Dear Friend,

We invite you to join us in Louisville, July 26-27, for KASA’s 49th Annual Leadership Institute. These two days are guaranteed to propel your company forward. This is your opportunity to present your company’s services and products to Kentucky’s top education leaders - those who are the decision makers and buyers for their schools and districts.

JOIN 1200 LEADERS

KASA’s annual leadership institute is the state’s largest gathering of school district leaders. More than 1200 attended in 2016; and given our lineup of keynote speakers, we expect even more in 2017. Our audience includes superintendents; assistant superintendents; directors of special education, finance, pupil personnel, food service, communications, curriculum and assessment; principals; assistant principals; counselors; and other public education leaders who play a key role in shaping education policy and preparing our students for college and careers in today’s world.

REACH YOUR TARGET AUDIENCE

During the two-day event, you will engage with education leaders in the Market Place, meal functions, general sessions and the president’s reception. This is your opportunity to make valuable contacts, develop relationships, strengthen your brand, and build name recognition for your company. No other event in the state offers this opportunity to network with such a large number of decision makers in a single setting.

BE PART OF THE PREMIER EDUCATION MEETING FOR SCHOOL LEADERS

Be the first to welcome Kentucky’s school administrators to KASA’s Annual Leadership Institute, July 26-27, 2017. Sign on as a FOCUS sponsor, register for a booth, meet and greet attendees in the Market Place, or participate in one of our numerous activities.

NEW THIS YEAR

It’s an honor to introduce Erin Howe as the exhibit hall manager. She, along with the planning team, continue to refine the exhibit partnership component of KASA’s Annual Leadership Institute. Look for new partnership opportunities and activities throughout this prospectus that provide you with more face time with our audience.

Rhonda Caldwell, CAE, Ed.D.
Deputy Director

Erin Howe
Exhibit Hall Manager

WHO’S WALKING THE TRADE SHOW FLOOR?

Consider the following overall demographics of the KASA annual leadership institute attendees. One look and you will be convinced this is the audience you need!

ATTENDEE PROFILE

50% of KASA attendees are school principals/assistant principals

50% make up all other school administrator role groups

100% of attendees are final decision makers or have significant influence
PARTNERSHIP OPPORTUNITIES

1. FOCUS Partnership Levels
Our opening keynote speaker, Jon Gordon, author of *The Energy Bus*, talks about focusing on purpose, passion, and positivity. Partner with us so all the attendee’s FOCUS is on YOU!
See page 6 for the floor plan and to choose your space. Common benefits for partners listed on page 5.

**FRIEND OF KASA** $1,500 – Refreshment Break/Seating Area Co-Host (12 available)
Refreshment breaks and stations are provided Wednesday and Thursday for all attendees. Benefits include:
- 8’ x 10’ booth space
- Host refreshment breaks and seating areas in the positivity or passion station, providing you with the opportunity to meet attendees during breaks throughout the day (See floor plan on page 6)
- Signage in the refreshment and seating areas featuring your company logo
- Quarter-page black and white ad in the event program guide
- Registration provided for two company representatives including meal functions and general sessions

**OPTIMAL COLLABORATOR** $2,500 – Luncheon Host, July 27 (10 available)
Host the all-attendee luncheon along with other collaborators. Benefits include:
- Host three banquet tables, providing you opportunity to meet attendees over a delicious lunch! Tables seat 10
(email erin@kasa.org for the lunch area floor plan)
- **Prime 8’ x 10’ booth located on Refuel Row** or other preferred location
- Half-page black and white ad in the event program guide
- Registration provided for three company representatives including meal functions and general sessions

**CONNECTED PARTNER** $3,500 – President’s Reception Host, July 26 (4 available)
This well-attended reception is a favorite at the event. As a president’s reception co-host, you’ll provide attendees great food, fun, networking, musical entertainment, and great prizes. Benefits include:
- Host the president’s reception at the Muhammad Ali Center
- Opportunity to network with school leaders
- Company signage prominently displayed during the reception
- Company representative given opportunity to welcome attendees during reception (2 minutes)
- **Prime 8’ x 10’ booth located on Refuel Row** or other preferred location
- Company logo on the president’s reception webpage
- Opportunity to present lunchtime partner session July 27 (limited availability)
- Full-page black and white ad in the event program guide
- Registration provided for three company representatives including meal functions and general sessions

**ULTIMATE SHAREHOLDER** $4,500 – General Session Partner (2 available)
As an Ultimate Shareholder, your company will host a general session with Frank DeAngelis, July 27 or Mark Sanborn, July 28. Benefits include:
- Recognition of company representatives during session and electronic signage displayed during the session
- **Prime 8’ x 10’ booth located on Refuel Row** or other preferred location
- Opportunity to present lunchtime partner session July 27 (limited availability)
- Opportunity to place your company’s flyer on the seats prior to the general session
- Full-page color ad in the event program guide (inside front or back cover)
- Promotional signage displayed during the general sessions and in the Market Place
- Company logo/hyperlink placed with speaker information on KASA’s website
- Registration provided for four company representatives including meal functions and general sessions

**STRATEGIC ALLIANCE** $10,000 – Event Partner (1 available)
As the strategic alliance partner, you will receive recognition prior to and throughout the event. Benefits include:
- Event Partner
- Introduce keynote speaker, Jon Gordon, author of *The Energy Bus*, and give a two-minute *Word from Our Partner* at the opening general session, July 26
- Opportunity to present lunchtime partner session, July 27 (limited availability)
- Prominent exposure at all general sessions and promotional signage displayed throughout the event
- Promotional video invitation to school leaders (provided by partner)
- Innovative island booth (20’ x 20’)
- Full-page color ad, located on the back cover of the event program guide. *Note: Bottom of ad will list the 2018 dates, giving you direct connection to the event*
- Company logo/hyperlink placed with speaker information on KASA’s website
- Registration provided for eight company representatives including meal functions and general sessions
BECOME AN EXHIBITOR

As an exhibit partner, you will be among the first to welcome our visionary education leaders to KASA’s 49th Annual Leadership Institute! Exhibit with KASA and take advantage of dedicated exhibit hours devoted to helping you market your products and services. To improve the focus on exhibits, no conflicting meetings, program sessions or activities are held during designated show times. See floor plan on page 6.

WHAT YOUR EXHIBIT BOOTH INCLUDES:

- 8’ x 10’ carpeted booth space with pipe/drape, 6’ skirted table, 2 chairs, and 2 lunch tickets
- Company name and booth number located in front of your exhibit space to assist those seeking you by booth number
- Company contact information listed in the event program guide
- Security service beginning July 26 at 5:30 p.m. until July 27 at 7:15 a.m.
- 24/7 assistance from KASA event planning team
- Registration for 2 company representatives, including all activities July 26-27
- Access to all activities taking place in the convention area, including general sessions, the hospitality room, refreshment breaks, and breakfast and lunch on Thursday
- Two tickets to attend the president’s reception at the Muhammad Ali Center (must be pre-ordered)
- Partners will host breakfast for all attendees in the Market Place, July 27
- Partner Hospitality Room: Retreat during non-show hours to the hospitality room reserved just for you. Enjoy Wi-Fi access and refreshments
- Kickoff meeting with lunch for all exhibit partners prior to the opening of the exhibit hall

Note: Booth electricity must be ordered through the hotel. Contact Erin Hobson at ehmokson@GaltHotel.com or call (502) 561-4027.

ACCOMMODATIONS

OVERNIGHT LODGING

is available to exhibitors at the Galt House Hotel in Louisville. Call the hotel at (800) 626-1814 and request the KASA room block rate:
- $153 Suite Tower
- $133 RIVUE Tower

Room reservations are also available online at https://aws.passkey.com/go/KASA2017. To receive the KASA discounted rate, make reservations by July 3, 2017.

PARKING

is available at a discounted rate of $12 per night at the hotel.

GENERAL INFORMATION

- Partners may customize their booths through the official show contractor, Excel Decorators. The company will mail information packets upon completed registration, or exhibitors may call (502) 640-3192 or send email to ballgeier@exceldecorators.com.
- Activities taking place during marketplace hours unrelated to your booth or organization’s product/service must be approved by KASA staff. This includes prize drawings, receptions, hospitality rooms, traffic builders, outings and distribution of food and beverages.
- KASA is not responsible for loss, damage, or theft of exhibits or exhibitor materials or equipment.

GENERAL EXHIBIT BOOTH RATES

- Interior Space (white) $679
- End Cap Space (yellow) $729
- Extended Corner Space (red) $779

(See page 6 for show floor plan)

Note: FOCUS partnerships include exhibit space. Alliance partners and sponsors (Optimal Collaborator, Connected Partner, and Ultimate Shareholder) will be placed on Refuel Row unless requested otherwise or until Refuel Row is full. Limited space available.

IMPORTANT DATES & TIMES

- Ad Deadline: Friday, May 26
- Attendee Packet Insert Deadline:
  Friday, June 16 (No exceptions)
- Registration Deadline: Friday, June 16
- Hotel Discount Deadline: Monday, July 3
- Move In & Setup:  
  Wednesday, July 26 - 9:30 a.m. to 1:30 p.m. ET
- Kick Off Meeting & Lunch:  
  Wednesday, July 26 - 12:30 to 1:45 p.m.
- Market Place Hours:  
  Wednesday, July 26 - 2 to 5:15 p.m.
  Thursday, July 27 - 7:15 a.m. to 3:30 p.m.
- Move Out: Thursday, July 27 - 4 p.m.
Back by Popular Demand!
These fun to play games are sure to bring traffic and generate high quality leads. Space is limited, so sign up early!

1. **BANK ON IT!**
Ballroom Side of Exhibit Hall

Attendees receive a card of checks bearing your company name and logo. Their mission will be to visit each Bank On It booth, obtain your signature, and then turn in for cash and a chance for big prizes by playing Bank On It with Jon Petz. Participants must choose a booth within the Bank On It area depicted in green on the floor plan on page 6.

Cost $279*

3. **MOBILE MEETING APP**

Be part of the mobile app with a consistent presence on the most accessed pages - schedule, keynote speakers, attendees, map, and photo reel. Expect thousands of brand impressions in return for your investment. This program guide app will be used by attendees prior to and during the event.

Deadline: Friday, May 26, 2017

Cost $1,000 ($5,000 for exclusivity)
Submit ad in jpeg or pdf format to erin@kasa.org.

4. **BIG SCREEN ADVERTISING (3 available)**

Gain more visibility by placing your company’s ad on the large screens used during the general sessions. Your company’s message will rotate 15 minutes prior to the session start time as attendees enter the ballroom each day.

Deadline: Friday, May 26, 2017

Cost: $1,500
Submit ad in jpeg or pdf format to erin@kasa.org.

5. **REGISTRATION FOR ADDITIONAL COMPANY REPRESENTATIVES**

Your registration for an exhibit space provides for two company representatives. Partnerships include more and are noted on page 3. Additional representatives may be registered on page 7. Cost provides supplies and meals.

Cost $159

6. **KASA CORPORATE MEMBERSHIP**

Join KASA as a corporate member and receive numerous benefits including:
- Copies of the Pictorial Directory of Kentucky’s School Superintendents
- Access to the member directory
- Publications
- Recognition on the KASA website
- And More!
- Membership runs July 1 to June 30

Cost $419

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*Cost is in addition to exhibit or partnership fees and provides the cash and big prize giveaways for the game.
MARKET PLACE SHOW FLOOR PLAN

The 2017 show floor plan and schedule will provide more space and quality time for attendees to visit business partners in the Market Place. Familiar favorites such as refreshments, breakfast, and prize giveaways are back this year. Look for Refuel Row for alliance partners and FOCUS partners, Bank On It, Market Place Passport, and the Passion and Positivity Stations.

July 26-27, 2017

Choose Your Space!

EXHIBIT SPACE ASSIGNMENTS

Booth assignments in the Market Place are made primarily on a first-come, first-served basis. FOCUS partners, exhibitors and KASA alliance partners may request a specific booth location based on the floor plan.

KASA will make every attempt to assign one of the spaces you request on the registration form; however, specific booth assignments are not guaranteed. In the event KASA is unable to honor all requests, assignments will be made in priority order as follows:

1. FOCUS/Alliance partners and corporate member requests will be given first priority in order of partnership level.
2. Requests will be considered based on the organization’s length of participation in past KASA conferences.
3. Requests will be honored based upon the date received.

Booth assignments are made upon receipt of your registration form and payment.
**Partnership Contract for KASA’s Annual Leadership Institute & Expo**

**July 26 – 27, 2017 • Galt House Hotel, Louisville, KY**

Company Name: ___________________________  
Contact: ___________________________

Phone: ___________________________  
Email: ___________________________

Fax: ___________________________  
Company Website URL: ___________________________

Mailing Address: ___________________________  
City: ___________________________  
State: ___________________________  
Zip: ___________________________

Brief Company Description (25 words or less): ___________________________

Name(s) of Representatives Attending Event* 

*If not included in your participation level, register additional representatives below.

Check items for which you wish to register. Then record item cost in the right-hand column:

**I. FOCUS Partnership**

☐ Friend of KASA $1,500  ☐ Optimal Collaborator $2,500  ☐ Connected Partner $3,500  ☐ Ultimate Shareholder $4,500  
☐ Strategic Alliance $10,000

Total Partnership $ __________

**II. Exhibit Space**

☐ Interior exhibit space $679 each  $ __________  
☐ End cap space $729  $ __________  
☐ Extended corner space $779  $ __________  
Preferred booth space numbers: __________; __________; __________; __________; __________ (see floor plan on page 6)  

(Partnership includes exhibit space, advertisement)  

Total Exhibit Space $ __________

**III. Maximize Your Experience** (See page 5 for details)

☐ Bank On It $279 (July 26-27)  $ __________  
☐ Market Place Passport $279 (July 26-27)  $ __________  
☐ Mobile Meeting App  
  ☐ Scrolling $1,000  ☐ Exclusivity $5,000  
☐ Big Screen Advertising $1,500  
☐ Additional Company Representative Registration $159 per person  
List Name(s): ___________________________
☐ Annual Corporate Membership $419  

Total Add-ons $ __________

Grand Total All Activities $ __________

☐ I agree KASA is not responsible for any loss, damage or theft of materials owned by me, or my company.
Signature: ___________________________

**Payment Options** (check one)

☐ Credit Card ☐ Check enclosed for grand total  

Account No: ___________________________  
3-digit code for MC, VISA, Discover (back of card) ___________________________  
4-digit code for AMEX (front of card) ___________________________

Amount $ ___________________________  
Expiration Date ___________________________

Name on Card: ___________________________

☐ I authorize KASA to charge my account as indicated above.
Signature: ___________________________

**CANCELLATION POLICY:** Due to the magnitude of KASA’s annual institute, refund requests cannot be honored after April 16, 2017. Requests must be submitted in writing. Requests submitted prior to April 17, 2017, will be refunded minus a $100 administrative fee.

TO REGISTER: Complete this form and return to KASA.

MAIL: KASA  
87 C. Michael Davenport Blvd.  
Frankfort, KY 40601

FAX: (502) 875-4634

ONLINE: www.kasa.org (Leadership Development tab → Annual Leadership Institute)

EMAIL: erin@kasa.org