

**ALASBO**  
**Alaska Association of School Business Officials**  
**38th Annual Conference**  
*Everyone a Leader*

**SPONSOR & EXHIBITOR**  
**REGISTRATION**  
**PACKET**

Conference: December 5 - 8, 2010  
Exhibits: December 6 - 7, 2010  
Hotel Captain Cook  
Anchorage, AK



*Alaska Association of School Business Officials (ALASBO)*  
*Amy Lujan, Executive Director*  
*3145 Pioneer Avenue*  
*Juneau, AK 99801*  
*907-500-9086*  
*alasbo@gci.net*

Dear Prospective Sponsors and Exhibitors:

The Alaska Association of School Business Officials 38<sup>th</sup> Annual Conference will be held December 5 through December 8, 2010 at the Hotel Captain Cook in Anchorage. Our attendees typically include staff from nearly every school district in Alaska. Participants in the 2009 conference rated it one of our best ever, and we expect 2010 to be equally successful. **Many of our returning vendors say that our conference is one of the best they attend all year!**

**Our members are your customers.** Alaska school business officials administer expenditures of over **\$2 billion annually**, with increased state and federal stimulus funding adding to next year's budgets. Exhibitors, sponsors and members receive a **full mailing list** of conference attendees.

This is your opportunity to display your products and services for schools to the people who develop specifications, interview vendors, recommend/select vendors, sign purchase orders, and pay the bills. **ALASBO members are the key to sales** in the Alaska school business market.

We have provided many **opportunities for you to meet one-on-one with school business officials** during scheduled exhibit times, between sessions and during the meals, receptions and banquet. We encourage you to attend the general sessions and sectionals to learn more about ALASBO and get acquainted with us.

Each year, we have made **adjustments to our conference plan based on input from our exhibitors**, to enhance the vendors' ability to interface with our members. Morning refreshments are served in the exhibit hall. We designate specific times during our meeting to visit the exhibit hall, and we provide a time for introductions of exhibitors to our membership and allow exhibitors the opportunity to introduce the products and services they provide. We will continue the vendor showcases and prize drawings in the exhibit hall, which were added in recent years.

Another way to be recognized by the membership is by **sponsorship**, of a specific component of the conference, or of ALASBO activities during the year. Nearly everything we do is related to **professional development opportunities for our members**. Our members greatly appreciate the support of our vendors, and recognition is provided throughout the year.

Please note that the **exhibitor registration deadline is October 15, 2010**. The last date for the **Early Bird Discount is September 15, 2010**. Space is limited and fills up fast, so don't delay!

I look forward to meeting you at the ALASBO Annual Conference!

Sincerely,  
Amy Lujan  
ALASBO Executive Director

# ALASBO

## Exhibitor Logistics

### SEE YOUR NAME HIGHLIGHTED

Before, during and after the show, ALASBO will help you publicize your products and services. Reach attendees through the Conference Program Book, used throughout the conference.

ALASBO members oversee purchases for school districts, approve contracts, oversee the RFP's and bids, develop specifications and select products and services.

ALASBO attendees will look to you for product solutions in dozens of categories, including:

- Budget development and administration
- Computer hardware
- Computer software
- Office equipment and supplies
- Employee benefits
- Audit and consulting services
- Investments
- Energy management
- Architectural design and construction
- Purchasing and inventory management
- Risk management
- Transportation
- Food service
- Building and grounds maintenance
- And Much More!

### EXHIBITOR INTRODUCTIONS

Monday is kicked off by introductions during the 8:30 AM Opening Session. Each Exhibitor is given a few minutes at the microphone for a brief introduction of the products and services being offered.

### EXHIBITOR FEEDBACK

Exhibitor recommendations have been implemented nearly every year to improve our vendor show. We welcome your suggestions at any time, and invite you to attend a brief wrap-up meeting on Tuesday afternoon, for the purpose of providing feedback to guide planning of future events.

### VENDOR SHOWCASES

There will be several timeslots available for 45-minute showcase presentations to small groups of interested

ALASBO members. If you are interested in providing a showcase presentation of your products and services, please check the box on the Exhibit Application/Contract.

### PRIZE DRAWINGS

Most Exhibitors and Sponsors bring door prizes for drawings during the conference. Vendors may choose to:

- 1) Schedule drawing during exhibit time (max: six vendors; min value: \$50)
- 2) Offer casino night prize (min value: \$50)
- 3) Manage drawing themselves
- 4) Offer item for closing drawing on Wednesday

Please check the appropriate line on the Exhibit Application/Contract.

### CONFERENCE SCHEDULE

December 5-8, 2010, in Anchorage - Hotel Captain Cook

### EXHIBIT HALL HOURS

Mon.	December 6, 2010	7:30 AM - 5:00 PM	*
Tue.	December 7, 2010	7:30 AM - 1:00 PM	*

\* A light breakfast will be available each morning

### SET-UP DATE AND TIME

Sun.	December 5, 2010	2:00 – 6:00 PM	Primary*
Mon.	December 6, 2010	6:30 AM – 7:30 AM	Optional*

\*The Exhibit Contractor will be available for assistance on Sunday ONLY

### SCHEDULED EXHIBITOR VISITS

Mon.	December 6, 2010	7:30 AM - 8:30 AM
		9:30 AM - 10:30 AM
		1:00 PM - 1:30 PM
		3:30 PM - 5:00 PM
Tue.	December 7, 2010	7:30 AM - 8:30 AM
		10:00 AM - 11:15 AM

### EXHIBITOR FEEDBACK MEETING

Tue.	December 7, 2010	1:00 PM
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### TEAR DOWN

Tue.	December 7, 2010	1:30 – 3:00 PM
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# ALASBO

## Exhibitor Booth Information

### BOOTH PRICE INCLUDES:

- One exhibitor 8' x 10' booth and meal tickets
- A listing in the conference program handout
- Full mailing list of conference attendees
- Pipe & drape 8' high walls, 3' high sides (colors are gray and blue)
- 6' or 8' display tables with white vinyl topping and blue skirting
- One sign measuring 7" x 44" on white card stock with 2" blue lettering; up to 2 lines of print; approximately 20 letters per line
- Fire extinguisher
- Electrical distribution: 5 amps, a standard single wall outlet per booth; **exhibitors can order additional power directly from Art Services North**
- Small waste basket
- Chairs (2) provided by the facility
- Additional equipment and services may be ordered through Art Services North (contact info below)

### SPACE ASSIGNMENTS

All valid applications will be assigned exhibit space on "First Come, First Served" basis.

### SPACE CONTRACTS

Applicants for exhibit space are required to execute and forward to ALASBO the Exhibit Application/Contract form provided. To be valid, each must be accompanied by payment for the total amount due.

### SALE OR DISTRIBUTION OF MERCHANDISE

Exhibitors may show, display, discuss, explain or demonstrate items or services in their booths during the conference. Sales of merchandise and services as well as the taking and placing of orders are permitted.

### EXHIBIT CONTRACTOR

Michael Zoske

ART SERVICES NORTH

1100 E. 3rd Ave. Ph. (907) 279-7500

Anchorage, AK 99501 Fax (907) 279-7600

E-mail: michael@artservicesnorth.com

www.artservicesnorth.com

### EXHIBIT RULES & REGULATIONS

These rules and regulations constitute a bona fide part of the contract. ALASBO 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 show. ALASBO'S decisions and interpretations shall be accepted as final in all cases.

### INSURANCE

Each exhibitor will, if requested by ALASBO, furnish a certificate of comprehensive general liability insurance coverage, including protective and contractual liability coverage, of \$200,000/\$500,000 for bodily injury and \$50,000 property damage; and Workmen's Compensation with Employer's Liability Coverage of \$100,000.

### NON-LIABILITY

It is expressly understood and agreed by each and every contracting exhibitor and his agents that ALASBO shall not be liable for loss or damage to the goods or properties of exhibitors. At all times such goods and properties remain in the sole possession and custody of each exhibitor. The exhibitor agrees to defend and indemnify ALASBO, and to hold ALASBO harmless from all claims, demands, actions, complaints, suits or liabilities for any property damage, personal injury or other damages that may be sustained by any individual or entity, including the exhibitor and his agents or employees, on or about the exhibitor's display space or otherwise arising out of the exhibitor's participation in the exposition, including such injury or damage of any nature that may result, in whole or part, from the negligence of any of the employees or agents of the exhibitor.



Alaska Association of School Business Officials  
2010 Exhibit Application/Contract

38<sup>th</sup> Annual Meeting & Exhibits December 5-8, 2010

Hotel Captain Cook, Anchorage

**EXHIBITOR DEADLINE: October 15, 2010**

\*\* Early Bird discount must be postmarked by **September 15, 2010**

The undersigned hereby applies to ALASBO for exhibit space at its 2010 Annual Meeting & Exhibits.

Firm Name (Please Print): \_\_\_\_\_

Name to appear on Exhibitor Sign: \_\_\_\_\_  
(if different from firm name)

Badge Name (s) for ALL staff attending: \_\_\_\_\_

*Note: Don't forget to purchase additional meal tickets as needed for staff attending the conference!*

**Location Request** (see layout on last page for reference)

1<sup>st</sup> Choice: \_\_\_\_\_ 2<sup>nd</sup> Choice: \_\_\_\_\_ 3<sup>rd</sup> Choice: \_\_\_\_\_

4<sup>th</sup> Choice: \_\_\_\_\_ 5<sup>th</sup> Choice: \_\_\_\_\_ 6<sup>th</sup> Choice: \_\_\_\_\_

List any firms you do not want space near: \_\_\_\_\_

*Note: Identifying companies may have a negative impact on the location of your exhibit.*

6' display table is standard; if 8' table is needed, check here: \_\_\_\_\_ (see Booth Info page 3 for details)

**Annual Meeting Program Book Description**

Describe in 25 words or less the products or services you will exhibit. If possible, please send this description via email to [alasbo@gci.net](mailto:alasbo@gci.net), so it can be inserted directly into the conference handout.

**Are you interested in providing a Vendor Showcase?**  Yes  No

*(see Logistics page 2 for more info)*

**If providing a door prize, do you prefer:**  Draw at booth during exhibit times (max: 6 vendors; min value: \$50)

*(see Logistics page 2 for more info)*

Offer casino night prize (min value: \$50);  Manage drawing ourselves;  Draw at closing session

We enclose our **check, Payment Form and Hold Harmless Form**. We understand this becomes a valid contract when paid in full and upon confirmation from ALASBO of our booth assignment.

Signed By Representative of Exhibiting Firm \_\_\_\_\_ Date: \_\_\_\_\_

**For ALASBO Use**

Date Received: \_\_\_\_\_ Payment: \_\_\_\_\_ Hold Harmless: \_\_\_\_\_ Description: \_\_\_\_\_ Booth #: \_\_\_\_\_

# ***GAIN RESULTS WITH SPONSORSHIPS!***

Knockout booths, eye-catching advertisements, targeted mailings...What else can you do to remind school business officials of your products and services? ALASBO sponsorships! **Whether or not you set up an exhibit booth**, you can sponsor an event, a tote bag, a coffee/snack break, basically whatever suits your budget, your products and your corporate image. Sponsors are also welcome to **participate in meals and networking events** during the conference. *We welcome sponsorship ideas as well....be creative!*

## Advertising in Conference Program Book

\_\_\_\_\_ 1/4 page \$125      \_\_\_\_\_ 1/2 page \$250      \_\_\_\_\_ Full page \$500  
 JPG ad sizes: ¼ page 3.625" x 4.5"; ½ page 3.625" x 9.25" OR 7.5" x 4.5"; full page 7.5" x 9.25"

Evening Banquet Sponsor – Tuesday, December 7 \_\_\_\_\_ \$7,500  
 Includes full page ad in Conference Program

Key note speaker Co-Sponsor (2) – Tuesday, December 7 \_\_\_\_\_ \$3,500 each  
 Includes half page ad in Conference Program

“Logowear” for ASBO (fall) & ALASBO conference – 2 available \_\_\_\_\_ \$3,000 each  
 Includes vendor logo on clothing item; **must receive by July 15**

Luncheon - 3 days available \_\_\_\_\_ \$3,000 each  
 Includes half page ad in Conference Program

Evening Banquet Co-Sponsor - 3 available – Tuesday, Dec 7 \_\_\_\_\_ \$2,500 each  
 Includes quarter page ad in Conference Program

Casino Night Sponsor – Tuesday, December 7 \_\_\_\_\_ \$1,500  
 Includes quarter page ad in Conference Program

Coffee/Breakfast Pastries - 3 days available \_\_\_\_\_ \$1,500 each  
 Includes quarter page ad in Conference Program

Summer Leadership professional development event (up to 4) \_\_\_\_\_ \$1,500 or more  
 Sponsors join ALASBO leadership for networking at July 30-Aug 1 planning event in Wrangell, Alaska

ASBO Conference activity sponsor – Sept 24-27, Orlando \_\_\_\_\_ \$1,000 or more  
 Includes quarter page ad in Conference Program

Pre-conference refreshments / lunch \_\_\_\_\_ \$750  
 Includes business card ad (3.625" x 2.25") in Conference Program

Coffee/Snack Service - 2 days available \_\_\_\_\_ \$750 each  
 Includes business card ad (3.625" x 2.25") in Conference Program

Scholarships – for students or member staff development \_\_\_\_\_ \$500 or more

Tote Bags or Badge Holders (qty 200 – circle one) \_\_\_\_\_ In kind

Sponsorships will be accepted on a “First Come, First Serve” basis. We will work with you to assign sponsor support based on your preference. **Payments and JPG ad copy must be received by October 15, 2010** for proper recognition in the Conference Program. Please also provide (preferably by e-mail) a **description in 25 words or less of the products or services you offer**, for our conference handout.

*Again, we welcome your ideas...tchotchkes? Entertainment? Reception? Please contact me with ideas!*

# ALASBO SPONSOR AND EXHIBITOR PAYMENT FORM

**EXHIBITOR DEADLINE: October 15, 2010**

\*\* Early Bird discount must be postmarked by **September 15, 2010**

		<u>**Early Bird</u>	<u>Regular Price</u>
<b>Please reserve</b>	One exhibit booth space and registration fee <i>(Includes one banquet and three luncheon tickets)</i>	\$500	\$575
	Two exhibit booth spaces and privileges	\$950	\$1,100
	2011 ALASBO Associate Membership Fee @ \$75	\$ _____	\$ _____
	Conference Registration # of _____ @ \$300 <i>(Includes one banquet and three luncheon tickets)</i>	\$ _____	\$ _____
	Extra Banquet ticket (s) # of _____ @ \$ 75 each	\$ _____	\$ _____
	Lunch ticket(s) ___ Mon ___ Tue ___ Wed @ \$25	\$ _____	\$ _____
	Sponsorship <i>(Also return Sponsorship Form)</i>	\$ _____	\$ _____
	<b>TOTAL DUE</b>	\$ _____	\$ _____

**MAKE CHECKS PAYABLE TO: ALASKA ASSOCIATION OF SCHOOL BUSINESS OFFICIALS**

Firm Name (Please Print): \_\_\_\_\_

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

Physical Address (if different): \_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

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

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

*Coming from out-of-town? Reserve your room at the Hotel Captain Cook, 1-800-843-1950; ask for ALASBO conference rate*

**EXHIBITORS** - Send this form with: 1) Payment; 2) Exhibit Application/Contract Form; 3) Hold Harmless Form; and 4) Optional Sponsorship Form

**NON-EXHIBITING SPONSORS** - Send this form with 1) Payment and 2) Sponsorship Form!

**ALL VENDORS** – Send 25-word description and ad JPG (if applicable) via email!

**Send all information and inquiries to:**

ALASBO  
Amy Lujan, Executive Director  
3145 Pioneer Avenue  
Juneau, AK 99801  
907-500-9086; alasbo@gci.net  
www.alasbo.org



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December 5-8, 2010

***HOTEL CAPTAIN COOK***

***HOLD HARMLESS AGREEMENT***

To the extent permitted by law, Exhibitor hereby agrees to protect, indemnify, defend and hold harmless the Hotel Captain Cook, and Owner, and their respective employees and agents against all claims, losses or damages to persons or property, government charges of fines and costs (including reasonable attorney's fees), arising out of or connected with Event, including, but not limited to, the installation, removal maintenance, occupancy or use of Hotel Premises or a part thereof by Exhibitor or any guest, invitee, or agent of Exhibitor, or any independent contractor hired by Exhibitor, except those claims arising out of the sole negligence or willful misconduct of Hotel.

*AGREED TO AND ACCEPTED BY PATRON OR EXHIBITOR:*

*Name of Exhibitor Group/Company:* \_\_\_\_\_

*By:* \_\_\_\_\_  
*Name and Title*

*Date:* \_\_\_\_\_

Exhibitors,

Please reference the layout below to select your booth preferences for 2010. Fill in your preferences on the 2010 Exhibit Application/Contract.

