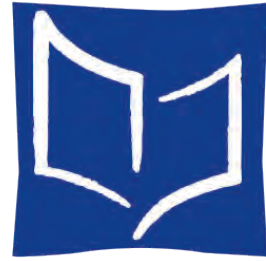


2019 K A S A



Love Learn Lead

Annual Leadership Institute and Expo
July 17-18 • Louisville, KY



**REACH ALL YOUR
TARGETS IN ONE PLACE**

EXHIBITOR/SPONSOR PROSPECTUS

Dear Friends,

We invite you to join us in Louisville, July 17-18, for KASA's 51st 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 KENTUCKY'S TOP EDUCATION LEADERS

KASA'S Annual Leadership Institute is the state's largest gathering of school district leaders. More than 1,400 attended in 2018 and we expect even more in 2019. 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.

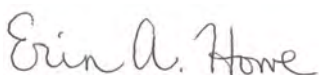
REACH YOUR TARGET AUDIENCE

During the two-day event, you will engage with education leaders in the Market Place, meal functions, general sessions and the opening 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.

NEW THIS YEAR

Our world becomes more mobile each day. We want less paper and more things at our fingertips. The KASA event mobile app was a huge success last year with more participation than the previous year. It's on track to grow even more this year with more opportunities for you to engage with attendees through the mobile app. We are set to phase out the printed program guide in the next few years and go fully mobile! **NEW** for 2019; partnerships include mobile app ads! Invite attendees to your booth for giveaways, book signings, special promotions through all new push notifications! Have direct contact by engaging with the mobile app.

See you in July!



Erin Howe
Exhibit Hall Manager
Membership Development Coordinator



Rhonda Caldwell, CAE, Ed.D.
Deputy Director



Become an Exhibitor

As an exhibit partner, you will be among the first to welcome our visionary education leaders to KASA's 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 BOOTH INCLUDES

1. 8' x 10' carpeted booth space with pipe/drape, 6' skirted table, and two chairs
2. Company name and booth number located in front of your exhibit space to assist those seeking you by booth number
3. Company contact information listed in the event program guide and mobile app
4. Security service beginning July 17 at 5:30 p.m. until July 18 at 7:15 a.m.
5. 24/7 assistance from KASA event planning team
6. Registration for two company representatives (includes access to all activities taking place in the event area: general sessions, refreshment breaks, and breakfast and lunch on Thursday)
7. Kickoff meeting with lunch for all exhibit partners prior to the opening of the exhibit hall
8. Wi-Fi access in the exhibit hall

Note: Booth electricity must be ordered through the hotel. Contact Kassie Simmons at ksimmons@GaltHotel.com or call (502) 561-4023.

GENERAL EXHIBIT BOOTH RATE

(See page 6 for floor plan)

Interior Space (white) \$714

End Cap Space (yellow) \$764

Extended Corner Space (red) \$814

Note: Partnerships include exhibit space. Alliance partners and sponsors (Platinum and Diamond Partner) will be placed on Partner Row unless requested otherwise or until Partner Row is full. Limited space available.

See page 4 for available partnership opportunities

LODGING

Overnight lodging is available to exhibitors at the Galt House Hotel in Louisville. The hotel is currently under renovation. When we arrive in July the RIVUE tower will be complete and ready for you! Call the hotel at (800) 626-1814 and request the KASA room block rate of \$141 RIVUE Tower/\$161 SUITE Tower. Room reservations are also available online at <https://book.passkey.com/go/KASA19>. To receive the KASA discounted rate, make reservations by June 24, 2019.

CUSTOMIZE YOUR BOOTH

Have a unique idea? Think outside the exhibit floor box and get creative. Our official show contractor Excel Decorators can make your booth dreams come true. Let us know if you have unique ideas for your booth. Excel will mail information packets upon completed registration, or exhibitors may call (502) 962-1119 or email barbuckle@excel-online.com.

IMPORTANT NOTES FOR ACTIVITIES

Activities taking place during Market Place 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.

IMPORTANT DATES & TIMES

Prior to Event:

- Registration Deadline: Friday, June 14
- Hotel Discount Deadline: Monday, June 24

Onsite:

- Move In & Setup: Wednesday, July 17, 9:30 a.m. to 1:30 p.m. ET
- Kick Off Meeting & Lunch: Wednesday, July 17, 12:30 to 1:45 p.m. ET

Market Place Hours:

- Wednesday, July 17 - 2 to 5:15 p.m. ET
- Thursday, July 18 - 7:15 a.m. to 3:30 p.m. ET
- Move Out: Thursday, July 18 - 4 p.m. ET

Partnership Opportunities

DIAMOND \$10,000

Event Sponsor (1 available)

As the exclusive event partner, you will receive recognition prior to and throughout the event. Benefits include:

- Introduce keynote speaker and give a two-minute *Word from Our Partner* at the opening general session, July 17
- Opportunity to present education session, July 18
- Prominent exposure at all general sessions and promotional signage displayed throughout the event
- Opportunity to provide a video invitation to school administrators inviting them to the institute and introducing your company to the attendees
- Company information or premiums inserted in attendee registration packets (must fit in a 9"X12" envelope and be received by June 3)
- 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 2020 dates, giving you direct connection to the event on KASA's website
- Ad placed in mobile app (ad must be received by June 3 and be 300 pixels wide by 50 pixels high)
- Mobile App push notification (40 word description and preferred day/time to send must be received by June 3)
- Company logo/hyperlink placed with speaker information on KASA's website
- Registration provided for eight company representatives including meal functions and general sessions

GOLD \$3,000

Lunch on Thursday (15 available)

Host the all-attendee luncheon along with other gold partners. Benefits include:

- Prime 8' x 10' booth space
- 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)
- Ad placed in mobile app (ad must be received by June 3 and be 300 pixels wide by 50 pixels high)
- Registration provided for three company representatives including meal functions and general sessions

PLATINUM \$4,500

General Session Sponsor (2 available)

As a platinum partner, your company will host a general session July 18 or July 19. Benefits include:

- Recognition of company representatives during general session and electronic signage displayed during the session
- Prime 8' x 10' booth located on Partner Row or other preferred location
- Opportunity to present lunchtime partner session July 18 (limited availability)
- Opportunity to place your company's flyer on the seats prior to the general session (provided by partner)
- Full-page color ad in the event program guide (inside front or back cover)
- Ad placed in mobile app (ad must be received by June 3 and be 300 pixels wide by 50 pixels high)
- Company logo/hyperlink placed with speaker information on KASA's website
- Registration provided for four company representatives including meal functions and general sessions

SILVER \$1,500

Breakfast on Thursday (10 available)

Breakfast will be provided Thursday for all attendees in the exhibit hall. Benefits include:

- 8' x 10' booth space
- Host breakfast in the exhibit hall, providing you with the opportunity to meet attendees as they begin an exciting day of learning
- Quarter page ad in the printed event program guide
- Registration provided for two company representatives including meal functions and general sessions

Note: All partnership levels include booth space. See page 3 for detailed booth information.

COMMON BENEFITS

- Opportunity to network with school leaders
- Signage featuring your company logo displayed throughout the event
- Pre-registration list available upon request one month prior to or after the event (Send requests to erin@kasa.org)

Optimize Your Experience

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 \$295*



Exhibitor Flair Game

The Exhibitor Flair Game is the ultimate engagement game to boost attendee traffic to your booth. Participating exhibitors will hand out flair (fun button pins provided by KASA) at their booth. Participants will collect a specified number of buttons from the list of companies on the attendee card received in their registration packet and have a chance to win great prizes. Participating exhibitors can provide a prize for the game furthering your company recognition. Add some flair to your KASA 2019 experience!

Cost \$295*



Additional Company Reps

Your registration for an exhibit space provides for two company representatives. Partnerships include more and are noted on page 4. Additional representatives may be registered on page 7. Cost provides supplies and meals.

Cost \$159*

Corporate Membership

Extend your experience all year long by joining as a corporate member. As a corporate member, KASA's members will see you as a committed, dedicated firm who supports educators' professional mission. You receive KASA's monthly newsletter, *Hotline*, and tri-annual magazine *Kentucky School Leader* as well as our e-publications. In the fall you will receive two copies of the coveted Annual Pictorial Directory of KY School Superintendents. The full list of benefits can be found at kasa.org.

Cost \$419*

Mobile Meeting App Push Notifications

Engage with attendees more directly through push notifications. Encourage attendees to stop by your booth for prize drawings, book signings, fun activities or other exciting happenings at your booth! Choose your 40-word message and selected time to send to attendees. Take the next step to get the most out of your exhibiting experience through push notifications.

Cost \$295*

Note: Times available are first come first serve once payment has been received.



***Cost in addition to exhibit or partnership fees**

Market Place Floor Plan

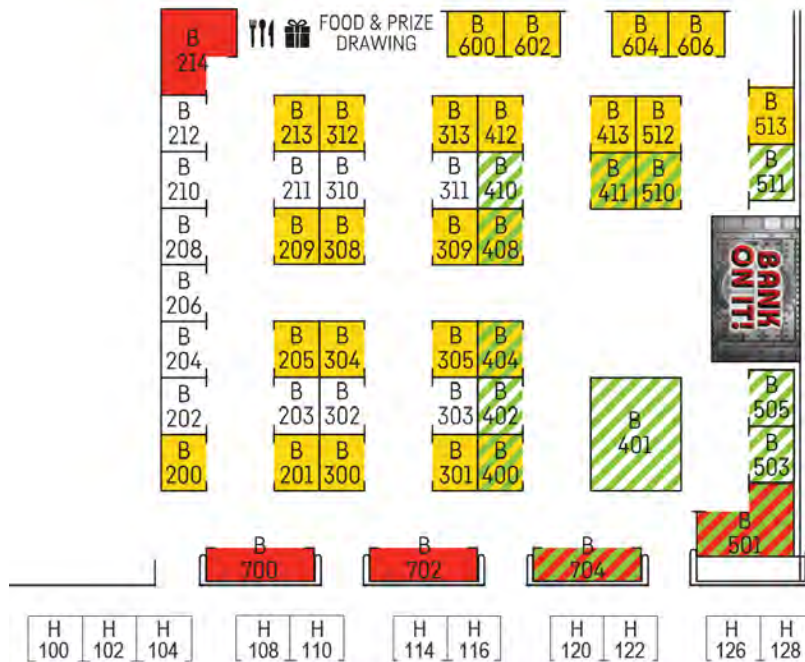
The 2019 floor plan and schedule will provide more space and quality time for attendees to visit business partners in the Market Place. Familiar favorites such as refreshments, breakfast, and prize giveaways are back this year. Look for Partner Row for alliance partners and exhibit partners, Bank On It, and the Leadership & Learning Lounges.

Choose Your Space

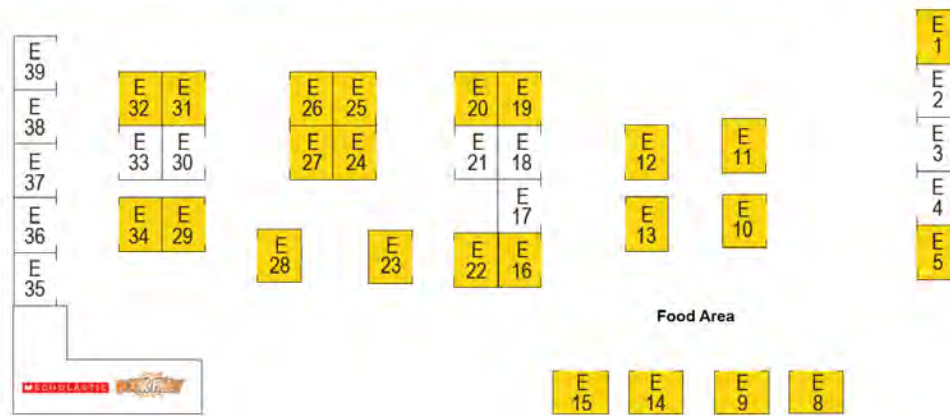
Exhibit space assignments are made primarily on a first-come, first-served basis. Partners, exhibitors and KASA alliance partners may request a specific booth location based on the floor plan.

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. Silver, Gold, Platinum, Diamond and Alliance Partner and Corporate Member requests will be given priority in order of partnership level.
2. Requests will be considered based on the organization's length of participation in past KASA leadership institutes.
3. Requests will be honored based upon the date registration and payment received.



Partner Row



Booth assignments are made upon receipt of your registration form and payment.

- End Cap Spaces
- Extended Corner Spaces
- Bank On It! Spaces

Partnership Contract for KASA's Annual Leadership Institute & Expo July 17-18, 2019 • Galt House Hotel, Louisville, KY

Company Name: _____ Contact (to be listed in program guide): _____
 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. Partnership

Diamond Partner: \$10,000 Platinum Partner: \$4,500 Gold Partner: \$3,000 Silver Partner: \$1,500
(Partnerships include exhibit space) Total Partnership \$ _____

II. Exhibit Space

Interior Space \$714 each \$ _____
 End Cap Space \$764 each \$ _____
 Extended Corner Space \$814 each \$ _____
 Preferred booth space numbers: _____; _____; _____; _____; _____ (see floor plan on page 6)
Total Exhibit Space \$ _____

Booth assignments are made upon receipt of your registration form and payment.





III. Optimize Your Experience (See page 5 for details)

<input type="checkbox"/> Bank On It \$295	\$ _____
<input type="checkbox"/> Exhibitor Flair Game \$295	\$ _____
<input type="checkbox"/> Mobile Meeting App Push Notifications \$295 each (send notification text and preferred delivery time to erin@kasa.org)	Qty _____ \$ _____
<input type="checkbox"/> Additional Company Representative Registration \$159 per person List Name(s): _____	\$ _____
<input type="checkbox"/> Annual Corporate Membership \$419	\$ _____
Total Add-ons \$ _____	
Grand Total All Activities \$ _____	

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

CANCELLATION POLICY: Due to the magnitude of KASA's annual institute, refund requests cannot be honored after April 5, 2019. Requests must be submitted in writing. Requests submitted prior to April 5, 2019, will be refunded minus a \$100 administrative fee.

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

Payment Options
 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 \$ _____ Exp Date _____ Billing Zip _____
 Name on Card _____
 I authorize KASA to charge my account as indicated above.
 Signature _____



KENTUCKY ASSOCIATION OF SCHOOL ADMINISTRATORS

AND THE CENTER FOR EDUCATION LEADERSHIP

Kentucky Association of School Administrators
87 C. Michael Davenport Blvd.
Frankfort, KY 40601
(800) 928-KASA (5272) • www.kasa.org

www.twitter.com/KASAEdleader

www.facebook.com/KASAEdleader

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Permit No. 256

KASA 2018 Partners

- Academic Edge
Achieve3000
ACT Inc.
Advance KY
Alpha Energy Solutions
American Fidelity Assurance
Anixter Inc.
Apex Learning
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Asbury University
Bacon, Farmer, Workman and
Marcum Engineering & Testing
Balfour
BRIC Partnerships
Bright White Paper
California Casualty
Cambridge Ed. Services
ClassLink
Clotfelter-Samokar
Committee for Children
Curriculum Associates
DARE Catalog
Deco Architects
Edgenuity
Edmentum
Education Galaxy
Edurgent
EKU Online
Elevate K12
Energy Systems Group
EPFB
ESS
FreshGrade
GCC
GRREC
Heinemann Publishing
Hilliard Lyons
Houghton Mifflin Harcourt
HP, Inc.
Imagine Learning
Infinite Campus
iStation
JFA Architects
KI Furniture/ Daniel Group
Konica Minolta
KY Association of School
Resource Officers
KY Center for School Safety
Edmentum
Education Galaxy
Edurgent
EKU Online
Elevate K12
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HP, Inc.
Imagine Learning
Infinite Campus
iStation
JFA Architects
KI Furniture/ Daniel Group
Konica Minolta
KY Association of School
Resource Officers
KY Center for School Safety
KY Chamber of Commerce
KY Counseling Association
KY Department of Education
KEDC
KY League of Cities
KY Propane Education and
Research Council
KSCA
KY School Nutrition Association
Lakeshore Learning Materials
Learning A-Z
Learning Partners
Lifetouch
Mastery Prep
McGraw-Hill
Microsoft
Murray State University
NASDTEC
Nation's Report Card
Night Lock
Odysseyware
On To College
People Admin
Performance Services
Presentation Solutions
ProMedia Group
Really Good Stuff
Renaissance Learning
Roberts Insurance
Ross, Sinclair & Associates
RossTarrant Architects
Sadtler Publishing
Scholastic Bookstore
Scholastic Inc.
School Check-in
School Spirit Vending
SmartData
South Western Communications
Street Law Inc.
Studier Education
Superintendent Photos
Thermal Equipment
Toadvine
Tom Sexton
University of Louisville
Vescio's Sports Fields
Waterford Learning Institute
WIN Learning