Colorado Association of School Business Officials

67th ANNUAL CASBO CONFERENCE & EXHIBITS

Exhibitor Show - April 15 & 16, 2020

Westin Hotel
Westminster, Colorado 80032

EXHIBITOR INVITATION AND INFORMATION PACKET

“Together Towards Tomorrow”

REGISTER ONLINE NOW: www.ColoradoASBO.org
PAYING BY CREDIT CARD or CHECK AS DETAILED IN THIS PACKET.
CASBO Officers and Directors
2019-2020

Terry Davis,
President
Director of Operations, Maintenance and Construction
Littleton Public Schools
5776 S. Crocker St.
Littleton, CO 80120
303.347.3425 (voice)
Email: tdavis@lps.k12.co.us

Samantha Gallagher,
Director 2019-2022
Chief Financial Officer
Durango School District
201 East 12th Street
Durango, CO 81301
970.375.3810 (voice)
Email: sgallagher@durangoschools.org

Kris Garnhart,
Regional -Director 2018 - 2021
Director for Building Fund
Academy School District #20
1110 Chapel Hills Drive
Colorado Springs, CO 80920
719.234.1564 (voice)
Email: Kris.Garnhart@asd20.org

Suzi DeYoung,
Vice President
Chief Financial Officer
Adams 12 Five Star Schools
1500 E 128th Ave
Thornton, CO 80241
720.972.4059 (voice)
Email: suzi.deyoung@adams12.org

Shae Martinez,
Director 2019-2022
Chief Financial Officer
Adams 14 School District
7350 N. Broadway
Denver, CO 80221
303.853.1118 (voice)
Email: martinezshae@mapleton.us

Monica Denies-Henderson,
Director 2018 - 2021
Director, Nutrition Services
Falcon School District 49
10850 East Woodmen Road
Peyton, CO 80831
719.495.1106 (voice)
Email: md-h@d49.org

Gina Lanier,
Secretary/Treasurer
Controller
Aurora Public Schools
15701 E. 1st Avenue, Suite 106
Aurora, CO 80011
303.365.5810 (voice)
e-mail: gmlanier@aurorak12.org

Tony Whiteley,
Director 2019-2022
Executive Director of Budget & Finance
St. Vrain Valley School District
395 South Pratt Parkway
Longmont, Colorado 80501
303 682-7216 (voice)
Email: whiteley_anthony@svvsd.org

Dan Satriana,
Director 2018 - 2021
Vice President and General Counsel
University of Northern Colorado
Campus Box 29
Carter Hall, 4th Floor
Greeley, CO 80639
970.351.2399 (voice)
Email: Daniel.satriana@unco.edu

Sandy Mutchler,
Past President
Chief Operating Officer
Eagle County School District
948 Chambers Ave.
P.O. Box 740
Eagle, CO 81631
970.328.2747 (voice)
Email: sandra.mutchler@eagleschools.net

Don Ciancio,
Director 2019-2020
Executive Director of Auxiliary Services
Westminster Public Schools
7002 Raleigh St
Westminster, Colorado 80030
720.542.5100 (voice)
email: dciancio@westminsterpublicschools.org

CASBO Administrative Staff

Bert E. Huszcza,
Executive Director
4627 W. 105th Way
Westminster, CO 80031
720.427.6560 (cell)
Email: ColoradoASBO@msn.com

Don Ciancio,
Associate Director
5185 S Meadow Lark Drive
Castle Rock, CO 80109
720.219.8111 (cell)
Email: ronmcculley@gmail.com

Web Site: www.ColoradoASBO.org
TO: CASBO Vendor Exhibitor

FROM: Bert Huszcza, CASBO Executive Director & the CASBO Board of Directors

DATE: January 2, 2020

SUBJECT: 67th Annual CASBO Conference

CASBO will be holding its 67th Annual Conference & Exhibits at the Westminster Westin Hotel, April 15-16, 2020. The exhibitor show of this conference will begin on Wednesday April 15th with the “Opening Mixer Welcome”. Our “Exhibitor Show” will open Thursday morning at 9:45 a.m. followed by the Member/Exhibitor luncheon and continue 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, Information Technology, Operations and Maintenance, Purchasing, Risk Management 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 67th 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

www.ColoradoASBO.org
Keynote Speakers

Thursday, April 16th
General Session Speaker

Friday, April 17th
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.

Take advantage of the tremendous opportunities offered by this market. All the information you need to take part in the CASBO 2020 Annual Spring Conference and Exhibits is enclosed. Our Members will be looking for you!

This year’s theme for our 67th Annual CASBO Spring Conference is:

“Together Towards Tomorrow”

Design your booth on how you think your business and school districts can move Together Towards Tomorrow. Be creative of how your booth is set up, decorated and even have some fun games that CASBO Members may play. Members will be voting for the vendor booth that is the most innovative, creative and showing their “Together Towards Tomorrow” vision. The winner will be the recipient of the Vendor Cup and will be announced at the Friday morning General Session with an opportunity to do a quick plug about your company. Congratulations to last year’s winners ...Colorado School Districts Self Insurance Pool (CSDSIP)

Deadline for Exhibitor Registration is March 25, 2020. CHOICE booth availability is limited, so reserve your space now! – We expect to fill up fast!

REGISTER ONLINE NOW at WWW.ColoradoASBO.org
PAYING BY CREDIT CARD or CHECK AS DETAILED IN THIS PACKET.

THANK YOU FOR SUPPORTING CASBO!

Cancellation Policy: Full refund less a $100 administrative fee if cancellation is received prior to March 8, 2020. No refunds after March 8, 2020.
### CASBO

**67th ANNUAL CONFERENCE & EXHIBITS**

**EXHIBITOR INFORMATION**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 15, 2020</td>
<td>Exhibitor Show Setup</td>
<td>12:00 PM to 4:00 PM</td>
</tr>
<tr>
<td></td>
<td>Mandatory Exhibitor Meeting</td>
<td>4:00 PM to 4:30 PM</td>
</tr>
<tr>
<td></td>
<td>Cocktail Reception for Exhibitors</td>
<td>5:00 PM to 6:00 PM</td>
</tr>
<tr>
<td>April 16, 2020</td>
<td>Exhibitor Show Opening</td>
<td>9:45 AM to 11:15 AM</td>
</tr>
<tr>
<td></td>
<td>General Session/ Keynote Speaker</td>
<td>11:15 AM to 12:30 PM</td>
</tr>
<tr>
<td></td>
<td>CASBO Member/Exhibitor Luncheon</td>
<td>12:30 PM to 1:30 PM</td>
</tr>
<tr>
<td></td>
<td>Exhibitor Show Continued</td>
<td>4:30 PM to 6:00 PM</td>
</tr>
<tr>
<td></td>
<td>Exhibit Hall Breakdown</td>
<td>6:00 PM to 7:00 PM</td>
</tr>
</tbody>
</table>

**Location:**  
Westin Hotel  
Westminster, Colorado 80032

**Booth Information:** Booth dimensions are 8’ wide x 6’ deep. Each booth will have drapes with the following: 8’ high back with two side dividers 36” high, one 7” x 10” 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 15th  
12 Noon to 4:00 PM

**Mandatory Exhibitor Meeting:**  
Wednesday, April 15th  
4:00 PM to 4:30 PM

**Exhibitor Cocktail Reception:**  
Wednesday, April 15th  
5:00 PM to 6:00 PM

**Exhibit Show Opening:**  
Thursday, April 16th  
9:45 AM to 11:15 AM

**General Session/ Keynote Speaker**  
Thursday, April 16th  
11:15 AM to 12:30 PM

**CASBO/Exhibitor Luncheon:**  
Thursday, April 16th  
12:30 PM to 1:30 PM

**Exhibit Show Continued:**  
Thursday, April 16th  
4:30 PM to 6:00 PM

**Exhibit Hall Breakdown:**  
Thursday, April 16th  
6:00 PM to 7:00 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, 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. There are no other activities scheduled during these events or during exhibit hours.

**Program Ads:** If you would like to purchase an ad for your company in the conference program, please check # 6 on the Exhibitor Registration Form (page 11) with your Option # and dollar amount. See page 9 for more information.

**Exhibitor Lodging:** You can reserve your room at the Westin Hotel on line at [www.ColoradoASBO.org](http://www.ColoradoASBO.org) or by calling the Hotel directly at 1-888-627-8448 or 303-410-5000. Exhibitors and Sponsors will receive a special rate of $159 (Standard Room) per night (other rooms/rates available). Room blocks and special rates under CASBO will be held until March 25, 2020 - you must refer to the “CASBO Room Block” when making your reservations.

**Sponsorships Available:** Conference Sponsorship Opportunities include: Conference Breaks, Continental and Buffet Breakfasts, Luncheon, Printed programs, and Keynote Speakers. See page 7 for more information.

**Corporate Sponsorships** include: Platinum, Gold, and Silver status. See page 8 for more information.

**Exhibitor Activities:** Exhibitors are encouraged to schedule their vendor/member dinners and hospitality functions on Wednesday evening after 6:00 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).

<table>
<thead>
<tr>
<th>ITEM NAME</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Printed Conference Program Booklet</td>
<td>$1,600</td>
</tr>
<tr>
<td>2. Conference Attendees Badges</td>
<td>$1,800</td>
</tr>
<tr>
<td>3. Conference Wide Wi-Fi</td>
<td>$1,200</td>
</tr>
<tr>
<td>4. Thursday General Session Speaker</td>
<td>$3,000</td>
</tr>
<tr>
<td>5. Friday General Session Speaker</td>
<td>$3,000</td>
</tr>
<tr>
<td>6. Wednesday Afternoon break - Coffee, tea and cookies</td>
<td>$900</td>
</tr>
<tr>
<td>7. Thursday Morning –Full Breakfast Buffet</td>
<td>$1,600</td>
</tr>
<tr>
<td>8. Thursday Morning –Coffee Break</td>
<td>$800</td>
</tr>
<tr>
<td>9. Thursday Luncheon Co-Sponsor (maximum of 3)</td>
<td>$ 1,400</td>
</tr>
<tr>
<td>10. Thursday Luncheon Sole Sponsorship</td>
<td>$3,600</td>
</tr>
<tr>
<td>11. Friday Morning – Full Breakfast Buffet</td>
<td>$1,600</td>
</tr>
<tr>
<td>12. Friday Morning -- Town Meeting with the Board</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Includes light lunch and refreshments</td>
</tr>
</tbody>
</table>

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 on Thursday. In addition, your Company name will be acknowledged by publication in the conference program in the appropriate area.

Please indicate your sponsorship level when registering on line at:

PLATINUM SPONSOR

COST: $4,600

BENEFITS:

☑ The exhibit booth is included as part of this sponsorship only!
☑ Prime Exhibit Booth Location (subject to availability at selection date in late March)
☑ Company link on CASBO Web Site for current membership year
☑ Two paid registrations to the Fall conference (must be requested/in same calendar year)
☑ Full range of Alcoholic beverage tickets (for distribution) during the Thursday Afternoon Show
☑ “Platinum Sponsor” status sign at booth
☑ Registration for up to Four (4) total representatives for your booth
☑ Four (4) total 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: $2,300

BENEFITS:

☑ Prime Exhibit Booth Location (subject to availability after Platinum Sponsors in late March)
☑ The exhibit booth is NOT included
☑ Beer and Wine beverage tickets (for distribution) during Thursday Afternoon Show
☑ “Gold Sponsor” status sign at booth
☑ Half Page Ad in CASBO Program
☑ Registration for Two (2) additional representatives for your 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: $1,300

BENEFITS:

☑ Prime Exhibit Booth Location (subject to availability after Platinum & Gold Sponsors in late March)
☑ The exhibit booth is NOT included
☑ Wine and Non-Alcoholic beverage tickets (for distribution) during Thursday Afternoon Show
☑ “Silver Sponsor” status sign at booth
☑ Quarter Page Ad in CASBO Program
☑ Registration for One (1) additional representative for your booth
☑ One additional (1) Thursday Luncheon Ticket
☑ 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 online at www.ColoradoASBO.org. The cost of an Exhibit booth is only included in the Platinum Sponsorship.

For further information, contact Bert Huszcza at (720) 427-6560
Or by email at ColoradoASBO@msn.com

CASBO – c/o Bert Huszcza – 4627 W 105th Way, Westminster, CO 80031
Phone (720)427-6560 – ColoradoASBO@msn.com – F.T.I. #: 74-2354545
EXHIBITOR ADVERTISING INFORMATION
67th ANNUAL CASBO CONFERENCE PROGRAM BOOK

Option #

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Dimensions</th>
<th>Color</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Full Page</td>
<td>5” x 7 1/2”</td>
<td>Color</td>
<td>$600</td>
</tr>
<tr>
<td>2</td>
<td>Half Page</td>
<td>5” x 2 1/2”</td>
<td>Horizontal Color</td>
<td>$380</td>
</tr>
<tr>
<td>3</td>
<td>Half Page</td>
<td>2 1/2” x 5”</td>
<td>Vertical Color</td>
<td>$380</td>
</tr>
<tr>
<td>4</td>
<td>Quarter Page</td>
<td>2 1/2” x 3 3/4”</td>
<td>Color</td>
<td>$210</td>
</tr>
</tbody>
</table>

(‘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 25, 2020 to:

CASBO

c/o Bert Huszcza, Executive Director

ColoradoASBO@msn.com

THE ABSOLUTE DEADLINE FOR ALL ARTWORK IS March 25, 2020. 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 25th.

Please indicate your Option # when registering on line at:

www.ColoradoASBO.org
Notes
## REGISTRATION REFERENCE FORM

### 67th ANNUAL CASBO CONFERENCE & EXHIBITS
Westin Hotel
Westminster, Colorado 80031
April 15 to April 16, 2020

**MUST BE A MEMBER OF CASBO TO EXHIBIT AT THIS CONFERENCE.** CASBO Membership is annually renewed and runs from April 1st through March 31st of the next year. Vendor membership in CASBO is referred to as an "Associate Member". The booth assignment process is decided by receipt of complete registration and availability. Preference will be given to CASBO sponsors. You will be notified upon complete registration receipt and booth number assignment. CASBO will publish a directory of exhibitors in the 67th Annual CASBO Conference Program book to include your company information.

CONFERENCE REGISTRATION is only on line, please go to:  
[www.ColoradoASBO.org](http://www.ColoradoASBO.org)

### We accept credit cards, p-cards or checks

If paying by check; Print and Mail your On-Line Registration form and check by March 25, 2020

Return/Payable to:   CASBO  
Attn: Bert Huszcza, Executive Director  
4627 W 105th Way  
Westminster, Colorado 80031

*Cost of Exhibitor Booth includes, a draped 8’ x 6’ booth, 6’ skirted table, two chairs, one wastebasket, booth sign, keynote presentation (Thursday a.m.) and one booth representative and ticket for the CASBO/Exhibitor Luncheon on Thursday, April 16, 2020.*

<table>
<thead>
<tr>
<th>For Use as a Reference Only</th>
<th>Qty.</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Exhibitor Booth</td>
<td></td>
<td><strong>$1,300</strong></td>
</tr>
<tr>
<td>Name of Representative who will work booth:</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. **ASSOCIATE MEMBERSHIP DUES- 2020** (required to attend conference)  
   $180

3. **ADDITIONAL Representative(s) who will work your booth**  
   *Important note*: each additional booth representative must register separately  
   *(Includes Registration Material and Thursday Luncheon Ticket)*  
   Name  
   $120

4. **Conference Sponsorship Opportunities**  
   (see page 7):  
   Opportunity #  
   $____

5. **Corporate Sponsorships**:  
   Platinum _____ Gold _____ Silver _____  
   (see page 8)  
   $____

6. **Advertise** in 67th Annual CASBO Conference Program  
   (See Page 9)  
   Option #  
   $____
Or Current Occupant

67TH ANNUAL CASBO SPRING CONFERENCE
EXHIBITOR INVITATION & INFORMATION PACKET

"Together Towards Tomorrow"

67th ANNUAL CONFERENCE
April 15-17, 2020
Exhibitor Invitation and Information Packet

Register by March 15, 2020