



M A S A
2007

The Art of Possibilities

LEADING IN A CULTURE OF CHANGE

Fall Conference Exhibit Show

September 26 - 27 - Grand Traverse Resort, Acme, MI

Dedicated Exhibit Hours:

Wednesday, September 26

8:00a - 10:30a Show Set-up

11:00a - 1:00p Kick-off Lunch

5:30p - 6:30p Evening at the Exhibit

Thursday, September 27

11:00a - 11:30a Morning Networking

12:00p - 4:30p Show Breakdown



Exhibitors receive:

- One 8'x10' **booth space** with back and side draping
- One 6' **display table** with 2 chairs and wastebasket
- One 7" x 44" black/white **ID sign**
- **Company listing** in the conference program
- A **list of conference participants**
- Special MASA **rates on lodging and activities** at the Grand Traverse Resort & Spa
- Opportunity to present a 20-minute **Sponsor Showcase**
- Full **conference registration** for one person (in addition to sponsor complimentary registration), including:
 - All conference sessions and materials (9/26 - 9/28)
 - Rose Memorial Luncheon (9/27)
 - President's Sponsor Appreciation Reception (9/27)
 - Two breakfasts (9/26, 9/27)



MASA Sponsors:

We are pleased to invite you to join us for the 2007 MASA Fall Conference Exhibit Show. This is a unique opportunity to network with the largest gathering of superintendents and administrators from local and

intermediate school districts across Michigan.

We welcome you to participate in this program and take advantage of the remainder of the conference schedule to connect with our members. Join us for Thursday's Memorial Luncheon and the Sponsor Appreciation Reception that evening, as well as other activities throughout the agenda.

Thank you for the support you have shown MASA members and your tremendous efforts on behalf of educating Michigan's children.

Sincerely,

William H. Mayes





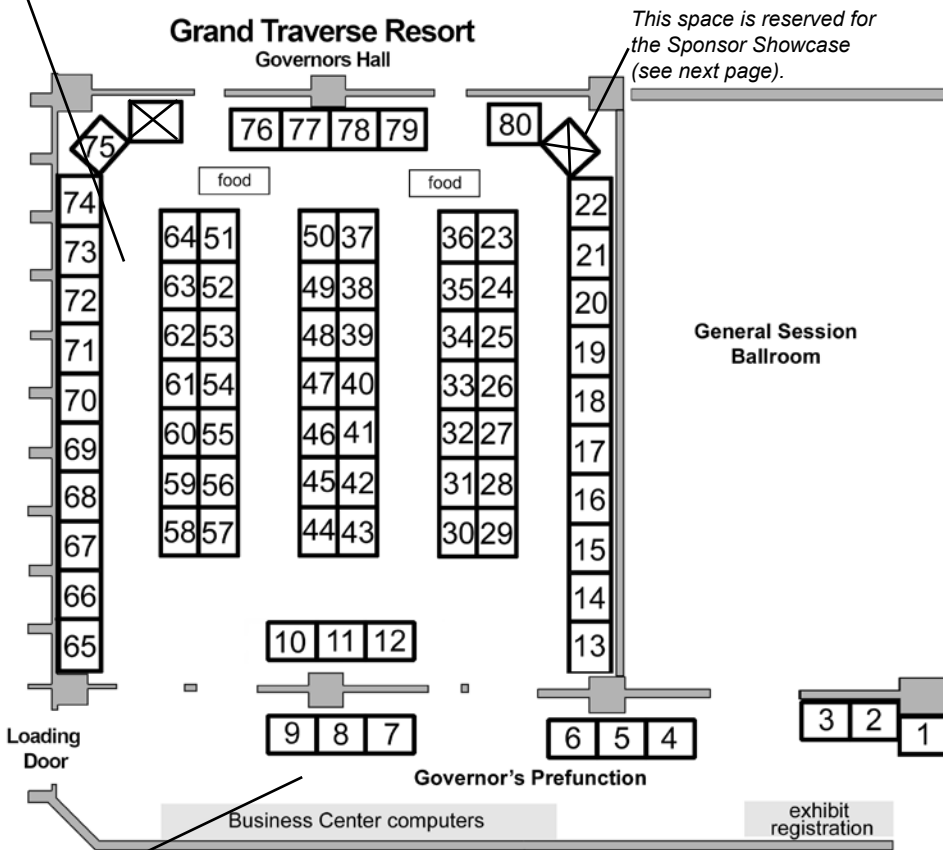
Two exhibit areas offer display choices:



1. In the Governor's Hall:

These booths (10 - 80) are arranged inside the Governor's Hall where food and tables will be set up throughout the space to encourage traffic flow to all areas for maximum exhibit exposure. The **Sponsor Showcase** presentation theater will also be located in this Hall to drive traffic and increase exposure during other conference activities.

Doors to the hall will be closed (but not locked) during non-show hours. Security of equipment and materials is still the full responsibility of the exhibitor. Please do not leave valuables unattended while away from your booth.



Business Service Categories:

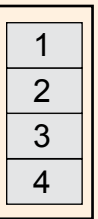
To help us match member needs with the products and services you provide, please designate appropriate categories for your organization on the exhibit form (next page) with the codes below:

- F - Financial
- L - Legal
- B - Benefits/Insurance
- E - Education/Curriculum
- T - Technology
- C - Construction/Architecture
- O - Operations/Maintenance
- SB - School Business
- SS - Student Services
- Other (Please specify)

Program Advertising:

Ad space is available to Exhibitors in the conference program in business card-sized blocks (2"X3" horizontal) for **\$100 per block**.

Ad blocks can be stacked into larger ads (2 blocks = a half-page of 4"X3.5"). Ads cannot exceed 8" in height (4 blocks) nor exceed 3.5" in width.



Send black/white print-ready ad in digital format to James Scofield at jscofield@gomasa.org. For questions, call 517.327.9259.

DEADLINE for Ads:
15 August 2007

Registration Process and Confirmation:

Exhibitors must be MASA Business Affiliates or Sponsors in good standing for the 2007-08 membership cycle to be eligible for exhibit space at the 2007 Fall Conference. Membership is determined by dues paid in full.

Exhibit applications will be accepted in order of 2007-08 membership level. Highest priority will be given to Sponsors of the Leadership level, followed by Platinum, Gold, then Silver, and finally, Business Affiliates.

A signed *Membership Commitment* (next page) will serve as a good faith agreement between MASA and signatory organization until membership/invoices can be distributed by MASA for the 2007-08 member cycle.

For questions regarding status of membership, sponsor level, or exhibit application, please contact Sue White at 517.327.9266 or swhite@gomasa.org.

2. In the Governor's Prefunction:

A limited number of booths (1 - 9) will be located in the public traffic area outside the Governor's Hall where our Business Center will be set up. These booths offer excellent exposure to conference participants as they come and go from the exhibit area, check their email at the Business Center, or gather for the general sessions (which will be adjacent to the exhibit area in the remainder of the Governor's Hall).

Because of the public nature of this area, exhibitors here are encouraged to stay near their booths and secure any valuables when away.

Membership Commitment

Business Affiliates assist MASA in its mission to provide service to public school administrators and ultimately the children they serve. Participating companies receive recognition and opportunities to interact with school district leaders from across the state throughout the year.

Business Affiliate Membership is required to be eligible to attend and/or exhibit at MASA conferences.

- Business Affiliate Member only **\$463**
(Do not check this box if you select a sponsorship level below that includes membership.)
- Leadership Sponsor* **\$10,000**
(includes all *PLUS*)
- Diamond Sponsor* **\$ 8,000**
- Platinum Sponsor* **\$ 6,000**
- Gold Sponsor* **\$ 4,000**
- Silver Sponsor* **\$ 2,000**

* Includes Business Affiliate Membership

In addition, choose to become a *PLUS* level sponsor and be recognized for your support at the annual programs listed below. **Choose all four for \$1000!** Leadership Sponsors automatically get this recognition.

- \$500** ___ AASA Michigan Reception
- \$500** ___ Legislation Committee
- \$500** ___ New Supts' Conference
- \$500** ___ President's Installation
- \$1000** ___ ALL FOUR

Total 2007-08 Sponsorship to be invoiced:
\$ _____

Contact (if different from exhibit info):

Name _____
email _____
phone _____

Exhibit Registration



Company Name (as will appear on printed materials) _____

Address _____

City, State, Zip _____

Complimentary Registrant Name (in addition to any complimentary registrants due to sponsorship) _____

Email _____

Phone _____ Service Category(s) (see page 2 for codes) _____

Authorized Signature: _____

By signing above, the exhibitor agrees to the terms outlined in the registration materials on the back of this form. MASA cannot accept a registration without an authorized signature.

Booth Request:

Booths will be assigned by MASA but we will try to honor requests where possible. Register early!

First choice: _____
Second choice: _____
Third choice: _____

Sponsor Showcase Presentations:

Do you have a new product, service, or solution to promote? Why not reserve our demonstration area, which will be set up in the Exhibit Hall?

MASA will offer a limited number of 20-minute slots for vendors to reserve in advance.

Promotion and marketing for the showcases will be *your* responsibility. MASA will provide the space, AV equipment, post notification of presentation schedule, and provide registrant contact info prior to conference.

I'm interested in the **Sponsor Showcase**. Please contact me.

Additional Attendees:

For \$100 each, additional representatives can attend Exhibit Show functions, the Rose Memorial Luncheon (9/27), and Sponsor Appreciation Reception (9/27). List names:

Booth \$700 _____
10% Sponsor Discount (-\$70) _____
Additional Attendees X \$100 _____
Program Ad Block X \$100 ... _____
GRAND TOTAL..... _____

Return signed form with payment and Membership Commitment to:

MASA - Exhibit Show
Sue White
1001 Centennial Way, Suite 300
Lansing, MI 48917-9279
Fax: 517.327.0771

swhite@gomasa.org

Credit Card Payment

Name _____

Card # _____

Expiration _____

Signature _____

* Payments will not be processed until confirmation of booth.



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www.gomasa.org

Reserve space now to be a part of the biggest gathering of superintendents in Michigan!



Additional Equipment & Services:

Exhibitors will receive a packet from Art Craft Display, Inc. with confirmation details prior to the conference.

Electrical, phone, and internet service will be coordinated through the Grand Traverse Resort. Details will be included in confirmation packet.

Shipping will be done through Art Craft Display, Inc. The Grand Traverse Resort does not have storage space and will not accept bulk exhibit items sent to them. Shipping instructions will be included in confirmation packet.

Lodging:

Take advantage of special rates on Grand Traverse Resort lodging by contacting the hotel at 800.748.0303 (mention MASA) or visit: www.gomasa.org/FC07.htm for the print & fax registration form. Deadline: August 24, 2007.

Michigan Association of
School Administrators
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517.327.5910
www.gomasa.org

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