

# 2021 exhibiting and sponsorship opportunities



## Leadership for Learning

Ohio School Boards Association Capital Conference and Trade Show

Greater Columbus Convention Center | Nov. 7–9, 2021





**OSBA invites you to showcase your company at our 2021 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 attendees.
- Increase your name and product recognition.
- Introduce new products and programs to the public school market.

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 your booth now! 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 7-9, 2021  
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.

## 2021 booth pricing

### Front third of exhibit hall

|          |           |         |
|----------|-----------|---------|
| Standard | 10' x 10' | \$1,050 |
| Corner   | 10' x 10' | \$1,075 |

### 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 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 12)
- Access to a pre-and post-attendee lists

## Exhibitor schedule\*

|                 |                      |                     |
|-----------------|----------------------|---------------------|
| Sunday, Nov. 7  | Exhibitor move in    | 11 a.m. to 7 p.m.   |
| Monday, Nov. 8  | Exhibitor move in    | 7 a.m. to 9:30 a.m. |
|                 | Exhibit hall open    | 10 a.m. to 5 p.m.   |
| Tuesday, Nov. 9 | Exhibit hall open*   | 9 a.m. to 1 p.m.    |
|                 | Exhibitor move out** | 1 p.m. to 6 p.m.    |

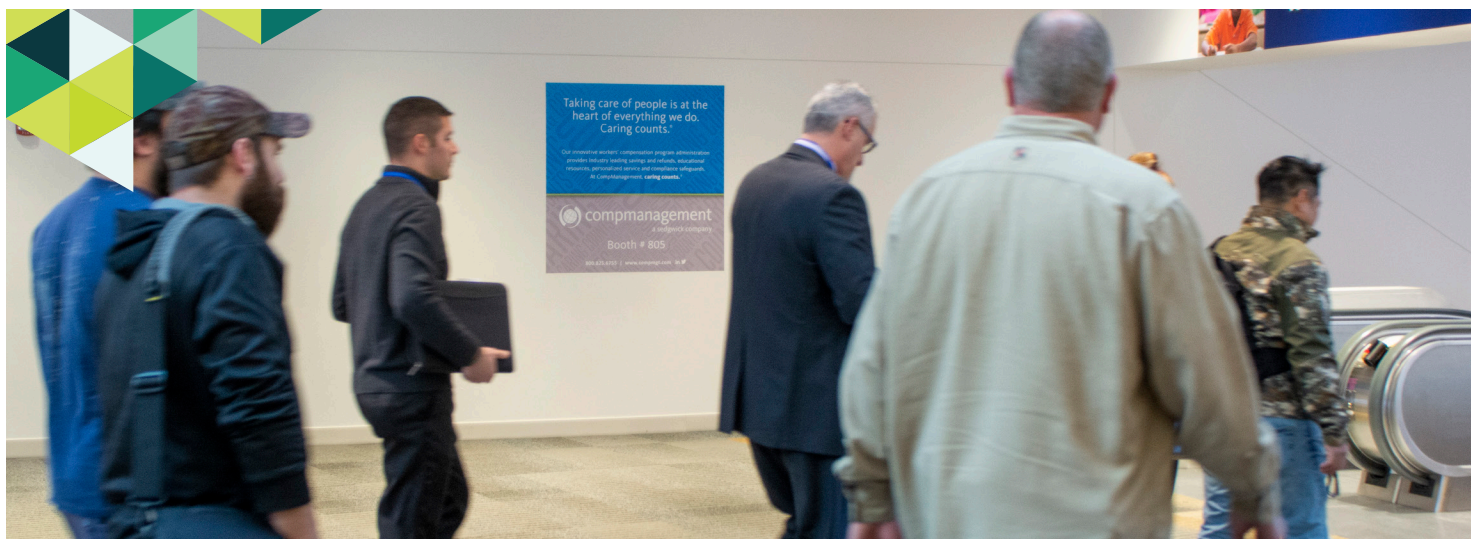
\*Exhibitors will have access to their booths beginning at 8 a.m.

\*\*Any exhibitor packing up or moving out before 1 p.m. on Tuesday, Nov. 9, 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.

## Attendee bag insert: \$300

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

## InfoAlerts: \$100

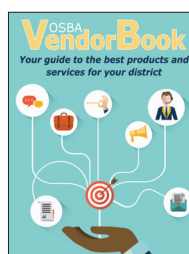
Broadcast your message on monitors located throughout the main concourse and exhibit hall. PowerPoint ads are placed in between up-to-the-minute conference announcements.

## 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: \$125

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

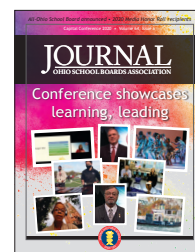


## VendorBook

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       | \$1,235  | 7.5" x 9.5"                   |
| Two-thirds page | \$945.25 | 7.5" x 6.25"                  |
| One-half page   | \$755.25 | 7.5" x 4.75"                  |
| One-third page  | \$527.25 | 7.5" x 3.25"                  |
| One-sixth page  | \$318.25 | 2.5" x 4.75" or 4.875" x 2.5" |

The October Journal is the pre-conference publication. Ads are due Sept. 2. The December issue is the conference wrap up. Ads are due Dec. 2.





**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

*(Benefits may not be included on custom sponsorship packages.)*

## Bronze level

### Passport Stamping Station

**\$2,200**

**Only two sponsorships left!**

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

**\$2,200**

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

**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

# SPONSORSHIPS

Stand out from the rest.

## Silver level

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### Exhibitor Express Talks

**\$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.

Package includes:

- one-half page ad in October Journal
- one-half page acknowledgment in Conference Guide
- Two 30-minute sessions/demos
- Logo on full agenda in the time slot for your sessions
- Logo within your sessions
- Logo on sponsorship page

### 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

**\$6,250**

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 seven at the 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

**\$6,250**

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

## Gold level

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### 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

# SPONSORSHIPS

Stand out from the rest.

## Platinum level

### Attendee bags

**\$16,000 • 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

**\$16,500 • 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

**\$16,000 • Exclusive**

OSBA will recognize your sponsorship on the main page of the app. Every time an attendee opens the app, they will see your company's name and logo.

**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



## 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 1.

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.