

# ***SPONSORSHIP AND EXHIBIT SHOW OPPORTUNITIES***



MASB



## **ANNUAL LEADERSHIP CONFERENCE**

**Oct. 24 – 27, 2024**

**Exhibit Hall C  
Lansing Center  
Lansing, Michigan**

# CONNECT WITH THE LARGEST GATHERING OF SCHOOL BOARD MEMBERS AND SUPERINTENDENTS FROM MICHIGAN!

## ABOUT MASB



The Michigan Association of School Boards is a voluntary, nonprofit association of local and intermediate boards of education located throughout the state of Michigan. Our membership is comprised of 600+ boards of education, representing nearly all public school districts in the state.

- 600+ conference attendees
- 93% of 2023 ALC exhibitor survey respondents said they would exhibit again next year.



**600+**  
**CONFERENCE**  
**ATTENDEES**

## TOP REASONS TO EXHIBIT

Support the training and development of school board members while enriching the educational experience for Michigan's public education students.

- Generate new leads.
- Showcase your products.
- Highlight new solutions.
- See and learn what's new in the marketplace.
- Assess the market awareness of your company, your brand.
- Obtain feedback on new products or services.

## REGISTRATION AND PAYMENT

Booths and sponsorships can be selected and purchased online through MASB's website at [masb.org/exhibit](https://masb.org/exhibit). After we receive your registration, we'll follow up with your invoice. Payment in full will be accepted in the form of a credit card or check made payable to the Michigan Association of School Boards. Booth space will not be assigned until payment is received.

## WHAT EXHIBITORS SAID

"The MASB staff were very personable, friendly, and helpful if any questions were asked."

**MCCARTHY & SMITH, INC.**

"The MASB exhibit show has been, and continues to be, a great opportunity for us to connect with members, and provide information regarding our transportation services."

**DEAN TRANSPORTATION**

"I look forward to this event each year! MASB takes great care to make sure that exhibitors and sponsors feel our time and monetary investments are valued and it is noticed and appreciated! Thank you so much!"

**SSOE GROUP**

# SPONSORSHIP AND EXHIBIT SHOW OPPORTUNITIES

## 1. CHOOSE YOUR BASE PACKAGE:

### Event Sponsor Base Package

Ensure that your organization is featured as one of the ALC event sponsors across welcome signage and the mobile app and platform. You will also receive a list of conference attendee email addresses, enabling you to connect with them before, during and after the event. Additionally, you have the option to provide branded items to MASB for inclusion in the event registration bags that every attendee will receive.\*

Business Affiliate members have access to discounted pricing and will receive a special designation at their booth. Learn more and become a Business Affiliate member at [masb.org/join](https://masb.org/join).

\* Items for registration bags must be received at our office by **Tuesday, Oct. 1, 2024**. Production and shipping are the responsibility of the vendor—total recommended quantity is 700. Please note, we cannot accept exclusive conference sponsored items such as lanyards, bags, etc.

### Without Exhibitor Booth

**\$1,250**

★ Business Affiliate

**\$1,500**

Nonmember

### With Exhibitor Booth

**\$2,000**

★ Business Affiliate

**\$2,250**

Nonmember

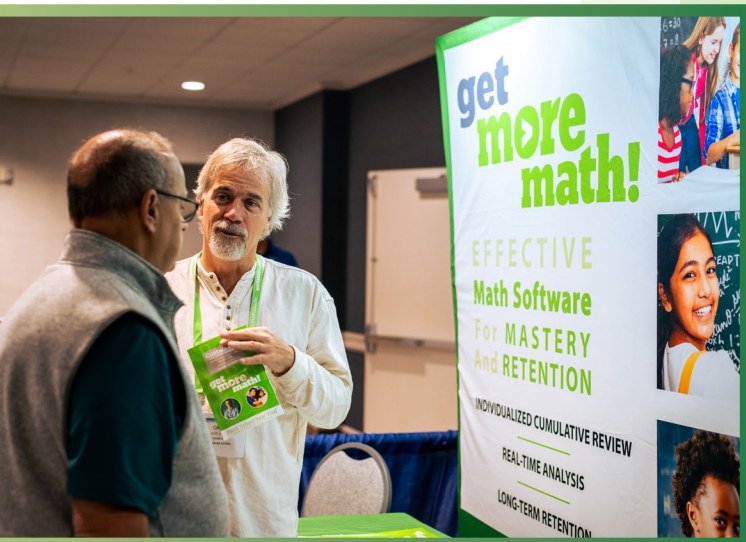
### With Two Adjacent Booths

**\$2,750**

★ Business Affiliate

**\$3,000**

Nonmember



### Booth includes:

- 10' wide x 10' deep fully draped exhibit booth
- 2' x 6' covered and skirted table
- Two chairs and a wastebasket
- Complimentary WiFi

PLEASE NOTE: Each booth registration includes four company representatives. If you would like to invite additional representatives, you can purchase spots. Carpet is not included and can be purchased in the Art Craft exhibitor kit.

# EXHIBITOR ADD-ONS, ENHANCED SPONSORSHIPS AND BRANDING UPGRADES

## 2. INCREASE YOUR IMPACT AND EXPOSURE, LEVEL UP TO AN ENHANCED SPONSORSHIP!

Pricing does not include your base package cost.

### Exhibitor Add-Ons

#### Drink Tickets (No Limit)

Offer attendees free drink tickets to encourage booth visitation and conversation. You'll receive purchased tickets in your onsite registration packet.

\$10 each

#### Additional Representatives (Up to four additional per booth, eight total)

Each booth is limited to four company representatives. If you would like to invite additional representatives, you can purchase spots.

\$20 each

### Exclusive Sponsorships

SOLD

Main Conference Sponsor

SOLD

Wellness Activity Sponsor

SOLD

#MASBHealthy Sponsor

### Session and Meal Sponsorships

\$4,000

General Session Sponsor

(Three available)

Put your brand front and center by sponsoring one of three General Sessions! Includes logo recognition on event signage, logo on screen prior to the session, ability to put materials at each table and the option to say a few words about the services your company provides at the start of the session.

\$2,000

Breakfast Sponsor

(One available per day, two total)

Join attendees for breakfast and an exclusive opportunity to tell them about the services your company provides. Includes logo on event signage, ability to put materials at each table and a video played throughout the breakfast hour.

\$2,000

Lunch Sponsor

(One available per day, two total)

Join attendees for lunch and an exclusive opportunity to tell them about the services your company provides. Includes logo on event signage, ability to put materials at each table and a video played throughout the lunch hour.

SOLD

Board Presidents  
Breakfast Sponsor

\$1,500

New Board Member  
Breakfast Sponsor

(One available)

\$1,000

Break Sponsor

(Three available per day, six total)

Help attendees start their days, stay energized or refresh between sessions. This is a great way to boost your company profile. Includes logo recognition on event signage.

# EXHIBITOR ADD-ONS, ENHANCED SPONSORSHIPS AND BRANDING UPGRADES

## 2. INCREASE YOUR IMPACT AND EXPOSURE, LEVEL UP TO AN ENHANCED SPONSORSHIP!

Pricing does not include your base package cost.

### Branding Upgrades

**\$5,500**

**Lanyard Sponsor**  
(One available)

Every attendee must wear a badge to enter all sessions and social activities. Remind them of your involvement wherever they go!

**\$5,500**

**Conference Bag Sponsor**  
(One available)

Every attendee receives a conference bag stuffed with goodies from MASB and our sponsors when they arrive. Your logo has prominent placement to show your commitment and support.

**\$4,000**

**Mobile App Splash Screen**  
(One available)

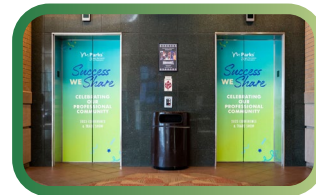
Make sure you put your brand in the palm of their hand by being the official brand of the ALC mobile app. Your logo and a quick call to action will be front and center on the app's main interface for the duration of the conference.



**\$3,500**

**Grand Staircase Branding Upgrade**  
(One available)

Create an impactful experience with your brand and messaging applied to the conference's main staircase.



**\$2,500**

**Elevator Door Branding Upgrade**  
(One available)

Create a large impact by displaying your brand and message on the main elevator for conference attendees. Your design will cover one elevator door.

### Advertising Upgrades

**\$2,000**

**Video Ad**  
(Three available)

Got something to share, launch or inform education leaders about? Share a video to run prior to a General Session and on the conference mobile app/platform.

**\$1,000**

**Mobile App Banner Ad**  
(Two available)

Your company logo would be featured in the app/virtual platform ALC banner for the day.

# WELCOME RECEPTION

**THURSDAY, OCT. 24**

Join MASB in offering food and/or beverages at your booth. Let the Lansing Center help you increase foot traffic at your booth with a special food or beverage to serve to attendees. Find the menu at [lansingcentermenus.menusaccess.com](https://lansingcentermenus.menusaccess.com). Contact Justice Shankel at [justice.shankel@lepfa.com](mailto:justice.shankel@lepfa.com) or 517.908.4040 to set up your order. The deadline to order is **Tuesday, Oct. 1, 2024**.

You can also purchase drink tickets to hand out to attendees at your booth. Drink tickets can be used at the hosted bars during the Welcome Reception. This is an opportunity for you to network with customers and provide a small token of your appreciation. Order and pay for your drink tickets when you reserve your booth online.



## Terms and Conditions

The Lansing Center's Foodservice Department is the exclusive supplier for all food and beverage service at the Lansing Center. **No outside food or beverage will be allowed to be brought onto Lansing Center premises.**

The Lansing Center Foodservice Department will determine the type of service-ware utilized for each food and beverage function. Determination will be based on factors such as but not limited to flooring type (carpeted vs non-carpeted), room type (exhibit hall vs ballrooms), overall function space/layout, meals going to multiple rooms/exhibitor spaces, etc. Requests for specific service-ware is subject to approval and may be subject to additional charges as applicable.

All proposals, quotes and arrangements for food and beverage service shall be made solely through our Catering Sales Coordinators. **Food and beverage selections and event agendas should be confirmed at least thirty (30) days prior to the function date.**

Due to health regulations and concerns of food safety for our guests, all food and beverage is to be consumed on premises. No food or beverages may be removed from the building upon completion of the event. Unused food products that meet safety parameters to be redistributed, will be donated to Greater Lansing Food Bank's Food Movers. This program uses their refrigerated trucks and trained personnel to distribute safe food products to local community organizations.

**See full terms and conditions at [lansingcentermenus.menusaccess.com](https://lansingcentermenus.menusaccess.com).**

## EXHIBITOR SCHEDULE

### Thursday, Oct. 24

- 5 – 8 p.m.** Exhibitor Set-Up and Registration Open
- 8:30 – 10 p.m.** Grand Opening and 75th Anniversary Welcome Reception  
*(following the conclusion of MASB's Annual Business Meeting)*

### Friday, Oct. 25

- 10 – 11:30 a.m.** Exhibit Show
- 11:30 a.m.** Exhibitor Tear-Down  
*(following the show)*

All times are tentative and subject to change.

### Questions?

Contact us at [exhibits@masb.org](mailto:exhibits@masb.org) or 517.327.5900.  
Visit [masb.org/exhibit](https://masb.org/exhibit) for more information.

## HOTEL ACCOMMODATIONS

### Crowne Plaza Lansing Hotel

925 S. Creyts Rd.  
Lansing, MI 48917

Make reservations online at [masb.org/staylansing](https://masb.org/staylansing) or call 877.322.5544 and mention Michigan Association of Schools Boards or group code MAS.

### Rooms

Hotel Guestroom: \$165

(Before applicable taxes and fees; proof of sales tax exemption must be received by the hotel.)

**Reservation Deadline: Sept. 23, 2024**



# EXHIBITOR PREPARATION CHECKLIST



Reserve your booth space and event sponsorships or upgrades at [masb.org/exhibit](https://masb.org/exhibit). Your booth number(s) will be assigned once payment is received.

**Based on Availability**



After reserving your booth or sponsorship, complete our organization information form as soon as possible. You'll receive a link to the form in your registration confirmation email. The information provided will be used in print and digital conference materials so that attendees can become familiar with your organization.

**Submissions received after the deadline will only be uploaded to the mobile app and will not appear in the printed conference program.**

**Deadline: Wednesday, Sept. 4, 2024**



Book your hotel accommodations. MASB has a dedicated block of rooms reserved at the Crowne Plaza Lansing Hotel. Make reservations online at [masb.org/staylansing](https://masb.org/staylansing) or call 877.322.5544 and mention Michigan Association of Schools Boards or group code MAS.

**Deadline: Monday, Sept. 23, 2024**



Order food or beverages to offer at your booth during the Welcome Reception on Thursday night. Find the menu at [lansingcentermenus.menusaccess.com](https://lansingcentermenus.menusaccess.com). Contact Justice Shankel at

[justice.shankel@lepfa.com](mailto:justice.shankel@lepfa.com) or 517.908.4040 to set up your order.

**Deadline: Tuesday, Oct. 1, 2024**



Ship items to the MASB office for inclusion in attendee registration bags. Production and shipping are the responsibility of the vendor—total recommended quantity is 700.

**Deadline: Tuesday, Oct. 1, 2024**

#### Address

Michigan Association of School Boards  
1001 Centennial Way, Ste 400  
Lansing, MI 48917-8249



Let us know who will be representing your organization at the Exhibit Show – you'll receive a link to complete the form a few weeks before ALC.

**Deadline: Monday, Oct. 14, 2024**



If you would like to get an Exhibitor Kit from Art Craft, go to [artcraftdisplay.com](https://artcraftdisplay.com), click on Download Exhibitor Kit and use event code 352711.

**Deadline: Monday, Oct. 14, 2024**



If you need power at your booth, complete and return the Utilities Order Form at [masb.org/utilities](https://masb.org/utilities) to the Lansing Center.

**Deadline: Monday, Oct. 14, 2024**



Insurance coverage is required and is the sole responsibility of the Exhibitor. All Exhibitors are required to have proof of insurance during the show.

**Deadline: Time of Show**



# EXHIBITOR GUIDELINES

- Booth requests must be selected and paid for with a credit card or check payable to Michigan Association of School Boards, 1001 Centennial Way, Ste 400, Lansing, MI 48917-8249.
- Installation of exhibits takes place from 5 – 8 p.m. on Thursday, Oct. 24, 2024, at the Lansing Center, Exhibit Hall C. Refreshments will be provided during move-in.
- In-person show hours are from 8:30 – 10 p.m. on Thursday, Oct. 24, 2024, and 10 – 11:30 a.m. on Friday, Oct. 25, 2024.
- Removal of all exhibits concludes no later than 5 p.m. after the closing of the show. All exhibits must be dismantled and packed between 11:30 a.m. and 5 p.m. on Friday, Oct. 25, 2024. PLEASE DO NOT tear down prior to 11:30 a.m.
- All times are tentative and subject to change. You'll be notified of the confirmed time frames at least 30 days prior to the show.
- Exhibitors must adhere to the Lansing Center's Exhibitor Guidelines. Read full guidelines at [lansingcenter.com](https://lansingcenter.com).
- All related equipment, crates, etc., shall be removed from the exhibit hall premises at the conclusion of the show and shall not be brought back on to the premises. It's not possible to store display material and/or show merchandise. MASB will charge accordingly for removal of all items left on the premises.
- No refunds will be made for cancellation of booths or space engaged unless MASB is able to resell the space; no refunds 30 days prior to the show; refunds will not be made for space used only part of the time; subletting or sharing space with another company is prohibited. All refunds are distributed within 30 days after the show.
- All exhibits must conform to the size of space provided and show colors provided (white skirting with blue and white backdrop). In order to have uniformity of show colors, please don't order table skirts outside of the designated show colors to cover the MASB-provided tables. Any violation of this request will be deemed in noncompliance and MASB reserves the right to change the skirting. You may decorate with multiple colors inside your booth. Exhibits must not be of such character or arrangement as to obstruct the view or interfere with the exhibits of others. MASB reserves the right to relocate exhibitors or adjust floor plans to accommodate the best interests of the show.
- Advertising materials and signs of firms other than those that have engaged space are prohibited.
- Direct sales or negotiations leading to binding purchase agreements are prohibited. MASB would appreciate being informed of any infraction of this rule.
- Exhibitor is fully responsible to pay for any and all damages to property owned by the exhibit hall, its owners or managers, resulting from any act of omission by the Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Lansing Center, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from, or out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees and business guests, arising from, or out of, the Exhibitor's occupancy and use of exhibition premises, or any part thereof.
- Insurance coverage is required and the sole responsibility of the Exhibitor. Space is leased with the understanding that the Exhibitor will hold MASB harmless from any or all liabilities, including injury to any person or damage to any property arising from any cause. MASB can't guarantee Exhibitors against injury, loss or damage through theft, fire, accident or any other cause. All Exhibitors are required to have proof of insurance during the show.
- Special needs of disabled participants must be accommodated in compliance with the Americans With Disabilities Act and Michigan law, with special arrangements made by Exhibitors.
- All laws and ordinances pertaining to health, fire prevention, public safety and state sales tax are the responsibility of Exhibitors to know while participating in this show.
- Motion picture projectors and other apparatus must conform to the state and/or city fire regulations. All draperies or other fabrics or materials must be fire retardant to be used in the decoration of any exhibit. Electrical wiring must conform to local fire codes.
- Standard fire codes of Lansing, Michigan must be adhered to by all Exhibitors.
- All necessary licenses or consents for use of copyrighted works, patented inventions or other intellectual property owned by any third party and used for this exhibit is the sole responsibility of the Exhibitor to secure. The Exhibitor agrees to indemnify, defend and hold MASB harmless against any claim of liability, loss or damages, or infringement of intellectual property rights related to this exhibit.
- Only registered Exhibitors will be admitted into the exhibit hall. All attendees must register to enter and must possess an official badge.
- Rights and privileges of any Exhibitor shall not be infringed on by any other Exhibitor. Interviews, demonstrations, distribution of literature, etc., must take place inside each Exhibitor's booth. Canvassing outside of the booth is forbidden.
- Any Exhibitor that chooses to provide food and beverage inside their booth must contract with the Lansing Center directly. Alcoholic beverage orders must be serviced by Lansing Center staff— supplied, opened, prepared and served. Contact Justice Shankel at [justice.shankel@lepfa.com](mailto:justice.shankel@lepfa.com) or 517.908.4040 to set up your order. **The deadline to order is Tuesday, Oct. 1, 2024.**
- Promotional materials are prohibited outside your booth.
- Registration and attendance at or participation in MASB events constitutes an agreement by the registrant to MASB's use and distribution of the attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events.
- Unethical conduct or infraction of rules on the part of Exhibitors or their representatives, or both, will subject Exhibitors or their representatives to dismissal from the exhibit hall, in which event it is agreed that no refund will be made by MASB and, further, that no demand for redress will be made by Exhibitors or their representatives.
- Should any unforeseen event render the fulfillment of this agreement impossible, the parties shall mutually amend or terminate the agreement at the option of MASB. The exhibitor hereby waives any claim against MASB for damages or compensation. MASB shall not be financially liable in the event the show is interrupted, canceled, moved or dates changed.
- Points not covered to be settled at MASB's discretion.

# **SPONSORSHIP AND EXHIBIT SHOW OPPORTUNITIES**

**Oct. 24 – 27, 2024**

**Exhibit Hall C  
Lansing Center  
Lansing, Michigan**



## ***RESERVE YOUR SPACE TODAY!***

Visit [masb.org/exhibit](https://masb.org/exhibit) or contact [exhibits@masb.org](mailto:exhibits@masb.org) for more information.

