



2018 exhibiting and sponsorship opportunities



Leadership for Learning

Ohio School Boards Association 2018 Capital Conference and Trade Show



OSBA invites you to showcase your company at the 2018 Capital Conference and Trade Show. This annual event brings together key decision-makers from over 90% of Ohio public school districts.

EXHIBITING

Maximize your visibility with key Ohio public school decision-makers

“The OSBA conference was a terrific conference for our organization, with plentiful connections to be made. The communication from the OSBA coordination team was outstanding which, combined with the direct access to the influential members of our target audience and the ease of load in and load out, will make this one a regular stop on our conference schedule.”

— Patrick Clark, educational partnerships coordinator,
Ohio History Connection

Why exhibit?

- Expose your company to a \$16 billion educational market
- Meet the people who make purchasing decisions in Ohio’s schools
- Network with over 9,200 attendees
- Increase your name and product recognition
- Introduce new products and programs to the public school market
- Attend the largest educational trade show in the nation

As a provider of school services and supplies, your company will have the opportunity to share information, acquire new customers and establish new markets in the Ohio public education industry as you network with over 9,200 board members, superintendents and other key personnel.

Questions?

Contact Wanda Bloch
(614) 540-4000, ext. 285
wbloch@ohioschoolboards.org

Who attends

- school board members
- superintendents
- treasurers
- curriculum directors
- principals
- communication directors
- business managers
- transportation supervisors
- school technology directors
- human resource directors

Conference highlights

- Nationally acclaimed keynote speakers.
- Specialized tracks of learning sessions for transportation supervisors, curriculum directors, food service coordinators, administrative assistants and others draw additional district staff to the conference.
- More Sunday offerings. With the expansion of Sunday spotlight and learning sessions, we expect to see more attendees in 2018.

Reserve now for the best booth location! Visit <http://exhibitors.ohioschoolboards.org>.

EXHIBITING

Exhibitor registration is one click away at <http://exhibitors.ohioschoolboards.org>.

Dates and location

OSBA Capital Conference and Trade Show
November 11-13, 2018
Greater Columbus Convention Center

Conference statistics*

- 9,251 attendees
- 94% of Ohio school districts represented
- Ranked as the second-largest educational conference in the nation
- Ranked as the largest educational trade show in the nation

* based on 2017 registration.

2018 booth pricing

Front third of exhibit hall

Standard	10' x 10'	\$1,000
Corner	10' x 10'	\$1,025

Middle third of exhibit hall

Standard	10' x 10'	\$950
Corner	10' x 10'	\$975
Island	20' x 20'	to inquire, call (614) 540-4000

Exhibitor benefits

- Standard booth, including 8' back drape and 3' side drape partition
- Complimentary 7' x 44" booth signage with company name and booth number
- Complimentary exhibit hall badges for eight staff members per booth
- Company listing in the event app
- Company listing in the program guide (if reservation received by July 20)
- Access to a pre-and post-attendee lists

Exhibitor schedule

Sunday, Nov. 11	Exhibitor move-in	11 a.m. to 7 p.m.
Monday, Nov. 12	Exhibitor move-in	7 a.m. to 9:30 a.m.
	Exhibit hall open	10 a.m. to 5 p.m.
Tuesday, Nov. 13	Exhibit hall open*	9 a.m. to noon
Tuesday, Nov. 13	Exhibitor move-out**	noon to 6 p.m.

*Exhibitors will have access to their booths beginning at 8 a.m.

**Any exhibitor packing up or moving out before noon on Tuesday, Nov. 13, will be subject to penalties including, but not limited to, loss of booth preference or exhibiting privileges in subsequent years. Any flooring that has been installed by an exhibitor in their booth space must be removed during move out hours. You will be charged a service fee if GCCC staff have to remove the flooring.



The power of exhibitions

Face-to-face has never been stronger.
Face-to-face is simply better.



Create brand recognition and maximize your visibility.

PROMOTIONAL OPTIONS

“Our experience with OSBA has been great. Their team is responsive and has worked with us on new ways to reach our collective members. OSBA has provided us with important feedback which has helped us to continue to enhance our product offering.”

— Michael Ugljesa, president, Hylant Administrative Services, administrator of the Ohio School Plan

As an exhibitor, you know how important it is to advertise your company and drive attendees to your booth. Check out these great promotional options to do just that.

Attendee bag insert: \$300

Insert a brochure or one-page flyer in attendees’ bags to get your message out. Exhibitor will provide materials for 2,000 bags.

InfoAds: \$100

Broadcast your message on monitors located throughout the main concourse and exhibit hall. PowerPoint ads are placed in between up-to-the-minute conference announcements.

Graphics

Capture attendees’ eyes as they enter the convention center and navigate their way through the main concourse and into the exhibit hall.

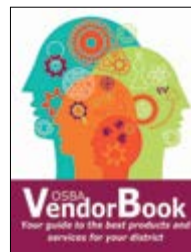
Wall: \$6.50 per square foot

Carpet: \$8 per square foot

Stairs: \$400 per set (17 steps in the Main Concourse)

VendorLink: \$100

Connect with leaders and drive traffic to your website by having your company’s information on the OSBA website. This is a yearly subscription.



VendorBook

A yearly directory of goods and services for schools mailed with the August Journal. For rates and sizing, contact Wanda Bloch, wbloch@ohioschoolboards.org or visit www.ohioschoolboards.org/exhibitor-marketing.

OSBA Journal

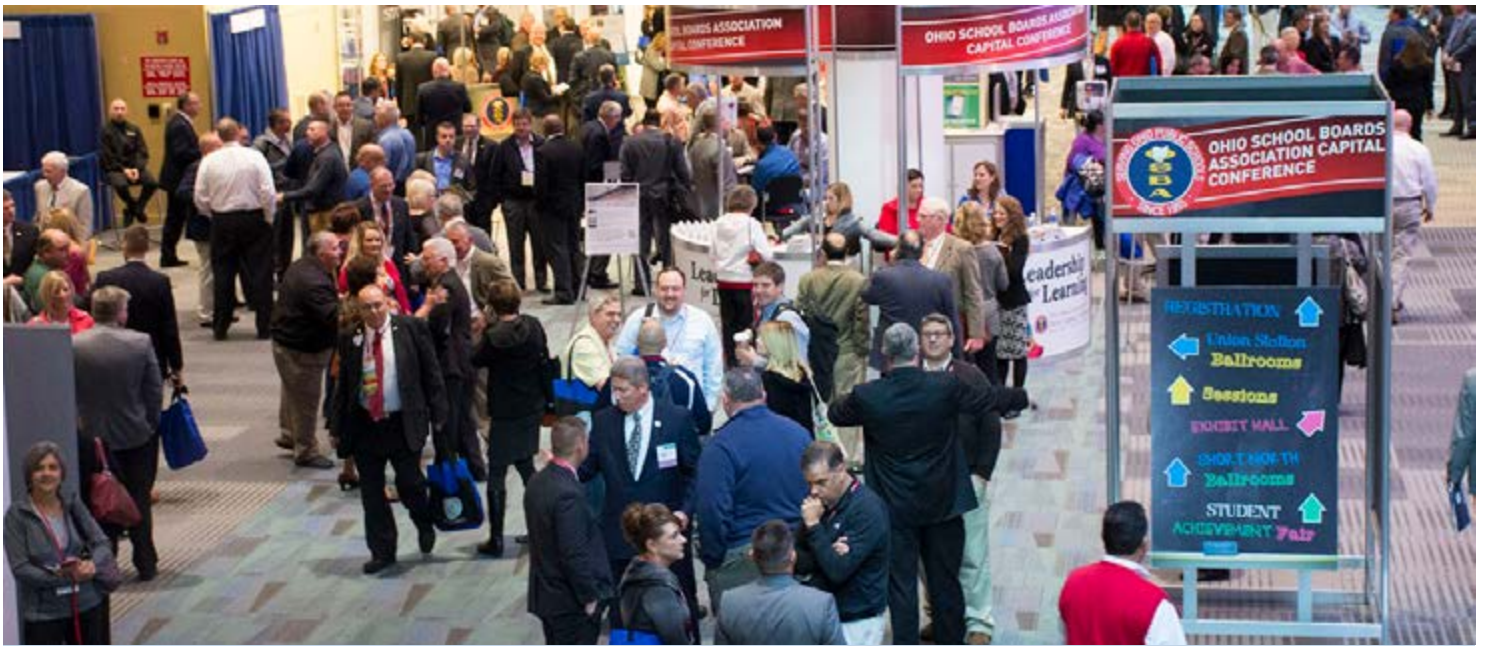
Advertise in OSBA’s flagship publication, the only education-related magazine sent to all of Ohio’s public school board members, superintendents, treasurers, school officials and legislators. There is no better way to familiarize your business with these school decision-makers than to exhibit at the conference and advertise in the Journal.



As a courtesy to exhibitors, these prices are lower than our normal advertising rates. These special rates are only available to registered exhibitors.

Size	Rate	Ad dimensions (w x h)
Full page	\$1,149.50	7.5" x 9.5"
Two-thirds page	\$874	7.5" x 6.25"
One-half page	\$703	7.5" x 4.75"
One-third page	\$489.25	7.5" x 3.25"
One-sixth page	\$294.50	2.5" x 4.75" or 4.875" x 2.5"

The October Journal is the pre-conference publication. Ads are due Sept. 4. The December issue is the conference wrap up. Ads are due Dec. 5.



A variety of sponsorship opportunities are available to help you meet your goals and stand out from the crowd.

SPONSORSHIPS

“Working with OSBA is a very easy and professional experience. Staff took the time to understand our goals, budget and target audience to craft a unique strategy to help us reach our audience. We were presented with a variety of mediums in which to communicate our message and the flexibility in the sponsorship package made us comfortable with the value we received for our marketing investment.”

—Bob Hyneman, senior district vice president,
VALIC Financial Advisors Inc.

OSBA sponsors benefit from:

- face-to-face networking time
- exposure in all conference promotional materials
- on-site signage recognizing sponsorship
- an opportunity to include marketing piece in attendee bags
- exposure on OSBA’s conference website
- increased brand recognition

Bronze level

Passport Stamping Station

One day: \$1,200 • Two days: \$2,000

Instantly become a “hot spot” in the exhibit hall as attendees come by your booth to have their passports stamped.

Includes:

- one-third page ad in the conference guide
- one InfoAd

Relaxation Station

One day: \$1,200 • Two days: \$2,000

Be one of the companies attendees think of while they are being pampered.

Includes:

- one-third page ad in the Conference Guide
- one InfoAd

Spotlight Session

\$3,000

Co-sponsor one of our Spotlight Sessions covering key topics. Sponsors are invited to attend and network with attendees.

Includes:

- one-third page ad in the Conference Guide
- one-third page ad in October Journal
- two InfoAds

SPONSORSHIPS

Optimize your experience.

Silver level

General Session

\$5,000

Nationally renowned keynote speakers are a highlight of the conference. Co-sponsors can choose between two General Sessions.

Includes:

- entrance to sponsored event
- 10' x 10' exhibitor booth in the exhibit hall
- one-half page ad in Conference Guide
- one-half page ad in October OSBA Journal
- three InfoAds

Conference Luncheon

\$6,000

Attended by hundreds, the popular luncheon will feature a nationally acclaimed speaker. Co-sponsors are invited to attend and network with attendees.

Includes:

- entrance to sponsored event
- table for 10 at the luncheon
- company name on table tents
- 10' x 10' exhibitor booth in the exhibit hall
- one-half page ad in Conference Guide
- one-half page ad in October OSBA Journal
- three InfoAds
- sponsor may provide additional promotional items at tables pending OSBA approval

Welcome Reception

\$6,000

Welcome attendees at the conference's official kickoff. Co-sponsors are encouraged to attend and network with attendees.

Includes:

- 10' x 10' exhibitor booth in the exhibit hall
- one-half page ad in Conference Guide
- one-half page ad in October OSBA Journal
- three InfoAds

Gold level

President's Reception

\$7,000

Socializing, beverages and hors d'oeuvres highlight this festive event. Come greet OSBA's president and network with attendees.

Includes:

- 10' x 10' exhibitor booth in the exhibit hall
- VendorLink subscription for one calendar year
- one-half page ad in Conference Guide
- one-half page ad in October OSBA Journal
- four InfoAds

Platinum level

Attendee bags

\$12,000 • Exclusive

Every paid attendee receives a coupon for an attendee bag. The conference bag is a great way to get your company's logo in the hands of every educational decision-maker in the state!

Includes:

- 10' x 10' exhibitor booth in the exhibit hall
- VendorLink subscription for one calendar year
- opportunity to manage the booth where attendees pick up their bags
- one hotel room
- opportunity to have a wall or floor graphic on-site
- full page ad in Conference Guide
- full page ad in October OSBA Journal
- five InfoAds

Attendee lanyards

\$12,000 • Exclusive

Every attendee receives a lanyard for the conference. This sponsorship is a great way to ensure your company's name and information is seen and worn by all conference attendees.

Includes:

- 10' x 10' exhibitor booth in the exhibit hall
- VendorLink subscription for one calendar year
- one hotel room
- opportunity to have a wall or floor graphic on-site
- full page ad in Conference Guide
- full page ad in October OSBA Journal
- five InfoAds

SPONSORSHIPS

Stand out from the rest.

Attendee pens

\$12,000 • Exclusive

Get your logo in attendee hands by providing a pen that will be included in attendee bags.

Includes:

- 10' x 10" exhibitor booth in the exhibit hall
- VendorLink subscription for one calendar year
- one hotel room
- opportunity to have a wall or floor graphic on-site
- full page ad in Conference Guide
- full page ad in October OSBA Journal
- five InfoAds

Conference App

\$12,000 • Exclusive

Your ad will be viewed by the tech-savvy audience as they navigate the event app. Every time an attendee opens the app, he or she will see the splash page with your advertisement.

Includes:

- 10' x 10' exhibitor booth in the exhibit hall
- VendorLink subscription for one calendar year
- one hotel room
- opportunity to have a wall or floor graphic on-site
- full page ad in Conference Guide
- full page ad in October OSBA Journal
- five InfoAds



Stand out from the rest.

Sponsorship opportunities at the OSBA Capital Conference advance your reach and expand your brand awareness.



PRESENTATION OPPORTUNITY

OSBA begins looking for topics related to administrative and educational issues in February of each year. You can submit your nomination online at <http://conference.ohioschoolboards.org/nominate>.

Nominations will only be accepted from exhibiting companies. Please consider having a public school individual on the speaker panel. Topics should be timely and informative — not an advertisement.

We are looking for sessions that address:

- student achievement
- leadership
- community engagement
- facilities
- school finance
- school law
- human resources

Attendees are:

- school board members
- superintendents
- treasurers
- curriculum directors
- principals
- communication directors
- business managers
- transportation supervisors
- school technology directors
- human resource directors

Note: Vendors who participate in a presentation with a member school district for the purpose of discussing a particular product or service are required to be confirmed exhibitors participating in the trade show. No exceptions are allowed.



PAST EXHIBITORS

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Thank you 2017 exhibitors

- | | | | |
|------------------------------|-----------------------------|--------------------------------|-------------------------------|
| 1-888-OHIOCOMP | American Legion Buckeye | Bricker & Eckler LLP | Construction Resources Inc. |
| 21st Century Alarm/Data Inc. | Boys State | Brock USA | Continental Office |
| 2NDGEAR | Anchorman Inc | Brown Enterprise Solutions | Control Systems of Ohio |
| 300m Social Media | Apptegy | BSHM Architects | Cotterman & Co. Inc. |
| A.G./M-F Athletic | Aramark K-12 Education | BSN Sports | CR architecture + design |
| ABM Technical Solutions | Arbiter Sports | Buckeye Association of | CTI Products Inc. |
| Abre | Architectural Vision Group | School Administrators | CTL Engineering Inc./ICS Inc. |
| Accelerate Education | Ltd. | Buckeye Bleacher Repair Inc. | Current Surfaces Inc. |
| ACT Ohio | Armstrong World Industries | Buckeye Firearms Foundation | Cutting Edge – Concrete |
| Acuity-VCT Inc. | Inc./Tectum | Burges & Burges Strategists | Flooring Solutions |
| Advanced Technologies | Arthur J. Gallagher & Co. | C.L. Firestone Inc. & J.M. | Daktronics |
| Consultants | Aruba Networks, an HP | Verostko Inc. | Dant Clayton Corp. |
| Advantage Equipment Inc. | company | Callard Co. | David Williams & Associates |
| AECOM | Ashland University | Camcor Inc. | Day Ketterer Ltd. |
| AEP Ohio | Professional Development | Capitol Aluminum & Glass | Dayton Cincinnati Technology |
| Aflac | Services | Corp. | Services Inc. |
| Aiphone Communications | AstroTurf | Cardinal Bus Sales & Service | Deaf Services Center |
| Air Force One Inc. | Avigilon USA Corporation | Inc. | DecisionInsite |
| Alco-Chem Inc. | Bailey Communications Inc. | CCG Automation Inc. | Depco Enterprises LLC |
| All American Tracks Corp. | Baird Public Finance | CDW-G | DriveMind Group |
| All American Workwear & | Bath Fitter | Central Michigan University – | Duro-Last Roofing – |
| School Uniforms | Bearcade Lockdown | Columbus Center | Engineered Systems |
| All Covered | Response Systems | CET/SOITA | Dynamix Energy Services |
| All-American Soap Box | Beck Studios Inc. | Chartwells School Dining | E&D Specialty Stands Inc. |
| Derby | Belden Brick | Services | EA Group |
| Allegion PLC | Beynon Sports Surfaces Inc. | Cincinnati Association for the | EdConnective |
| Allied Supply Company | Blue Technologies Inc. | Blind & Visually Impaired | Edmentum |
| Alma | BoardDocs | Cincinnati Floor Co. | eDoctrina Corporation |
| Alpha & Omega Building | Boenning and Scattergood | Cisco Systems Inc. | Educational Funding Group |
| Services | Inc. | Civil & Environmental | Inc. |
| Altro | Bolo Stick LLC | Consultants Inc. | Educational Service Center of |
| Ameresco Inc. | Bonefish Systems | Clear Touch Interactive | Central Ohio |
| American Athletix LLC | Borgman Athletics Group | Clearview Tinting | Educational Service Center of |
| American Dairy Association | Bradley Payne Advisors LLC | CMTA Consulting Engineers | Cuyahoga County |
| Mideast | BrainPOP | Community Link | Educators Preferred Corp. |
| American Fidelity | Brainstormers! LLC | CompManagement | Elford Inc. |
| American Heart Association | Brentwood Builders | CompManagement Health | EMOD LLC |
| | Brewer-Garrett Co. | Systems | Energy Optimizers USA |

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Enlit LLC	Horizon Network Partners	LinkIt!	nora systems Inc.
Ennis Britton Co. LPA	Hospitality WiFi	Maq Innovations	Norris Product Corp
Equal Level	Huffmaster Strike Services	Martin Public Seating	NorthStar Medical
eSchoolView	Hugh O'Brian Youth Leadership (HOBY)	Martin Public Seating	Northwestern Ohio Security Systems Inc.
eSpark Learning	Hunter Consulting	Masonry Cosmetics Inc.	Norwalk Concrete Industries
ESS Source4Teachers	i2c Technologies	Mats Inc.	Notre Dame College
Extreme Networks	IAP Government Services Group	Maumee Bay Turf Center	NPI Audio Visual Solutions
Fanning/Howey Associates Inc.	ICON Construction Solutions	Mays Consulting & Evaluation Services Inc.	Oberfields LLC
Farnham Equipment Co.	IdentiSys Inc.	Medical Mutual	ODNR-Division of Wildlife
FiberTite Roofing	Illuminate Education Inc.	Megen Construction Co. Inc.	Odysseyware
FieldTurf	Infinite Campus Inc.	Melink Corp.	OES Scoreboards — OES Inc.
Fifth Third Securities Inc.	Innovative Modular Solutions	Merrymeeting Group	Office Depot
First Student Inc.	Insulated Roofing Contractors	META Solutions	Ohio Association of County Behavioral Health Authorities
FLVS Global Business Solutions	Inter-State Studio	Metz Culinary Management	Ohio Association of Elementary School Administrators
Folding Equipment Co. LLC	Interstate Restoration	Meyer Design Inc.	Ohio Association of School Business Officials
Forbo Flooring Systems	IST Ohio Inc.	Miami University College of Education, Health & Society	Ohio Association of Secondary School Administrators
Forecast5 Analytics Inc.	ITsavvy	Mid-American Cleaning Contractors/FiberCare	Ohio Charter School Accountability Project
ForeverLawn of Ohio Inc.	J+J Flooring Group – Invision & Kinetex	Midwest Engraving	Ohio Coalition for Equity & Adequacy of School Funding
Foundation for Educational Services Inc.	JadeTrack	Milestone Benefits Agency Inc.	Ohio Council of Educational Purchasing Consortia (OCEPC)
Freytag & Associates Inc. Architects/Engineers	Janson Industries	Milliken Carpet	Ohio Department of Education
Frontline Education	Jefferson County ESC Virtual Learning Academy	Mindplay Virtual Reading Coach	Ohio Distance Learning Association (OhioDLA)
FutureEd Solutions	John R. Green Co.	MKC Associates Inc.	Ohio Dominican University (ODU)
Gardiner	Johnson Controls Inc.	Mobile Modular Training Systems	Ohio Educational Service Center Association
Garmann/Miller Architects-Engineers	K.L. McCoy & Associates	Mobilelease Modular Space Inc.	Ohio High School Athletic Association
GCA Services Group, An ABM Company	Kalkreuth Roofing and Sheet Metal Inc.	ModSpace	Ohio History Connection
Gilbane Building Co.	Kelleys Island Field Station	Mohawk Group	Ohio PTA
Girls Who Code	Kelly Day Financial Services LLC	MSA Architects/MSA Sport	Ohio School Plan (OSP)
GPD Group	Kent State University	MT Business Technologies Inc.	Ohio Schools Council
GradyBenefits	Kids Read Now	Musco Sports Lighting	Ohio Suicide Prevention Foundation
Great Lakes Biomedical	Kiefer U.S.A.	myON	Ohio University — The Patton College of Education
Greenspace Construction Services	Kitchen Saver	National Chemical Laboratories Inc.	Ohio Utilities Protection Service
Griffin Sports Equipment	Kurtz Bros. Inc.	National School Boards Association	OHM Advisors
Guaranteed Clean Energy	Laborers' District Council of Ohio	NaviGate Prepared	
H.E.A.T. Total Facility Solutions Inc.	Laketec Communications Inc.	NEOLA Inc.	
Hammond Construction	Learning.com	NEOnet – Northeast Ohio Network for Educational Technology	
Hannah News Service Inc.	LED Advantage	Nevco Inc.	
Health-e Pro	Legacy Roofing	NextStep Networking	
Heiberger Paving Inc.	Legat & Kingscott	NGI Sports/River City Athletics LLC	
Hellas Sports Construction Inc.	Lesko Associates Inc.	Nightlock Lockdown Door Barricade	
Hershey Creamery Co.	Level Red Communications		
Hillyard Inc.	Levin Porter Associates Inc.		
Holdfast Technologies LLC	LifeTrack Services Inc.		
Horan Associates Inc./Horan Securities	Lightspeed Technologies Inc.		
	Limbach Co.		

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Olsavsky Jaminet Architects	Robertson Construction Services Inc.	Steelcase with Business Furniture and Ohio Desk	Toadvine Enterprises Inc.
On Demand Drug Testing and Work Solutions	Rokkitwear	Step by Step Learning	Todd Associates Inc.
One Call Now	RoofConnect	Stifel	Tom Sexton and Associates Inc.
Orbit Software Inc.	Ross, Sinclaire & Associates LLC	Stop the Bleed	Top Tier Storage Products
OSBA Insurance Agency LLC	Ruscilli Construction Co. Inc.	Sturdisteel Co.	TRANE
OSBA School Transportation Consulting	Rush Bus Centers of Ohio	Summit Construction Co. Inc.	Transfinder
OSBA/OASBO SchoolComp Safety Program	Rx Ohio Collaborative	Taher Inc.	Truco Inc. – Protective Coatings
Osborn Engineering	Safe Routes Academy/Ohio Department of Transportation	Tape Central Inc.	TTL Associates Inc.
Otterbein University	SameGoal Inc.	Tarkett Tandus Centiva Johnsonite	Turner Construction Co.
Ozanne Construction Co. Inc.	SC Strategic Solutions	Techline Sports Lighting	U.S. OMNI
P.T. Services Rehab	SCGfields LLC	Technique Roofing Systems LLC	University of Cincinnati
Palmer Conservation Consulting	School Ministries Ohio	TenStim	University of Dayton Department of Educational Administration
ParkPlay Solutions LLC	School Specialty	The Albert M. Higley Co.	University of Findlay College of Education
PAYK12 powered by Ticketracker	SchoolPointe	The Center for Sex Education	University of Mount Union
PaySchools	Schorr Architects Inc.	The Education Connection (Insta-Info Inc.)	Valic Financial Advisors
PCG Education	Securitec One Inc.	The Final Floor Inc.	VARtek Services Inc.
Pella Window & Door Co. (Gunton Corp.)	Security Voice Inc.	The Foundation Endowment	Vasco Sports Contractors
Penchura, LLC	Sellers Boilers	The Garland Co. Inc.	VelocityEHS/MSDSonline
Penn Foster High School	Seon	The Impact Group	Vescio's SportsFields
Perfection Group Inc.	Seward Associates LLC	The Jefferson Health Plan	ViewSonic Corp.
Petermann Ltd.	SFA Architects Inc.	The Management Council	Virco Inc.
Playworld Midstates	SFE – Southwest Foodservice Excellence	The Motz Group	Vista Consulting Group LLC
Plug Smart	Shafley Plan Management Services LLC	The Nutrition Group	Voya Financial Advisors
Pomeroy	Shook Touchstone	The Ohio Floor Co.	VS America
Ports Petroleum Co. Inc.	SHP Leading Design	The Ohio Tuition Trust Authority	VSWC Architects
PowerSchool	Sightlines Athletic Facilities	The Ruhlin Co.	Waibel Energy Systems
ProgressBook by Software Answers Inc.	Site Technology Inc.	ThenDesign Architecture (TDA)	Warther Woodworking
Public Finance Resources Inc.	Skanska USA Building	ThinkStretch	Washington National Insurance
PublicSchoolWORKS	SmithfieldSchoolApp.com	Thomas Built Buses by Ohio CAT	West Roofing Systems Inc.
Questica Inc.	Sodexo	Thomas Built Buses/Myers Equipment Corp.	Willandale Golf Cart Sales
Rachel Wixey & Associates LLC	SōL Harris/Day Architecture	Threat Extinguisher	Xavier University
Raptor Technologies LLC	South Central Ohio Insurance Consortium	TicketRoar powered by Eventbrite	Zaner-Bloser Inc. (Superkids Reading Program)
RBC Capital Markets	Southern Bleacher Co. Inc.	Tiffin Scenic Studios Inc.	Zimmerman School Equipment Inc.
Rehjo Limited (DBA: Reh Technology Services)	Sparked Govern	TIPS	
Renhill Group	SPEC Athletic		
Rep Source LLC	Spectrum Enterprise		
Republic Storage Products LLC	Spectrum Industries Inc.		
Resource International Inc.	Spectrum Reach		
Richard Fleischman DS Architecture	Sponsor Burst Inc		
Richardson Compensation Consulting LLC	SPORT SAFE Testing Service Inc.		
	SportMaster		
	Sportworks Field Design		
	STAN and Associates Inc.		
	Status Solutions Inc.		

Reserve your booth now
for the best booth location! Visit
<http://exhibitors.ohioschoolboards.org>.