

Colorado Association of School Business Officials



59th ANNUAL CASBO CONFERENCE & EXHIBITS

Exhibitor Show - April 4th & 5th, 2012

**Omni Interlocken Resort
500 Interlocken Boulevard
Broomfield, Colorado 80032**

**EXHIBITOR INVITATION AND
INFORMATION PACKET**

“Navigating the Times”

**REGISTER ON LINE NOW: www.ColoradoASBO.org
PAYING BY CREDIT CARD or CHECK AS INSTRUCTED IN THIS PACKET.
CREDIT CARD REGISTRATION IS AVAILABLE**

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**CASBO Executive Director &
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Web Site: www.ColoradoASBO.org

CASBO Employer ID Number:
74-2354545



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www.ColoradoASBO.org

TO: CASBO Vendor Exhibitor
FROM: Bert Huszcza, CASBO Executive Director
& the CASBO Board of Directors
DATE: November 28, 2011
SUBJECT: 59th Annual CASBO Conference

CASBO will be holding its 59th Annual Conference & Exhibits at the Omni Interlocken Resort, April 4-5, 2012. The exhibitor show of this conference will begin on Wednesday April 4th with the "Opening Mixer Welcome". Our "Exhibitor Show" will open Thursday morning at 9:45 a.m. followed by the Member/Exhibitor luncheon and continued in the afternoon from 4:30 p.m. to 6:00 p.m. featuring a full range of beverages and food stations. As usual, no other events will be scheduled during exhibit show hours. You will have the full attention of CASBO conference attendees during the dedicated show hours.

CASBO members aren't just influential – they are decision-makers. When you exhibit at the CASBO Conference, you will have the potential to meet one-on-one with over 200 managers who head a major business function of their school system. They will be Directors or Supervisors of Business/Finance, Energy, Food Services, Human Resources/Risk Management, Information Technology, Operations and Maintenance, Purchasing, and Transportation. Nearly all of the members of CASBO are the administrators who "sign-on-the-dotted line" for their school district.

School business officials are the key to sales in the school business market, and they come to the CASBO annual conference. They are seeking solutions to the problems their districts face and the purchases they need to make. You need to be there to show them how your company can help. You can reach these decision-makers by:

- Introducing your newest products and services
- Showcasing products and services that the educational market already knows and values
- Highlighting the products and services that have proven their worth in other industries and need introduction to the growing school business market

In addition to the exhibitor shows, several sponsorship opportunities exist for exhibitors and other CASBO associate members. Vendors wishing to participate will receive a high level of recognition at this 59th Annual Conference. The specific rights and benefits your company will receive will be tailored to your individual needs as necessary. Specific sponsorship opportunities for this conference include:

Food and Refreshments

Luncheon
Mixer Food Stations
Continental Breakfast
Buffet Breakfast
Breaks



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Keynote Speakers

Thursday, April 5th:
General Session Speaker
Friday, April 6th:
General Session Speaker

Promotions and Giveaways

Registration Giveaway
Prizes at Vendor Shows

Contact Bert Huszcza (720) 427-6560, or by email ColoradoASBO@msn.com for more event sponsorship information and discussion.

Take advantage of the tremendous opportunities offered by this market. All the information you need to take part in the CASBO 2012 Annual Conference and Exhibits is enclosed. Our Members will be looking for you!

This year's theme is "*Navigating the Times*".

Deadline for Exhibitor Registration is March 21, 2012. CHOICE booth availability is limited, so reserve your space now! – We expect to fill up fast!

REGISTER BY ONLINE NOW at WWW.ColoradoASBO.org

PAYING BY CREDIT Card or CHECK AS INSTRUCTED IN THIS PACKET.

CREDIT CARD REGISTRATION IS AVAILABLE

THANK YOU FOR SUPPORTING CASBO!

Cancellation Policy: Full refund if cancellation is received prior to March 11, 2012. Sorry, no refunds will be given after March 11th.

CASBO
59th ANNUAL CONFERENCE & EXHIBITS
EXHIBITOR INFORMATION

Date:	April 4, 2012	Exhibitor Show Setup Mandatory Exhibitor Meeting Cocktail Reception for Exhibitors	12:00 PM - 4:00 PM 4:00 PM - 5:00 PM 5:00 PM - 6:30 PM
	April 5, 2012 -	Exhibitor Show Opening General Session/ Keynote Speaker CASBO Member/Exhibitor Luncheon Exhibitor Show Continued	9:45 AM - 11:15 AM 11:15 AM - 12:30 PM 12:30 PM - 1:30 PM 4:30 PM - 6:00 PM

Location: Omni Interlocken Resort
500 Interlocken Boulevard
Broomfield, Colorado 80032

Reserve your room at the Omni Interlocken Resort on line at:
www.ColoradoASBO.org

Booth Information: Booth dimensions are 8' wide x 8' deep. Each booth will have drapes with the following: 8' high back with two side dividers 36" high, one 7" x 44" booth identification sign (one line only), a wastebasket, 1- 8' folding table with 3-sided skirting, and 2 folding chairs.

Exhibitor Conference Services: After receipt of your completed registration, our decorating contractor, Freeman Decorating, will email you their kit of information. **For exhibitors requiring additional convention services such as electrical, tables, chairs, poster boards, carpet, drayage, and freight handling services, you must communicate with the Freeman Decorating Exhibitor Services Department, so please respond to their emailed information or call (303) 320-5100.**

Exhibitor Show Setup	Wednesday, , April 4th	12:00 Noon to 4:00 PM
Mandatory Exhibitor Meeting	Wednesday, April 4th	4:00 PM to 5:00 PM
Exhibitor Cocktail Reception:	Wednesday, April 4th	5:00 PM to 6:30 PM
CASBO/Exhibitor Luncheon:	Thursday, April 5th	11:30 AM to 12:45 PM
Exhibit Show Opening:	Thursday, April 5th	9:45 AM to 11:15 AM
Exhibit Show Continued:	Thursday, April 5th	4:30 PM to 6:00 PM
Exhibit Hall Breakdown:	Thursday, April 5th	6:00 PM to 7:30 PM

Giveaways: Each exhibitor is encouraged to donate a prize worth at least \$50.00. The presentation of your prize will be organized by CASBO, and will provide added exposure of your company to our members during the conference.

Exhibitor Exposure: CASBO makes every effort to give exhibitors ample visitation time by attendees. Coffee breaks, the continental breakfast, and drawings are held in the exhibitor hall walkways. Participants are allowed ample time and encouraged to meet the exhibitors Wednesday evening at the Exhibitor Cocktail Reception and at the Exhibitor Show on Thursday, April **5th**. There are no other activities scheduled during these exhibit hours.

Program Ads: If you would like to purchase an ad for your company in the conference program, please check # 5 on the *Exhibitor Registration Form* (page 9) with your Option # and dollar amount. See page 8 for more details.

Exhibitor Lodging: You can reserve your room at the Omni Interlocken Resort on line at www.ColoradoASBO.org or by calling the Hotel directly at 1-800-400-1700 or 303-438-6600. Exhibitors and Sponsors will receive a special rate of \$109 (Standard Room) per night (other rooms/rates available). Room blocks and special rates under CASBO will be held until **March 14, 2012** -you must refer to the "CASBO Group" when making your reservations.

Sponsorships Available: **Conference Sponsorship Opportunities** include: Conference Breaks, Continental and Buffet Breakfasts, Luncheon, Printed programs, and Keynote Speakers. (details on page 6),
Corporate Sponsorships include: Platinum, Gold, and Silver status (details on page 7)

Exhibitor Activities: Exhibitors are encouraged to schedule their vendor/member dinners and hospitality functions on Wednesday evening after 6:30 PM. Thursday evening is designated for CASBO functions.

CONFERENCE SPONSORSHIP OPPORTUNITIES

CASBO is offering you a Golden opportunity to promote your company further by sponsoring one or more of the items below.

If you are interested in sponsoring please register on line as soon as possible; sponsorship will be decided on a “first come first served” basis.

Sponsors of speakers have the opportunity to introduce their speaker at their presentation (if so desired).

<u>ITEM NAME</u>	<u>AMOUNT</u>
1. Printed Conference Program Booklet	\$1,100
2. Thursday General Session Speakers	\$3,000
3. Friday General Session Speaker	\$3,000
4. Thursday Morning – Continental Breakfast Buffet	\$1,400
5. Thursday morning break Coffee, tea and cookies	\$1,000
6. Thursday Luncheon Co-Sponsor (maximum of 3)	\$1,200
7. Thursday Luncheon Sole Sponsorship	\$3,000
8. Thursday afternoon break Coffee, tea and cookies	\$1,000
9. Friday Morning – Full Breakfast Buffet	\$2,000
10. Friday Morning -- Town Meeting with the Board Includes light lunch and refreshments	\$1,000
11. Conference Attendees Badges	\$1,500

All sponsors will be invited to join us for lunch on Thursday and be recognized. Corporate banners of sponsors will be displayed (if you desire) in the General Session Ballroom. In addition you have your Company name and logo acknowledged by publication in the conference program in the appropriate area

Please indicate your sponsorship level when registering on line at:

www.ColoradoASBO.org

BENEFITS OF CORPORATE SPONSORSHIP

PLATINUM SPONSOR

COST: \$2,900

BENEFITS:

- The **exhibit booth is included** as part of this sponsorship only!
- Prime Exhibit Booth Location(subject to availability at time of registration receipt)
- Company link on CASBO Web Site for current membership year
- Two paid registrations to the Fall conference(must be requested/in same calendar year)
- First right of refusal to host additional conference events
- Alcoholic beverage station at your booth during the Thursday Afternoon Show
- Platinum sponsorship status sign at booth
- Registration for up to Five total (5) representatives for you booth
- Five total (5) Thursday Luncheon Tickets
- Full Page Ad in CASBO Program
- Corporate banner displayed in luncheon hall
- Publicity in all related printed advertisements
- Name recognition at Luncheons
- Sorted Excel membership mailing list upon request

GOLD SPONSOR

COST: \$1,200

BENEFITS:

- Non-Alcoholic beverage station at booth during Thursday Afternoon Show
- Gold sponsorship status sign at booth
- Half Page Ad in CASBO Program
- Registration for Two (2) additional representatives for you booth
- Two additional (2) Thursday Luncheon Tickets
- Publicity in all related printed advertisements(smaller print than Platinum)
- Name recognition at Luncheons
- Sorted Excel membership mailing list upon request

SILVER SPONSOR

COST: \$800

BENEFITS:

- Non-Alcoholic beverage station at booth during Thursday Afternoon Show
- Silver sponsorship status sign at booth
- Quarter Page Ad in CASBO Program
- Registration for One (1) additional representative for you booth
- One additional (1) Thursday Luncheon Tickets
- Publicity in related printed advertisements (smaller print than Gold)
- Name recognition at Luncheons
- Sorted Excel membership mailing list upon request

Please indicate your sponsorship level when registering on line at:

www.ColoradoASBO.org

*Unless otherwise indicated, the cost of an Exhibit booth **is in addition** to these Sponsorships.
Other **SEPARATE** Sponsorship Opportunities: Luncheons, Breaks, Breakfasts, General Session and
Luncheon Speakers, etc. Contact Bert Huszcza (720) 427 -6560*

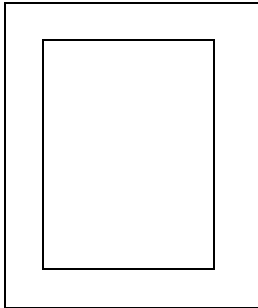
Or by email at ColoradoASBO@msn.com,

For further information.

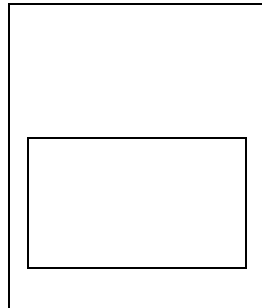
EXHIBITOR ADVERTISING INFORMATION 59th ANNUAL CASBO CONFERENCE PROGRAM BOOK

Option #

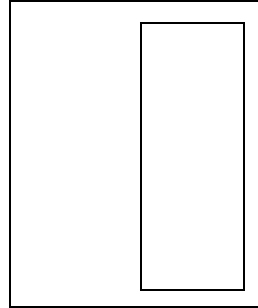
1	Full Page	4½" x 7½" *	Color	\$500
2	Half Page	4½" x 3½" *	Horizontal Color	\$350
3	Half Page	2" x 7½" *	Vertical Color	\$350
4	Quarter Page	2" x 3½" *	Color	\$200



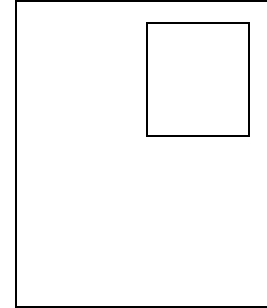
Full Page



½ Page
Horizontal



½ Page
Vertical



¼ Page

(* Approximate dimensions)

Artwork must be in .tif, .gif, .jpg, .bmp, or in Microsoft Word format (**NO Adobe PDFs, please**), and electronically submitted and received **BY March 21, 2012** to:

CASBO
c/o **Bert Huszcza, Executive Director**
ColoradoASBO@msn.com

THE ABSOLUTE DEADLINE FOR ALL ARTWORK IS **March 21, 2012**. Artwork must be produced according to the specifications outlined above. It is the sole responsibility of the exhibitor to assure artwork for advertisements is received by the deadline. CASBO is **not** responsible for ads not appearing in the program received after March 21.

Please indicate your Option # when registering on line at:
www.ColoradoASBO.org.

