# Education Leaders Annual Conference

October 20 - 22, 2019 | Peoria, Illinois

### **Exhibitor Prospectus**



#### WWW.ILPRINCIPALS.ORG

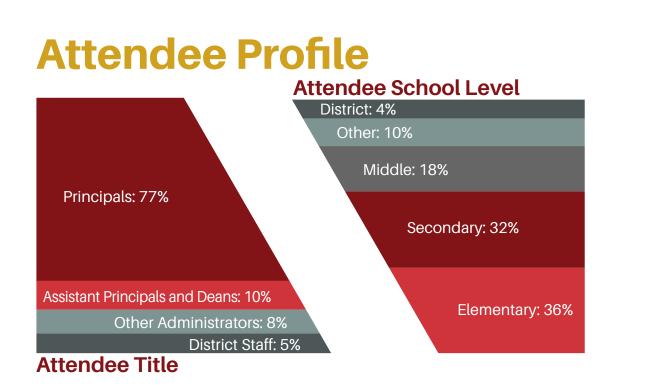
## Welcome to #IPAFC19

We invite you to join us for the IPA Education Leaders Annual Conference, October 20-22, 2019 in Peoria, IL. Our theme this year is Leading through Equity and Excellence!

Approximately 600 school administrators from elementary, middle and secondary schools from all over the state attend this event to hear nationally renowned speakers; participate in educational sessions on how they can better serve their schools; network with colleagues; and attend one of the largest exhibitions in Illinois for school administrators. It is the objective of the IPA to provide attendees an exhibition with informative service and product displays that pertain to the improvement of schools. Only firms whose products and services are appropriately related to the education, health, welfare and personal development of children, youth and educational leaders shall be permitted to exhibit.

Under the new Illinois funding and accountability models, schools will have the opportunity and responsibility to show academic growth independent of their district at large. Now, more than ever before, school leaders need to research and invest in products and services that can help their schools succeed. Your participation as a conference sponsor or exhibitor not only allows you to renew business associations and friendships, but helps you invest in the networking and relationships that will build a foundation for years to come.

Please join us as a sponsor or exhibitor and get ready for another great Education Leaders Annual Conference!



### **Exhibitor Schedule**

#### Sunday, October 20

4pm	- 6pm	Move in
5pm		App training

#### Monday, October 21

6:15am - 7am	. Move in
7am - 3:15 pm	. Show hours
7am - 8am	. Breakfast with attendees
10:25am - 11:05am	. Break with attendees
11:45am	Lunch for exhibitors
12:10pm - 1:40 pm	. Lunch with attendees
2:45pm - 3:15pm	. Break with attendees
3:15pm	. Move out



## **Exhibitor Support**



INFO

BENEFITS

MEMBER

FRIEND

BRONZE

SILVER

GOLD

PLATINUM

Contact Pam Burdine, IPA Conference Coordinator & Corporate Relations Support Specialist, at pam@ ilprincipals.org or 217-525-1383. Pam can answer any questions about corporate membership, exhibitor information, sponsorship opportunities and benefits.

### **Corporate Membership**

IPA Corporate Members are a critical part of our Association community, and can give conference exhibitors extra benefits. If you choose to become a sponsor of the annual conference, you will receive **IPA Corporate Membership**, or your organization can join for an annual dues rate of \$250. Benefits of Corporate Membership include:

Receive IPA member communications	
Company listing and link in the IPA's online Corporate Partner Directory	V
Recognition in a weekly email, PrinciPal, that goes out to over 5000 IPA members	V
Recognition on social media as Corporate Partner	
Corporate Partner image to use in emails and other digital communication	
Member mailing labels available once a year upon request	
Savings on Annual Conference Booth Space	
1-month lead time on choice of booth space and sponsorships	$\checkmark$
Special IPA Corporate Member sign on your booth and name badge	
Special IPA Member demarcation in the Annual Conference Program	$\checkmark$
Opportunity to place promotional material on Annual Conference resource table	

ponsorship Senefits	<b>Friend</b> \$1,000 - \$2,499	<b>Bronze</b> \$2,500 - \$4,999	<b>Silver</b> \$5,000 - \$9,999	<b>Gold</b> \$10,000 - \$14,999	<b>Platinum</b> \$15,000+
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ecial IPA Member demarcation in the Annual nference Program	V	V	V	V	V
portunity to place promotional material on nual Conference resource table	V	V	V	V	V
ing on IPA website banner	V	$\checkmark$	$\checkmark$	V	
ng in the IPA's Annual Report	$\checkmark$	V	$\checkmark$	V	$\checkmark$
g on the Annual Conference website & app	X	V	V	V	V
g on Signs at the Annual Conference	$\bigotimes$	$\checkmark$	$\checkmark$	$\checkmark$	
gnition during an Annual Conference ral Session	♦	V	V	V	V
rertisement in the printed Annual Conference anda (registration deadline of July 31)	$\bigotimes$	$\bigotimes$			
ting banner ad on Annual Conference ile app	$\bigotimes$	$\bigotimes$	V	V	V
ognition in an edition of the monthly Corporate aber Spotlight sent to IPA Members	$\bigotimes$	$\bigotimes$	V		V
10 x 10 booth at Annual Conference	X	X	X	<b>V</b>	V
ortunity to attend Welcome Reception at Jal Conference to greet attendees (2 reps your organization)	$\bigotimes$	$\bigotimes$	$\bigotimes$	V	V
at with IPA Region Directors & Membership irs during annual training	$\bigotimes$	$\bigotimes$	×	<	V
vebsite banner with logo	$\bigotimes$	$\bigotimes$	$\bigotimes$	$\bigotimes$	V
with IPA Board of Directors during a erly Board Meeting	$\bigotimes$	$\bigotimes$	$\bigotimes$	$\bigotimes$	V
r of support from IPA Executive Director on tterhead for company representative use	$\bigotimes$	$\bigotimes$	۲	⊗	V
ortunities to connect company esentatives with IPA Region Leadership	$\bigotimes$	$\bigotimes$	$\bigotimes$	$\bigotimes$	V

## **SPONSORSHIP OPPORTUNITIES**

INFO

BENEFITS

BRONZE

SILVER

GOLD

PLATINUM

## Friend \$1,000 - \$2,499

#### Annual Conference 5K Fun Run/Walk \$1,000

5K fun run/walk that will be held on Sunday, October 20, 2019 at 10:00 a.m., with sign-in at 9:30 a.m. As the sponsor, you will receive the following benefits: logo on t-shirt sleeve; signs at the run/walk, including the start and finish line. You will also be listed as the 5K Fun Run/Walk sponsor in the conference agenda.

#### **FRIEND** Annual Conference Masseuse in MarketPlace \$1,000

Pamper attendees by having a masseuse in your booth. The sponsor of this will receive a specific booth location to allow room for the masseuse. This is a hit with attendees! As the sponsor, you will receive the following benefits: Priority booth placement. You will also be listed as the conference masseuse sponsor in the conference agenda.

#### Annual Conference Small Group Session Room \$1,000 per room | 8 available

Take advantage of the opportunity to sponsor a Small Group Session Breakout Room for the conference. The Small Group Sessions are the heart of the conference, so what better way to get your company some recognition as a room sponsor. As the sponsor, you will receive the following benefits: Sponsor logo on session sign outside of room; your literature available in room for attendees; and you will be listed as a small group session room sponsor in the conference agenda.

#### Annual Conference Surveys \$1,500

Session surveys are a requirement for any conference attendee desiring professional development hours for attending the conference, sponsoring the surveys is a great way to get your name in from of Illinois' education leaders. As the sponsor, you will receive the following benefits: Your logo on each session survey; and you will be listed as the conference surveys sponsor in the conference agenda.

## Annual Conference Connect to Win Game \$1,500

Conference attendees will have an opportunity to play "Connect to Win" on the conference mobile app, earning points for visiting exhibitors and sponsors; tweeting; and other tasks at the conference. As the sponsor, you will receive the following benefits: your logo incorporated into the conference mobile app game; and you will be listed as the conference connect to win sponsor in the conference agenda.

### Annual Conference Centerpieces \$1,500

We always like to make the MarketPlace look nice and a personal touch is the centerpiece that we use on the lunch tables in the MarketPlace. This is a great way to get your company logo out there! As a sponsor, your will receive the following benefits: Your logo incorporated into the decoration (as determined by IPA); and you will be listed as the centerpiece sponsor in the conference agenda.

### Annual Conference Elevator Clings \$1,500

There will be elevator clings at the hotels and Peoria Civic Center highlighting the theme and special details. Clings are highly visible and will be up for the duration of the conference. As the sponsor, you will receive the following benefits: Logo included on elevator cling; and you will be listed as the elevator clings sponsor in the conference agenda.



## Bronze \$2,500 - \$4,999

#### Annual Conference Coffee Break \$2,500 | 3 available

Food is the fuel that keeps attendees moving! We offer 3 different breaks with snacks and beverages. Breaks take place Monday morning, Monday afternoon, and Tuesday morning. As the sponsor of one of the breaks, you will receive your logo on napkins during the break you sponsor (provided by IPA). You will be listed as a coffee break sponsor in the conference agenda.

### Annual Conference Registration Badges \$2,500

Annual conference attendees are all given a badge and lanyard to wear for the event. As the sponsor of this, IPA will put your logo on the lanyard for the name badge.

#### Annual Conference Connection Center \$2,500

The Connection Center is a comfortable place for networking and idea exchange as well as a chance to reflect on conference events and sessions. A phone charging station will be available here as well, drawing participants throughout the day. The Connection Center is in the MarketPlace on Monday. As the sponsor, you will receive the following benefits: Logo included on Connection Center signs; your literature available in the Connection Center for conference attendees; and you will be listed as the Connection Center sponsor in the conference agenda.

### Annual Conference Innovation Playground \$2,500 | 4 Available

The Innovation Playgrounds offer the chance for schools to showcase their innovative student programs. Conference participants have an opportunity to interact with students and not only learn about the innovative learning taking place in their schools, but consider how such programs may be a fit in leaders' own schools and districts. As the sponsor, you will have a sign place at an Innovation Playground featuring your name and logo; and you will be listed as an Innovation Playground sponsor in the conference agenda.

#### Annual Conference Shirts \$3,500

The first 200 Conference Attendees to register for the event will receive a limited edition polo with the IPA Logo. As a sponsor, your logo will be incorporated on the sleeve of the polo shirt, and you will be listed as the polo shirt sponsor in the conference agenda.

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## **Silver** \$5,000 - \$9,999

### Annual Conference Welcome Reception Beverages \$5,000

The Welcome Reception is held on Sunday night and is the kickoff to the conference. As the sponsor you will get to place your signs at the ever-busy drink stations. You will also be listed as the welcome reception beverage sponsor in the conference agenda.

#### Annual Conference Mobile App \$5,000

The mobile conference app is now a requirement for any attendees who want to earn professional development hours. Sponsor the app and your logo will appear on the launch screen anytime the app is started. You will also be listed as the mobile app sponsor in the conference agenda.

#### Annual Conference Continental Breakfast \$5,000 | 2 available

Help attendees start their day off right! IPA offers breakfast on both Monday and Tuesday mornings. As the sponsor of one of the breakfasts, you will get your logo on napkins at the breakfast (provided by IPA). You will also be listed as a breakfast sponsor in the conference agenda.

#### Annual Conference Spiral-Bound Agenda Book \$5,000

Every attendee will be given a spiral-bound conference agenda. Not only does the agenda contain information about the small group sessions, it has vital details about lodging, eating and other items attendees must know. As the sponsor, you will receive a full-page advertisement in printed agenda, either in the front or on the back cover, your choice.



# **Gold** \$10,000 - \$14,999

#### INFO

BENEFITS

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#### Annual Conference General Session Keynote \$10,000 | 2 available

The General Sessions are your chance to speak directly to all conference attendees. You will get to introduce yourself and your organization before introducing the session's speaker. You will also be listed as a general session keynote sponsor in the conference agenda.

## Annual Conference Monday Night Reception \$10,000

After a full day of learning at the IPA's Annual Conference, attendees are invited to relax and network with each other at a Monday night reception. A representative from your organization will be able to give a brief introduction at the event. In addition to the sponsor benefits listed, your logo will appear on cocktail napkins at the event and your logo projected on the wall when possible.

### Annual Conference Attendee Mementos \$10,000

All conference attendees are given a copy of a book written by one of the keynote speakers at the conference. As the sponsor, you will be allowed to have a bookmark included with the book, in addition to all other sponsor benefits.

# Platinum | \$15,000+

#### Annual Conference Welcome Reception \$15,000

IPA Annual Conference holds a Welcome Reception on Sunday evening for all attendees coming to conference. This event also recognizes the Past Presidents of the Illinois Principals Association. A representative from your organization will be able to give a brief introduction at the event. In addition to the sponsor benefits listed, your logo will appear on cocktail napkins at the event and your logo projected on the wall when possible.

#### Annual Conference Lunch \$15,000

The MarketPlace on Monday lunch will be the hub for all conference attendees. As the sponsor of this lunch you will have your logo on the meal napkins during Monday's lunch (provided by IPA). You will also be able to have two company representatives in attendance to greet attendees at lunch and be listed as the Monday lunch sponsor in the conference agenda.



#### **Sponsor and Exhibitor Policies**

The 2019 IPA Education Leaders Fall Conference and Exhibition will be held at the Peoria Civic Center, Peoria, Illinois, and will be open free-of-charge to all registered meeting attendees. Exhibit hours are 7:00 a.m. - 3:15 p.m., Monday, October 21, 2019. IPA reserves the right to alter exhibition hours due to changes in the conference schedule or other reasons deemed advisable by the IPA Executive Team. Setup is Sunday, October 20, 4:00 p.m. – 6:00 p.m. or Monday, October 21, 6:15 a.m. - 7:00 a.m. Exhibits must be staffed no later than 7:00 a.m. If booth space is not occupied by 7:00 a.m., October 21, 2019, the IPA has the right to use that space as it sees fit. Tear down is the same day at 3:15 p.m.

Exhibitors will be issued badges which must be worn at all times. There will be no exceptions. Exhibiting firms contracting for one (1) 10'x 10'x 10' booth are allotted three (3) personnel per booth. Exhibitors and their representatives are prohibited from attending any Conference events unless they pay the Conference Registration Fee. If booth space is cancelled by an exhibitor on or after September 30, 2019, or if the exhibitor fails to occupy contracted space by 7:00 a.m. October 21, 2019, no refund will be made. If payment in full is not received by IPA prior to September 30, 2018, IPA may cancel the booth reservation and retain the deposit. If booth space is cancelled by the exhibitor prior to September 30, 2019, any deposit made will be refunded to the exhibitor less a \$100 processing fee. All notices of cancellation must be in writing and will be deemed valid when received by the IPA state office.

1) EXCEL Decorators is the exclusive Drapage Contractor. See exhibit information for details.

2) All exhibit and booth materials must be flameproof and comply with city fire laws, as well as insurance underwriters' and Convention Center safety regulations. The Peoria Fire Code requires that all containers and packing materials be removed from the exhibition area following booth setup. The exhibit service contractor will arrange for removal, storage and retrieval of these materials for exhibitors. Only display materials that can pass fire inspections may be used. Explosive, flammable materials, gases and substances prohibited by city departments and other authorities are not allowed. All electrical work must be approved by the Peoria Civic Center, and the Illinois Principals Association, and installed in accordance with the Fire Code regulations.

3) The exhibit booths are not carpeted. The aisles are carpeted.

4) Booths may be reassigned by the IPA staff to avoid congestion, prevent confusion in company names or for similar reasons. The exhibitor will be notified, if possible, prior to reassignment. An exhibitor shall not share with, sublet to, or exhibit the product of another exhibitor without the written permission of the exhibitor and the IPA staff.

5) All exhibitor displays including information and promotional items, must be contained wholly within the booth space rented by the exhibitor. IPA reserves the right to refuse displays it considers inappropriate. All exhibits, back walls and decorations are limited to 10' high. The IPA staff must approve in writing any requests for exhibits or equipment more than 10' high or any unusual or unique configuration. Loudspeakers, microphones or other amplification devices, and live or mechanical music are not permitted in the exhibit hall. Exhibitors are asked to stay within their rented space—avoiding the aisles.

6) Exhibitors' acceptance of payment for goods and/or services and/or delivery of such during the exhibition is allowed. The exhibitor agrees that accepting payment or providing services or merchandise in the exhibition area is not tied to the IPA in any way. All required taxes are the responsibility of each individual exhibitor.

7) Denigration of another exhibiting firm or its products or services will not be permitted in aisles, in other exhibitors' booths or in proximity to any seminar meeting room during, before or after any such seminar. Samples, catalogs, pamphlets, publications and promotional material may be distributed by exhibitors strictly within the confines of their own booths. Exhibitors will be permitted to give away items, conduct drawings or raffles, provide awards for signing names and addresses or use other promotions with approval of the IPA staff.

8) Booths are required to be staffed at all times during exhibition hours. Booths will not be closed or torn down before the specified time when an announcement will be made, and no part of the exhibit or equipment may be removed early without permission of the IPA staff.

9) Nothing may be pasted, tacked, nailed, screwed or fixed to any parts of the building or its furnishings. Expenses incurred for damages to the exhibit hall's physical property, i.e. floors, walls, furnishings, etc., will be charged to the exhibitor.

10) Exhibitors' equipment is not insured by IPA for loss, theft, damage or breakage. The exhibitor assumes total responsibility therefore and hereby agrees to protect, indemnify, defend, save and hold harmless the Peoria Civic Center, and its employees and agent; any representatives of the IPA and its staff, and the IPA against all claims, liabilities, losses, costs and attorneys fees arising from or relating to damages to persons or property, owned or

rented, governmental charges and fines and attorneys fees arising out of or caused by exhibitors' equipment, merchandise, displays, and of the exhibition prey part thereof, excluding any such liability caused by the negligence of the Peoria Civic Center or their respective employees and agents. The exhibitor hereby agrees to protect, indemnify, defend, save and hold harmless the IPA, employed security services, the Peoria Civic Center and their respective trustees, directors, officers, employees, and agents, against all liabilities and claims therefore and expenses, including, without limitation, fines and attorneys fees that might ensue from any cause whatever, including without limitation accidents while viewing exhibits, when accidents or injuries are caused by the acts or negligence of the exhibitor, its representatives, agents, or employees. Exhibitors are urged to place "extraterritorial" and other insurance coverage on equipment and exhibits, and arrange for extended public liability insurance. The exhibitor acknowledges that IPA, and the Peoria Civic Center do not maintain insurance covering exhibitors' owned or rented property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance coverage for such losses by the exhibitor. The care, custody and control of the exhibitors' materials will be the exhibitor's responsibility at all times. The exhibitor, upon signing the Exhibit and Sponsorship Contract expressly releases the aforementioned persons and entities from any agreement or obligation to indemnify them against any and all claims for loss, damage or injury. The fact that the exhibitor obtains such insurance shall not relieve or release the exhibitor from or limit the exhibitor's obligation to protect, indemnify, defend, save and hold harmless IPA and its trustees, officers, employees and agents as required by this Rule 10.

11) The IPA and individual staff assume no responsibility or obligation for damage to exhibitor's property, owned or rented, lost shipments either to or from the exhibit hall, or for any moving costs, all such matters being the total responsibility of the exhibitor. Damage due to inadequately packaged property is the exhibitor's responsibility. If an exhibit fails to arrive in time for exhibition, the exhibitor remains responsible and no refund will be made.

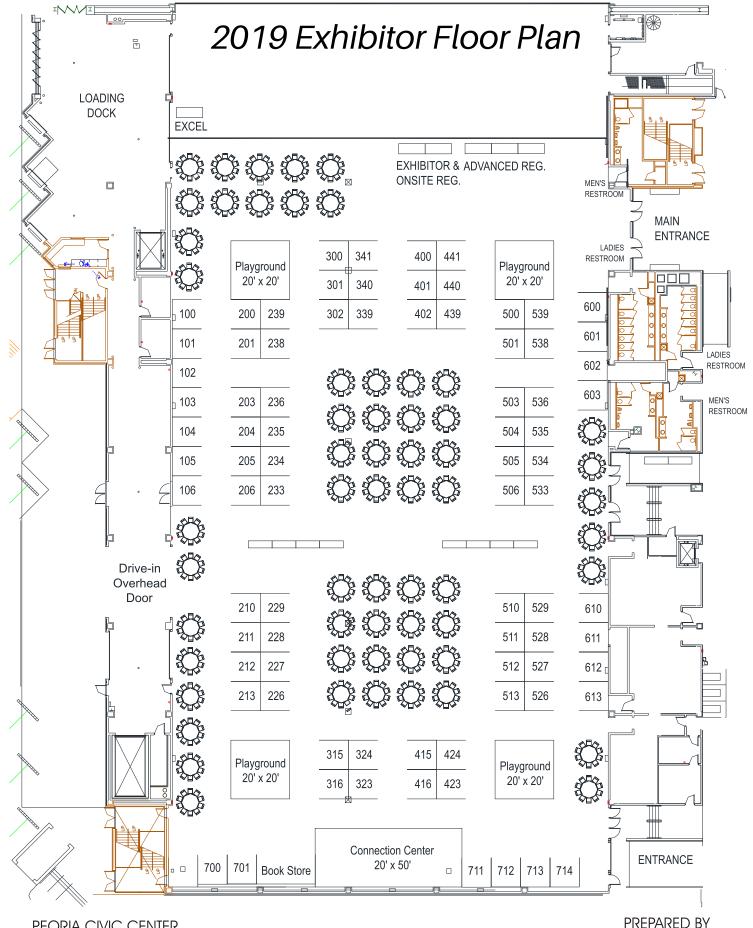
12) Vendors shall not conduct or sponsor directly or indirectly any events such as receptions, meals, seminars, lectures or the like within a radius of 150 miles of Springfield for a period of three (3) days preceding or concurrent with the IPA Education Leaders Annual Conference and Exhibition without advance approval from IPA. Nor may any organization have promotional materials available at any venues being used for the IPA Education Leaders Annual Conference and Exhibition during that same time period without the approval from the IPA. Without limitation to any other sanctions which the IPA may impose, including the closing of the exhibiting firm's booth(s), violators of this Paragraph 12 are subject to denial of exhibit space, sponsorships and IPA membership for a period of up to five (5) years, prohibition of the violating firm's personnel from attendance at an IPA Conference for that same period.

13) Participation in the IPA Education Leaders Annual Conference and Exhibition may not be used as advertisement for commercial purposes or for non-IPA sponsored continuing education courses. Without limitation to any other sanctions which the IPA may impose, including the closing of the exhibiting firm's booth(s), violators of this Rule 13 are subject to denial of exhibit space for a period of up to five (5) years and prohibition of the violating firm's personnel from attendance at the IPA Conference for that same period.

14) Prospective exhibitors may be required to submit in writing supplemental information, such as a brief history of the company, research papers, references and/or proof of previous exhibition of the products and services to be displayed, as may be appropriate. IPA reserves the right to disallow prospective exhibitors to exhibit at the Conference. The IPA does not guarantee registration attendance. Any estimate by the IPA of the anticipated attendance is based upon previous attendance records and meeting content.

All matters not specifically covered in the preceding rules and regulations shall be subject solely to the decision of the IPA. Unethical conduct or infraction of these exhibition rules by the exhibiting firm or its representatives will, without limitation of other sanctions, subject either or both to dismissal from the exhibit area. If such happens, no refund will be made to, and no demands for redress will be made by the exhibiting firm or its representatives. It is the responsibility of the exhibiting firm representative contracting for booth space to notify all on-site personnel of these rules and regulations and ensure compliance herewith.

Without limitation of any of the sanctions which IPA may impose, any violation of the foregoing Exhibit Rules, Regulations and Instructions, or any directives by the IPA or the individual staff, may result in any one or more of the following actions at the sole discretion of the IPA and in the case of clauses (i) and (ii) at the sole discretion of IPA; (i) the closing of the exhibit, (ii) the removal of any employees, agents and representatives of the exhibiting firm, (iii) the denial of booth space or the denial of personnel of the violating firm, or both, from exhibiting at or attending, or both, meetings sponsored by the IPA for such period as the IPA may determine in its sole discretion.



PEORIA CIVIC CENTER HALL D PREPARED BY EXCEL DECORATORS, INC

#### Exhibitor/Sponsor Registration Form

STEP 1	
Organization Name:	Website:
Primary Contact Name:	
Primary Contact Email:	Primary Contact Phone:
Organization Address:	
City: State:	Zip Code:
Please provide a short description of your organization an the corporate partner directory:	nd/or products that IPA can display on its website in
Sponsorship Opportunity Requested (skip if only purchasi	sing conference exhibit booth):
Name:	Cost:
Name:	Cost:
Corporate Membership (price included in ALL sponsorsh	nip opportunities, otherwise \$250):
<b>STEP 2</b> Booth Fee 10 x 10 (Gold and Platinum sponsors receive b Conference Attendee List (Included For All Members And	
Booth Preference (top 3 booth locations, see Exhibit hall m	map): <u>1: 2: 3:</u>
Organizations you would prefer NOT to be adjacent to:	1: 2: 3:

#### STEP 3 (please circle the categories that best fit your organization)

Alarm and Security Systems Apparel Associations & Government Athletic Equipment Attendance Programs Audio/Visual Awards	Curriculum Financial Consulting/Investments Fundraising Furniture Graduation Projects/Class Rings/ Yearbooks Gym & Playground Equipment	Photography Professional Development Publishers & Text Books Signs/Posters Teaching Aids/Materials Testing/Assessments Other
	, , , , , , , , , , , , , , , , , , , ,	Other
Calendars/Datebooks	Insurance	
Computers & Software	Office Machines & School Supplies	

#### PAYMENT INFORMATION REQUIRED TO PROCESS REGISTRATION FORM:

TOTAL FROM STEPS 1 and 2
Check #(Please include a copy of completed form with your check made payable to Illinois Principals Association)
Purchase Order #
Uvisa 🗆 MasterCard 🗇 Discover 🗇 American Express
Credit Card #Exp
Billing Address:
Signature:
Signature: