

# *Kansas Association of School Business Officials*



## 2017 ANNUAL CONVENTION & EXPO “Mission ~~Im~~Possible”

Hyatt Regency  
400 West Waterman Street  
Wichita, Kansas 67202

## VENDOR INFORMATION PACKET

**Vendor Expo** – April 19, 2017 - 3:00-5:30 PM  
Eagle Ballroom, Hyatt Regency, Wichita

**Vendor Party** – April 19, 2017 - 6:00-9:00 PM  
The Alley, Wichita

Please register online at <http://kasbo.wildapricot.org> - “2017 KASBO Convention Sponsorship Opportunities”

You may mail/email your completed packets with check for payment.

But, please first register online to insure that your space will be reserved in order and that you receive all information in a timely manner.

For more information contact: Rob Balsters, KASBO Executive Director

P.O. Box 8786 Topeka, KS 66608

Phone: 785 640-4143

[rbalsters@cox.net](mailto:rbalsters@cox.net)

**TO:** KASBO Convention Vendors  
**FROM:** Rob Balsters, KASBO Executive Director  
**SUBJECT:** 2017 Annual Convention and Expo Sponsor Opportunities

KASBO will be holding its 2017 Annual Conference and Expo at the Hyatt Regency in Wichita, 400 West Waterman Street, Wichita, KS 67202. The Vendor Expo will be on Wednesday April 19th from 3:00 p.m. until 5:30 p.m. As usual, no other events will be scheduled during expo hours. You will have the full attention of KASBO conference attendees during the dedicated show hours.

KASBO members aren't just influential – they are decision-makers. When you exhibit at the KASBO Conference, you will have the potential to meet one-on-one with over 300 business officials who head a major business function of their school system. They will be Directors or Supervisors of Business/Finance, Energy, Food Services, Human Resources/Risk Management, Information Technology, Operations and Maintenance, Purchasing, and Transportation. Nearly all of the members of KASBO are the administrators who “sign-on-the-dotted line” for their school district.

School business officials are the key to sales in the school business market, and they come to the KASBO Annual Convention. They are seeking solutions to the problems their districts face and the purchases they need to make. You need to be there to show them how your company can help. You can reach these decision-makers by:

- Introducing your newest products and services
- Showcase to new decision makers products and services that the educational market already knows and values
- Highlighting the products and services that have proven their worth in other industries and need introduction to the growing school business market

In addition to the Vendor Expo, several sponsorship opportunities (eg. the Vendor Party) exist for exhibitors and other KASBO sponsors. Vendors wishing to participate will receive a variety of recognitions at the Annual Convention and Expo. The specific rights and benefits your company will receive will be tailored to your individual needs. Specific sponsorship opportunities for this convention are listed at <http://kasbo.wildapricot.org>, as well as on page 3 and 4 of this document.

Want to make a day of it? There will also be a Golf Tournament and a Bowling Event early on Wednesday, April 19 with sponsor options, as well.

**Deadline for Exhibitor Registration is March 15, 2017. CHOICE booth availability is limited, so reserve your space now! We expect to fill up fast!**

**\*\*\*Register today at <http://kasbo.wildapricot.org> \*\*\***  
(or contact Rob Balsters, [rbalsters@cox.net](mailto:rbalsters@cox.net), 785-640-4143)

**Room Reservations at the Hyatt may be made at <https://aws.passkey.com/go/KASBOconvention2017>**

## THANK YOU FOR SUPPORTING KASBO!

***Cancellation Policy: Full refund if cancellation is received prior to March 31, 2017.  
Sorry, no refunds will be given after March 31st.***

## CONFERENCE SPONSORSHIP OPPORTUNITIES

KASBO is offering you an opportunity to promote your company further by sponsoring one or more of the items below. To sponsor, register at <http://kasbo.wildapricot.org> at "2017 KASBO Annual Convention & Expo Opportunities". Sponsorship will be decided on a first come, first served basis.

<b>KANSAS ASSOCIATION OF SCHOOL BUSINESS OFFICIALS</b>				
<b>Sponsorship Levels- 4 Tier</b>				
Sponsorship Details	Prestigious Partner	Gold Partner	Silver Partner	Vendor Expo Partner
<b>Cost</b>	\$7,500	\$3,500	\$1,500	\$600
Registrations to KASBO Convention	5	3	2	1
Vendor Party Attendance	5	2	1	
<b>Annual Convention Expo Booth Selection</b>				
Premium booth at Vendor Expo	X			
Preferential booth selection at Vendor Expo (after Prestigious Partners)		X		
Priority booth selection at Vendor Expo (after Gold Partners)			X	
Booth at Vendor Expo				X
<b>Annual Convention Recognition</b>				
Exclusive Convention event sponsorship with recognition (ex. ASBO Scholarship)	X			
Logo included on all KASBO publicity for Annual Convention and Fall Workshop	X			
Introduction at and participation in Annual Convention and Fall Workshop Luncheons	X			
Deluxe logo banners displayed during all Annual Convention and Fall Workshop meals	X			
Deluxe recognition as a Prestigious Partner in Annual Convention & Expo program	X			
Hole sponsorship at Karen Schadel Memorial Golf Tournament	X			
Team of 4 at Karen Schadel Memorial Golf Tournament or Annual Bowling Tournament	X			
Participation for 1 at Karen Schadel Memorial Golf Tournament or Annual Bowling Event	see above	X		
Color ad in Annual Convention & Expo program (page = 4.2" x 5.4" portrait)	full page	1/2-page		
Logos electronically displayed/scrolling at all Annual Convention meals	X	X	X	
Excel membership mailing list of attendees provided prior to Annual Convention & Expo	X	X	X	
Sponsorship level designation on booth at Vendor Expo	X	X	X	
Sponsor level signage at registration table during Annual Convention & Expo	X	X	X	
Vendor provided advertisement in Annual Convention & Expo gift bag	X	X	X	
Annual Convention sponsorship opportunity with recognition (ex. Break Sponsor)	see above	X		
Large logo banner displayed during all Annual Convention meals	see above	X		
Special recognition as a Gold Partner in Annual Convention & Expo program	see above	X		
Special recognition as a Silver Partner in Annual Convention & Expo program	see above	see above	X	
Recognition as a Vendor Expo Partner in Annual Convention & Expo program	X	X	X	X
<b>Other Vendor Recognition</b>				
Color logo and hyperlink on KASBO website	X			
Logos on electronic/ print communications, monthly logo push via social media	X			
Logo pushed through social media communications on a monthly basis	see above	X		
Color logo on KASBO website	X	X		

1. **Sponsorship Level (must select one)** – See above for details regarding sponsorship levels. All five levels include a booth at the Vendor Expo. All booths are minimum size 8' x 8' with pipe and drape, one table and two chairs.

Prestigious Partner	\$ 7,500	<input type="checkbox"/>
Gold Partner	\$ 3,500	<input type="checkbox"/>
Silver Partner	\$ 1,500	<input type="checkbox"/>
Vendor Expo Partner	\$ 600	<input type="checkbox"/>

2. **Other options**

Vendor Party Sponsor (Wednesday, April 19)

The 2017 Vendor Party will be held at The Alley, 11413 E. 13<sup>th</sup> St. N, Wichita, KS 67206 from 6:00 p.m. to 9:00 p.m. Participating vendors will enjoy a casual evening of food, drink and fellowship with the KASBO members. Signage and recognition will be included throughout the evening. Vendor party sponsors may choose to have their awards from the Vendor Expo drawings be announced at the Party, which is optional. Only Vendor Party Sponsors may attend. There are no booths or displays at this event.

Vendor Party Sponsor	\$ 500	<input type="checkbox"/>
Beverage Sponsor	\$ 350	<input type="checkbox"/>
Break Sponsor	\$ 500	<input type="checkbox"/>

3. **KASBO Connections**

KASBO Connections is a strategic alignment that requires funding in order to create greater participation in ASBO events. Recommended participation levels are:

\$ 4,000	<input type="checkbox"/>	\$ 1,500	<input type="checkbox"/>
\$ 3,000	<input type="checkbox"/>	\$ 1,000	<input type="checkbox"/>
\$ 2,000	<input type="checkbox"/>	\$ 500	<input type="checkbox"/>

4. **Karen Schadel Memorial Golf Tournament**

Please review the Karen Schadel Vendor Packet and select only one option if you wish to participate.

Corporate Sponsor	\$ 600	<input type="checkbox"/>
Hole Sponsor	\$ 100	<input type="checkbox"/>

5. **Karen Schadel Memorial Golf Tournament – Limited Vendor Sponsorships**

Please review the Karen Schadel Vendor Packet and select one or more option if you wish to participate. Each option is only available to the first vendor making the selection on the website.

Beverage Cart Sponsor	\$ 750	<input type="checkbox"/>
Tournament Award Sponsor	\$ 600	<input type="checkbox"/>
Golf Cart Sponsor	\$ 500	<input type="checkbox"/>
Lunch Sponsor	\$ 500	<input type="checkbox"/>
Breakfast Sponsor	\$ 350	<input type="checkbox"/>
Hole Prize Sponsor	\$ 300	<input type="checkbox"/>
Driving Range Sponsor	\$ 300	<input type="checkbox"/>

**Total Due** (Add All Marked Boxes Above):

\$ \_\_\_\_\_

# *Kansas Association of School Business Officials*



## 2017 ANNUAL CONVENTION & EXPO

### “Mission ~~Im~~Possible”

April 19 – 21, 2017

Hyatt Regency, 400 West Waterman Street, Wichita, Kansas 67202

Vendor registration opens December 1, 2016 – <http://kasbo.wildapricot.org>

**Sponsors are encouraged to attend meals and events throughout the convention.**

**Please RSVP when registering as a sponsor.**

*Schedule is Tentative*

#### Wednesday, April 19

- |                        |  |
|------------------------|--|
| 8:00 a.m. – 12 noon    | Golf Tournament – (7:15 a.m. Registration) |
| 9:00 a.m. – 12 noon    | Bowling Tournament                         |
| 11:00 a.m. – 5:30 p.m. | Registration                               |
| 1:00 p.m. – 1:30 p.m.  | First Time Attendees Meeting               |
| 1:30 p.m. – 3:00 p.m.  | Pre-Convention Workshops                   |
| 3:00 p.m. – 5:30 p.m.  | Vendor Expo                                |
| 6:30 p.m. – 10:00 p.m. | Vendor Party at The Alley                  |

#### Thursday, April 20

- |                         |  |
|-------------------------|--|
| 7:00 a.m. – 4:00 p.m.   | Registration   |
| 8:00 a.m. – 10:00 a.m.  | Breakfast and First General Session with Featured Speaker Matt Jones |
| 10:15 a.m. – 11:45 a.m. | KSDE Legislative Update  |
| 12 noon – 1:30 p.m.     | Luncheon and Annual Meeting  |
| 1:45 p.m. – 4:00 p.m.   | Sectionals   |
| 4:15 p.m. – 5:15 p.m.   | Legislative Forum  |
| 6:30 p.m. -             | Dinner and Entertainment   |

#### Friday, April 21

- |                        |   |
|------------------------|---|
| 7:00 a.m. – 9:00 a.m.  | Breakfast on your own                     |
| 7:45 a.m. – 8:45 a.m.  | KASBO Board and Past Presidents Breakfast |
| 9:00 a.m. – 12 noon    | Sectionals                                |
| 12:15 p.m. – 1:30 p.m. | Luncheon and Final General Session        |