

Mississippi School Boards Association
50th Annual Conference



February 21-23, 2022
Hilton Jackson • Jackson, MS

Exhibitor & Sponsor
PROSPECTUS



**MISSISSIPPI
SCHOOL BOARDS
ASSOCIATION**

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EXHIBITOR INFORMATION

ABOUT THE CONFERENCE

The Mississippi School Boards Association (MSBA) is a nonprofit service organization representing local school board members. MSBA is committed to improving student achievement by providing tools for effective school board leadership. The MSBA Annual Conference brings together school board members and education leaders from across the state to share information that shapes the future of our students. The conference provides two and one-half days of significant presentations and experiences to energize your leadership team and district.

SET UP & DISMANTLING

Exhibits may be installed on Monday, February 21, 2022, from 12:00 p.m. – 5:00 p.m. Dismantling of exhibits may start after 12:30 p.m. on Wednesday, February 23, 2022. **All exhibitors will be expected to comply with this schedule.**

CONFERENCE EXHIBIT HOURS

- Tuesday, February 22, 7:30 a.m. – 5:00 p.m.
- Wednesday, February 23, 7:00 a.m. – 12:00 p.m.

EXHIBIT SPACE SIZES & PRICES

- Corner (10' x 6'): \$1,200
- Inline (10' x 6'): \$1,000
- Table Top (6'): \$1,000
- Inline (8' x 6'): \$800

LOGISTICS

Exhibit booth space includes the following:

- Skirted Table
- Back Drapes
- 2 Chairs
- Exhibitor Sign
- Wastebasket

Wi-fi is provided in the exhibit areas (nondedicated). Rental of exhibit space is payable upon purchase to MSBA, P.O. Box 203, Clinton, MS 39060. Multiple booths may be purchased.

CONFERENCE PARTICIPANT LIST

Exhibitors with accounts which are **paid in full** will receive:

- A list of participants registered for the Conference **prior** to the Conference
- A list of participants who attended the Conference **after** the Conference

FIRST COME FIRST SERVED

Due to the limited number of exhibit spaces available for the Annual Conference, space requests will be processed on a first come first served basis. Receipt by MSBA of your check will confirm your request. In the event of an oversold position, potential exhibitors will be placed on a waiting list. If a space is not available, your check will be returned promptly.

LOGOS

In order to be included in the conference magazine and on signage, please send a high-resolution JPG, JPEG, PNG, or TIFF company logo to athorn@msbaonline.org by **January 17, 2022**.

CONVENTION DISPLAY SERVICES, INC. /

ELECTRICAL OUTLETS

If you require an electric connection for your exhibit space, such may be ordered through Convention Display Services.

Convention Display Services is the exhibit Manager for the conference and will provide exhibitors with shipping instructions and information for obtaining electricity for your booth and additional accessories for your booth a few weeks prior to the Conference.

Convention Display Services, Inc.

(601) 948-4228 • info@cds1958.com

LIABILITY INSURANCE

The exhibitor is responsible for damage to property. No signs or other articles should be posted, nailed, or otherwise attached to any of the pillars, walls, doors, etc., in such a manner as to deface or destroy. All space leased shall be subject to these restrictions. The Mississippi School Boards Association and the Hilton Jackson will take precautions against damage or loss by fire, water, storms, theft, strikes, etc. However, neither the Mississippi School Boards Association, nor the Hilton Jackson, guarantees or insures the exhibitor against loss or damage to property. The exhibitor, at his/her option, may carry liability coverage, or any other type of insurance for protection against such loss.

EXHIBITOR CANCELLATION POLICY

All cancellations must be made in writing to MSBA. If notice of cancellation is made before **January 17, 2022**, a refund, less 25% of the exhibit charge, will be issued. Refunds will not be issued on exhibit space that is cancelled after **January 17, 2022**. Any reduction in exhibit space will be treated the same as an exhibit cancellation and will be refunded accordingly.



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SPONSORSHIP OPPORTUNITIES

Sponsorship offers several important opportunities for you, school leaders, and MSBA:

- Spotlights your products and services among Mississippi's school board members, superintendents, and other school leaders who make purchasing decisions.
- Provides school leaders an opportunity to get to know your products or services.
- Allows MSBA to hold down costs for registration so that school leaders can attend MSBA conferences, training sessions, and seminars at an affordable cost.

SPONSOR LEVELS

Early Bird Seminar | **Monday**

- Exclusive: \$3,500
- Co-Sponsorships: Start at \$1,750 each

Registration Refreshments | **Tuesday**

- Exclusive: \$4,000
- Co-Sponsorships: Start at \$2,000 each

Morning Break Refreshments | **Tuesday**

- Sponsor: \$2,000

Afternoon Break Refreshments | **Tuesday**

- Sponsor: \$2,000

Board Presidents & Superintendents Networking Breakfast | **Wednesday**

- Exclusive: \$4,000
- Co-Sponsorships: Start at \$2,000 each

Board Member Continental Breakfast | **Wednesday**

- Exclusive: \$4,000
- Co-Sponsorships: Start at \$2,200 each

Morning Break Refreshments | **Wednesday**

- Sponsor: \$2,000

Celebration Luncheon | **Wednesday**

- Co-Sponsorships: Start at \$3,000 each

SPONSOR BENEFITS*

All sponsors receive the following benefits:

- Your company's name listed in the Conference Program and in promotional material and/or publicity
- Acknowledgment at the event/activity which you are sponsoring (where applicable)
- Signage acknowledging your company as sponsor
- Complimentary quarter-page color ad in the Conference Program (\$700 value)**

Exclusive Sponsors receive sponsor benefits in addition to the following:

- Complimentary full-page color ad in the Conference Program (\$1,200 value)
- The opportunity to have 8 ½" x 11" flyer placed in participant registration packets
- Complimentary seating for up to two at the Celebration Luncheon
- Opportunity to bring greetings to the participants (where applicable)
- One complimentary exhibit space (up to \$1,000 value)

Co-Sponsors receive sponsor benefits in addition to the following:

- Complimentary half-page color ad in the Conference Program (\$975 value)
- The opportunity to have 8 ½" x 11" flyer placed in participant registration packets
- 50% off the standard rate of one exhibit space, a savings of up to \$500

SPONSOR LOGO / AD DEADLINE

In order for your logo to be included in the conference magazine and on signage, please send a high-resolution PDF, JPG, JPEG, PNG, or TIFF company logo and / or company ad to athorn@msbaonline.org by **January 17, 2022**.

SPONSOR CANCELLATION POLICY

All cancellations must be submitted in writing to MSBA. The date of cancellation shall be the date that the MSBA received the written cancellation. Both the Sponsor and the MSBA acknowledge that, in the event of cancellation, MSBA will sustain substantial monetary losses that cannot be precisely determined. Due to the difficulty of determining and detailing said losses, the Sponsor agrees to pay the following as liquidated damages (and not as a penalty) if Sponsor cancels its participation. If written notice of cancellation is made before **December 13, 2021**, Sponsor agrees to pay a cancellation fee equal to 40% of the total sponsorship. If written notice of cancellation is received on or after **December 13, 2021**, Sponsor will be liable for 100% of the total fee. All cancellation fees are payable immediately upon cancellation. The above cancellation fee terms shall apply regardless of the execution date of this contract.

Information must be received by **January 17, 2022 to be included.*

***Not included with Exclusive Sponsorship or Co-Sponsorship.*

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ADVERTISEMENT OPPORTUNITIES

School leaders from all corners of Mississippi convene to learn of new developments and trends in education and to enhance their skills as education policy makers. Board members, superintendents, state education leaders, board attorneys, school business officials, and other key personnel will attend this Conference for the express purpose of benchmarking best practices.

The conference is the gathering place for a large and enthusiastic audience of decision-makers. Educators who attend the Annual Conference have great influence and purchasing power in the K-12 school market. They oversee most major purchases for their school districts, approve contracts, oversee the bidding process, develop purchasing specifications, and select product and service vendors.

Take advantage of these exciting opportunities for your company to reach this group by securing a Conference Magazine ad in conjunction with your exhibit booth. Any ad you select will maximize your Conference investment, will bring attention to your products and services, and will allow you to reach education professionals in Mississippi's public school districts.

CONFERENCE PROGRAM AD RATES

- Full Page (Color): \$1,200
- Full Page (B & W): \$1,000
- Half Page (Color): \$975
- Half Page (B & W): \$800
- Quarter Page (Color): \$700


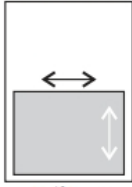
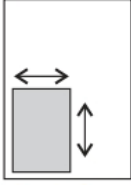
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CONFERENCE MAGAZINE

The Conference Magazine is a glossy stock publication published each year for those attending the Mississippi School Boards Association Annual Conference. The magazine features information regarding the Conference, as well as a complete listing of all events scheduled throughout the conference, plus much more!

CONFERENCE MAGAZINE AD GUIDE

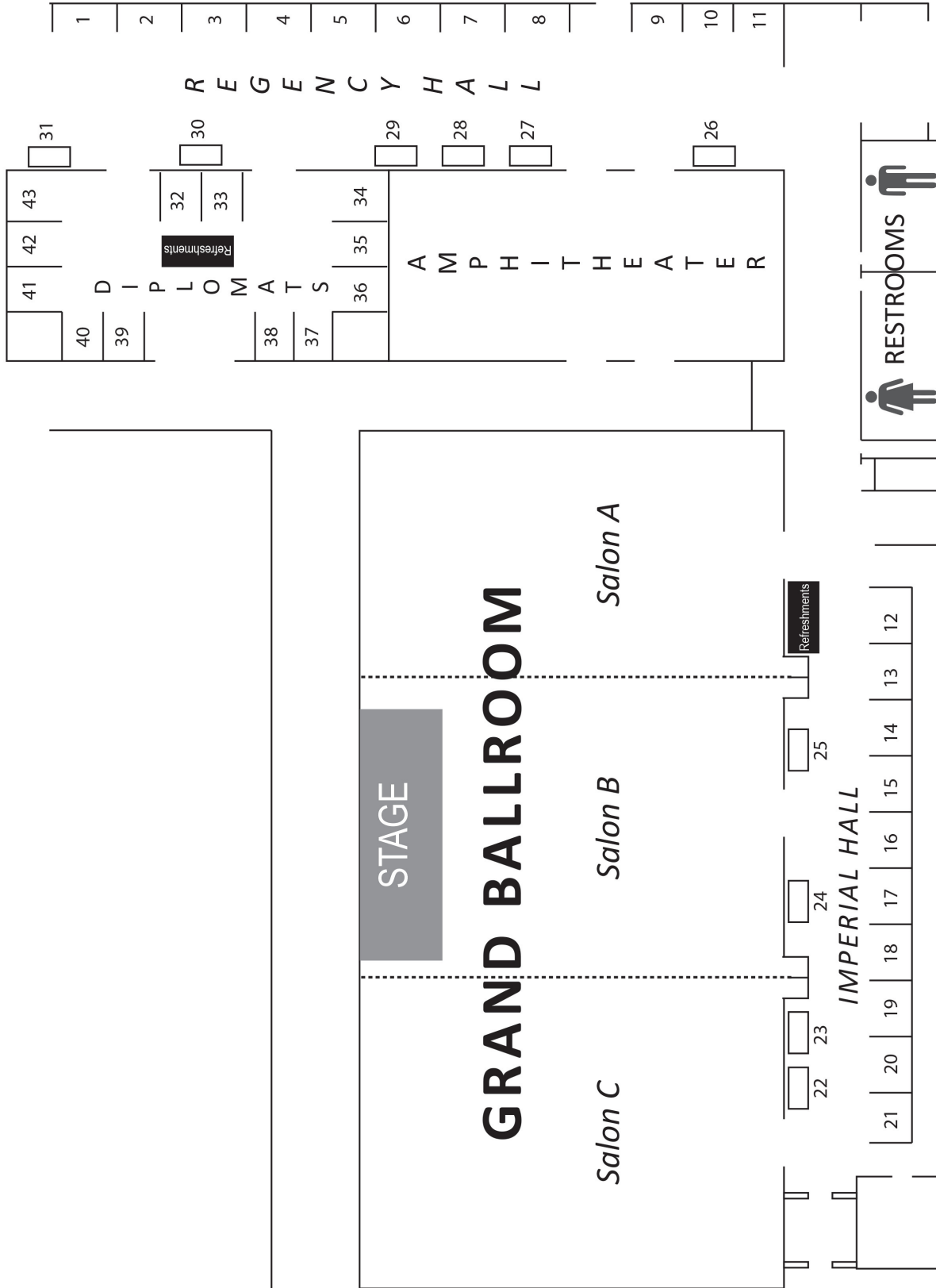
Ad Size / Position	Width	Height
Full Page 	8 ½"	11"
Half Page 	8 ½"	5 ½"
Quarter Page 	4 ¼"	5 ½"

Advertising space is limited
for this publication.
Reserve your space now!

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EXHIBITOR FLOOR PLAN





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EXHIBITOR / SPONSORSHIP / ADVERTISEMENT AGREEMENT FORM

Please print plainly or type. Be sure to save a copy of completed form for your records.

Organization Name: _____

Contact Name: _____

Job Title: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip Code: _____

BILLING ADDRESS *(if different from above)*

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

EXHIBIT PRODUCT / SERVICE DESCRIPTION

EXHIBIT BOOTH SPACE SELECTION

Booth Number Preference: 1. _____ 2. _____ 3. _____ 4. _____

Competitors to Avoid: _____

CORNER (1, 11, 12, 21): \$1,200; Quantity: _____

TABLE TOP (22-31): \$700; Quantity: _____

INLINE 10' X 6' (2-10, 13-20): \$1,000; Quantity: _____

INLINE 8' X 6' (32-43): \$800; Quantity: _____

TOTAL EXHIBIT BOOTH SPACE COST: \$ _____

SPONSORSHIP

Sponsor Event Name: _____

Day: ___ Mon. ___ Tues. ___ Wed.

Level: ___ EXCLUSIVE ___ CO-SPONSOR ___ SPONSOR

TOTAL SPONSOR COST: \$ _____

ADVERTISEMENT

Full Page Color: \$1,200 _____

Half Page Color: \$975 _____

Quarter Page Color: \$700 _____

Full Page B & W: \$1,000 _____

Half Page B & W: \$800 _____

TOTAL ADVERTISEMENT COST: \$ _____



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EXHIBITOR / SPONSORSHIP / ADVERTISEMENT AGREEMENT FORM, cont.

Please print plainly or type. Be sure to save a copy of completed form for your records.

PAYMENT METHOD

TOTAL COST AMOUNT (from previous page): \$ _____

Send Invoice Payment Enclosed; Check # _____

I, a duly authorized representative of the organization listed above, agree to all rules and regulations contained in this agreement.

Signature (required): _____ **Date:** _____

Printed Name: _____

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TO VALIDATE AGREEMENT, SEND THIS COMPLETED FORM AND PAYMENT TO:

Mississippi School Boards Association
Attn: Annual Conference
P.O. Box 203
Clinton, MS 39060-0203

QUESTIONS?

Dr. Tim Martin, MSBA Assistant Executive Director
1-888-367-6722 or 601-924-2001
tmartin@msbaonline.org • msbaonline.org

Office Use Only:

Date Rec'd _____



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EXHIBITOR / SPONSOR PERSONNEL BADGES

Organization Name: _____

Representatives who will attend:

_____	_____
_____	_____
_____	_____
_____	_____

LUNCHEON DOOR PRIZES

You may voluntarily provide a door prize (\$25 or more) for a drawing at the conclusion of the Conference Luncheon. Conference registrants will have to visit your booth and have their card initialed to be eligible for the drawing.

Thank you in advance for your assistance in providing our Conference participants with this activity!



Please list the door prize you will contribute below:

