



Don't miss the opportunity to get your name in front of over 10,000 Capital Conference attendees

To better serve you and provide the best exposure possible, OSBA has designed conference sponsorship opportunities that allow you to choose the events and promotional package to best meet your needs.

Sponsorship opportunities

Sponsor any of the events below or create your own. Increase your name recognition with the decision-makers for Ohio's public schools. Become an integral part of the Midwest's largest educational event.

Entertainment and receptions

- Dance party
- President's Reception
- Welcome Reception

Keynote events

- Pre-conference workshop
- Three general sessions
- Two conference luncheons (includes a table for 10 at the event)

Miscellaneous

- Conference Message Center
- E-mail Stations
- Passport Stamping Station
- Relaxation Station
- Raffle items
- Create your own opportunity

Advertising opportunities

Another way of increasing name recognition, along with traffic to your booth, is to advertise during the conference. Don't pass up the exposure offered by these advertising opportunities:

- Column wraps
- Conference attendee bags
- Conference attendee bag materials
- Conference buses
- Delegate book
- Event planner
- InfoAds
- Lanyards
- Materials in the Main Concourse
- October and November OSBA Journal
- VendorBook

"The Ohio School Plan looks forward to exhibiting each November at the Ohio School Boards Association's Capital Conference. The Trade Show attendee traffic in the exhibit hall is consistently busy and provides many leads for our sales persons. The recognition the Ohio School Boards Association gives us for being a conference sponsor far exceeds our expectations, which is an added marketing bonus."

Tricia Schacter, Ohio School Plan



Another sponsorship avenue is the popular e-mail station. Attendees have a chance to check their e-mail, and the sponsor gets a lot of traffic and great exposure during the Trade Show.

For more information on how you can promote your company, contact **Amanda Levy**, OSBA marketing manager, at (614) 540-4000; (800) 589-OSBA; or a_levy@osba-ohio.org

The conference features many high-profile speakers, such as actress Marlie Matlin.



The heavily attended Pre-conference Workshop is just one of many high-profile sponsorship opportunities.

A sponsorship guarantees extra publicity for your company and maximizes your visibility among conference registrants.

As a sponsor of a keynote speaker, such as NFL legend Bart Starr, who appeared last year, your company will receive high visibility.





Erik Wahl expresses his creativity to help board members become more creative thinkers.

All sponsorships include:

- Acknowledgement of sponsorship in the *Conference Guide*
- Exposure in all promotional materials, including *OSBA Journal* and *Briefcase*
- On-site signage recognizing your sponsorship
- Promotional material included in the conference attendee bag
- Sponsor badge ribbons

Having a passport station in the Trade Show is a great way to have attendees stop by your booth. All attendees receive a passport they can get stamped to be eligible to win prizes for their districts.



Don't miss this chance to get your name in front of Ohio's Educational Management Team!

Promotional packages

Platinum level

- Two hotel rooms in the Hyatt Regency for three nights
- One 10'x10' booth in the Trade Show
- One full-page ad in the November *Journal*
- One full-page ad in the *Conference Guide*
- Four InfoAds

Gold level

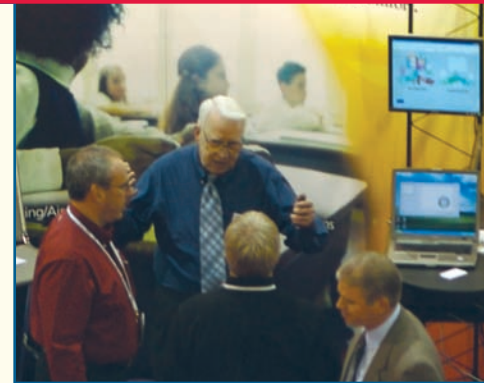
- One hotel room in the Hyatt Regency for three nights
- One 10'x10' booth in the Trade Show
- One half-page ad in the November *Journal*
- One half-page ad in the *Conference Guide*
- Three InfoAds

Silver level

- One 10'x10' booth in the Trade Show
- One third-page ad in the November *Journal*
- One third-page ad in the *Conference Guide*
- Two InfoAds

Bronze level

- One third-page ad in the *Conference Guide*
- One InfoAd



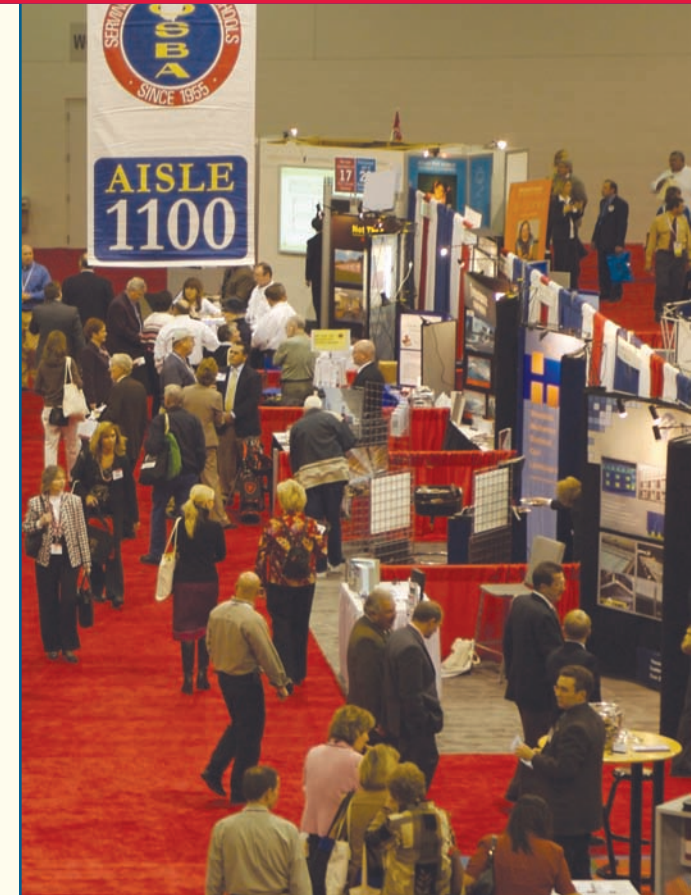
Take advantage of these promotional and advertising opportunities to get your name in front of:

- A \$16 billion educational market
- The people who make the purchasing decisions in Ohio's public schools
- Over 10,000 attendees



Ohio School Boards Association

8050 N. High St., Suite 100
Columbus, OH 43235-6481
(614) 540-4000
fax (614) 540-4100
www.osba-ohio.org



Ohio School Boards Association Capital Conference promotional opportunities

Greater Columbus Convention Center
Columbus, Ohio