



**SPONSOR . EXHIBIT . ADVERTISE . PARTNER**

# PROSPECTUS

Exhibitor & Sponsorship Opportunities . 2020

# 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 78th 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 3-6**

As an exhibitor, you can network virtually with school board members, superintendents, clerks, business managers, and others. Additionally, exhibitors are listed in the online convention book with a company summary and contact information so attendees can easily contact you after the Convention.

## **Sponsor**

**See Pages 7-9**

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 38th volume. It consists of 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 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.

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## **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 over 45 charter schools, totaling over 900 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:**



### **Exhibit Show & Sponsorships**

**Misty Swanson**  
Chief Deputy  
Email: [misty@idsba.org](mailto:misty@idsba.org)  
Phone: (208) 854-1476  
Cell: (208) 841-2104



### **Business Partnerships**

**Morgan Garcia**  
Business Services  
Associate  
Email: [morgan@idsba.org](mailto:morgan@idsba.org)  
Phone: (208) 854-1476  
Cell: (208) 602-8505



### **Advertisements**

**Lance Corpus**  
Printing & Graphics  
Specialist  
Email: [lance@idsba.org](mailto:lance@idsba.org)  
Phone: (208) 854-1476  
Cell: (208) 994-8320

# EXHIBITOR REGISTRATION



## VIRTUAL EXHIBIT SHOW 2020

Given the ever changing dynamics created by the COVID-19 pandemic, ISBA has decided to move the ISBA Annual Convention to a virtual format. We have ensured that exhibitors will be able to exhibit via the Whova online platform and enjoy the benefits of reaching school board members, superintendents, business managers, clerks, and others all in one place. Below are some of the many benefits of the online platform, Whova:

- **Three Days of Exhibit Hall Time!**
- **Live-Staff Your Booth.** Chat virtually with attendees as they visit your booth.
- **Gamification.** Attendees will compete to earn prizes provided by ISBA.
- **Ability To Hold Your Own Giveaway/Raffle.** As we've allowed exhibitors to do in previous years, all exhibitors will be able to give away a raffle item in their booth.

### Exhibitor Benefits:

- With our **Whova** App you can conveniently explore event participants' profile and send out in-app messages to qualified leads, set up personal meetings, and exchange e-business cards through the app.
- One complimentary, full conference registration per booth space.
- Your organization will be thanked for being an exhibitor before and after sessions.
- All of the attendees will have access to the event app for 3 months after the event.

# VIRTUAL EXHIBIT SHOW 2020

## Our Virtual Exhibit Hall Features:

- Lead Retrieval
- Promotional Videos
- Exhibitor Coupons / Giveaways
- Live Chat
- Livestream
- Marketing Content
- Company Profiles
- Online Raffles

**Exhibit Booth Price: \$350**

## Please provide the following materials:

**This information will help us build your company's virtual exhibit booth for the event.**

- **Name and contact information** will be used as the exhibitor's main contact.
- **Company logo** (200 x 300 px maximum) or (2.083 in. x 3.125 in.)

We appreciate the support and participation of all our exhibitors. If you have any questions or have suggestions on new ways we can promote or drive traffic into the exhibit show, please contact the ISBA Office.

## 2020 VIRTUAL EXHIBITORS

|     |  |     |   |
|-----|--|-----|---|
| 1.  | <u>Architects West</u>                 | 13. | <u>MeTeor Education</u>                   |
| 2.  | <u>Blue Cross of Idaho</u>             | 14. | <u>Moreton &amp; Company</u>              |
| 3.  | <u>BoardDocs</u>                       | 15. | <u>Murray Group</u>                       |
| 4.  | <u>BPA Health</u>                      | 16. | <u>National School Boards Association</u> |
| 5.  | <u>BuyBoard</u>                        | 17. | <u>Norbryhn Equipment Company</u>         |
| 6.  | <u>Cognia</u>                          | 18. | <u>NWEA</u>                               |
| 7.  | <u>Frontline Education</u>             | 19. | <u>Simbli</u>                             |
| 8.  | <u>Harris CPAs</u>                     | 20. | <u>University of Idaho</u>                |
| 9.  | <u>Hawley Troxell</u>                  | 21. | <u>Zions Public Finance</u>               |
| 10. | <u>Idaho Commission for Libraries</u>  | 22. | <u></u>                                   |
| 11. | <u>Idaho Digital Learning Alliance</u> | 23. | <u></u>                                   |
| 12. | <u>Kinsa</u>                           | 24. | <u></u>                                   |

# REGISTRATION FORM

## COMPANY INFORMATION:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

## Trade Show Contact (for billing & coordination):

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_



## DATES:

**November 9th - 11th, 2020**

Virtual Convention

**RATE: \$350**

## PAYMENT:

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

☐ Charge My: ☐ Visa ☐ MasterCard

Amount to be charged: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

## Cancellation Policy:

Refunds for cancellations will not be allowed unless that specific space is resold. All cancellations and refund requests must be made in writing to ISBA's Chief Deputy. A \$100 cancellation fee will be deducted from all refunds made before October 1, 2020. Refunds made on or after October 1, 2020 will be 50% of the booth fee. No refunds will be given after October 15, 2020. Failure to occupy booth space does not release the exhibitor from the obligation to pay for full cost of the rental. See Exhibit Booth Contract Rules & Regulations for further information.



# 2020 Exhibit Booth Contract Rules & Regulations

## 78th Annual Convention | November 9-12, 2020

### 1. AGREEMENT OF TERMS & CONDITIONS

The rules and regulations stated in this document as well as on the exhibitor contract, on the ISBA website(s), and/or on ISBA promotional documents, constitute a bonafide part of the contract for exhibit space. The ISBA reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well being of the exhibit show.

### 2. APPLICATION FOR EXHIBIT SPACE & PAYMENT POLICY

Applicants for exhibit space are required to execute and forward an Application and Exhibit Booth Contract to the ISBA. To be valid, each application must be submitted with payment and must be signed by an authorized signer of the company. Each exhibit booth costs \$350.00. ISBA Business Partners may receive a discounted booth rate based on their level of membership. Exhibitors may be entitled to more than one booth if available.

### 3. CONVENTION PROGRAM BOOK & PASSPORT OPPORTUNITY

ISBA will provide exhibitors with the opportunity to be included in the Convention Book and participate in the Passport Program. In order to be included in the Convention Book and participate in the Passport Program, ISBA must receive the exhibitor's information no later than October 1, 2020. After this date, ISBA will make attempts to include the exhibitor in these opportunities, but cannot guarantee inclusion.

### 4. RESTRICTIONS

Management reserves the right to restrict exhibits that are not consistent and compatible with adopted ISBA values and that unfairly exploit ISBA products and services. Management also reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, or for any other reason, and also prohibit or to evict any exhibit that, in the opinion of the management, may detract from the general character of the ISBA Exhibit Show or ISBA Annual Convention as a whole. This restriction includes persons, things, conduct, printed material, or anything of a character that the management determines is objectionable. In the event of such restriction or eviction, ISBA is not liable for any refunds or other exhibit expenses.

### 5. SALES

Exhibitors are permitted to make sales on the exhibit floor. Obtaining the appropriate licenses or permits as required by law, collecting and remitting sales taxes, and any other legal business requirements are solely the responsibility of the exhibitor.

### 6. CANCELLATION

Refunds for cancellations will not be allowed unless that specific space is resold. All cancellations and refund requests must be made in writing to ISBA's Chief Deputy. A \$100 cancellation fee will be deducted from all refunds made before October 1, 2020. Refunds made on or after October 1, 2020 will be 50% of the booth fee. No refunds will be given after October 15, 2020. Failure to occupy booth space does not release the exhibitor from the obligation to pay for full cost of the rental.

These terms shall apply regardless of the execution date of this contract as well as the amount of payment(s) to be received to date. Any company contracting for space that fails to make payment as herein provided, whether said company desires to exhibit or not, shall forfeit all rights to the use of the selected exhibit space and ISBA will have the right to dispose of said space in any way it sees fit. An exhibitor who fails to pay for and occupy said space shall be and remain liable for the payment agreed upon.

ISBA will not be held liable for the fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: act of God, public enemy, lockouts, riots, terrorism, threat of terrorism, epidemics, government regulations or advisories, floods, fires, unavailability of communication or utility lines, earthquakes, wars, or insurrections, strikes, the authority of the law, postponement or cancellation of the Convention, or for any cause beyond its control.

### 7. AMENDMENTS TO TERMS & CONDITIONS

Any and all matters or questions not specifically covered by the terms and conditions herein shall be subject to the sole discretion of the ISBA. Any changes, amendments, or additions made shall be binding on exhibitor equally with the other terms and conditions contained herein.



# ISBA 2020 Convention Sponsorship Opportunities

78<sup>th</sup> ISBA Annual Convention | November 9-12, 2020

The Idaho School Boards Association's (ISBA) Virtual Convention, taking place November 9-12, 2020, will feature three days of sessions running concurrently over multiple tracks, compelling keynote presentations, special events, and opportunities for companies to share their services, products, or ideas – connecting sponsors and attendees for group and personal chats, product demos, and lead generation. The convention resources will be available to attendees after the event, meaning your reach will extend well beyond the live show.

If your company is passionate about advancing student achievement, spread the word by sponsoring ISBA's Virtual Convention. Decision-makers from Idaho's school districts and charter schools will come to explore trends in education, and to learn about the educational products and services available from you – the experts – while keeping within their budgets. This is an event you do not want to miss!

**Sponsorship and exhibiting opportunities are very limited!** Don't miss out on this unique opportunity to connect with school leaders in Idaho.

## AVAILABLE Sponsorship Opportunities

78<sup>th</sup> ISBA Annual Convention | November 9-12, 2020

### PLATINUM SPONSOR - \$4,000

#### Benefits:

- Logo displayed prominently on pre-convention marketing emails
- Recognition as Platinum level sponsor on social media
- Includes complimentary registration to entire convention
- Platinum recognition in Convention Book, on ISBA website, in ISBA SLATE Magazine
- Acknowledgement (verbal and electronic) throughout Convention as Platinum level sponsor
- 5 minute greeting during a general session
- 90-second to 3-minute pre-recorded infomercial video presented during the convention
- Access to attendee list 14 days prior to event (this does not include email addresses)
- Virtual Exhibit Booth (complimentary)
- Full-Page Advertisement in Convention Book
- Full-Page Advertisement in SLATE Magazine
- Your logo on the event screen and on ISBA's website
- Social media posts (pre-event, during event, post-event)
- Item included in swag bags all attendees receive (you provide the item to ISBA)

**SOLD: Moreton & Company**

### GOLD SPONSOR - \$2,500

#### Benefits:

- Logo displayed prominently on pre-convention marketing emails
- Recognition as Gold level sponsor on social media
- Includes complimentary registration to entire convention
- Gold recognition in Convention Book, on ISBA website, in ISBA SLATE Magazine
- 5 minute greeting during a general session OR 90-second to 3-minute pre-recorded infomercial video presented during the convention
- Access to attendee list 14 days prior to event (this does not include email addresses)
- Half-Page Advertisement in Convention Book
- Half-Page Advertisement in SLATE Magazine
- Virtual Exhibit Booth (complimentary)
- Your logo on the event screen and on ISBA's website
- Social media posts by ISBA to our 1,800+ followers promoting your company/organization (pre-event, during event, post-event)
- Item included in swag bags all attendees receive

**SOLD: Simbli by eBOARDsolutions / Kinsa**

ISBA PROSPECTUS 2020

# AVAILABLE Sponsorship Opportunities

78<sup>th</sup> ISBA Annual Convention | November 9-12, 2020

## SILVER SPONSOR – \$1,500

### Benefits:

- Logo displayed prominently on pre-convention marketing emails
- Recognition as Silver level sponsor on social media (ISBA has 1800+ followers)
- Includes complimentary registration to entire convention
- Silver recognition in Convention Book, on ISBA website, in ISBA SLATE Magazine
- 90-second pre-recorded infomercial video presented during the convention
- Access to attendee list 14 days prior to event (this does not include email addresses)
- Half-Page Advertisement in Convention Book or SLATE Magazine
- Virtual Exhibit Booth (complimentary)
- Your logo on the event screen and on ISBA's website
- Social media posts (pre-event, during event, post-event)
- Item included in swag bags all attendees receive (you provide the item to ISBA)

**SOLD:** Zions Public Finance / Piper Sandler  
Hawley Troxell / Murray Group / Cognia

## Swag Bag Co-Sponsor - \$1,500

What would a great convention be without an official convention tote bag? Your company's name and logo will be seen on the tote bags mailed to every registered attendee. The official ISBA Convention tote bag is an asset that will be used long after the Convention ends!

### Benefits:

- Your company's name and logo on tote bag given to registered attendees
- Item included in swag bags attendees receive (you provide the item to ISBA)
- Includes complimentary registration to entire convention
- Recognition in Convention Book, on ISBA website, in ISBA SLATE Magazine
- Your logo on screen and website

**SOLD:** Delta Dental of Idaho / CapEd

## Networking Social Hour Sponsor - \$750

Virtual doesn't mean the end of networking. Sponsor a networking session that pairs attendees in meetings based around common interests (i.e. board chairs, board clerks, business managers, small district attendees, etc.) Attendees will sign up for the networking social hour. ISBA will assist the sponsor by providing the Zoom platform for the social hour. This will be an opportunity for the sponsor to have one-on-one conversations with attendees in a smaller group.

### Benefits:

- Includes complimentary registration to entire convention
- Recognition in Convention Book, on ISBA website, in ISBA SLATE Magazine
- Opportunity to have presentation and discussion time with attendees of networking time.
- Your logo on screen and website
- List of attendees of networking social hour

**SOLD:** Belden Nu'uvali



# 2020 Sponsorship Contract 78<sup>th</sup> 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

Card number

Expiration date

Cardholder's name

Signature

\* Please see the ISBA website at [www.idsba.org](http://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, 2020**.

*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](mailto:misty@idsba.org)

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

## Advertising in the “Virtual” Convention Book

78<sup>th</sup> ISBA Annual Convention | November 9-12, 2020

### About the Convention Book

The annual Convention Book is a 100+ 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 9, 2020**. 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 23, 2020**.

### Ad Requirements

Ads must be 300 dpi. ISBA accepts PDF and JPG files. Please e-mail your ad to: [lance@idsba.org](mailto:lance@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 (virtual rates:)

Get featured in the convention book that is distributed to every attendee. It's high exposure at a great value!

- Full-page (8.5 x 11), Full-color, w/link to company website \$250
- Half-page (8.5 x 5.5), Full-color, w/link to company website \$150

NOTE: Ads will be hyperlinked to your company website.

\* Please see the ISBA website at [www.idsba.org](http://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 38<sup>th</sup> 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 or inside 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 and charter schools spend their funds. The SLATE is received by 115 Idaho school districts and 45 charter schools, which 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](http://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](mailto:lance@idsba.org), or you may provide a download link.

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

# 2020 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.

Convention Book

Ad Size

Cost

Jan. 2021 SLATE

Ad Size

Cost

March 2021 SLATE

Ad Size

Cost

June 2021 SLATE

Ad Size

Cost

Sept. 2021 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

Card 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:

Morgan Garcia, Business Services Associate  
ISBA, PO Box 9797 • Boise, ID 83707-4797

Phone: (866) 799-4722 or (208) 854-1476

Fax: (208) 854-1480 • E-mail: morgan@idsba.org

ISBA PROSPECTUS 2020

SPONSOR . EXHIBIT . ADVERTISE . PARTNER

# 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 indicating its 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 Virtual 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 Virtual 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 Virtual 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 Virtual 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 Virtual Exhibit Booth at Annual Convention
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 over 45 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 decision-makers in the schools.

## Program Benefits



|   | Bronze        | Silver        | Gold          | Diamond       | Premier        |
|---|---------------|---------------|---------------|---------------|----------------|
| Subscription to SLATE Magazine  | •             | •             | •             | •             | •              |
| Listed in Business Partner Directory on ISBA website with a link to your website, your 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 virtual 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   |               |               |               |               | •              |
| <b>Total Business Partner Fee</b>   | <b>\$495</b>  | <b>\$695</b>  | <b>\$995</b>  | <b>\$1995</b> | <b>\$4995+</b> |

\* For SLATE ad sizes, please contact the ISBA Office

# 2020 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 [morgan@idsba.org](mailto:morgan@idsba.org))

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## 3 LEVEL OF MEMBERSHIP

Please check one:

- |   |  |
|---|--|
| <input type="checkbox"/> Bronze - \$495 | <input type="checkbox"/> Diamond - \$1,995 |
| <input type="checkbox"/> Silver - \$695 | <input type="checkbox"/> Premier - \$4,995 |
| <input type="checkbox"/> Gold - \$995   |  |

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

*Return completed form and payment to:*

Morgan Garcia, Business Services Associate  
ISBA, PO Box 9797 • Boise, ID 83707-4797  
Phone: (866) 799-4722 or (208) 854-1476  
Fax: (208) 854-1480 • E-mail: [morgan@idsba.org](mailto:morgan@idsba.org)

## 4 PAYMENT INFORMATION

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

Amount to be charged

Card 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