

Exhibitor Prospectus & Sponsorship Opportunities



**“Small Schools,
Big Benefits!”**

29th Annual Conference

March 28-30, 2012

Woodlake Hotel

(Formally known as Radisson Hotel)

500 Leisure Lane

Sacramento, CA 95815



Tradeshow Rules, Regulations and Information

Exhibit Reservations

Applications to exhibit MUST:

- ▶ Be made using the form provided on page 7.
- ▶ Include the exhibitor's top three booth choices.
- ▶ Be accompanied by a CHECK OR CREDIT CARD PAYMENT FOR TOTAL COST OF BOOTH SPACE. **Your booth reservation will not be reserved until payment is received.**

SSDA Membership

Exhibitors must be a SSDA Member, and membership must be current at the time of application. For information regarding membership, please call the SSDA office at (916) 444-9335.

Associate Members who are at the Platinum level automatically receive a standard booth included with their membership (Gold members receive 50% off their booth selection). **However, you still need to reserve your booth.**

Exhibitor Schedule

The SSDA Annual Conference Exhibitor Tradeshow will be held on March 28-29, 2012 in the Edgewater Ballroom at the Woodlake Hotel in Sacramento. Please refer to the Tradeshow Floor Plan on page 6 for specific booth locations (an up-to-date floor plan may be viewed at www.ssda.org).

TRADESHOW HOURS

- ▶ **Wednesday, March 28**
AES will be on-site for any additional needs you may have throughout the set-up process.
Exhibitor Check-In/Setup
Wednesday, March 28 11:00 a.m. - 4:00 p.m.

Tradeshow Hours
Wednesday, March 28 4:00 p.m. - 6:00 p.m.
Reception & Sponsor Recognition*
- ▶ **Thursday, March 29**
Buffet Breakfast* 7:30 a.m. - 8:30 a.m.
Golf Tournament Results
Tradeshow Hours 9:00 a.m. - 6:15 p.m.
Buffet Lunch* 12:30 p.m. - 1:30 p.m.
Reception and Raffle* 4:15 p.m. - 6:15 p.m.
Exhibitor Teardown 6:15 p.m. - 8:15 p.m.

***Buffet meals and raffles will be held inside the Tradeshow**

You asked for more traffic in the trade show and we listened!

EXHIBIT SPACE INCLUDES:

- ▶ 8' X 10' booth space
- ▶ (1) FREE Exhibitor Registrant (includes meals, access to all conference event 2 drink tickets per day)
- ▶ (1) Vendor display sign
- ▶ (1) 6' draped table
- ▶ (2) Chairs
- ▶ Pipe and drape for the booth area Carpeting
- ▶ (1) Wastebasket
- ▶ FREE listing in the Annual Conference Brochure
- ▶ distributed to every attendee

Additional Services

Please note: American Exposition is the official general service contractor for SSDA. Information about your booth space – what's included and items that can be ordered – can be found via their online ordering system. You will receive an email directly from American Exposition with sign-on information and a link to the website. All of your information, including advance shipping, labor and additional booth furnishings, can be found on the website. On this same website there is a printable PDF version of the Exhibitor Services Manual. If you have any questions regarding services or ordering, please call an American Exposition exhibitor representative to assist you at (916) 925-3976. You may also reach them via email at info@american-expo.com.

Audio visual equipment, electrical services and telephone/internet service is handled directly by the hotel. Please download the appropriate order form from the American Exposition website navigation.

Exhibitor Freight

Please note: American Exposition will store your freight for up to thirty (30) days prior to the Conference and deliver it directly to your booth space. Refer to the Freight/Material Handling menu in the online ordering system.

Exhibiting companies that prefer to bring their materials with them are welcome to take advantage of the Personally Operated Vehicle (POV) Cart Service offered by American Exposition. The POV Cart Service is round-trip. If you do not require any assistance with your unloading/loading, you are permitted to hand-carry your materials directly into the venue.

***POV Cart service is offered during the schedule Exhibitor move-in times.**

Tradeshow Policies

Exhibit Staff

We encourage Associates to attend individual sessions as an additional opportunity to meet and become better acquainted with conference attendees. The first staff member's registration includes access to all of the conference events, meal tickets and 2 drink tickets per day (a total of 4 drink tickets). Each additional staff member may attend all sessions, meals, events and receive 2 drink tickets per day for an additional cost of \$75 fee per person. For more information regarding cost please refer to the registration form on page 5 or call the SSDA office at (916) 444-9335.

Condition of Exhibit Area

When installing the exhibits, nothing should be tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building.

Character of Exhibits

The character of the exhibit is subject to the approval of the Exhibit Coordinator. The right to refuse applications of firms not meeting the standards required or expected is reserved. In addition, the right to curtail any part of an exhibit that reflects against the character of the Conference will be observed, if necessary. This applies to displays, literature, advertising, novelties, souvenirs, personal conduct, etc.

Failure to Occupy Space

Exhibitors are required to have their booth up for all days. Any space not occupied will be forfeited by the exhibitor without refund.

Subletting of Space

No Exhibitor will assign, sublet, or apportion the whole or any part of space assigned or have representatives, equipment, or materials from firms other than his or her own in the exhibit space without written consent of the Exhibit Coordinator.

Cancellation

In the event an Exhibitor finds it necessary to cancel his or her participation in SSDA's Tradeshow, a refund will only be issued (after the show has taken place) if the space can be filled by another Exhibitor in time for the show.

Contract

These rules and regulations, together with the Exhibit Application and Contract, constitute the entire agreement. The Exhibitor agrees not to dismantle his or her exhibit or do any packing before the closing of the exhibits at 6:15 p.m. on Thursday, March 29, 2012. If for unforeseen reasons, the Exhibitor is unable to staff his or her booth, he or she will leave company materials for participant's use.

CONFERENCE CHAIR

Barry Simpson

CONFERENCE CO-CHAIR

Helio Brasil

EXECUTIVE COMMITTEE

Fred Adam, Superintendent
Placer Hills Union Elementary SD
adam@phusd.k12.ca.us

Linda Irving, Superintendent
San Antonio Union Elementary SD
lirving@sanantoniousd.org

Barry Simpson, Superintendent
Bishop Unified SD
bsimpson@bishopschools.org

Helio Brasil, Superintendent
Merced River Union Elementary SD
hbrasil@mercedriver.k12.ca.us

Kevin Ogden, Superintendent
Julian Union Elementary SD
kogden@juesd.net

Chris von Kleist, Superintendent
Orland Joint Unified SD
cvonkleist@orlandusd.net

David Hutt, Superintendent
San Bruno Park SD
dhutt@sbpsd.k2.ca.us

Alvin Sandrini, Emeritus
asandrini1@bak.rr.com

Andres Zamora, Superintendent
Livingston Union Elementary SD
azamora@lUSD.k12.ca.us

FOUNDERS

Don Brann, Emeritus
David Evans, Emeritus
Ray Edman, Emeritus
1926-2006

CCSESA

Kermith Walters, Superintendent
Liaison
Siskiyou County Office of Education
kwalters@siskiyoucoe.net

OFFICERS

David Hutt, President
Kevin Ogden, President-Elect
Barry Simpson - Treasurer

SSDA OFFICE

Debra Pearson **Shelly Tillery**
Executive Director Executive Assistant
debra@ssda.org shelly@ssda.org

LEGISLATIVE ADVOCATE

David Walrath
Legislative Advocate
dwalrath@m-w-h.com

Conference Sponsorship Opportunities \$250 to \$5,000

- **Keynote Speaker Sponsor:** Sponsor a Keynote Speaker during one of the general sessions, receive recognition in the Conference Brochure and during the Conference **\$5,000**
- **Partial Keynote Speaker Sponsor:** Partially sponsor a Keynote Speaker during one of the general sessions, receive recognition in the Conference Brochure and during the Conference **\$2,500**
- **Meal Sponsor:** Receive signage during meals and a 3 to 5 minute presentation with recognition in Conference Brochure:
 - Reception Hors-D'oeuvres Sponsor - Wednesday, March 28, 2012* **\$3,500**
 - Reception Hors-D'oeuvres Sponsor - Thursday, March 29, 2012* **\$3,500**
 - Reception Beverage Sponsor - Wednesday, March 28, 2012* **\$2,000**
 - Reception Beverage Sponsor - Thursday, March 29, 2012* **SOLD OUT**
 - Lunch Sponsor - Thursday, March 29, 2012* **\$4,000**
 - Breakfast Sponsor - Thursday, March 29, 2012* **SOLD OUT**
 - Breakfast Sponsor - Friday, March 30, 2012* **\$3,000**

**Two or more Associates may share sponsorship*
- ~~**Flash Drive Sponsor:** Company logo on each flash drive distributed to all conference attendees **SOLD OUT**~~
- **Conference Tote/Clip Board Sponsor:** Company logo on each tote distributed to all conference attendees **\$1,500**
- **Name Badge Sponsor:** Company logo on each name badge distributed to all conference attendees **\$1,000**
- ~~**Private Suite Sponsor:** Available on a first-come-first-serve basis, two (2) suites have been reserved for Associates. These suites may be used to host a private reception, your lodging, and/or a meeting area during the conference. ... **SOLD OUT**~~
- **Special Raffle Item Sponsor:** Sponsorship includes announcement of your company name as a Raffle Item Sponsor during the raffle and your business information included in the Conference Brochure **\$250/more**

Golf Sponsorship Opportunities \$250 to \$3,000

- ~~**Platinum Scholarship Sponsor:** One fully paid foursome entered into the tournament, tee sponsor, a full-page b/w advertisement in the Conference Brochure, and 4 student scholarships in your company name **SOLD OUT**~~
- **Gold Scholarship Sponsor:** One fully paid foursome entered into the tournament, tee sponsor, a full-page b/w advertisement in the Conference Brochure, and 2 student scholarships in your company's name **\$2,000**
- **Bronze Scholarship Sponsor:** Two fully paid players entered into the tournament, and 1 student scholarships in your company's name **\$1,000**
- **Continental Breakfast Sponsor:** Signage at the golf tournament registration desk and two fully paid players entered into the tournament. **\$500**
- **Lunch Tote Sponsor:** Includes your company logo on the insulated tote given to each golf tournament player, signage at the golf tournament registration desk and two fully paid players entered into the tournament **\$750**
- ~~**Golf Ball Sponsor:** Includes your company logo imprinted on golf balls given to each golf tournament player and a quarter page B/W advertisement in the Conference Brochure **SOLD OUT**~~
- ~~**Tee Sponsor:** Includes a company sign on the golf course tee and recognition in the Conference Brochure . **SOLD OUT**~~
- **Shuttle:** (Bus companies only) use one of your buses to transport conference attendees to and from golf tournament. In return, your company will receive recognition in the Conference Brochure . . **1-2 buses will be needed at the Conference**

Sponsorship Registration Form

Company Information

Company Name: _____
 Contact Name: (for listing in Annual Conference Brochure) _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail Address: _____

IF SPONSORSHIP CORRESPONDENCE should be mailed to an ALTERNATE name and/or address, please provide the information below.

Company Name: _____
 Contact Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail Address: _____

Sponsorship Information

- | | | | |
|--|---------|--|-------------|
| <input type="checkbox"/> Keynote Speaker Sponsor | \$5,000 | <input type="checkbox"/> Private Suite Sponsor | \$500/night |
| <input type="checkbox"/> Partial Keynote Speaker Sponsor | \$2,500 | <input type="checkbox"/> Special Raffle Item Sponsor | \$250 |
| <input type="checkbox"/> Reception Hors-D'oeuvres - March 28 th * | \$3,500 | <input type="checkbox"/> Donations | Free |
| <input type="checkbox"/> Reception Hors-D'oeuvres - March 29 th * | \$3,500 | <u>SSDA Golf Sponsorships</u> | |
| <input type="checkbox"/> Reception Beverage - March 28 th * | \$2,000 | <input type="checkbox"/> Platinum Scholarship Sponsor | \$3,000 |
| <input type="checkbox"/> Reception Beverage - March 29 th * | \$2,000 | <input type="checkbox"/> Gold Scholarship Sponsor | \$2,000 |
| <input type="checkbox"/> Lunch Sponsor - March 29 th * | \$4,000 | <input type="checkbox"/> Bronze Scholarship Sponsor | \$1,000 |
| <input type="checkbox"/> Breakfast Sponsor - March 29 th * | \$3,000 | <input type="checkbox"/> Continental Breakfast Sponsor | \$500 |
| <input type="checkbox"/> Breakfast Sponsor - March 30 th * | \$3,000 | <input type="checkbox"/> Lunch Sponsor | \$750 |
| <input type="checkbox"/> Flash Drive Sponsor | \$2,000 | <input type="checkbox"/> Golf Ball Sponsor | \$750 |
| <input type="checkbox"/> Conference Tote/Clip Board Sponsor | \$1,500 | <input type="checkbox"/> Tee Sponsor | \$250 |
| | | <input type="checkbox"/> Shuttle Sponsor | 1-2 Buses |

Credit Card: Visa Mastercard American Express
 Exp. Date: _____ Credit Card #: _____
 Billing Address: _____
 Please PRINT name as it appears on card: _____

HOTEL ACCOMMODATIONS

SSDA has made arrangements with the Woodlake Hotel in Sacramento for the following special room rates:
 \$84 - single; \$104 - double; \$124 - triple; and \$144 - quad occupancy.

Please contact the Woodlake Hotel at (916) 922-2020 by March 5, 2012 to receive your reduced room rates.
 Be sure to ask for the group rate for the Small School Districts' Association's Annual Conference.

Please return this form with payment to:
 SMALL SCHOOL DISTRICTS' ASSOCIATION
 455 Capitol Mall, Suite 315
 Sacramento, CA 95814

Exhibit Floor Plan



Small School Districts' Association 29th Annual Conference

March 28-30, 2012

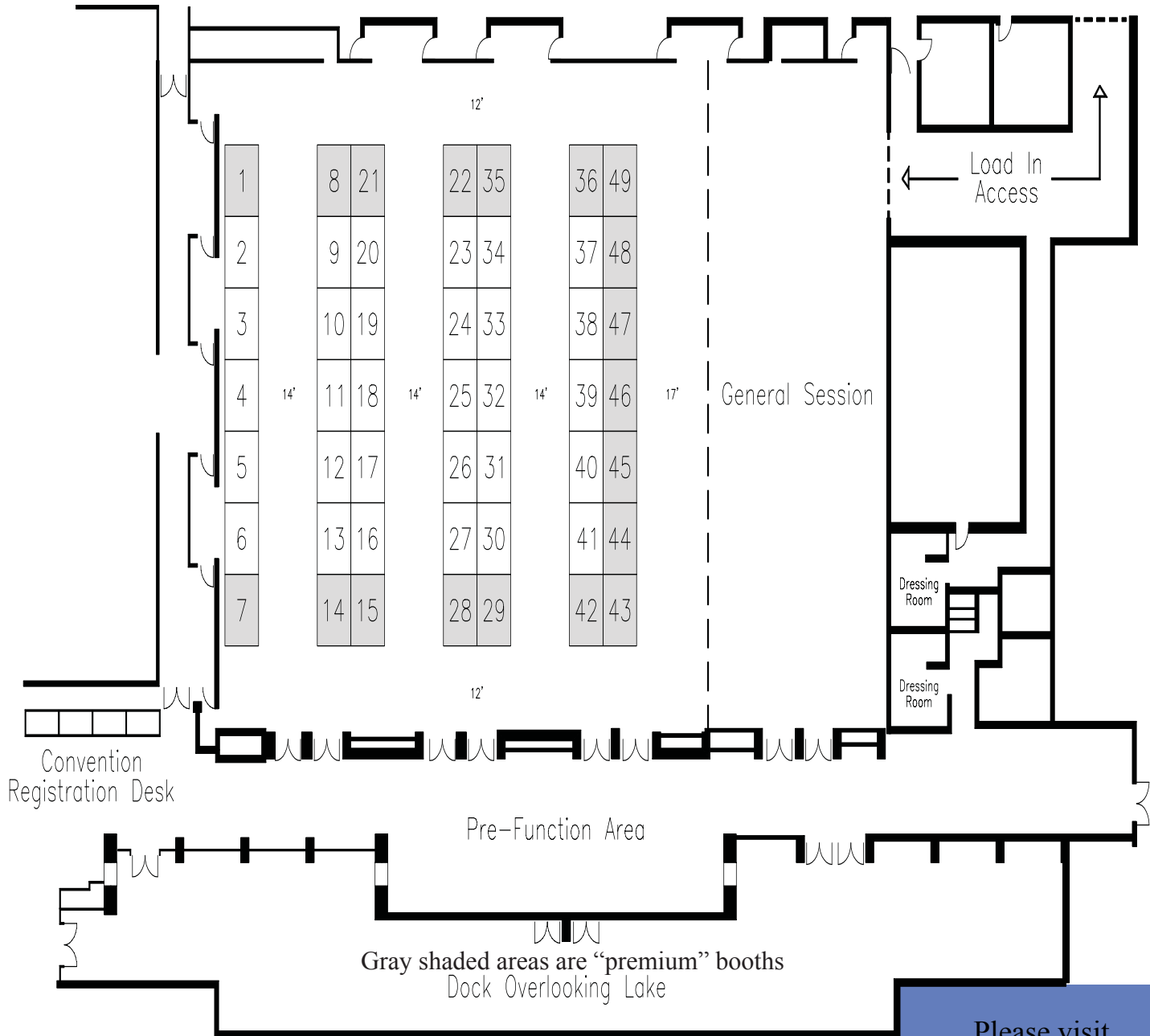
The Woodlake Hotel

Formally known as The Radisson Hotel

Sacramento, California

Standard Booths - \$1,200

Premium Booths - \$1,500



Gray shaded areas are "premium" booths
Dock Overlooking Lake

Please visit
www.ssda.org
for up-to-date booth
availability

Tradeshow Registration Form

Company Information

Company Name: _____
 Contact Name: (for listing in Annual Conference Brochure) _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail Address: _____

SSDA Membership Type: Platinum Gold Bronze

IF EXHIBITOR CORRESPONDENCE should be mailed to an ALTERNATE name and/or address, please provide that information below.

Company Name: _____
 Contact Name: _____
 Mailing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail Address: _____

_____ [Includes lunch ticket, all meals, and 4 drink tickets (2 per day)]
 _____ Add lunch, all meals and drink tickets \$75.00 Yes No
 _____ Add lunch, all meals and drink tickets \$75.00 Yes No

Note: Additional staff members (over 3) please list names on separate sheet of paper: _____ x \$75=\$ _____

For the Conference Program, please provide a brief description of your company's products or services:
 (25 words or less) _____

Exhibit Information

Exhibit Booth Number Preference (see next page):
 First Choice _____ Second Choice _____ Third Choice _____
 (Spaces reserved on a first-come, first-served basis. Visit www.ssda.org for current booth availability)

We request that our exhibit space NOT be next to:

 (SSDA will make every effort to honor your request; however, we cannot guarantee that all requests can be honored.)

Payment Information

(1) 8' x 10' standard booth - \$1,200.00 • (1) 8' x 10' premium booth - \$1,500.00

Please return this form with a check made payable to:
 SMALL SCHOOL DISTRICTS' ASSOCIATION
 455 Capitol Mall, Suite 315, Sacramento, CA 95814

Visa Mastercard American Express

Credit Card #: _____ Exp. Date: _____
 Billing Address: _____
 Please PRINT name as it appears on card: _____

The registration fee must accompany this form when submitting booth selection.

SMALL SCHOOL
DISTRICTS'
ASSOCIATION

455 Capitol Mall, Suite 315
Sacramento, CA 95814

Tel: (916) 444-9335
Toll Free: (866) 443-7732
Fax: (916) 441-4851

Executive Director - Debra Pearson
Executive Assistant - Shelly Tillery



"Small Schools, Big Benefits"

www.ssda.org



*Hope to see you at SSDA's
2012 Annual Conference!*

