



Idaho School Boards Association

PROSPECTUS

Exhibitor & Sponsorship
Opportunities

Sponsor • Exhibit • Advertise • Partner

(208) 854-1476 • www.idsba.org

Welcome!

The Idaho School Boards Association (ISBA) invites you to share your products and services with our members this year as well as participate at our 76th Annual Convention. ISBA has a variety of ways to assist you in reaching the decision makers in Idaho's schools year round.

Exhibit

See Pages 3-4

As an exhibitor, you can network face-to-face with school board members, superintendents, clerks, business managers, and others. Additionally, exhibitors are listed in the convention book with a company summary and contact information so attendees can easily contact you when they return home.

Sponsor

See Pages 5-9

Sponsors are key to ISBA and the convention attendees. Your contributions as a sponsor help to offset costs and make this event possible. ISBA finds many ways to promote your company and thank you for your sponsorship.

Advertise

See Pages 10-12

The SLATE is a magazine produced by ISBA four times per year and is in its 36th volume. It consists of approximately articles, advertisements, and news. It is mailed to approximately 1,100 recipients. As an advertiser in the Convention Book, your ad will be seen by over 500 convention attendees. The Convention Book is kept close at hand by attendees and is referred to constantly throughout convention.

Business Partner

See Pages 13-15

For many years, ISBA's Business Partners have proven their dedication to ISBA and Idaho's schools by providing effective and cost-efficient products and services. This is a great opportunity to market your company to Idaho's schools. In turn, ISBA highlights its Partners in many ways through publications, events, its website, and other means while also assisting Partners to reach the decision-makers in the schools.

About ISBA

The ISBA is a non-profit, service organization providing services to school board members across the State. ISBA's members include all 115 school districts and 40 charter schools totaling over 750 board members. Leaders in public education, including school board members, superintendents, board clerks, business managers, and others, look to the ISBA for valued news, information, and critical resources needed to effectively operate their districts and charter schools. By participating with ISBA, your company will increase its visibility among ISBA's membership while supporting ISBA's efforts to provide exceptional services.

Contact Misty to help you develop a sponsorship and advertising package that fits your budget and promotes your services to school districts and charter schools.



Misty Swanson
Chief Deputy
Local: (208) 854-1476
Email: misty@idsba.org

2018 Exhibit Show

**Booths
Sell Out
Every
Year!**

Booths include:

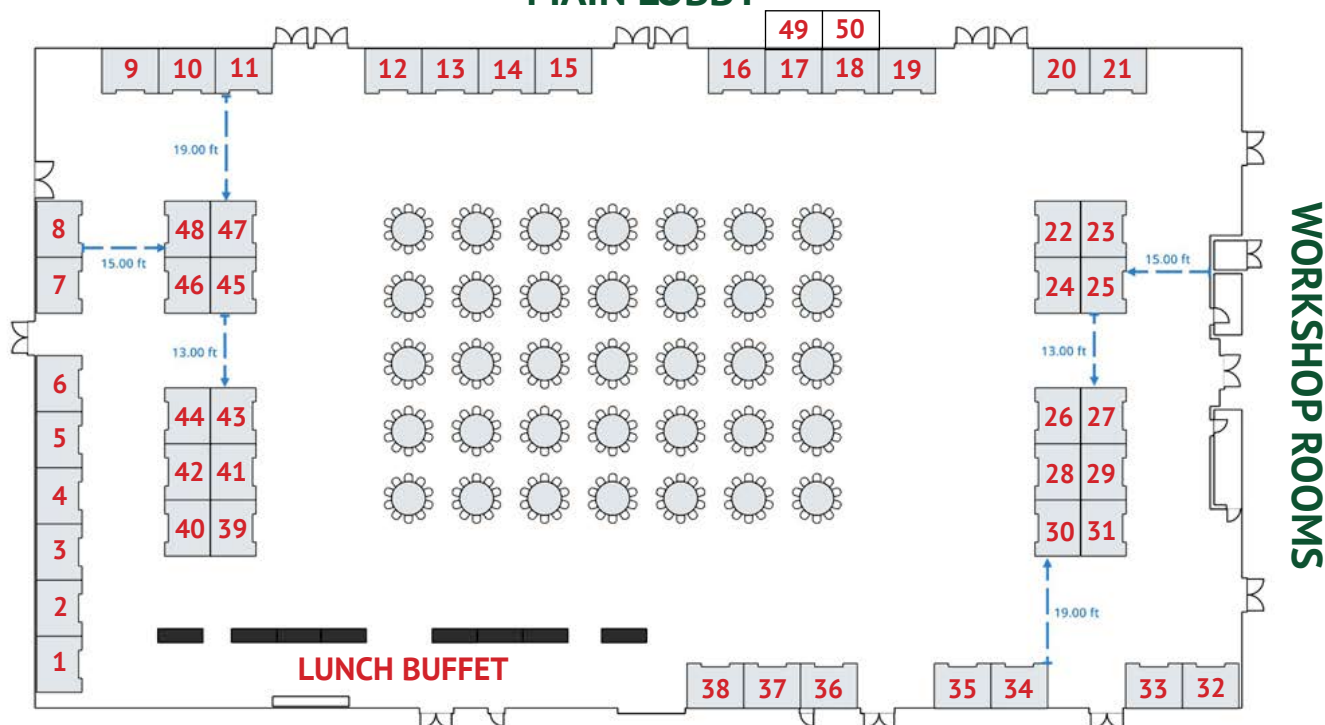
- 6 ft. skirted table
- 2 chairs
- identification sign
- power to booth

Equipment and Official Service Contractor:

Venue Event Services
(208) 830-4803
www.venueidaho.com

*** Booths will be assigned on a first-come, first served basis.**

MAIN LOBBY



2018 Exhibit Show Booth Assignments

1. ATS Inland NW
2. Idaho Positive Behavior Network
3. Grand Canyon University
4. ABM
5. Recreation Today
6. Lombard-Conrad Architects
7. Idaho SD Council / School Benefit Trust
8. Enhanced Telecommunications
9. Idaho Education News
10. AdvancEd
11. Design West Architects
12. MeTEOR Education
13. Idaho Council on Economic Education
14. Idaho Correctional Industries
15. STEM Action Center
16. ZGA Architects & Planners
17. AVID

18. Ednetics
19. ISBA
20. Idaho Lottery / Intralot
21. U.S. Army
22. Zions Public Finance
23. Thinking Maps
24. Delta Dental
25. Intermountain Communications
26. Musco Sports Lighting
27. PacificSource Health Plans
28. BYU Independent Study
29. LKV Architects
30. The Garland Company
31. Action Floor System
32. The Flying Locksmiths
33. BuyBoard
34. Hutchison Smith Architects

35. Beniton Construction
36. Hummel Architects
37. Harris CPAs
38. Dairy West
39. CapEd Credit Union
40. Edgenuity
41. IDEal – Idaho College Savings Program
42. Go365
43. Idaho Digital Learning
44. NWEA
45. Paradigm of Idaho
46. University of Idaho
47. Pivot North Architecture
48. Idaho State University
49. Moreton & Company
50. Northwest Bank

2018 Exhibit Booth Contract

76th Annual Convention | November 14-16, 2018

The Idaho School Boards Association is pleased to offer an opportunity for your business to connect with board members, superintendents, and staff from Idaho's school districts and charter schools at the Exhibit Show held during ISBA's Annual Convention. **Dedicated networking hours are scheduled on Thursday, Nov. 15th.** This is your chance to network and show why your product or service should be brought into the school district or charter school.

1 EXHIBITING FIRM

Street Address

City

State

Zip Code

Phone Number

E-mail

Official Exhibit Contact

Website

DATE & COST OF EXHIBIT SHOW

Thursday, Nov. 15	11:00 am - 2:30 pm	\$875
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Full payment is due when application is submitted.

See the ISBA website at www.idsba.org for Exhibitor Rules and Regulations.

ISBA Business Partners

Receive at least 10% - 50% off your exhibit booth price for being an ISBA Business Partner. Premier Partners pay nothing! See pg. 13 for details.

3 PAYMENT INFORMATION

☐ Check Enclosed \$_____ (Make checks payable to ISBA)

☐ Charge My: ☐ Visa ☐ MasterCard

Amount to be charged

Account number

Expiration date

Cardholder's name

Signature

4 SIGNATURE & AGREEMENT

The exhibitor agrees to abide by all exhibit terms, conditions, and regulations set forth in this contract and as outlined in the Exhibitor Rules and Regulations (posted on the ISBA website).

Authorized Signature

Date

Print name

Date

Return copy of signed, completed application with payment to:

Misty Swanson, Chief Deputy
ISBA, PO Box 9797 • Boise, ID 83707-4797

Phone: (866) 799-4722 or (208) 854-1476
Fax: (208) 854-1480 • E-mail: misty@idsba.org

AVAILABLE Sponsorship Opportunities

76th ISBA Annual Convention | November 14-16, 2018 | Boise Centre

THINK OUTSIDE THE BOOTH! Build brand awareness with school governance teams and top-level district administrators during ISBA's Annual Convention by reserving one of these opportunities today!

At the ISBA Annual Convention, 500 or more Idaho school board members, administrators, and staff will gather to share ideas and discuss strategies to improve public education in Idaho. These key decision-makers have significant influence in our public schools. They oversee most major purchases, approve contracts, and select products and vendors. As a sponsor, you can meet and build relationships with these key officials and demonstrate how your products and services provide solutions for their districts and charter schools. We will work with you to customize a sponsorship opportunity. All sponsorship packages can be tailored to meet the needs of individual companies.

Idaho School Boards Association / 2018 Sponsorship Options

Benefits / Sponsorship	Diamond Sponsor	Platinum Sponsor	Convention Tote Bag Sponsor	Opening Ceremonies Lunch Sponsor	Awards Banquet Sponsor	Exhibit Show Lunch Sponsor	Breakfast General Session Sponsor	Name Badge / Lanyard Sponsor	Business Session Break Sponsor
Sponsorship Cost	\$5000 Only 2 Offered	\$3000 Only 2 Offered	\$3000	\$1500 Only 1 Offered	\$1500 Only 1 Offered	\$1500 Only 1 Offered	\$1000 Only 2 Offered	\$500 + Cost of Lanyards	\$500
Electronic Signage at the Boise Centre During Event	✓								
Listed as sponsor in pre-event emails	✓								
Premier Exhibit Booth Location	Complimentary Booth ✓	Complimentary Booth ✓	50% Booth Discount ✓			Complimentary Booth ✓			
Opportunity to Provide Greeting During Event	✓	✓		✓	✓		✓		
Complimentary Registrations to Convention	2 Registrations ✓	1 Registration ✓		Lunch Registration ✓	Dinner Registration ✓		Breakfast Registration ✓		
Opportunity to Provide Company Signage During Event	✓	✓		During Lunch ✓	During Dinner ✓		During Breakfast ✓		
Advertisement in the SLATE Magazine	Full Page, Color ✓	Half Page, Color ✓	Half Page, Color ✓	Half Page, Color ✓	Half Page, Color ✓	Half Page, Color ✓	Half Page, Color ✓		
Advertisement in the Convention Book	Full Page, Color ✓	Full Page ✓	Full Page ✓	Half Page ✓	Half Page ✓	Half Page ✓	Half Page ✓		
Pre-Event Contact List	✓	✓	✓	✓	✓	✓	✓		
Company Logo & Website Link on Website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on Signage During Event	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company Logo on advanced mailings	✓	✓	✓	✓	✓	✓	✓	✓	✓

ISBA allows co-sponsorships. If you are interested in co-sponsoring, please contact Misty at the ISBA Office.

There are additional sponsorships listed in this Prospectus.

AVAILABLE Sponsorship Opportunities

Diamond Convention Sponsor



\$5,000 (Only 2 Offered) | 1 AVAILABLE

Be one of the highest featured sponsors before, during, and after the Convention! Be sure your company experiences this significant exposure.

Features of this Sponsorship: Premier booth location in high traffic area (booth expense included in cost) • Pre-event and post-event contact lists for school district attendees • Listed as the Diamond Sponsor on the front page of the Convention website with logo and website link • Listed as the Diamond Sponsor on Convention signage • Full-page advertisement in Convention Book • Logo on advanced Convention mailings • Logo and link on two pre-Convention marketing emails • Noted in two SLATE magazine editions as Diamond Convention sponsor • Half-page advertisement in two editions of the SLATE magazine • Two complimentary full Convention registrations • Promotional material (one item, provided by you, e.g. pens, notepads) to be included in Convention bags • Opportunity to provide company signage during Convention • Exclusive table set up throughout the event near the Registration Office in the Convention Center Lobby so you have the highest traffic flow possible • Opportunity to provide greeting during meal function

1 Sold - Moreton & Company

Platinum Convention Sponsor

\$3,000 (Only 2 Offered) | SOLD

ISBA offers only two Platinum Convention Sponsors. The Platinum Convention Sponsor receives significant exposure before, during, and after the Convention.

Features of this Sponsorship: Premier booth location in high traffic area (booth expense included in cost) • Pre-event and post-event contact lists for school district attendees • Listed as the Premier Sponsor on the front page of the Convention website with logo and website link • Listed as the Premier Sponsor on Convention signage • Full-page advertisement in Convention Book • Logo on advanced Convention mailings • Logo and link on two pre-Convention marketing emails • Noted in two SLATE magazine editions as Premier Convention sponsor • Half-page advertisement in two editions of the SLATE magazine • Two complimentary full Convention registrations • Promotional material (one item, provided by you, e.g. pens, notepads) to be included in Convention bags • Opportunity to provide company signage during Convention • Opportunity to provide greeting during meal function

**Sold - STEM Action Center
Idaho Lottery / Intralot**

Keynote Speaker Sponsor

\$4,000 - \$6,000 (only 2 Offered)

1 AVAILABLE

ISBA offers only two Keynote Speaker Sponsors. The Keynote Speaker Sponsors receive significant exposure before, during, and after the Convention.

Features of this Sponsorship: Premier booth location in high traffic area (booth expense included in cost) • Pre-event and post-event contact lists for school district attendees • Listed as the Premier Sponsor on the front page of the Convention website with logo and website link • Listed as the Premier Sponsor on Convention signage • Full-page advertisement in Convention Book • Logo on advanced Convention mailings • Logo and link on two pre-Convention marketing emails • Noted in two SLATE magazine editions as Premier Convention sponsor • Half-page advertisement in two editions of the SLATE magazine • Two complimentary full Convention registrations • Promotional material (one item, provided by you, e.g. pens, notepads) to be included in Convention bags • Opportunity to provide company signage during Convention • Opportunity to provide greeting during meal function

1 Sold - Dairy West

Business Official Event Sponsor

\$4,000 (only 1 Offered) | SOLD

ISBA offers only one Business Official Event Sponsor. The Business Official Event Sponsor receives significant exposure before, during, and after the Convention.

Features of this Sponsorship: Premier booth location in high traffic area (booth expense included in cost) • Contact lists for school district / charter school attendees • Listed as a Sponsor on the front page of the Convention website with logo and website link • Listed as a Sponsor on Convention signage • Full-page advertisement in Convention Book • Logo on advanced Convention mailings • Logo and link on two pre-Convention marketing emails to Business Officials • Noted in two SLATE magazine editions as Convention sponsor • Half-page advertisement in two editions of the SLATE magazine • Two complimentary full Convention registrations • Promotional material (one item, provided by you, e.g. pens, notepads) to be included in Convention bags • Opportunity to provide company signage during Convention • Opportunity to provide greeting during business official workshops and event.

Sold - Northwest Bank

AVAILABLE Sponsorship Opportunities

Exhibit Show Lunch Sponsor

\$1,500 (only 1 Offered) | SOLD

Host the Convention attendee lunch located in the exhibit hall. The sponsor will enjoy the benefit of having a booth in the Exhibit Hall, and also being noted as the sponsor of the lunch.

Features of this Sponsorship: Premier booth location (booth cost included in sponsorship) • Featured sponsor on Convention page of the website • Logo on advanced Convention mailings • Advertisement in Convention Book • Noted in two SLATE magazine editions as Convention sponsor • Promotional material can be provided on all dining tables in exhibit hall

Sold - ZGA Architects & Planners

Breakfast General Session Sponsor

\$1,000 (Only 2 Offered) | 1 AVAILABLE

A great way to start off the attendees' day is with the breakfast during the General Session. Make your company the first thing they see on Thursday or Friday morning. Prominent signage will identify your company as the sponsor.

Features of this Sponsorship: Noted as sponsor on Convention page of the website • Advertisement in Convention Book • Noted in two SLATE magazine editions as Convention sponsor • Opportunity to provide welcome greeting and/or ISBA President provides verbal thank you during General Session • Up to two complimentary registrations to Breakfast General Session • Opportunity to provide promotional materials on dining tables • Opportunity to provide signage in breakfast area and in General Session room

1 Sold - Piper Jaffray

Lunch General Session Sponsor

\$1,000 | SOLD

Feed a hungry crowd and grateful attendees are sure to take notice! Be the sponsor of Friday's Luncheon General Session. Prominent signage will identify your company as the sponsor.

Features of this Sponsorship: Logo placed on front page of the Convention website with link • Advertisement in Convention Book • Noted in two SLATE magazine editions as Convention sponsor • Opportunity to provide welcome greeting and/or ISBA President provides verbal thank you during General Session • Up to two complimentary registrations to Lunch General Session • Opportunity to provide promotional materials on dining tables • Opportunity to provide signage in General Session room

Sold - ATS/Inland NW & Delta Dental of Idaho

Convention Tote Bag Co-Sponsor

\$1,500 (Only 2 Offered) | SOLD

What would a great Convention be without an official Convention tote bag? Your company's name and logo will be seen everywhere when you sponsor the official ISBA Convention tote bag - an asset that will be used long after the Convention ends! Capital Educators Credit Union is 1 of 2 sponsors of the tote bag. Your company will be the co-sponsor with your logo on the bag.

Features of this Sponsorship: Your company's name and logo on tote bag given to all registered attendees • One insert (or tangible) in tote bag received by all registered attendees • Company logo, web link, and sponsor information displayed on the ISBA Convention website • Noted in two SLATE magazine editions as Convention sponsor

Sold - CapEd & Regence Blue Shield

Opening Ceremonies Lunch

\$1,500 | SOLD

Sponsor the opening lunch on Wednesday, Nov. 14, and be sure attendees will remember your company sponsorship.

Features of this Sponsorship: Noted as sponsor on Convention page of the website • Advertisement in the Convention Book • Noted in two SLATE magazine editions as Convention sponsor • Opportunity to provide welcome greeting and/or ISBA President provides verbal thank you during General Session • Up to two complimentary registrations to Opening Ceremonies Lunch • Opportunity to provide promotional materials on dining tables • Opportunity to provide signage in lunch area and in General Session room

Sold - Hawley Troxell

Awards Banquet Sponsor

\$1,500 (Only 1 Offered) | SOLD

Recognizing award recipients from around the State and inducting the new ISBA President, the Awards Banquet held on Thursday, Nov. 15 is a highly-attended event every year.

Features of this Sponsorship: Premier booth location in high traffic area • Featured sponsor on Convention website • Logo on advanced Convention mailings • Advertisement in Convention Book • Noted in two SLATE magazine editions as Convention sponsor • Opportunity to provide Banquet welcome greeting and/or ISBA President provides verbal thank you during Banquet • Up to four complimentary registrations to Awards Banquet • Opportunity to provide promotional materials • Opportunity to provide signage in Awards Banquet room

Sold - Zions Public Finance

AVAILABLE Sponsorship Opportunities

Name Badge / Lanyard Sponsor

Cost of Lanyard + \$500 | SOLD

Sponsor the name badges and/or lanyards that the attendees wear throughout the Convention.

Sold - Pivot North Architecture

Pens | \$100 Per Day + Pen Costs (Only 3 Offered) | AVAILABLE

Promote your company to attendees by supplying Convention pens with your company logo. Our staff will distribute pens to attendees on the day(s) of your choice: Wednesday, Thursday, Friday, or all three days!

Business Session Break Sponsor \$500 (Only 1 Offered) | AVAILABLE

One of the most important events during the Convention is the Business Session. This is where trustees set the legislative direction for the ISBA. Attendees look forward to refreshments during this long, but important process on Friday, November 16. The refreshment options include cookies, and beverages.

Features of this Sponsorship: Signage at break stations • The opportunity to provide your company information at break stations and on all tables • Logo placed on front page of the Convention website with link • Noted in two SLATE magazine editions as Convention sponsor • Verbal thank you by the ISBA President during Business Session • Promotional material (one item, provided by you, e.g. pen, notepad, etc.) included in Convention bags

Convention Bag Inserts | \$150 (Limited Number Offered) | AVAILABLE

Send your company logo information home with each attendee. The promotional item you provide and could include luggage tags, mouse pads, sticky notes, note pads, etc. We will include a promotional item (provided by you) in each Convention bag.

Email Message | \$150

Send a message to attendees via email in the two weeks leading up to the Convention or two weeks after to follow up. One message per company is allowed. The message will be sent by the ISBA staff using our standard ISBA email system.

Workshop Sponsor \$300 (Multiple Offered) | AVAILABLE

Attendees spend a majority of their time attending workshops offered throughout the Convention. This is the perfect opportunity to provide your company information and still receive the recognition as a sponsor of one or more workshops.

Features of this Sponsorship: Thank you note from ISBA in Convention Book • Noted as workshop sponsor on Convention page of the website

Scholarship Auction Sponsor Cost of Refreshments (Contact ISBA) | AVAILABLE

Sponsor the annual scholarship auction which raises money to fund college scholarships for children and grandchildren of Idaho's current and past school board members.

Features of this Sponsorship: Noted as sponsor on Convention website • Advertisement in Convention Book • Noted in two SLATE magazine editions as Convention sponsor • Opportunity to provide welcome greeting • Up to two complimentary registrations to the Scholarship Auction • Opportunity to provide promotional materials on dining tables • Company logo projected onto screens throughout Convention

CUSTOM SPONSORSHIP: If you don't see a sponsorship option that fits your needs, please consider a custom sponsorship. Contact Misty at the ISBA Office to discuss your ideas and how we can help make this work best for your company!

2018 Sponsorship Contract

76th Annual Convention

1 SUBMISSION OF REQUEST

Sponsoring Firm		
Street Address		
City	State	Zip Code
Phone Number	E-mail	
Official Sponsor Contact	Website	

2 SPECIFIC SPONSORSHIP(S)

Sponsorship	Cost
Sponsorship	Cost
Sponsorship	Cost
	Total

3 PAYMENT INFORMATION

☐ Check Enclosed \$_____ (Make checks payable to ISBA)

☐ Charge My: ☐ Visa ☐ MasterCard

Amount to be charged

Account number

Expiration date

Cardholder's name

Signature

* Please see the ISBA website at www.idsba.org for terms and conditions of sponsorships.

4 SIGNATURE & AGREEMENT

The sponsoring firm agrees to abide by all terms, conditions, and regulations set forth in this contract and in the Sponsorship Terms and Conditions found on the the ISBA website.

Authorized Signature

Date

Print name and title

Date

▶ APPLICABLE DEADLINES

Many sponsorships include opportunities to receive recognition. Please submit your logo to the ISBA upon approval of your application in order to receive this recognition. Your logo may be used in the SLATE, Convention Book, on the Convention website, in mailings or in emails, according to the outline of your sponsorship.

We also request that you abide by the Materials Deadline for Convention Book Advertisements, which is **October 9, 2018**.

Return copy of signed, completed application with payment to:

Misty Swanson, Chief Deputy
ISBA, PO Box 9797 • Boise, ID 83707-4797
Phone: (866) 799-4722 or (208) 854-1476
Fax: (208) 854-1480 • E-mail: misty@idsba.org

ISBA has a variety of advertising options to fit your needs! Our primary two opportunities to submit advertisements is the quarterly SLATE magazine and the Convention Book.

Advertising in the Convention Book

76th ISBA Annual Convention | November 14-16, 2018 | Boise Centre

About the Convention Book

The annual Convention Book is a 130+ page manual that serves several purposes for the Convention attendees. Not only does it provide a detailed agenda and information on all workshops and the Business Session, it also provides past and future resolutions. Attendees keep the Convention Book close at hand and refer to it constantly throughout the Convention.

Publication Schedule

If you will be advertising in the Convention Book, you must inform ISBA by **October 1, 2018**. Please also indicate the ad size. The last date to have your ad file(s) to the ISBA to be published in the Convention Book is **October 9, 2018**.

Ad Requirements

Ads must be 300 dpi. Premium ads must be CMYK, and regular ads must be greyscale. ISBA accepts PDF and JPG files. Please e-mail your ad to misty@idsba.org, or you may provide us with a download link.

Frequency Discounts

Many businesses like to increase their advertising each November, prior to the ISBA Annual Convention. By advertising in the June SLATE, September SLATE, and in the Convention Book, you save 30%.

Convention Book Advertisements

Get featured in the convention book that is distributed to every attendee. High exposure at a great value!

- | | |
|---|--------------|
| • Back cover, full-page, full-color | SOLD |
| • Inside front or back cover, full-page, full-color | \$700 |
| • Full-page interior, black and white | \$350 |
| • Half-page interior, black and white | \$200 |



* Please see the ISBA website at www.idsba.org for advertising terms and conditions.

Advertising in SLATE Magazine

About the SLATE

The SLATE is a magazine produced by ISBA four times per year and is in its 36th volume. It consists of approximately 48 pages of articles, advertisements, and news. The SLATE often has guest articles written by the State Department of Education, State Board of Education, and many others.

SLATE Magazine Advertisements

Be featured in the popular SLATE magazine. It is distributed to nearly 1,100 recipients on a quarterly basis.

- | | |
|--|-------|
| • Back cover, ¾ page, full-color | \$800 |
| • Inside front (SOLD) or back cover, full-page, full-color | \$700 |
| • Full-page interior, full-color | \$450 |
| • Half-page interior, full-color | \$300 |



Advertising in SLATE Magazine

The SLATE Audience

The SLATE Audience

Recipients of the SLATE are the decision-makers determining how school districts spend their funds. The SLATE is received by 115 Idaho school districts and 40 charter schools, that account for K-12 enrollment of 302,000 students.

- 567 School District Trustees
- 115 District Superintendents
- 210 District Clerks and Business Managers
- 260 Charter School Board Members and Administrators
- Many other Education Agencies across Idaho
- Over 1,100 Recipients

* Please see the ISBA website at www.idsba.org for advertising terms and conditions.

Publication Schedule

Materials Deadline

The dates to have your ad file(s) to ISBA to be published in the upcoming SLATE are outlined below. Files can be emailed to lance@idsba.org, or you may provide a download link.

SLATE Issue:	Materials Deadline:
Fall (September)	August 1
Winter (January)	December 1
Spring (March)	February 1
Summer (June)	May 1

2018 Advertising Contract

Convention Book / SLATE Magazine

1 NAME OF ADVERTISER

Company and Official Advertising Contact

Street Address

City

State

Zip Code

Phone Number

E-mail

Website

2 ADVERTISEMENTS

See SLATE ad sizes and costs on pg. 11, and Convention Book ad sizes and costs on pg. 10.

Sept 2018 SLATE

Ad Size

Cost

Convention Book

Ad Size

Cost

Jan 2019 SLATE

Ad Size

Cost

March 2019 SLATE

Ad Size

Cost

June 2019 SLATE

Ad Size

Cost

Subtotal

Frequency Discounts:

☐ 5% discount (2 issue commitment)

Discount Amount

☐ 10% discount (4 issue commitment)

Total

☐ 30% discount (Annual Convention commitment)
Two SLATEs, plus Convention Book

3 PAYMENT INFORMATION

☐ Check Enclosed \$ _____

(Make checks payable to ISBA)

☐ Charge My: ☐ Visa ☐ MasterCard

Amount to be charged

Account number

Expiration date

Cardholder's name

Signature

4 SIGNATURE & AGREEMENT

The advertiser is aware of the Convention Book deadlines outlined on pg. 10, and the SLATE deadlines outlined on pg. 11.

Authorized Signature

Date

Print name and title

Date

Return copy of signed, completed application with payment to:

Misty Swanson, Chief Deputy
ISBA, PO Box 9797 • Boise, ID 83707-4797
Phone: (866) 799-4722 or (208) 854-1476
Fax: (208) 854-1480 • E-mail: misty@idsba.org

Business Partner Program

For many years, ISBA's Business Partners have proven their dedication to ISBA and Idaho's schools by providing effective and cost-efficient products and services. This is a great opportunity to market your company to Idaho's schools. In turn, ISBA highlights its Partners in many ways through publications, events, its website, and other means while also assisting Partners to reach the decision-makers in the schools.



Bronze Level | \$495/year

1. Subscription to SLATE Magazine
2. Listed in Business Partner Directory on ISBA website including a link to your website with company logo and information
3. Recognition in Business Partner Directory published in ISBA's quarterly published magazine, the SLATE. This listing includes: your company name, address, contact person, phone, email and website, along with a brief description of what services you offer, to make it easier for our members to contact you.
4. Recognition in Business Partner Directory published in the Annual Convention Book
5. Plaque designating the company as an ISBA Business Partner and indication of number of years of partnership.
6. A complimentary list of ISBA Annual Convention participants
7. Permission to use Business Partner logo and the statement "Business Partner of the Idaho School Boards Association" on stationery, advertisements, etc.
8. Early registration for ISBA Convention Exhibit Show
9. 10% Discount on Exhibit Booth at Annual Convention
10. 15% Discount on Convention Book Advertisement
11. 15% Discount on any SLATE advertisement
12. 10% Discount on Annual Convention Sponsorship



Gold Level | \$995/year

All Partner Benefits 1 through 9 listed in Bronze Level PLUS:

1. 35% Discount on Exhibit Booth at Annual Convention
2. 35% Discount on Convention Book Advertisement
3. 50% Discount on SLATE Advertisement, for your 1st ad
4. 35% Discount on SLATE Advertisement, for any additional ads
5. Permission to use Business Partner logo and the statement "Business Partner of the Idaho School Boards Association" on stationery, advertisements, etc.
6. 15% Discount on Annual Convention Sponsorship
7. Company promotional slide in General Session PowerPoint at Annual Convention



Silver Level | \$695/year

All Partner Benefits 1 through 9 listed in Bronze Level PLUS:

1. 20% Discount on Exhibit Booth at Annual Convention
2. 25% Discount on Convention Book Advertisement
3. 25% Discount on any SLATE advertisement
4. 10% Discount on Annual Convention Sponsorship



Diamond Level | \$1995/year

All Partner Benefits 1 through 9 listed in Bronze Level PLUS:

1. 50% Discount on Exhibit Booth at Annual Convention
2. 50% Discount on Convention Book Advertisement
3. FREE SLATE Advertisement, Full-Page, for your 1st ad
4. 50% Discount on SLATE advertisement, for any additional ads
5. Permission to use Business Partner logo and the statement "Business Partner of the Idaho School Boards Association" on stationery, advertisements, etc.
6. 15% Discount on Annual Convention Sponsorship
7. Company promotional slide in General Session PowerPoint at Annual Convention



Premier Level | \$4995/year

(or equivalent in royalty agreement) (Only 2 Offered) 1 AVAILABLE
All Partner Benefits 1 through 9 listed in Bronze Level PLUS:

1. FREE Exhibit Booth at Annual Convention in prime location
2. FREE Full-Page Convention Book advertisement
3. FREE Full-Page SLATE advertisement, for your 1st ad
4. 50% Discount for SLATE advertisement, for any additional ads
5. 25% Discount on Annual Convention Sponsorship
6. Full page article in every issue of the SLATE magazine
7. Company promotional slide in General Session PowerPoint at Annual Convention
8. Banner ad on front page of ISBA website to run for one week each quarter

Business Partner Program: Partner With Us!

The Idaho School Boards Association (ISBA) proudly works with 115 of Idaho's school districts and 40 charter schools across the State. Leaders in public education, including school board members, superintendents, board clerks, business managers, and others, look to the ISBA for valued news, information, and critical resources needed to effectively operate their districts and charter schools.

By becoming an ISBA Business Partner, your company will increase its visibility among ISBA's membership while supporting ISBA's efforts to provide exceptional services.

For many years, ISBA's Business Partners have proven their dedication to ISBA and Idaho's schools by providing effective and cost-efficient products and services. This is a great opportunity to market your company to Idaho's schools. In turn, ISBA highlights its Partners in many ways through publications, events, it's website, and other means while also assisting Partners to reach the decision-makers in the schools.

Program Benefits



	Bronze	Silver	Gold	Diamond	Premier
Subscription to SLATE Magazine	•	•	•	•	•
Listed in Business Partner Directory on ISBA website including a link to your website with company logo and information	•	•	•	•	•
Recognition as Business Partner in all issues of the SLATE	•	•	•	•	•
Recognition as Business Partner in Business Partner Directory in the Convention Book	•	•	•	•	•
Plaque designating your company as an ISBA Business Partner	•	•	•	•	•
A complimentary list of ISBA Annual Convention participants	•	•	•	•	•
Permission to use Business Partner logo and the statement "Business Partner of the Idaho School Boards Association" on stationery, advertisements, etc.	•	•	•	•	•
Early registration for ISBA Convention Exhibit Show	•	•	•	•	•
Discount on exhibit booth at Annual Convention	10%	20%	35%	50%	FREE
Convention Book advertisement	15%	25%	35%	50%	FREE
SLATE advertisement discount (first ad)*	15%	25%	50%	FREE	FREE
SLATE advertisement discount (additional ads)*	15%	25%	35%	50%	50%
Feature email sent on your behalf	1 per quarter	2 per quarter	2 per quarter	1 per month	1 per month
Exclusive sponsorship of Annual Convention event or workshop					•
Discount on Annual Convention Sponsorship	10%	10%	15%	15%	25%
Full page article in SLATE			1 per year	2 per year	every issue
Company promotional slides in General Session at Annual Convention				•	•
Banner ad on front page of ISBA website, one week per quarter					•
Total Business Partner Fee	\$495	\$695	\$995	\$1995	\$4995+

* For SLATE ad sizes, please contact the ISBA Office

2018 Business Partner Program Application

1 ABOUT THE COMPANY

Application Date		Contact Name
Name of Company		Address
City	State	Zip Code
Phone Number	E-mail	Website

2 DESCRIPTION

Please provide a brief description of your company/organization including information about the product or service you provide. This information is provided to ISBA members to encourage them to contact your company.
(This can be emailed to misty@idsba.org)

3 LEVEL OF MEMBERSHIP

Please check one:

- ☐ Bronze - \$495 ☐ Diamond - \$1,995
☐ Silver - \$695 ☐ Premier - \$4,995
☐ Gold - \$995

Once your application form is received and level of membership is accepted by ISBA, the ISBA staff will contact you regarding timeline and fulfillment of the benefits your membership will receive.

Return completed form and payment to:

Misty Swanson, Chief Deputy
ISBA, PO Box 9797 • Boise, ID 83707-4797
Phone: (866) 799-4722 or (208) 854-1476
Fax: (208) 854-1480 • E-mail: misty@idsba.org

4 PAYMENT INFORMATION

- ☐ Check Enclosed \$ _____
(Make checks payable to ISBA)
- ☐ Charge My: ☐ Visa ☐ MasterCard

Amount to be charged

Account number

Expiration date

Cardholder's name

Signature

5 CORRESPONDENCE

Please designate up to two individuals who will receive mail and/or electronic communications from ISBA including the SLATE magazine and other communications.

Contact Name #1	Contact Name #2
Address #1	Address #2
City, State, Zip #1	City, State, Zip #2
Phone #1	Phone #2
Email #1	Email #2

6 SIGNATURE & AGREEMENT

Authorized Signature

Print name and title