2020 exhibiting and sponsorship opportunities

Leadership for 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.

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.

Questions?

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

EXHIBITING

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.

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

The power of exhibitions
Face-to-face has never been stronger.
Face-to-face is simply better.

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.
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.

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
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.

**InfoAlerts: $100**
Broadcast your message on monitors located throughout the main concourse and exhibit hall. Alerts 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.

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**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.

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<th>Size</th>
<th>Rate</th>
<th>Ad dimensions (w x h)</th>
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<tr>
<td>Full page</td>
<td>$1,206.50</td>
<td>7.5” x 9.5”</td>
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<td>Two-thirds page</td>
<td>$916.75</td>
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<td>One-sixth page</td>
<td>$308.75</td>
<td>2.5” x 4.75” or 4.875” x 2.5”</td>
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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 acknowledgment in the conference guide  
- one InfoAlert

**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 acknowledgment in the Conference Guide  
- one InfoAlert

**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 acknowledgment in the Conference Guide  
- one-third page ad in October Journal  
- one InfoAlert
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 acknowledgment in Conference Guide
- one-half page ad in October OSBA Journal
- three InfoAlerts

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 acknowledgment in Conference Guide
- one-half page ad in October OSBA Journal
- three InfoAlerts
- 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 acknowledgment in Conference Guide
- one-half page ad in October OSBA Journal
- three InfoAlerts

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 acknowledgment in Conference Guide
- one-half page ad in October OSBA Journal
- three InfoAlerts
- 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 acknowledgment in Conference Guide
- one-half page ad in October OSBA Journal
- four InfoAlerts

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 acknowledgment in Conference Guide
- full page ad in October OSBA Journal
- five InfoAlerts

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 acknowledgment in Conference Guide
- full page ad in October OSBA Journal
- five InfoAlerts
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 acknowledgment in Conference Guide
• full page ad in October OSBA Journal
• five InfoAlerts
• 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 acknowledgment in Conference Guide
• full page ad in October OSBA Journal
• five InfoAlerts

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.

Nominations will only be accepted from exhibiting companies and must include a public school member district on the 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

You can submit your nomination online at http://conference.ohioschoolboards.org/nominate. The deadline for learning session submissions is March 4.

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 that a member school district nominated 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.
Thank you to the following exhibitors who participated in our 2019 Capital Conference and Trade Show:

#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.
Alboum Translation Services
All-N-All Supplies LLC
Allegion PLC
Alma
Alpha & Omega Building Services
American Dairy Association Mideast
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 & Co.
Ashland University Professional Development Services
ASM Modular Systems Inc.
AstroTurf
AVID
Bailey Communications Inc.
Baird Public Finance
Battelle for Kids
BCL IT Consulting
Bearacade Door Control Systems
Beck Studios Inc.
Bee-Safe
Behnke Associates Inc.
Belden Brick
Benchmark Biodiesel
Benchmark Education
Behmnon Sports Surfaces Inc.
BoardDocs
Boening and Scattergood Inc.
Bolo Stick LLC
Bonefish Systems
Bradley Payne Advisors LLC
Brentwood Builders
Brewer-Garrett Co.
Bricker & Eckler LLP
Brock USA
BSHM Architects
Buckeye Association of School Administrators
Buckeye Bleacher Repair Inc.
Buckeye Educational Systems
Buckeye Firearms Foundation
Buehrer Group, Architecture and Engineering Inc.
Burges & Burges Strategists
Call A Doctor Plus
Capitol Aluminum & Glass Corp.
Cardinal Acoustics
Cardinal Bus Sales & 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
CompManagement
CompManagement Health Systems
Consortium for Educational Change
Continental Office
Control Systems of Ohio
COSI
Cotterman & 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 & 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&D Specialty Stands Inc.
eDoctrina Corp.
2019 EXHIBITORS

Educational Funding Group Inc.
Educational Service Center of Central Ohio
Educators Preferred Corp.
Elevar Design Group
Elford Inc.
EMOD LLC
Energy Optimizers, USA
Enlit LLC
Entry Shield Security
Equal Level
eSchoolView
Extron
Fanning/Howey Associates Inc.
Farnham Equipment Co.
FiberTite Roofing
FieldTurf
Fifth Third Securities Inc.
FinalForms
First Student Inc.
FMD Architects Inc.
Forbo Flooring Systems
Forecast5 Analytics Inc.
ForeverLawn of Ohio Inc.
FranklinCovey Education
Freytag & Associates Inc.
Architects/Engineers
FTN Financial
Gardiner
Garmann/Miller Architects-Engineers
Get more math
Gilbane Building Co.
GoKeyless
GovDeals Inc.
GPD Group
Graduation Alliance
GradyBenefits
Grant Us Hope
Great Lakes Biomedical
Greenspace Construction Services
Griffin Sports Equipment
Guaranteed Clean Energy
Guardian Defender Security
Defense Systems for Doors
H.E.A.T. Total Facility Solutions Inc.
Hammond Construction
Hannah News Service Inc.
Hamlet Wizards
Haskell Education
Hayes Software Systems
Heiberger Paving Inc.
Hellas Sports Construction Inc.
Hennes Communications
Hilltop Securities
Hillyard Inc.
HOBY Youth Leadership
Holdfast Technologies LLC
Hoonuit Enrollment Analytics (formerly DecisionInsite)
Huffmaster Strike Services
ICON Construction Solutions
Illuminate Education Inc.
Imagine Learning Inc.
Infinite Campus Inc.
Innovative Modular Solutions
Inter-State Studio
International Academy of Science
IST Ohio Inc.
J. M. Verostko Inc. Consulting Engineers
J+J Flooring
Janson Industries
Jefferson County ESC Virtual Learning Academy
Julian & Grube Inc.
K&K Systems Inc.
Kent State University
Kids PAC
Kiefer U.S.A.
Kurtz Bros/John R. Green Co.
Lake Erie Electric
Leadership Excelleration Inc.
Learning Trail Graphics
Learning.com
Legat Architects
Lesko Associates Inc.
Levin Porter Associates Inc.
LifeTrack Services Inc.
Lightspeed Technologies Inc.
Lincoln Learning Solutions
Live Technologies LLC
Lott Industries Inc.
Lund Equipment
Martin Public Seating
Maximum Potential Inc.
Mays Consulting & Evaluation Services Inc.
Medical Mutual
Meeder Investment Management
Megalith LLC
Megen Construction Co. Inc.
Metz Culinary Management
Meyer Design Inc.
Miami University College of Education, Health & Society
Mid-America Business Systems
Midstates Recreation
Midwest Floor Restore
Milestone Benefits Agency Inc.
Mobilease Modular Space Inc.
Moms Demand Action/Everytown for Gun Safety
Moody•Nolan Inc.
Motz Engineering
MSA Design/MSA Sport
MT Business Technologies Inc.
Musco Sports Lighting
National Chemical Laboratories Inc.
National School Boards Association
NEOLA Inc.
NEOnet – Northeast Ohio Network for Educational Technology
Nevelco Inc.
NewsBank Inc.
Newsela
Next Level Prep
Nightlock Lockdown Door Barricade
North America Central School Bus Co.
Northwestern Ohio Security Systems Inc.
NPI Audio Visual Solutions
NS Wash Systems
Oberfields LLC
ODNR-Division of Wildlife
Off the Wall Sounds
Ohio Association of Elementary School Administrators
Ohio Association of School Business Officials
Ohio Association of Secondary School Administrators
Ohio Business Week Foundation
Ohio Coalition for Equity & Adequacy of School Funding
Ohio Council of Educational Purchasing Consortia (OCEPC)
Ohio Department of Education
Ohio Educational Service Center Association
Ohio High School Athletic Association
Ohio History Connection
Ohio Homeland Security
Ohio Online
Ohio PTA
Ohio School Plan (OSP)
Ohio Schools Council
Ohio University — The Patton College of Education
OHIO811
OHM Advisors
Olsavsky Jaminet Architects
On Demand Drug Testing and Work Solutions
One Call Now
OnToCollege
Operation Lifesaver
OSBA/OASBO SchoolComp Safety Program
Ozanne Construction Co. Inc.
Palmer Conservation Consulting
Panorama Education
ParentSquare
PaySchools
Pella Window & Door Co.
(Gunton Corp.)
Petermann Ltd.
Plug Smart
PNC Financial Services Group
Porter Wright Morris & Arthur LLP
PowerSchool and Microsoft EdTech Showcase
Presence Management LLC
Prodigy Building Solutions LLC
<table>
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<th>2019 EXHIBITORS</th>
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<tr>
<td>ProgressBook by Software Answers Inc.</td>
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<td>Rachel Wixey &amp; Associates LLC</td>
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<td>RJ Beck Protective Systems</td>
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<td>School Safe ID LLC</td>
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<td>STAN and Associates Inc.</td>
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<td>The Compass Pathfinder Program</td>
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<td>The DriveMind Group</td>
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<td>The Education Connection (Insta-Info Inc.)</td>
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<td>The Garland Co. Inc.</td>
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<td>The Management Council</td>
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<td>The Nutrition Group</td>
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<td>The Ohio Floor Co.</td>
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<td>The Ohio Tuition Trust Authority</td>
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<td>The Red Zone</td>
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<td>The Ruhlin Co.</td>
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<td>The Village Network</td>
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<td>The Wellington Initiative</td>
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<td>ThenDesign Architecture (TDA)</td>
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<td>Thomas Built Buses/Myers Equipment Corp.</td>
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<td>Todd Associates Inc.</td>
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