

# 2020 exhibiting and sponsorship opportunities

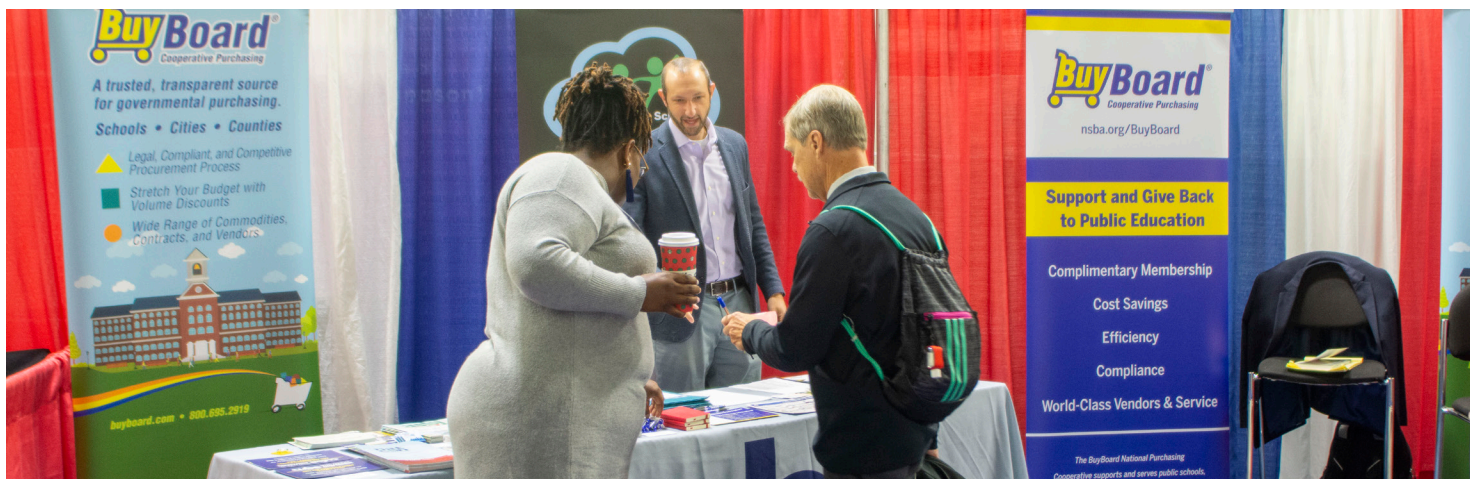


## Leadership<sup>for</sup> Learning

Ohio School Boards Association Capital Conference and Trade Show

Nov. 8 - 10, 2020 at the Greater Columbus Convention Center





**OSBA invites you to showcase your company at our 2020 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.

***“We find exhibiting at the OSBA Conference each year is very beneficial for our firm as well as attending various learning sessions that are relevant to designing educational facilities.”***

— Rachel Rauscher  
associate marketing manager, Moody Nolan

## Why exhibit?

- Expose your company to a \$16 billion educational market.
- Meet the people who make purchasing decisions in Ohio’s schools.
- Network with nearly 9,000 attendees.
- Increase your name and product recognition.
- Introduce new products and programs to the public school market.
- Attend one of 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 with OSBA.

## Questions?

Contact Wanda Bloch at  
(614) 540-4000, ext. 285, or [wbloch@ohioschoolboards.org](mailto: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.

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 8-10, 2020  
Greater Columbus Convention Center

## Conference statistics\*

- 8,947 attendees
- 92% of Ohio school districts represented
- Ranked as the second-largest educational conference in the nation
- One of the largest educational trade shows in the nation

\* based on 2019 registration.

## 2020 booth pricing

### Front third of exhibit hall

Standard	10' x 10'	\$1,050
Corner	10' x 10'	\$1,075
Island	20' x 20'	to inquire, call (614) 540-4000

### Middle third of exhibit hall

Standard	10' x 10'	\$1,000
Corner	10' x 10'	\$1,025
Island	20' x 20'	to inquire, call (614) 540-4000

## Exhibitor benefits

- Standard 10'x10' 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 17).
- Access to pre- and post-attendee lists.

## Exhibitor schedule\*

Sunday, Nov. 8	Exhibitor move in	11 a.m. - 7 p.m.
Monday, Nov. 9	Exhibitor move in	7 a.m. - 9:30 a.m.
	Exhibit hall open	10 a.m. - 5 p.m.
Tuesday, Nov. 10	Exhibit hall open**	9 a.m. - noon.
Tuesday, Nov. 10	Exhibitor move out***	noon - 6 p.m.

\*Times subject to change.

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

\*\*\*Any exhibitor packing up or moving out before noon on Tuesday, Nov. 10, 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 must be removed during move-out hours. You will be charged a service fee if GCCC staff have to remove the flooring.

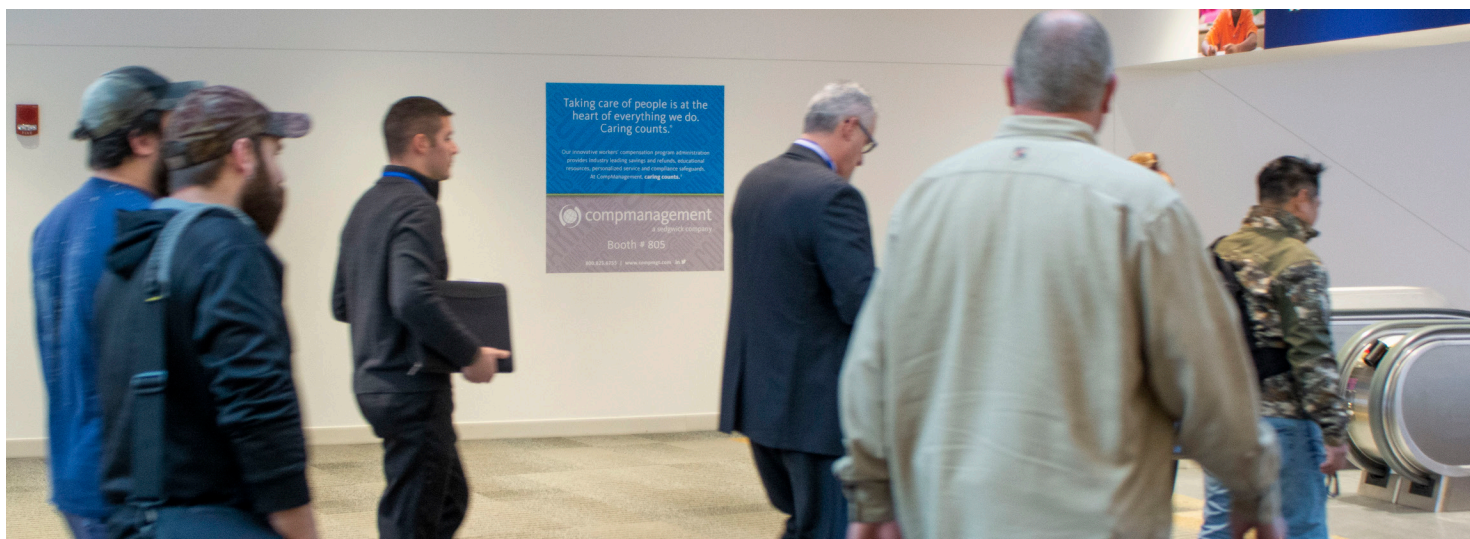


## The power of exhibitions

Face-to-face has never been stronger.

Face-to-face is simply better.





**Create brand recognition and maximize your visibility.**

# PROMOTIONAL OPTIONS

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.

## Trade show entrance banner: \$1,000 each

Place your pull-up banner at one of the entrances inside the trade show. This is limited to four per entrance for the duration of the conference.

## Trade show table-tent signage: \$250/day

You provide and display your logo and message prominently to attendees by advertising on lunch tables in the trade show. Table tents are not to exceed 8.5" by 11".

## Attendee bag insert: \$300

Insert a brochure or one-page flier in attendees' bags to get your message out. Exhibitor will provide materials for 1,800 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. Call to inquire.

## 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](mailto:wbloch@ohioschoolboards.org) or visit [www.ohioschoolboards.org/exhibitor-marketing](http://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	\$1,206.50	7.5" x 9.5"
Two-thirds page	\$916.75	7.5" x 6.25"
One-half page	\$736.25	7.5" x 4.75"
One-third page	\$513	7.5" x 3.25"
One-sixth page	\$308.75	2.5" x 4.75" or 4.875" x 2.5"

The October Journal is the pre-conference publication. Ads are due Sept. 3. The December issue is the conference wrap up. Ads are due Dec. 4.



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

# SPONSORSHIPS

*“Our marketing calendar centers around OSBA’s Capital Conference every year. No other event provides us the opportunity to connect with our clients one on one and build new relationships in the K-12 market. It also allows our team to learn the latest educational insights and how we need to enhance our designs for today’s learning environments. We wouldn’t miss OSBA!”*

— Doug Rentz  
marketing director, Garmann/Miller Architects-Engineers

## 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

**\$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

**\$2,000**

Be one of the companies attendees think of while they relax from a long day at the conference.

**Includes:**

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

### Spotlight Session

**\$4,000**

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
- one InfoAd



# SPONSORSHIPS

Stand out from the rest.

## Silver level

### General Session

**\$6,000**

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 at half price
- 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:**

- table for seven at sponsored luncheon
- company name on table tents
- 10' x 10' exhibitor booth in the exhibit hall at half price
- 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 at half price
- one-half page ad in Conference Guide
- one-half page ad in October OSBA Journal
- three InfoAds

### Trade Show Learning Session

**\$5,000**

Take advantage of the new learning stations inside the trade show and captivate attendees with a 30 minute session each day explaining/showing what's new and improved with your company/product.

**Includes:**

- 10' x 10' exhibitor booth in the exhibit hall at half price
- one-half page ad in Conference Guide
- one-half page ad in October OSBA Journal
- three InfoAds
- 30 minute learning session each day

## Gold level

### President's Reception

**\$8,000**

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

**\$15,000 • 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
- 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

**\$15,000 • 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
- 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

Optimize your experience.

## Conference App

**\$15,000 • Exclusive**

Your ad will be viewed by the tech-savvy audience on the main page of the app. Every time an attendee opens the app, he or she will see your advertisement.

### Includes:

- 10' x 10' exhibitor booth in the exhibit hall
- VendorLink subscription for one calendar year
- 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
- one push notification each day of the conference (subject to OSBA approval)
- if anyone from your company has a speaking slot(s), you also will have the opportunity to have a session sponsor banner ad in the app

## Internet

**\$12,000 • Exclusive**

Capture attendees attention and gain brand recognition as they log into the internet and have to enter your company's name as the password.

### Includes:

- 10' x 10" exhibitor booth in the exhibit hall
- VendorLink subscription for one calendar year
- 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>. The deadline for learning session submissions is March 4.

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.





# 2019 EXHIBITORS

Thank you to the following exhibitors who participated in our 2019 Capital Conference and Trade Show:

<p>#SocialSchool4EDU 1-888-OHIOCOMP 300m A.G./M-F Athletic ABM Education Abre ACT Global Sports Acuity-VCT Inc. AECOM AEP Ohio AIG Retirement Services Air Force One Inc. Albourn Translation Services All-N-All Supplies LLC Allegion PLC Alma Alpha &amp; Omega Building Services American Dairy Association Midwest American Fidelity Anatomage Apex Learning Approach Marketing + EPIC Impact Apptegy Aramark K-12 Education Architectural Vision Group Ltd. Armstrong World Industries Inc./Tectum Arthur J. Gallagher &amp; Co.</p>	<p>Ashland University Professional Development Services ASM Modular Systems Inc. AstroTurf AVID Bailey Communications Inc. Baird Public Finance Battelle for Kids BCL IT Consulting Bearcade Door Control Systems Beck Studios Inc. Bee-Safe Behnke Associates Inc. Belden Brick Benchmark Biodiesel Benchmark Education Beynon Sports Surfaces Inc. BoardDocs Boenning and Scattergood Inc. Bolo Stick LLC Bonefish Systems Bradley Payne Advisors LLC Brentwood Builders Brewer-Garrett Co. Bricker &amp; Eckler LLP Brock USA BSHM Architects</p>	<p>Buckeye Association of School Administrators Buckeye Bleacher Repair Inc. Buckeye Educational Systems Buckeye Firearms Foundation Buehrer Group, Architecture and Engineering Inc. Burgess &amp; Burgess Strategists Call A Doctor Plus Capitol Aluminum &amp; Glass Corp. Cardinal Acoustics Cardinal Bus Sales &amp; Service Inc. CCG Automation Inc. Central Ohio Audio Video CET Public TV CF Educational Solutions Champions Before- and After- School Chartwells School Dining Services Children's Hunger Alliance Cincinnati Floor Co. Citizens for Civic Renewal City Connects Classcraft Clearview Tinting CMTA Consulting Engineers Columbus Blue Jackets Communities in Schools</p>	<p>CompManagement CompManagement Health Systems Consortium for Educational Change Continental Office Control Systems of Ohio COSI Cotterman &amp; Co. Inc. Creative Learning Systems Inc. CTL Engineering Inc./ICS Inc. Current Surfaces Inc. Daktronics Damschroder Roofing Dant Clayton Corp. Davis Demographics Dee Ann Stricklett Leadership &amp; Educational Consulting Depco Enterprises LLC Descon Inc. Diamond Assets Diligent Electronic Security Systems, LLC DriveMind Group Duro-Last Roofing - Engineered Systems DWA Recreation Inc. Dynamix Energy Services E&amp;D Specialty Stands Inc. eDoctrina Corp.</p>
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# 2019 EXHIBITORS

Educational Funding Group Inc.	Harlem Wizards	Medical Mutual	Business Officials
Educational Service Center of Central Ohio	Haskell Education	Meeder Investment Management	Ohio Association of Secondary School Administrators
Educators Preferred Corp.	Hayes Software Systems	Megalith LLC	Ohio Business Week Foundation
Elevar Design Group	Heiberger Paving Inc.	Megen Construction Co. Inc.	Ohio Coalition for Equity & Adequacy of School Funding
Elford Inc.	Hellas Sports Construction Inc.	Metz Culinary Management	Ohio Council of Educational Purchasing Consortia (OCEPC)
EMOD LLC	Hennes Communications	Meyer Design Inc.	Ohio Department of Education
Energy Optimizers, USA	Hilltop Securities	Miami University College of Education, Health & Society	Ohio Educational Service Center Association
Enlit LLC	Hillyard Inc.	Mid-America Business Systems	Ohio High School Athletic Association
Entry Shield Security	HOBY Youth Leadership	Midstates Recreation	Ohio History Connection
Equal Level	Holdfast Technologies LLC	Midwest Floor Restore	Ohio Homeland Security
eSchoolView	Hoonuit Enrollment Analytics (formerly DecisionInsite)	Milestone Benefits Agency Inc.	Ohio Online
Extron	Huffmaster Strike Services	Mobilease Modular Space Inc.	Ohio PTA
Fanning/Howey Associates Inc.	ICON Construction Solutions	Moms Demand Action/Everytown for Gun Safety	Ohio School Plan (OSP)
Farnham Equipment Co.	Illuminate Education Inc.	Moody•Nolan Inc.	Ohio Schools Council
FiberTite Roofing	Imagine Learning Inc.	Motz Engineering	Ohio University — The Patton College of Education
FieldTurf	Infinite Campus Inc.	MSA Design/MSA Sport	OHIO811
Fifth Third Securities Inc.	Innovative Modular Solutions	MT Business Technologies Inc.	OHM Advisors
FinalForms	Inter-State Studio	Musco Sports Lighting	Olsavsky Jaminet Architects
First Student Inc.	International Academy of Science	National Chemical Laboratories Inc.	On Demand Drug Testing and Work Solutions
FMD Architects Inc.	IST Ohio Inc.	National School Boards Association	One Call Now
Forbo Flooring Systems	J. M. Verostko Inc. Consulting Engineers	NEOLA Inc.	OnToCollege
Forecast5 Analytics Inc.	J+J Flooring	NEOnet – Northeast Ohio Network for Educational Technology	Operation Lifesaver
ForeverLawn of Ohio Inc.	Janson Industries	Nevco Inc.	OSBA/OASBO SchoolComp Safety Program
FranklinCovey Education	Jefferson County ESC Virtual Learning Academy	NewsBank Inc.	Ozanne Construction Co. Inc.
Freytag & Associates Inc. Architects/Engineers	Julian & Grube Inc.	Newsela	Palmer Conservation Consulting
FTN Financial	K&K Systems Inc.	Next Level Prep	Panorama Education
Gardiner	Kent State University	Nightlock Lockdown Door Barricade	ParentSquare
Garmann/Miller Architects-Engineers	Kids PAC	North America Central School Bus Co.	PaySchools
Get more math	Kiefer U.S.A.	Northwestern Ohio Security Systems Inc.	Pella Window & Door Co. (Gunton Corp.)
Gilbane Building Co.	Kurtz Bros/John R. Green Co.	NPI Audio Visual Solutions	Petermann Ltd.
GoKeyless	Lake Erie Electric	NS Wash Systems	Plug Smart
GovDeals Inc.	Leadership Excelleration Inc.	Oberfields LLC	PNC Financial Services Group
GPD Group	Learning Trail Graphics	ODNR-Division of Wildlife	Porter Wright Morris & Arthur LLP
Graduation Alliance	Learning.com	Off the Wall Sounds	PowerSchool and Microsoft EdTech Showcase
GradyBenefits	Legat Architects	Ohio Association of Elementary School Administrators	Presence Management LLC
Grant Us Hope	Lesko Associates Inc.	Ohio Association of School	Prodigy Building Solutions LLC
Great Lakes Biomedical	Levin Porter Associates Inc.		
Greenspace Construction Services	LifeTrack Services Inc.		
Griffin Sports Equipment	Lightspeed Technologies Inc.		
Guaranteed Clean Energy	Lincoln Learning Solutions		
Guardian Defender Security	Live Technologies LLC		
Defense Systems for Doors	Lott Industries Inc.		
H.E.A.T. Total Facility Solutions Inc.	Lund Equipment		
Hammond Construction	Martin Public Seating		
Hannah News Service Inc.	Maximum Potential Inc.		
	Mays Consulting & Evaluation Services Inc.		



# 2019 EXHIBITORS

ProgressBook by Software Answers Inc.	SFE - Southwest Foodservice Excellence	The Education Connection (Insta-Info Inc.)	University of Dayton Department of Educational Administration
PublicSchoolWORKS	Shafley Plan Management Services LLC	The Eisen Group	University of Mount Union
Rachel Wixey & Associates LLC	Shaw Industries	The Ennis Britton Consulting Group	Vapensystems Inc.
RBC Capital Markets	Shawnee State University	The Final Floor Inc.	Variquest
ReadySub	Sheakley UniComp	The Garland Co. Inc.	VARtek Services Inc.
Regency Construction Services Inc.	Shook Touchstone	The Jefferson Health Plan	Vasco Sports Contractors
Registration Gateway	SHP Leading Design	The Management Council	Vertex Software Inc.
Remo Security Doors	Sightlines Athletic Facilities	The Motz Group	Vescio's SportsFields
Renhill Group	Site Technology Inc.	The Nutrition Group	ViewSonic Corp.
Rentacrate Enterprises LLC	Skanska USA Building	The Ohio Floor Co.	Vincent Lighting Systems
Republic Storage Products LLC	SOCS Website Solutions & FES Services	The Ohio Tuition Trust Authority	Vinson
Resource International Inc.	Sodexo	The Red Zone	Virco Inc.
Rieck Services	SöL Harris/Day Architecture	The Ruhlin Co.	Vista Consulting Group LLC
RJ Beck Protective Systems	Solar Power and Light	The Village Network	VitalSigns Wall of Fame
Robert J. Miller & Associates Inc.	Solar Tint	The Wellington Initiative	Vocabulary.com
Robertson Construction Services Inc.	SourceOne Supply	ThenDesign Architecture (TDA)	VOLO LLC
Robot Academy LLC	South Central Ohio Insurance Consortium	Thomas Built Buses by Ohio CAT	VolunteerNow
Roetzel & Andress LPA	Southern Bleacher Co. Inc.	Thomas Built Buses/Myers Equipment Corp.	Voya Financial Advisors
RoofConnect	SPORT SAFE Testing Service Inc.	Thoughtexchange	VS America
Ruling Our eXperiences Inc. (ROX)	SportMaster	Threat Extinguisher	VSWC Architects
Ruscilli Construction Co. Inc.	Sportsbeams Lighting, Inc.	Tiffin Scenic Studios Inc.	Waibel Energy Systems
Rush Bus Centers of Ohio	Sportworks Field Design	TIPS	Warther Woodworking
Rx Ohio Collaborative	Sprinturf LLC	Toadvine Enterprises Inc.	Washington National Insurance
S.A. Comunale	Squire Patton Boggs (US) LLP	Todd Associates Inc.	Wenger Corp.
Safeguard/IMMI	Staley Shoe Repair	Tom Sexton and Associates Inc.	West Roofing Systems Inc.
SameGoal Inc.	Staley Technologies Inc.	TRANE	Western Reserve PBS
Sandy Hook Promise (SHP)	STAN and Associates Inc.	Transfinder	Williams Scotsman Inc.
Satellite Shelters Inc.	Steelcase with Ohio Desk and Loth	Tremco Roofing & Building Maintenance	Window Armor LLC
SC Strategic Solutions	Stifel	Tri-Chem Corporation	Woodhull LLC
Scenic Solutions	Sturdisteel Co.	TTL Associates Inc.	Woolpert
SCG Fields LLC	Suburban Propane	TumbleMath	Zimmerman School Equipment Inc.
Scholar Craft	Summit Construction Co. Inc.	Turner Construction Co.	
School Ministries Ohio	Taher Inc.	U.S. Army Cleveland Recruiting Battalion	
School Safe ID LLC	Tarkett	UnitedHealthcare	
School Specialty	Tattletale Portable Alarm Systems	Universal Windows Direct	
SchoolPointe	TDG Facilities LLC		
Schorr Architects Inc.	Techline Sports Lighting		
Scott Scriven LLP	Technique Roofing Systems LLC		
SE Blueprint	TekVisions		
Second Chance Medical Products	Telamon Energy Solutions		
Security Voice Inc.	The Compass Pathfinder Program		
Seibold+Baker	The DriveMind Group		
Seon			

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