages – and they'll have you to thank!

Opening Day Breakfast Sponsorship - \$2,500

On the first day of Convention, we register conference-goers and provide breakfast in the exhibit hall – and your organization can have the exclusive opportunity to welcome them to convention. The opening day breakfast sponsor will get time to address conference-goers as they begin their day – it's the only time we allow a sponsor the opportunity to address the group.

Closing Day Breakfast Sponsorship - \$2,500

The Friday morning breakfast is your last chance to make an impression on our members. The sit-down style breakfast allows you to station branded materials throughout the room or on table-tops.

All Day Refreshment Sponsor - \$2,500

Your sponsorship provides refreshments tables throughout the convention center during the convention's first full day. A selection of bottled water, coffee and tea will allow conference-goers to grab a quick beverage throughout the day. We'll work with you to put up appropriate branded signage that will remain present and visible as long as refreshments are provided.

Every Sponsorship Includes:

- A complimentary booth space in the exhibit hall (a \$525 value), along with a listing in the conference exhibitors portion of the program.
- A complimentary half-page advertisement in the convention program (a \$130 value; see attached "Program Advertising" sheet for ad specifications).
- Coordination with the Sioux Falls Convention center to place corporate signage.
- Public recognition at one or more of the general sessions.



Sponsorship Contract

2010 ASBSD and SASD Annual Joint Convention | August 11-13, Sioux Falls Convention Center | Exhibitor Information

Contact: Brian Aust :: 605.773.8382 (phone) :: 605.773.2501 (fax) :: baust@asbsd.org

Sponsorships will be granted on a first-come-first-served basis. Please pay special attention to the deadlines on the accompanying materials. Refer to the "Sponsorship Opportunities" sheet for a complete listing of opportunities. *Please type or write legibly. Fill out information in black ink.*

Sponsor Information

Company or Firm: _____

Address: _____ City/State/Zip: _____

Representative(s) that will attend: _____

Phone: _____ Fax: _____ E-mail: _____

Product/Service: _____

Please circle the sponsorship you are interested in:

Keynote Sponsorship	Reception Refreshments	Breakfast – Opening	Breakfast – Closing	All-day Refreshments
(\$7,500)	(\$2,500)	(\$2,500)	(\$2,500)	(\$2,500)

Every Sponsorship Includes:

- A complimentary booth space in the exhibit hall (a \$525 value), along with a listing in the conference exhibitors portion of the program.
- A complimentary half-page advertisement in the convention program (a \$130 value; see attached "Program Advertising" sheet for ad specifications).
- Coordination with the Sioux Falls Convention center to place corporate signage.
- Public recognition at one or more of the general sessions.

Agreement

The Undersigned hereby authorizes ASBSD/SASD to reserve sponsorship rights for the event specified in this contract at the ASBSD/SASD Annual Joint Convention at the Sioux Falls Convention Center, Sioux Falls, SD, for the above Company/Firm. The undersigned hereby acknowledges the conditions of this contract.

Authorized Signature: _____

Print Name: _____

Return Address Information

Please return this form no later than **July 30, 2010**. Do not send payment with form, your organization will be billed.

ASBSD/SASD Annual Joint Convention
PO Box 1059
Pierre, SD 57501
605.773.2508 (phone) :: 605.773.2501 (fax)



Program Advertising

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Contact: Brian Aust :: 605.773.8382 (phone) :: 605.773.2501 (fax) :: baust@asbsd.org

Please type or write legibly. Fill out information in black ink.

Advertising Information	
Company or Firm:	_____
Contact and Position:	_____
Address:	_____
City/State/Zip:	_____
Advertisement Size	_____ Advertisement Cost _____

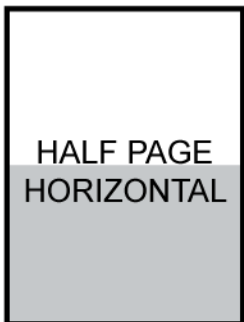
Rate and Size Information



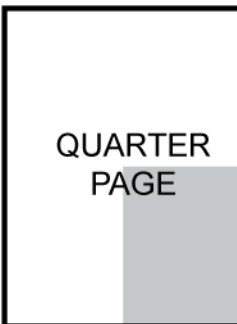
SPECS:
10 IN. x 7.5 IN
60 PICA x 45 PICA
PRICE:
\$260.00



SPECS:
10 IN. x 3.75 IN
60 PICA x 22.5 PICA
PRICE:
\$130.00



SPECS:
5 IN. x 7.5 IN
30 PICA x 45 PICA
PRICE:
\$130.00



SPECS:
5 IN. x 3.75 IN
30 PICA x 22.5 PICA
PRICE:
\$75.00

PREMIUM PLACEMENT
INSIDE FRONT COVER (FULL COLOR)
PRICE: \$350.00
BACK COVER (FULL COLOR)
PRICE: 350.00
Premium placement is reserved on a first-come-first-served basis.

Transfer

Camera ready digital ads can be sent, via e-mail, to ASBSD Director of Communications Brian Aust at baust@asbsd.org. Ads may also be submitted on CD-Rom or scan-ready. All ads should be designed to fit the above specifications. If necessary, ads will be given a border. Design services are available on a fee-for-placement basis.

Return Address Information

Please return this form, along with payment, no later than **July 30, 2010** to:
ASBSD/SASD Annual Joint Convention
PO Box 1059
Pierre SD 57501-1141
605.773.2508 (phone) :: 605.773.2501 (fax)

