

Exhibitor Prospectus

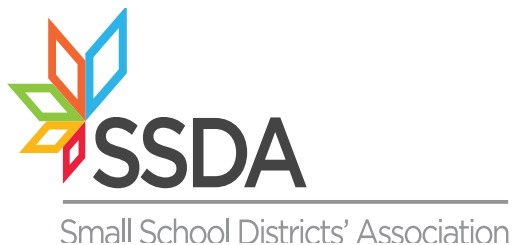
2019 Annual Conference

“Rising to the Challenge”

March 31-April 2, 2019

Trade Show Dates: March 31-April 1

**Hilton Sacramento - Arden West
2200 Harvard St.
Sacramento, CA 95815**



Why Exhibit

Do you want to expand your brand, establish new customer relationships and meet people who can affect the future of your business? If so, SSDA's Annual Conference is the event in which to invest.

The Small School Districts' Association (SSDA) invites you to participate in our popular 36th Annual Conference, March 31-April 2, 2019, in our state's capital, Sacramento.

Connect with school superintendents, governing board members, principals and chief business officials. Meet face-to-face with district decision-makers who buy the products and services your company delivers.

Over 150 small school district leaders annually take part in world-class education, networking with colleagues, and an exhibit hall filled with the latest education-related products and services! SSDA's 2018 Annual Conference is the place to share new tools and techniques and market your products and services directly to superintendents and other school officials.

Benefits of Exhibiting

- Face time with the school district purchasing decision makers
- Exclusive opportunity to introduce new products and services
- Visibility and brand exposure
- All receptions and meals served in the Exhibit Hall
- Exhibit Hall activities, such as our Exhibit Hall Raffle, to help drive traffic to your booth -- ***consider being a Raffle Prize Sponsor!***

TRADE SHOW HOURS

Exhibitors must stay the entire show

► **Sunday, March 31, 2019**

Exhibitor Check-In/Setup

Sunday, March 31, 2019 1:00 p.m. - 4:00 p.m.

Trade Show Hours

Sunday, March 31, 2019 4:00 p.m. - 6:00 p.m.

Reception & Sponsor Recognition*

► **Monday, April 1, 2019**

Buffet Breakfast* 7:30 a.m. - 8:30 a.m.

Trade Show Hours 7:30 a.m. - 6:00 p.m.

Buffet Lunch* 12:30 p.m. - 1:30 p.m.

Reception and Raffle* 4:00 p.m. - 6:00 p.m.

Exhibitor Tear down 6:15 p.m. - 11:00 p.m.

****Buffet meals, receptions and raffles will be held inside the Trade Show***

EXHIBIT SPACE INCLUDES

- 6' Table or Two 6' Tables
- FREE Exhibitor Registrant (includes meals and 2 drink tickets per day - Platinum Members and Gold Members receive (2) complimentary registrations .
- (1) Vendor display sign
- Table draping
- (2) Standard chairs
- FREE listing in the Annual Conference Brochure distributed to every attendee
- Pre-show attendee list with full contact information to promote your company's products and services
Waste baskets will be placed around the Exhibit Hall

Trade Show Rules, Regulations and Information

Exhibit Reservations

Applications to exhibit MUST:

- Be made using the form provided by SSDA.
- 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) 662-7213. *Platinum and Gold Members may have (2) attendees at no additional cost. Any additional personnel will incur a \$75.00 fee for participating and must be paid prior to the commencement of the conference.*

Shipping Materials

Exhibitors may ship their booth materials directly to:

Hilton Sacramento - Arden West
2200 Harvard St., Sacramento, CA 95815

Please note, receiving and storage fees will apply when sending materials to the hotel:

| Package Size | Delivery Fee | Shipping Fee | Storage Fee* |
|------------------------------|--------------|--------------|--------------|
| Envelope | \$3.00 | \$2.00 | \$2.00 |
| 1-25# | \$7.00 | \$5.00 | \$5.00 |
| 26 - 50# | \$15.00 | \$10.00 | \$10.00 |
| 51# and Over | \$25 & Up | \$15 & Up | \$15 & Up |
| Golf Clubs/ Display Cases | \$35.00 | \$20.00 | \$20.00 |
| Pallets 1/2 under 36" | \$100.00 | \$75.00 | \$75.00 |
| Pallets Full | \$150.00 | \$100.00 | \$100.00 |
| Crates Under 150# | \$100.00 | \$75.00 | \$75.00 |
| Crates Over 150# | \$150.00 | \$100.00 | \$100.00 |

**Storage for all Group Packages is complimentary for up to 72 hours. Storage charges apply following the 72 hours.*

When you ship your materials, please address the box to the attention of the person from your organization who will be on site. Additionally, the number of boxes sent, when you plan to arrive, and when you expect to set up your display should be written on the label(s).

In order to insure your items are delivered correctly, exhibitors must be present to acknowledge and then sign for receipt of their items.

Do not send crates of chairs or tables for your exhibit area.

Internet & Electricity

Wireless internet and power cords will be available to exhibitors in the exhibit area. If you need to hard-wire your access to the internet, please contact Joseph Erhayel with AVMS, the hotels onsite AV

Vendor at (916) 604-3991, or jerhayel@avms.com. There will be a cost for this; because costs are based on your particular needs and expected usage, we suggest you contact the AVMS directly to arrange and pay for the internet and any additional AV needs as needed.

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) 662-7213 and ask to speak with Corrie Pelc.

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 Trade Show, 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 Monday, April 1, 2019. 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.

Sponsorship Opportunities

Keynote Speaker Sponsor: Full Sponsor - \$5,000; Partial Sponsor - \$2,500

Sponsor a Keynote Speaker during one of the general sessions, receive recognition in the Conference Brochure and during the conference.

Meal Sponsor: Breakfast \$5,000 or Lunch \$9,000

Sponsor breakfast, lunch or dinner and receive signage during the meal, a 5 minute presentation, and recognition in the Conference Brochure.

Afternoon Refreshment Break Sponsor - \$3,000

Provide an always-appreciated afternoon refreshment break for attendees by sponsoring a refreshment station during the afternoon general sessions on Tuesday.

Reception Sponsor - Hors d'oeuvres: \$3,500; Beverages: \$4,000

Sponsor an evening reception on Monday or Tuesday -- a chance for attendees to network and mingle while enjoying entertainment, heavy appetizers and refreshments.

Conference Brochure Advertising: Full Page - \$500; Half Page - \$250

The on-site Conference Brochure contains the conference and education program's "schedule at a glance," exhibitor directory, exhibit hall floor plan, and general conference information and highlights. Make your company stand out and drive traffic to your booth!

Conference Bags - \$1,500

These practical tote bags are presented to all attendees and are the perfect size to carry brochures, documents and notebooks.

Clipboard Pocket Folder - \$1,000

This multitasking folder provides a secure and sturdy place for attendees to take notes, keep handouts, and use on the job when back in the office.

Name Badge Sponsor - \$750

Have your company logo placed on each name badge.

Hotel Keycards - \$1,250

Conference hotel guests will receive a custom-designed keycard imprinted with your company's logo.

USB Flash Drives - \$1,250

Have your company logo and brochure placed on flash drives loaded with conference presentations and given to all attendees.

Conference Pens - \$100 + You Supply Pens

Conference pens are appreciated by all attendees. Destined for their desk following the conference, your messaging continues beyond the event. The pens are conveniently handed out at registration.

Meeting Notepads - \$400

Sponsor this item and have your logo printed on each conference notepad distributed to all attendees.

Sponsorship Opportunities

Attendee Bag Insert - FREE

You provide 250 printed brochures or flyers and they will be distributed to all attendees at registration!

Raffle Sponsor - Donation of item valued \$250 or more

The Exhibit Hall Raffle is a fantastic and inexpensive way to gather leads on a large scale while generating increased booth traffic! We are accepting 12 raffle prizes; six prizes will be raffled off each evening the exhibit hall is open.

2018 Charles Binderup Award

Superintendent of the Year Sponsor - \$2,000

Co-present this award on-stage along with SSDA.

Golf Tournament Sponsorships

For information on being a Golf Tournament Sponsor, contact Corrie Pelc at corrie@ssda.org.

SSDA's 36th Annual Conference "Rising to the Challenge" March 31-April 2, 2019

CONFERENCE CO-CHAIRS Eric Bonniksen & Terri Rufert

EXECUTIVE COMMITTEE

Eric Bonniksen, Superintendent
Placerville Union Elementary School District
ebonniksen@pusdk8.us

Helio Brasil, Superintendent
McSwain Union Elementary SD
hbrasil@mcswain.k12.ca.us

Justin Cunningham Superintendent
Bonsall Unified SD
justin.cunningham@bonsallusd.com

Rich Gifford, Superintendent
Happy Valley Union School District
rgifford@junctionesd.net

Linda Irving, Superintendent
Sebastopol Union Elementary SD
lirving@sebusd.org

Brett McFadden, Superintendent
Nevada Joint Union High School District
bmcfadden@njuhsd.com

Stuart Packard, Superintendent
Buttonwillow Union SD
spackard@buttonwillowschool.com

Terri Rufert, Superintendent
Sundale Union Elementary SD
terri.rufert@sundale.org

Alvin Sandrini, Emeritus
asandrini1@bak.rr.com

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

CCSESA

Liaison

Mike Martin, Superintendent
Modoc County Office of Education
mmartin@modoccoe.org

FOUNDERS

Don Brann, Emeritus
David Evans, Emeritus, 1932-2018
Ray Edman, Emeritus, 1926-2006

OFFICERS

Helio Brasil, President
Stuart Packard, President-Elect
Terri Rufert, Treasurer

SSDA OFFICE

Debra Pearson
Executive Director
debra@ssda.org

Corrie Pelc
Membership & Marketing Manager
corrie@ssda.org
(916) 662-7213

LEGISLATIVE ADVOCATES

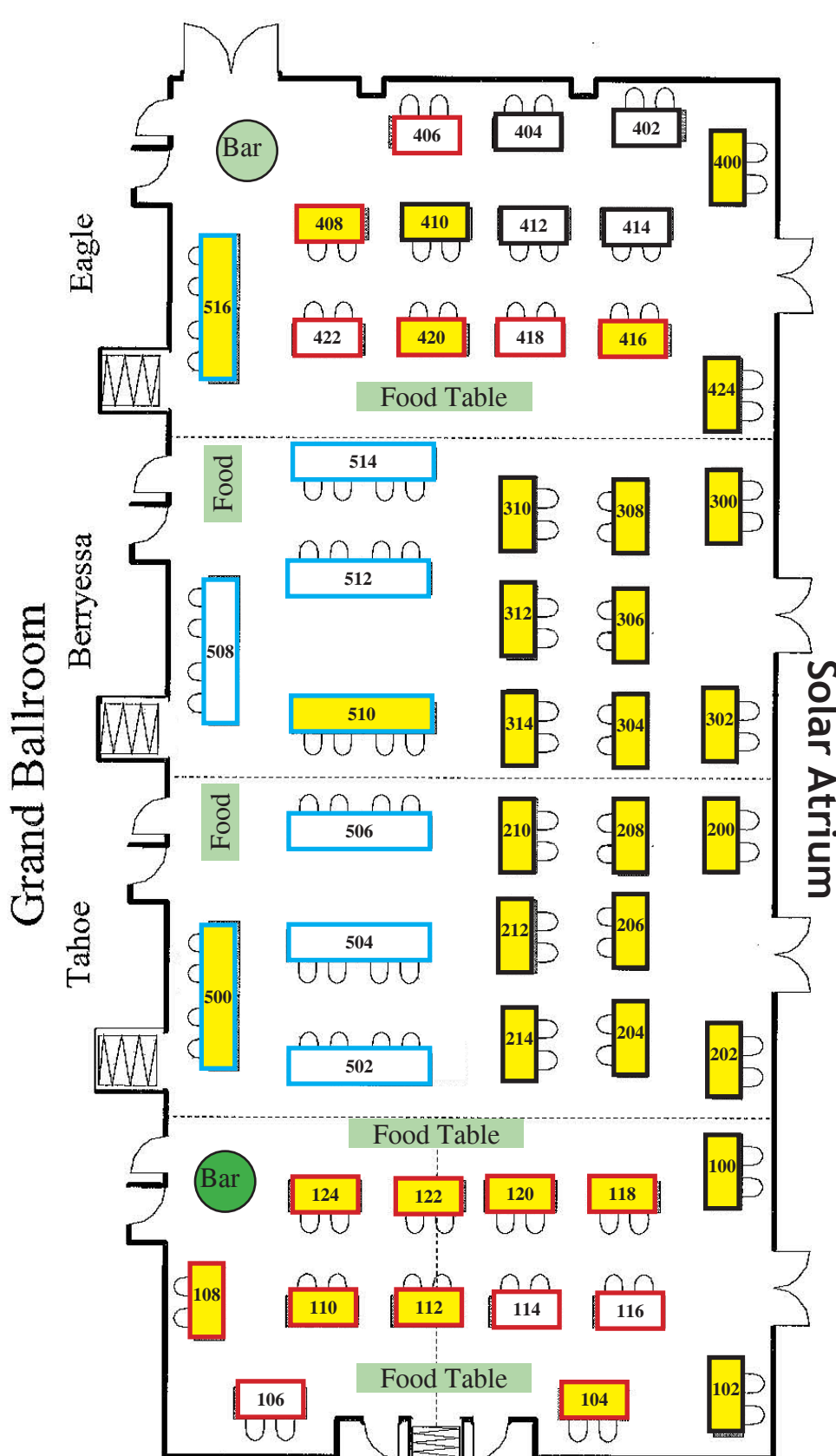
Kevin Gordon
Capitol Advisors Group, LLC
kevin@capitoladvisors.org

Jack O'Connell
Capitol Advisors Group, LLC
jack@capitoladvisors.org

Tradeshow -- March 31-April 2, 2019

Hilton Sacramento - Arden West

Your company must be a member of **SSDA** to exhibit at this event.



Booths highlighted in Red are Premium Booths.

Booths highlighted in Blue are Double Booths.

Booths colored in yellow have been sold.

All booths are tabletop booths and include:

- 6' Table or Two 6' Tables
- (1) Vendor display sign
- Table draping
- (2) Standard chairs

*Exhibit Hall layout is subject to change.

*If double booths are not sold, they may be converted to single booths at a later date.

Hotel
Lobby and
Entrance





36th Annual Conference Trade Show

March 31-April 2, 2019

Sacramento Hilton -- Arden West

Pricing to exhibit at our 2019 Spring Conference is based on your membership level with SSDA.

Please see prospectus for a complete description of what comes with your registration fee.

PLATINUM MEMBERS

Standard Booth - FREE

Premium Booth - \$500

Double Booth - \$1,000

GOLD MEMBERS

Standard Booth - \$600

Premium Booth - \$900

Double Booth - \$1,500

Trade Show Reservation Form

Please complete form and email to corrie@ssda.org, or fax to (916) 443-7468.

Contact Name: _____ Company Name: _____

Contact Email: _____ Contact Phone: _____

Exhibit Booth Choices: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ Cost: _____

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.)

Conference Attendees (First 2 included; \$75.00 per additional):

Conference Brochure Listing

Please list below the information you would like printed in the Conference Brochure.

Address _____ City _____ State _____ Zip _____

Phone Number _____ Email _____ Website _____

Company Description (25 words or less):

Sponsorships

- Keynote Speaker Sponsor: \$5,000 \$2,500 Attendee Bag Insert FREE
- Food Sponsor: Breakfast \$5,000 Lunch \$9,000 Afternoon Refreshments \$3,000
- Reception Sponsor: Hors d'oeuvres \$3,500 Beverages \$4,000
- Conference Brochure Advertising: Full Page \$500 Half Page \$250
- Conference Bags \$1,500 Clipboard Pocket Folder \$1,000 Name Badges \$750 Hotel Keycards \$1,250
- Conference Pens \$100+You Supply Pens Notepads \$400 USB Flash Drives \$1,250 Raffle Sponsor \$250+ Value Item
- Binderup Award Superintendent of the Year \$2,000

Payment

Invoice me to pay by check Pay by Credit Card*: Visa Mastercard AMEX

Exp. Date: _____ Credit Card #: _____

Billing Address: _____

Please PRINT name as it appears on card: _____

** Credit card charges are subject to a 3% processing fee*

Booths are assigned on a first-come, first-serve basis or until sold out. Any booth cancellation must be made in writing by **January 25, 2019** for a **50%** refund. Full forfeiture of booth cost will be incurred for cancellations effective **January 26, 2019** or for no shows.