Ohio School
Boards Association

Reach Ohio public school decision makers

Exhibit at the OSBA Trade Show

Nov. 10 & 11, 2014

Ohio School Boards Association

OSBA Capital Conference and Trade Show attendees regularly rank the Trade Show as one of their favorite parts of the conference, offering a great mix of vendors providing the products, information and services districts want.

2014 OSBA Capital Conference

One of the best in the nation

The Greater Columbus Convention Center (GCCC) is the site for the 2014 OSBA Capital Conference and Trade Show, the largest education conference in the Midwest and the largest educational school boards trade show in the nation. Among the most modern showplaces in the nation, GCCC hosts all convention activities, including the annual business meeting, educational sessions, entertainment events and the Trade Show.

A golden opportunity for your business

For 59 years, the Ohio School Boards Association's Capital Conference and Trade Show has attracted thousands of educators and school administrators to Columbus each fall. Each year, more than 700 school districts are represented at the conference.

The 2013 Trade Show boasted 601 booths, and attendance was more than 9,400.

Meet the decision makers

You'll meet Ohio's public school board members, superintendents, treasurers, business managers, curriculum directors, facility managers, athletic directors, principals and many other school officials. These people decide what products and services to purchase for their districts — decisions that amount to $16.2 billion annually.

Who exhibits?

Exhibitors at the OSBA Capital Conference and Trade Show include architects and construction managers; athletic surface companies; educational consultants; employee benefits companies; engineering firms; facility managers; financial institutions; food service firms; office/classroom supply companies; software and technology firms; and textbook companies. For a list of the 2013 exhibitors, visit **www.ohioschoolboards.org/for-exhibitors**.

& Trade Show

Why exhibit?

- Expose your company to a $16 billion educational market.
- Meet the people who make the purchasing decisions in Ohio's schools.
- Network with nearly 10,000 attendees.
- Increase your name and product recognition.
- Introduce new products/programs to the public school market.
- Attend the largest educational trade show in the nation.

What exhibitors said ...

"Given our previous higher education clients, we thought it would be a natural step to explore opportunities within the Ohio K-12 schools. We were very pleased with the warm welcome and steady flow of people interested in document management. We look forward to attending next year!"

Lisa Saltsman, account executive, Coleman Data Solutions

"We have been exhibiting at the OSBA Trade Show for over 10 years. During this time, we have exhibited at more than 200 other trade shows, and have found the OSBA show to be the very best! They encourage interaction between the vendors and attendees, and create an environment where those interactions are productive and helpful for all participants. This show is always worth our investment."

Roland Tokarski, president & chief operating officer, The Quandel Group Inc.

Don't miss your chance to reach Ohio's educational market!

Exhibit space and payment schedule

Standard booth size is 10'x10'. In order to be considered for exhibit space, all applications must be accompanied with a nonrefundable deposit. Prior to Oct. 1, the application must be accompanied by a deposit of half of the total booth cost. After Oct. 1, full payment is due with your exhibitor application in order to reserve a booth space. Applications received without a deposit will not be processed.

Sponsorship and advertising opportunities

Gain added exposure by taking advantage of sponsorship opportunities throughout the conference. Promotional activities include educational programs, entertainment events, food and beverage functions, publications, services and giveaways.

Exhibitors also may purchase an *InfoAd*, an electronic visual message displayed in the convention center's Main Concourse throughout the conference, or on-site large-scale graphics, including wall, stair and floor graphics.

Exhibitors receive discounts on advertisements in the *Journal*, OSBA's bimonthly magazine, and will receive a complimentary subscription to the *Journal* for the remainder of 2014. Exhibitors who commit before July 3 will receive a complimentary listing in the OSBA *VendorBook*, a yearly directory of goods and services for schools that is included in the August issue of the OSBA *Journal* magazine. To see a list of sponsorship opportunities and a list of the 2013 sponsors, visit **www.ohioschoolboards.org/for-sponsors**.

OSBA Conference Guide

Each exhibitor will be listed in the *OSBA Conference Guide*, mailed to all attendees prior to the conference that includes the conference schedule, exhibitors and conference activities. You must apply by July 31, 2014, to be included in the *Conference Guide*.

Client hospitality

Exhibitors may attend OSBA entertainment activities held during the conference and also may arrange for their own hospitality suites.

Application for exhibit space

OSBA Trade Show 2014 — Nov. 10 & 11

Greater Columbus Convention Center — Halls C & D Downtown Columbus, Ohio

Application requirements

A nonrefundable deposit must be received with the application. (*See below for deposit amount.)*

Space will not be held unless a deposit is received. OSBA reserves the right to reject any application it deems as inappropriate in nature. If a company's application is rejected, the deposit will be returned.

After acceptance of this application, a contract for space will be sent to the applicant, along with an invoice for the remaining rental fee.

Booth space rental

Front third of exhibit hall

Standard.....10' x 10'.....$975
Corner .....10' x 10'.....$1,000
Island .....20' x 20' *call for pricing*

Middle third of exhibit hall

Standard.....10' x 10' $925
Corner .....10' x 10' $950
Island .....20' x 20' *call for pricing*

Deposit, payment schedule and cancellation policy

Prior to Oct. 1, the application must be accompanied by a deposit of half of the total booth cost. After Oct. 1, full payment is due with your exhibitor application in order to reserve a booth space. Space will not be held unless the deposit is received.

Full payment will be due 45 days after date of contract and invoice. OSBA reserves the right to release reserved booth spaces if payment is not received within 45 days of contract and invoice.

In the event of cancellation, the exhibitor will forfeit the booth deposit. Cancellations or breach of contract on or after Oct. 1 entitle the exhibitor to no refund and all payments shall become the property of OSBA as liquidated damages.

Firm name _____

Address _____

City _____ State _____ ZIP _____

Contact _____ Title _____

Phone ( ) _____ Fax ( ) _____

Email address _____ website _____

Number of booth spaces requested _____ Booth choices: 1st _____ 2nd _____ 3rd _____ 4th _____

Company description (limited to 145 characters — spaces count as characters) _____

_____

_____

_____

I understand that the deposit for booth space is nonrefundable unless my application is rejected, and acknowledge the cancellation policy stated above. I also understand that by providing my fax number and email address, I consent to receive faxes and emails from OSBA.

Authorized signature _____

Check for information on: ❏ Sponsorship opportunities ❏ *InfoAds* ❏ *Journal* and *VendorBook* advertising

Direct all correspondence to:

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