

EXHIBITOR PROSPECTUS

"NSBA is one of our best shows. The people we need to talk with are here."

— Siemens Building Technologies



SHOW + SELL

SHOW THEM WHO YOU ARE. **TELL** THEM WHAT YOU DO. **SELL** THEM WHAT THEY NEED.



NSBA 70TH ANNUAL CONFERENCE + EXPOSITION

APRIL 10-12, 2010 ■ CHICAGO, IL ■ McCORMICK PLACE, WEST BUILDING

WWW.NSBA.ORG/CONFERENCE

TELL

your story to a qualified audience

WE GET THE WORD OUT ABOUT THE CONFERENCE TO GUARANTEE SUCCESS!

- Year-round marketing efforts only to a qualified audience
- Direct mail efforts that begin 11-months out, with a "Save the Date" postcard mailing to nearly 20,000 past attendees
- More than 100,000 direct mail pieces, including registration brochures, fliers, newsletters, and postcards
- Interactive conference Web site with online registration and up-to-the-minute changes, program additions, and online scheduling options
- E-newsletters sent out monthly with conference updates and hot links to registration, educational session descriptions, and exhibit floor news
- A comprehensive schedule of print advertising in state and national school board journals and education magazines



Your best chance to meet personally with so many qualified buyers in your market. For pricing information, or to discuss how we can best meet your marketing needs,

CALL: 703.838.6167

NSBA DRAWS THE MAJOR PLAYERS FROM THE LARGEST DISTRICTS

More than 1,500 districts sent representatives to the NSBA Annual Conference in 2009.

34.4%
of the nation's total public school enrollment
18 billion of the 51.6 billion universe

34.8%
of total school district expenditures
\$160 billion of \$460 billion

36.5%
of total instructional dollars
\$10.4 billion of \$28 billion

44%
of Federal Title 1 dollars for 2009

SELL

your capabilities to influential stakeholders

FOCUSED ATTENTION OF A STRATEGIC AUDIENCE

- More than six exclusive show hours
- Access to 5,000 leaders in public school education
- Over 21,818 leads generated in 2009

STRONG MARKET PRESENCE

- 2010 pre- and post-show attendee list rentals (one-time use)
- Annual Conference logos to use in your marketing materials
- Free company listing with your company logo on the NSBA Annual Conference Web site with a link to your Web site
- Free company listing and product/service description in the Annual Conference Program Book
- Virtual press room on the Annual Conference Web site where you can post press releases and product announcements
- Numerous promotional and sponsorship opportunities

PLAN A SUCCESSFUL EXHIBIT WITH OUR HELP

- Free pre-show exhibitor e-courses and on-site seminars hosted by an industry veteran
- Monthly exhibitor e-newsletter packed with insider tips and articles on how to maximize your impact
- Free marketing manual full of ideas, tools, and timelines
- Complimentary customized exhibit floor guest passes for your best customers in the Chicago area
- Free Exhibit Hall badges for five staff members (per 10' x 10' booth) – extra badges are available for \$35 each
- Exhibit badges allow access to General Sessions and workshops on a space available basis
- A special 2-week Early Bird hotel booking period for NSBA exhibitors and discounted rates for premium hotel accommodations

Exhibiting increases return on investment an average of

500%

– CEIR Cost of Effectiveness of Exhibiting Study

Pre-show mailings increase booth traffic by as much as

33%

– CEIR

"This is the best show for us in terms of good contacts. This is why we have exhibited for the last 12 years."

– KI



EXHIBIT HOURS

Regular hours

<i>Saturday, April 10</i>	11:30 AM–4:00 PM
<i>Sunday, April 11</i>	11:30 AM–4:00 PM
<i>Monday, April 12</i>	9:00 AM–Noon

Over 6 hours of **EXCLUSIVE** Exhibit Hall time!

<i>Saturday, April 10</i>	11:30 AM–1:30 PM 2:45–3:45 PM
<i>Sunday, April 11</i>	11:30 AM–1:30 PM
<i>Monday, April 12</i>	11:00 AM–Noon

INSTALL DAYS
Thursday, April 8
8:00 AM–5:00 PM

Friday, April 9
8:00 AM–5:00 PM

DISMANTLE DAYS
Monday, April 12
12:01 – 5:00 PM

Tuesday, April 13
8:00 AM–Noon

Freeman is the official decorating company of the NSBA Annual Conference. **Final booth payment due December 4, 2009.**

How Should Exhibitors React to the Challenging Economy?

The Trade Show Bureau conducted a study on the effect of the recession on exhibiting and found that trade shows continue to attract a high-quality audience. The level of actual buying plans is not seriously changing, and trade shows continue to provide one of the highest concentrations of prospects. Rather than dropping out of worthwhile shows, here are some tips on working within smaller budgets:

REUSE THE SAME EXHIBIT MORE THAN ONE YEAR, WITH MINIMAL CHANGES.

REDUCE THE NUMBER OF SALES PERSONNEL SENT TO THE SHOW.

STAFF THE EXHIBIT WITH LOCAL SALES PERSONNEL TO MINIMIZE TRAVEL COSTS.

— RCSR 21.09, Trade Show Bureau



RESERVE TODAY! CALL: 703.838.6167

HERE'S JUST A SAMPLING OF THE 332 COMPANIES WHO EXHIBITED WITH NSBA IN 2009!

American Red Cross
 ARAMARK Education
 B4 Disaster Management and Consulting Services
 Blackboard Connect Inc.
 Classroom School Uniforms
 Coca-Cola North America
 D.A.R.E. America
 Durham School Services
 Electronic School Board by InterCom Network
 Excel Dryer Corporation
 First Student, Inc.
 French Toast Official School Wear/LT Apparel Group

Gilbane Building Company
 Grasshopper Company
 Honeywell Building Solutions
 Houghton Mifflin Harcourt Supplement
 International Baccalaureate Org.
 Irwin Telescopic Seating
 JC Penney/IZOD Schoolwear
 Johnson Controls, Inc.
 Kellogg's Food Away From Home
 Kelly Educational Staffing
 Landscape Structures Inc.
 Little Tikes Commercial
 MedTech Wristbands
 Musco Sports Lighting, Inc.

NAMM
 National PTA
 Oreck Vacuum
 OWP/P Architects
 PaySchools
 Princeton Health Press
 Q3 Solutions
 Qwizdom, Inc.
 Renaissance Learning
 Rosetta Stone
 Sodexo
 Subway Sandwiches and Salads
 Tarkett Sports
 Turner Construction Company
 U.S. Department of Education

U.S. Green Building Council
 VH1 Save the Music Foundation
 Virtual Driver Interactive
 Williamson-Dickie
 Wireless Generation
 Yamaha Corporation of America
 ZOLL Medical Corporation

"One of our best shows. We're getting to talk to folks who make the decisions."

— Wal-Mart

SEE A COMPLETE LIST AT WWW.NSBA.ORG/CONFERENCE.

SHOW + TELL

"The conference was a wonderful experience for us. We had great traffic flow to our booth and acquired many solid prospects."

— Teachers-Teachers.com

CONTACT US TODAY!

Reach the country's top K-12 school district decision-makers by becoming an exhibitor/sponsor/advertiser at NSBA's 70th Annual Conference.

Exhibits

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Sponsorships

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Advertising

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ABOUT NSBA

The National School Boards Association is a not-for-profit federation of state associations and school boards across the United States. Our mission is to foster excellence and equity in public education through school board leadership. We achieve that mission by representing the school board perspective before federal government agencies and with national organizations that affect education, and by providing vital information and services to state associations of school boards and local school boards throughout the nation.