



OHIO SCHOOL BOARDS ASSOCIATION
2017 Capital Conference Sponsorship Opportunities
Nov. 12-15, 2017 Greater Columbus Convention Center

CAPITAL CONFERENCE OVERVIEW

The Capital Conference and Trade Show is one of the nation's premier education conferences featuring nationally acclaimed speakers headlining the general sessions, luncheons and other events. Breakout sessions and informational seminars examine creative solutions and proactive approaches to a broad spectrum of public educational challenges.

Other highlights include the Student Achievement Fair, boasting 100 booths displaying innovative student programs, as well as top student entertainment groups from each of OSBA's five regions; the Trade Show, offering more than 550 booths, promoting the latest in education-related goods and services; and countless opportunities to share ideas with school leaders from across Ohio.

TARGETED MARKETING SOLUTIONS

OSBA's annual Capital Conference is truly unique; it is one of the *largest* education conference in the nation. Compliment your company's marketing plan through OSBA and join the impressive list of local and national companies that spend their marketing dollars with us. By becoming a sponsor, we can help you to maximize your brand exposure and networking time with existing and potential clients.

SPONSOR BENEFITS

OSBA sponsors and exhibitors benefit from:

- Face-to-face networking time.
- Complimentary print advertising in OSBA publications.
- On-site signage and brand recognition during the conference.
- Exposure on OSBA's conference website.
- Increased brand recognition.
- Many other marketing opportunities to expand your customer base.

SPONSORSHIP OPPORTUNITIES

The following pages feature brief descriptions of sponsorship opportunities at various giving levels. Event speaker names and topics will be added on an on-going basis, as greater detail becomes available.

BRONZE LEVEL

Passport Stamping Station - Allow your booth to become an exclusive "hot spot" to visit during the show by becoming a Passport Stamping Station sponsor. The Trade Show is the highest attended event during the conference. Gain visibility by having attendees visit your booth during designated hours to have their passports stamped. The passport stamping station takes place both days of the Trade Show.

Sponsor benefits:

- Complimentary one-third page advertisement in the *Conference Guide*.
- Complimentary InfoAd to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.

PRICE: \$1,000 for one day / \$1,800 for two days

Relaxation Station - Become the sponsor of the popular Trade Show Relaxation Station, which has featured such items as a therapeutic foot or back massage, manicures and shoe shine technicians.

Sponsor benefits:

- Complimentary one-third page advertisement in the *Conference Guide*.
- Complimentary InfoAd to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.

PRICE: \$1,000 for one day / \$1,800 for two days

Spotlight Session - Be a co-sponsor of one of our Spotlight sessions covering key topics in public education. Sponsors are invited to attend and network with attendees.

Sponsor benefits:

- Special recognition as a sponsor during the event.
- Outstanding face-to-face networking time with conference attendees.
- Complimentary one-third page ad in the October OSBA *Journal*.
- Complimentary one-third page in the *Conference Guide*.
- Three complimentary InfoAds to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.

PRICE: \$3,000

SILVER LEVEL

Conference Luncheon - Conference Luncheons feature nationally acclaimed speakers presenting on a variety of topics related to public education. Co-sponsors are invited to attend and network with attendees.

Sponsor benefits:

- Special recognition as a sponsor during the Conference Luncheon.
- Ten Complimentary tickets for your company representatives to attend.
- Outstanding face-to-face networking time with conference attendees.
- Complimentary 10 foot by 10-foot exhibitor booth in the OSBA Trade Show.
- Complimentary one-third page ad in the October OSBA *Journal*.
- Complimentary one-third page in the *Conference Guide*.
- Three complimentary InfoAds to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.

PRICE: \$5,000

SILVER LEVEL

General Sessions - Become a co-sponsor of one of our general sessions that feature outstanding keynote speakers. Co-sponsors are invited to attend and network with conference attendees.

Sponsor benefits:

- Special recognition as a sponsor during the General Session.
- Ten Complimentary tickets for your company representatives to attend.
- Outstanding face-to-face networking time with conference attendees.
- Complimentary 10 foot by 10-foot exhibitor booth in the OSBA Trade Show.
- Complimentary one-third page ad in the October OSBA *Journal*.
- Complimentary one-third page in the *Conference Guide*.
- Three complimentary InfoAds to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.

PRICE: \$5,000

OSBA Welcome Reception - The official "kick off" to the Capital Conference where we honor our OSBA governance committee members, Board Leadership Institute graduates and Award of Achievement recipients. Co-sponsors are invited to join all attendees for drinks and hors d'oeuvres.

Sponsor benefits:

- Special recognition as a sponsor during the event.
- Outstanding face-to-face networking time with conference attendees.
- Complimentary 10 foot by 10-foot exhibitor booth in the OSBA Trade Show.
- Complimentary one-half page ad in the October OSBA *Journal*.
- Complimentary one-half page in the *Conference Guide*.
- Four complimentary InfoAds to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.

PRICE: \$6,000

GOLD LEVEL

OSBA President's Reception - A chance for attendees to socialize in a festive atmosphere and greet OSBA's President. Socializing, beverages and hors d'oeuvres highlight the event. This event is open to all attendees.

Sponsor benefits:

- Special recognition as a co-sponsor during the event.
- Outstanding face-to-face networking time with conference attendees.
- Complimentary 10 foot by 10-foot exhibitor booth in the OSBA Trade Show.
- Complimentary one-half page ad in the October OSBA *Journal*.
- Complimentary one-half page in the *Conference Guide*.
- Five complimentary InfoAds to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.
- Free *VendorLink* subscription for one calendar year (year will begin once sponsorship contract has been signed by both parties)

PRICE: \$7,000

GOLD LEVEL

OSBA Event App – Have your ad seen by our tech savvy audience as they navigate the event app. Every time an attendee opens the app they will see the splash page with your advertisement.

Sponsor benefits:

- Complimentary 10 foot by 10-foot exhibitor booth in the OSBA Trade Show.
- Outstanding face-to-face networking time with conference attendees.
- Complimentary one-half page ad in the October OSBA *Journal*.
- Complimentary one-half page in the *Conference Guide*.
- Five complimentary InfoAds to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.
- Free *VendorLink* subscription for one calendar year (year will begin once sponsorship contract has been signed by both parties)

PRICE: \$7,000

PLATINUM LEVEL

Conference Attendee Bag - Every paid attendee is mailed a coupon, along with other registration materials, to redeem for one attendee bag when they arrive at the event. The conference bag is a great way to get your company's logo in the hands of every educational decision-maker in the state!

Sponsor benefits:

- Special recognition as a sponsor during the event.
- Outstanding face-to-face networking time with conference attendees.
- Complimentary 10 foot by 10-foot exhibitor booth in the OSBA Trade Show.
- Complimentary one full page ad in the October OSBA *Journal*.
- Complimentary one full page in the *Conference Guide*.
- Six complimentary InfoAds to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.
- Opportunity to manage the booth that attendees pick up their bags.
- One complimentary hotel room.
- Free *VendorLink* subscription for one calendar year (year will begin once sponsorship contract has been signed by both parties).
- Company logo prominently displayed on OSBA's Capital Conference Sponsorship webpage *or* complimentary onsite wall graphic signage at conference (sponsor can only choose one and must be decided upon before signature of sponsor contract).

PRICE: \$10,000

Conference Lanyards - Every registered attendee will be given a lanyard and name badge to be worn during the Conference. This sponsorship is a great way to ensure your company's name and information is seen and worn by all educational decision-makers and conference attendees.

Sponsor benefits:

- Special recognition as a sponsor during the event.
- Outstanding face-to-face networking time with conference attendees.
- Complimentary 10 foot by 10-foot exhibitor booth in the OSBA Trade Show.
- Complimentary one full page ad in the October OSBA *Journal*.
- Complimentary one full page in the *Conference Guide*.
- Six complimentary InfoAds to be displayed on monitors throughout the conference.
- Exposure in all conference promotional materials.
- On-site signage recognizing your sponsorship.
- Complimentary opportunity to include your company's marketing material in conference attendee bags.
- One complimentary hotel room.
- Free *VendorLink* subscription for one calendar year (year will begin once sponsorship contract has been signed by both parties).
- Company logo prominently displayed on OSBA's Capital Conference, sponsorship webpage *or* complimentary onsite wall graphic signage at conference (sponsor can only choose one and must be decided upon before signature of sponsor contract).

PRICE: \$10,000