



## SPONSOR . EXHIBIT . ADVERTISE . PARTNER

**A Note Regarding COVID-19:** We recognize the country is in a state of unknown due to COVID-19. ISBA's Convention is months away. We hope the event will continue as scheduled and that COVID-19 will not require a cancellation. Should the event and/or travel be cancelled due to COVID-19, we will provide a full refund.

# 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 3-7**

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 8-12**

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 13-15**

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 over 1,300 recipients. As an advertiser in the Convention Book, your ad will be seen by over 500 convention attendees.

## Business Partner

**See Pages 16-18**

For many years, ISBA's Business Partners have proven their dedication to the association 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 800 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



## EXHIBITOR REGISTRATION INCLUDES:

- Exhibit Booth – 8x8 piped and draped booth with 8’ high draped back wall and 3’ high side dividers
- 7” x 44” company identification sign
- 6’ Skirted Table with two chairs
- Carpeted exhibit hall
- Company listing, description, and contact info in onsite Convention Book that all attendees receive
- Two complimentary lunches during Exhibit Show

## ABOUT THE ISBA EXHIBIT SHOW

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. This is your chance to network and show why your product or

service should be brought into the school district or charter school.

**We will have a door prize each day, incentivizing our attendees to visit your booth and learn more about your product or service.**

## EQUIPMENT AND OFFICIAL SERVICE CONTRACTOR:

TBD

# REGISTRATION FORM

## COMPANY INFORMATION:

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

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

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

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

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

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

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

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

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

ISBA will send correspondence closer to the event date requesting name badge information for those company representatives who will be attending the event.

**\* Act Fast  
booths sell out every year!**

## BOOTH SELECTION:

Indicate your preferred booth location – please refer to the booth layout on the following page.

\_\_\_\_\_  
**1st choice    2nd choice    3rd choice    4th choice**

**All booths are assigned on a first-come, first-served basis.**

## DATES & LOCATION:

**November 12th, 2020**

Sun Valley Resort - Sun Valley, Idaho

## RATE:

Early Registration      \$795    Before Oct. 11

Regular Registration    \$850    After Oct. 11

## PAYMENT:

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

Charge My:     Visa     MasterCard

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

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

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

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

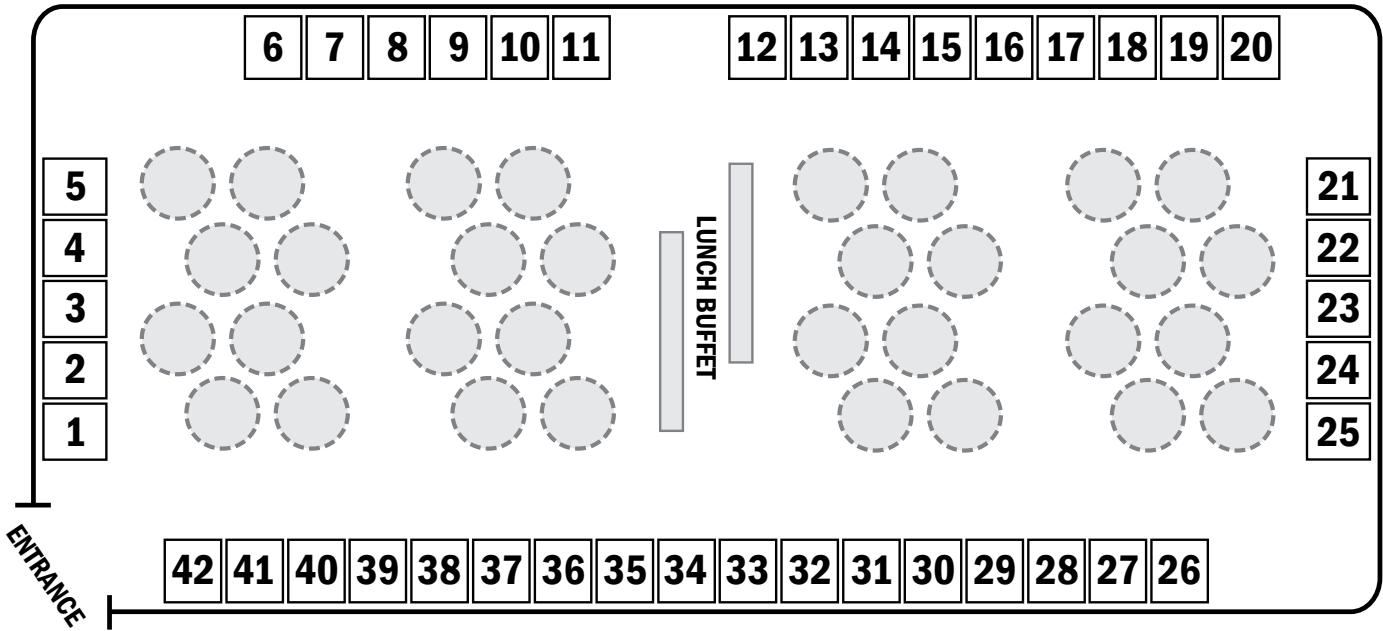
\_\_\_\_\_  
Signature:

## 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.

# EXHIBIT HALL MAP

## Sun Valley Resort



## 2020 EXHIBIT SHOW (Booth Assignments)

Thursday - November 12th, 2020

- |           |           |           |
|-----------|-----------|-----------|
| 1. _____  | 15. _____ | 29. _____ |
| 2. _____  | 16. _____ | 30. _____ |
| 3. _____  | 17. _____ | 31. _____ |
| 4. _____  | 18. _____ | 32. _____ |
| 5. _____  | 19. _____ | 33. _____ |
| 6. _____  | 20. _____ | 34. _____ |
| 7. _____  | 21. _____ | 35. _____ |
| 8. _____  | 22. _____ | 36. _____ |
| 9. _____  | 23. _____ | 37. _____ |
| 10. _____ | 24. _____ | 38. _____ |
| 11. _____ | 25. _____ | 39. _____ |
| 12. _____ | 26. _____ | 40. _____ |
| 13. _____ | 27. _____ | 41. _____ |
| 14. _____ | 28. _____ | 42. _____ |

# 2020 Exhibit Booth Contract Rules & Regulations

## 78th Annual Convention | November 11-13, 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 \$795.00 - \$850.00. 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. ASSIGNMENT OF SPACE

ISBA will assign space on a first-come, first-serve basis according to the date and time the contract is received. After date priority, first consideration will be given to ISBA Business Partners, and then premier sponsors. An effort will be made to assign space as close as possible with the applicant's choices. However, ISBA reserves the right to alter the exhibit floor or make changes to exhibit assignments.

### 4. 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.

### 5. LOCATION OF EXHIBITS

The Exhibit Show will be located at the Sun Valley Resort in Sun Valley, Idaho. Measurements shown on the Exhibit Show diagram are as accurate as possible, however, management reserves the right at all times to modify the floor plan to meet the needs of the exhibit show and the exhibitors

### 6. BOOTH EQUIPMENT & SERVICE INFORMATION

Each booth is 8' x 8' in size and includes: (1) 6' skirted table, (2) padded chairs, company ID sign, and (1) wastebasket. For all other services and needs, contact TBD

### 7. INSTALLATION AND REMOVAL TIME

It is mutually agreed that it is the duty and responsibility of each exhibitor to install the exhibit before the opening of the exhibit show and to dismantle the exhibit immediately after the close of the exhibit show.

SET-UP INFORMATION COMING SOON.

### 8. 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.

# 2020 Exhibit Booth Contract Rules & Regulations

## 78th Annual Convention | November 11-13, 2020

### 9. USE OF SPACE

All demonstrations, interviews, literature distributions, or other promotional activities must be confined within the space rented by the exhibitor. Sufficient space must be provided within the booth to contain persons watching any demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisle or aisles near the booth free of congestion due to demonstrations or other promotions.

No exhibitor will assign, sublet, or share the space allotted without the knowledge and consent of the ISBA Chief Deputy. No firm or organizations not assigned an exhibit space will be permitted to solicit business within the exhibit area.

### 10. 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.

### 11. 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.

### 12. LIABILITY & SECURITY

Neither the ISBA nor the The Sun Valley Resort nor their employees, officers, agents, directors, or representatives are liable for any damages or loss that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever. Insurance and liability are the full and sole responsibility of the exhibitor. The exhibitor, on signing this contract, agrees to indemnify and hold forever harmless the aforementioned for any and all liability and expense for personal injury, accident, or property damage from fire, theft, destructive causes, or loss arising out of, in, at or in connection with the exhibitor's display. All property of an exhibitor is understood to remain in the exhibitor's care, custody, and control in transit to, from, or within the confines of the Exhibit Hall.

### 13. CARE OF BUILDING & EQUIPMENT

Exhibitors and/or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture.

### 14. EXHIBITOR REGISTRATION & HOUSING

Housing and registration information (if applicable) will be sent to exhibitors after space is assigned. Participating companies will be provided with exhibitor badges for each representative working at the booth. Other individuals (including authors, consultants, colleagues, friends, and relatives) who may be associated with the company, but who are not working in the booth, must pay the regular Convention registration fees.

### 15. 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.

# AVAILABLE Sponsorship Opportunities

78<sup>th</sup> ISBA Annual Convention | November 11-13, 2020 | Sun Valley Resort

**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 / 2020 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
<b>Sponsorship Cost</b>	\$5000 Only 2 Offered	\$3000 Only 2 Offered	\$1,500 Only 1 Offered	\$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 Sun Valley Resort 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

78<sup>th</sup> ISBA Annual Convention | November 11-13, 2020 | Sun Valley Resort

## Diamond Convention Sponsor



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

**2 Available**

## Platinum Convention Sponsor

\$3,000 (Only 2 Offered)

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

**2 Available**

## Keynote Speaker Sponsor

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

2 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

**2 Available**

## Business Official Event Sponsor

\$4,000 (Only 1 Offered)

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.

**1 Available**

# AVAILABLE Sponsorship Opportunities

78<sup>th</sup> ISBA Annual Convention | November 11-13, 2020 | Sun Valley Resort

## Exhibit Show Lunch Sponsor

\$1,500 (Only 2 Offered)

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

**2 Available**

## General Session Breakfast Sponsor

\$1,000 (Only 2 Offered)

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

**2 Available**

## Lunch General Session Sponsor

\$1,000 (Only 1 Offered)

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

**1 Available**

## Convention Tote Bag Co-Sponsor

\$1,500 (Only 1 Offered)

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

**1 Available**

## Opening Ceremonies Lunch

\$1,500 (Only 1 Offered)

Sponsor the opening lunch on Wednesday, Nov. 6, 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

**1 Available**

## Awards Banquet Sponsor

\$1,500 (Only 1 Offered)

Recognizing award recipients from around the State and honoring the outgoing ISBA President, the Awards Banquet held on Thursday, Nov. 12 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

**1 Available**

# AVAILABLE Sponsorship Opportunities

78<sup>th</sup> ISBA Annual Convention | November 11-13, 2020 | Sun Valley Resort

## Name Badge / Lanyard Sponsor

Cost of Lanyard + \$500 | AVAILABLE

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

**1 Available**

## 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!

**3 Available**

## 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

**1 Available**

## Convention Bag Inserts | \$150 (Only 3 Offered) | 3 AVAILABLE

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

**3 Available**

**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!

## Email Message | \$150 | AVAILABLE

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.

**1 Available**

## 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 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

**Available**

## 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

**1 Available**

# 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 Convention Book

78<sup>th</sup> ISBA Annual Convention | November 11-13, 2020 | Sun Valley Resort

### 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, the Business Session section 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, 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 9, 2020**.

### 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 [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

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

- |  |       |
|--|-------|
| • Back cover, full-page, full-color                        | \$800 |
| • Inside front or inside 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](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 1,400 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 1,300 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:
Fall (September)	August 1
Winter (January)	December 1
Spring (March)	February 1
Summer (June)	May 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.

March 2020 SLATE

\_\_\_\_\_  
Ad Size                      Cost

June 2020 SLATE

\_\_\_\_\_  
Ad Size                      Cost

Sept. 2020 SLATE

\_\_\_\_\_  
Ad Size                      Cost

Convention Book

\_\_\_\_\_  
Ad Size                      Cost

Jan. 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. 13, and the SLATE deadlines outlined on pg. 14.

\_\_\_\_\_  
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 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 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



## Silver Level | \$695/year

### All Partner Benefits 1 through 8 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 8 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



## Gold Level | \$995/year

### All Partner Benefits 1 through 8 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



## Premier Level | \$4995/year

(or equivalent in royalty agreement) (Only 2 Offered) 1 AVAILABLE

### All Partner Benefits 1 through 8 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 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, its 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 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>	\$495	\$695	\$995	\$1,995	\$4,995+

\* 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:

- 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 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 \_\_\_\_\_