

Colorado Association of School Business Officials



68th ANNUAL CASBO CONFERENCE & EXHIBITS

Exhibitor Show - May 19 & 20, 2021

**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

2021-2021

Suzi DeYoung,
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Director for Building Fund
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Director, Nutrition Services
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Vice President and General Counsel
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720.219.8111

www.ColoradoASBO.org

TO: CASBO Vendor Exhibitor
FROM: Bert Huszcza, CASBO Executive Director & the CASBO Board of Directors
DATE: March 1, 2021
SUBJECT: 68th Annual CASBO Conference

CASBO will be holding its 68th Annual Conference & Exhibits at the Westminster Westin Hotel, May 19-20, 2021. The exhibitor show of this conference will begin on Wednesday May 19th 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.

Exhibit areas will be set up in a way that allows for safe social distancing, in order to protect the health and safety of our attendees, vendors and staff. We have limited space, due to social distancing constraints, and preference will be given to **Corporate Sponsors**

In addition to the exhibitor show, several sponsorship opportunities exist for exhibitors and other CASBO associate members. Vendors wishing to participate will receive a high level of recognition at this 68th 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, May 20th
General Session Speaker
Friday, May 21st
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 2021 Annual Spring Conference and Exhibits is enclosed. Our Members will be looking for you!

This year's theme for our 68th 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 2019 year winner ...Colorado School Districts Self Insurance Pool (CSDSIP)

Deadline for Exhibitor Registration is April 15, 2021. 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 May 8, 2021.
No refunds after May 8, 2021.**

CASBO

68th ANNUAL CONFERENCE & EXHIBITS

EXHIBITOR INFORMATION

Date: May 19, 2021
Exhibitor Show Setup 12:00 PM - 4:00 PM
Mandatory Exhibitor Meeting 4:00 PM - 4:30 PM
Cocktail Reception for Exhibitors 5:00 PM - 6:00 PM

May 20, 2021
Exhibitor Show Opening 9:45 AM - 11:15 AM
General Session/ Keynote Speaker 11:15 AM - 12:30 PM
CASBO Member/Exhibitor Luncheon 12:30 PM - 1:30 PM
Exhibitor Show Continued 4:30 PM - 6:00 PM
Exhibitor Hall Breakdown 6:00 PM - 7:00 PM

Location: Westin Hotel Reserve your room at the Westin Hotel online at: www.ColoradoASBO.org
 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, 1-6' folding table with 3-sided skirting, and 1 folding chair. The area is carpeted. Electricity can be purchased through the hotel, with details to follow. Due to COVID-19 health and safety measures, there will be required social distancing between vendor booths and only one representative is allowed at each booth at a time.

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, May 19th	12 Noon to 4:00 PM
Mandatory Exhibitor Meeting:	Wednesday, May 19th	4:00 PM to 4:30 PM
Exhibitor Cocktail Reception:	Wednesday, May 19th	5:00 PM to 6:00 PM
Exhibit Show Opening:	Thursday, May 20th	9:45 AM to 11:15 AM
General Session/ Keynote Speaker	Thursday, May 20th	11:15 AM to 12:30 PM
CASBO/Exhibitor Luncheon:	Thursday, May 20th	12:30 PM to 1:30 PM
Exhibit Show Continued:	Thursday, May 20th	4:30 PM to 6:00 PM
Exhibit Hall Breakdown:	Thursday, May 20th	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 online at 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, 2021 - 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).

<u>ITEM NAME</u>	<u>AMOUNT</u>
1. Printed Conference Program Booklet	\$1,600
2. Conference Attendees Badges	\$1,800
3. Conference Wide Wi-Fi	\$1,200
4. Thursday General Session Speaker	\$3,000
5. Friday General Session Speaker	\$3,000
6. Wednesday Afternoon break - Coffee, tea and cookies	\$ 900
7. Thursday Morning –Full Breakfast Buffet	\$1,600
8. Thursday Morning –Coffee Break	\$ 800
9. Thursday Luncheon Co-Sponsor (maximum of 3)	\$1,400
10. Thursday Luncheon Sole Sponsorship	\$3,600
11. Friday Morning – Full Breakfast Buffet	\$1,600
12. Friday Morning -- Town Meeting with the Board Includes light lunch and refreshments.	\$1,100

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:
www.ColoradoASBO.org

BENEFITS OF CORPORATE SPONSORSHIP

PLATINUM SPONSOR

The Exhibit booth is included in all Corporate Sponsorships.

COST: \$5,000

BENEFITS:

- The **exhibit booth is included** as part of this sponsorship.
- Prime Exhibit Booth Location (subject to availability at selection date in late April)
- 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 Two (2) additional representatives for your booth
- Three (3) 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: \$3,200

BENEFITS:

- The **exhibit booth is included** as part of this sponsorship.
- Prime Exhibit Booth Location (subject to availability after Platinum Sponsors in late April)
- 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 One (1) additional representatives for your booth
- Two (2) total 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: \$2,500

BENEFITS:

- The **exhibit booth is included** as part of this sponsorship.
- Prime Exhibit Booth Location (subject to availability after Platinum & Gold Sponsors in late April)
- Wine and Non-Alcoholic beverage tickets** (for distribution) during Thursday Afternoon Show
- "Silver Sponsor" status sign at booth
- Quarter Page Ad in CASBO Program
- One (1) total 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 on line at

www.ColoradoASBO.org *The Exhibit booth **is included** in all Corporate Sponsorships.*

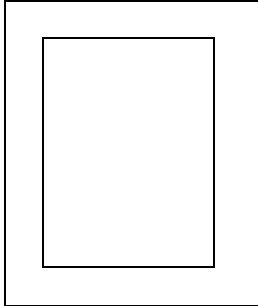
For further information, Contact Bert Huszcza at (720) 427-6560

Or by email at ColoradoASBO@msn.com

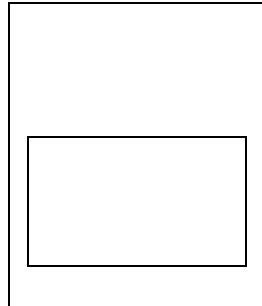
EXHIBITOR ADVERTISING INFORMATION
68th ANNUAL CASBO CONFERENCE PROGRAM BOOK

Option #

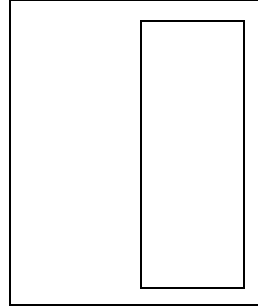
1	Full Page	5" x 7^{1/2}"	Color	\$600
2	Half Page	5" x 2^{1/2}"	Horizontal Color	\$380
3	Half Page	2^{1/2}" x 5"	Vertical Color	\$380
4	Quarter Page	2^{1/2}" x 3^{3/4}"	Color	\$210



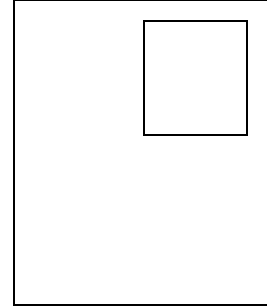
Full Page



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 April 15, 2021** to:

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

THE ABSOLUTE DEADLINE FOR ALL ARTWORK IS **April 15, 2021**. 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 April 15th.

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

Notes

REGISTRATION REFERENCE FORM

68th ANNUAL CASBO CONFERENCE & EXHIBITS
Westin Hotel
Westminster, Colorado 80031
May 19 to May 20, 2021

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 Corporate sponsors. You will be notified upon complete registration receipt and booth number assignment. CASBO will publish a directory of exhibitors in the 68th Annual CASBO Conference Program book to include your company information.

CONFERENCE REGISTRATION is only on line, please go to:
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, 2021**

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, May 20, 2021.

<u>For Use as a Reference Only</u>		<u>Qty.</u>	<u>Cost</u>
1.	Exhibitor Booth Name of Representative who will work booth: _____	_____	\$ <u>1,400</u>
2.	<u>ASSOCIATE MEMBERSHIP DUES- 2021</u> (required to attend conference)		\$ <u>180</u>
3.	<u>ADDITIONAL Representative(s) who will work your booth ...</u> <u>Important note</u> : each additional booth representative must register separately. Due to COVID-19 health and safety measures, only one representative is allowed at each booth at any time. (Includes Registration Material and Thursday Luncheon Ticket) Name _____	_____	\$ <u>150</u>
4.	Conference Sponsorship Opportunities (see page 7): Opportunity # _____	_____	\$ _____
5.	Corporate Sponsorships: Platinum _____ Gold _____ Silver _____ (see page 8)	_____	\$ _____
6.	Advertise in 68th Annual CASBO Conference Program (See Page 9) Option # _____	_____	\$ _____



Colorado Association of School Business Officials
c/o Bert E. Huszcza
4627 West 105th Way
Westminster, CO 80031

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Or Current Occupant

**68TH ANNUAL CASBO SPRING CONFERENCE
EXHIBITOR INVITATION & INFORMATION PACKET**



“Together Towards Tomorrow”

68th ANNUAL CONFERENCE

May 19-21, 2021

Exhibitor Invitation and Information Packet

Register by April 15, 2021