

# 44<sup>TH</sup> Annual Summer Leadership Institute & Expo



July 18–19, 2012

GALT HOUSE HOTEL & SUITES • LOUISVILLE, KY

 **KASA**

KENTUCKY ASSOCIATION OF  
SCHOOL ADMINISTRATORS

# Annual Summer Leadership Institute & Expo

## July 18-19, 2012 • Galt House Hotel & Suites, Louisville

Dear Friend:

Please join us for the Kentucky Association of School Administrators' (KASA) Annual Summer Leadership Institute & Expo, the state's largest gathering of school district leaders, July 18-19, 2012.

For two days this July, you'll have a rare opportunity to engage with Kentucky's education leaders in the Market Place. You'll build new relationships, gain information and insight, and connect with our audience while making a critical difference for your business.

We expect more than 1,200 education leaders to attend, including superintendents; directors of special education, finance, pupil personnel, food service, communications, curriculum and assessment; principals; assistant principals; counselors; and other public education leaders. These leaders are the individuals who play a key role in shaping education policy and preparing our students for college and careers in a global society.

For this event, we are seeking business partners with proven programs and unique solutions to universal problems. We want to connect Kentucky education leaders to innovative partners who can help them lead and connect next generation learners worldwide, ultimately preparing them to live and work successfully in our global society.

We've redesigned the Market Place, and you will find exciting changes. From a Hollywood Walk of Fame for alliance partners and sponsors to a new game called The Vault to technology and assessment centers to an all attendee luncheon to a business connection lounge and a jazzy President's Reception, you can expect to connect with the KASA audience. Look for the keyword **NEW!** throughout this document to review the exciting changes.

If you care about the future of education, you won't want to miss this premier event for Kentucky's school leaders. And, this year's agenda, along with the redesigned Market Place, promises to be one of the most exciting and stimulating ever.

Come be the first to welcome Kentucky's school administrators to KASA's Annual Summer Leadership Institute & Expo, July 18-19, 2012. Sign on as a sponsor, register for a booth, meet and greet attendees in the Market Place, or participate in one of our numerous activities.



A handwritten signature in blue ink that reads 'Rhonda Caldwell'.

Rhonda Caldwell, CAE  
*Deputy Director*

## Questions?

Contact:

Wanda Darland, *Market Place Manager*

Ph: (502) 875-3411 • Fax: (502) 875-4634

Email: [wandad@kasa.org](mailto:wandad@kasa.org)

The KASA logo, featuring a stylized globe icon to the left of the letters 'KASA'. Below the letters, the text 'KENTUCKY ASSOCIATION OF SCHOOL ADMINISTRATORS' is written in a smaller, sans-serif font.



# Partnership Opportunities

## 1. Sponsorships

Partner with KASA as a Presenting, Diamond, Platinum, Gold or Silver sponsor and enjoy the following benefits and privileges associated with the summer institute.

### PRESENTING \$10,000 (1 available)

As the presenting sponsor, your company will receive recognition prior to and throughout the three-day event.

- Sneak preview—video invitation/welcome given by the sponsor
- Prominent exposure at all general sessions, including electronic signage
- Introduce keynote speaker at a general session and give a Word from Our Sponsor

• Host the President's Reception

**NEW!** Innovative island booth (20' x 20') or two 8'x10' booths located in the Hollywood Walk of Fame Corridor \*

- Full-page color ad, located on the back cover of the event program guide
- Promotional signage (print and electronic) displayed throughout the three-day event
- Website feature and link prior to the event
- Collateral mention in all news releases
- Half-page ad in the fall 2012 edition of the *Kentucky School Leader*, reaching 3,000 education leaders (\$900 value)
- Common benefits listed below
- Registration provided for up to eight company representatives

### DIAMOND \$4,500 • General Session Sponsor (2 available)

As a diamond sponsor, your company will host a general session with Ian Jukes, July 19, or Sarah Wessling, July 20. Other benefits include:

- Recognition of company representatives during session and electronic signage displayed during the session

**NEW!** Prime 8'x10' booth located in the Hollywood Walk of Fame Corridor or other preferred location \*

- Full-page color ad in the event program guide (inside front or back cover)
- Promotional signage (print and electronic) displayed throughout the three-day event
- Company logo/hyperlink placed with speaker information on KASA's website
- Common benefits listed below
- Registration provided for four company representatives

### COMMON SPONSORSHIP BENEFITS INCLUDE:

- Opportunity to present lunchtime partner session July 19
- Networking opportunities with Kentucky's education leaders
- Promotional signage in meeting areas
- Company information or premiums inserted in attendee registration packets (must fit in 9"x12" envelope) Contact Wanda Darland to discuss other ideas (wandad@kasa.org)
- Sponsor-identified name badges
- Pre-registration list available upon request one month prior to or after the event
- Premier listing in KASA's Online Buyers Guide (for one year) [kasa.officialbuyersguide.net](http://kasa.officialbuyersguide.net)

COMMITMENT  
DEADLINE

JUNE 4, 2012

### PLATINUM \$3,500

#### Featured Workshop Host, July 19 (4 available)

As an exclusive featured workshop host for nationally known speakers, you'll have direct access to a large audience and a meeting room for the day. Benefits include:

- Company signage prominently displayed in the meeting room
  - Company representative to serve as facilitator of guest speaker's sessions
  - Information station about your company in the back of the room
- NEW!** Prime 8'x10' booth located in the Hollywood Walk of Fame Corridor or other preferred location \*
- Company logo/hyperlink placed with speaker information on KASA's website
  - Full-page black and white ad in the event program guide
  - Common benefits listed below
  - Registration provided for four company representatives

### GOLD \$2,500 • Luncheon Host, July 19 (10 available)

Host the all-attendee luncheon along with other co-sponsors. Benefits include:

- Host of three banquet tables, providing you opportunity to meet attendees over a delicious lunch. Gold sponsors may invite specific individuals to dine with them, as well as decorate their tables and distribute materials and gift bags. Tables seat 10.

**NEW!** Prime 8'x10' booth located in the Hollywood Walk of Fame Corridor or other preferred location \*

- Half-page black and white ad in the event program guide
- Common benefits listed below
- Registration provided for three company representatives

### SILVER \$1,500

#### Refreshment Break Co-host, July 18-19

Refreshment breaks are provided Wednesday and Thursday for all attendees. Benefits include:

- 8'x10' booth space\*

- NEW!** Dessert break served from or near your booth
- E-signage in the break areas featuring your company logo
  - Quarter-page black and white ad in the event program guide
  - Common benefits listed at left
  - Registration provided for three company representatives

\*Note: See Exhibit Booth Space details on page 4 for information related to setup

## 2. Exhibit Booth Space July 18–19

As an exhibit partner, you will be among the first to welcome our visionary education leaders to KASA's Annual Summer Leadership Institute & Expo!

### Enhanced Hall Traffic

The 2012 value-added show floor plan and schedule will provide more space and quality time for attendees to visit business partners in the Market Place.

Familiar favorites such as refreshments, breakfast, massage therapy, prize giveaways, designated bingo booths, and the Internet café are back on tap for this year.

Look for technology and assessment centers set up in innovative booth designs; a seated lunch for all attendees; Hollywood Walk of Fame for alliance partners and sponsors; the exciting new game, The Vault; and the Business Connection Lounge. Add networking to the list and a successful experience is on tap for our business partners.

### Benefits of an Exhibit Partnership

Exhibit with KASA and take advantage of dedicated exhibit hours devoted to helping you market your products and services. To improve the focus on exhibits, no conflicting meetings, program sessions or activities are held during designated show times.

### Exhibit Partnerships Include

- 8'x10' booth space with pipe/drape, 6' skirted table, 2 chairs, and 2 lunch tickets
- Company name and booth number located in front of your exhibit space to assist those seeking partners by booth number and those playing bingo
- Company contact information listed in the event program guide
- Security service beginning July 18 at 5:30 p.m. until July 19 at 7:15 a.m.
- 24/7 assistance from KASA event planning team
- Registration for two company representatives, including access to all activities in the convention area July 18-19. Additional representatives may register for \$129 each for access to the event.
- Booth electricity is a 120 volt 500 watt outlet. Must be ordered when registering. On-site orders will be processed by the official show contractor, and payment will be the responsibility of the exhibiting company.

**NEW!** Basic listing in KASA's Online Buyers Guide (for one year) [kasa.officialbuyersguide.net](http://kasa.officialbuyersguide.net).

**Cost \$659 Standard Booth • \$759 Corner Booth**

\* *Note: Presenting, Diamond, Platinum, Gold and Silver partnerships include exhibit space.*

**COMMITMENT DEADLINE**  
**JUNE 4, 2012**

### General Information

- Partnerships include access to all activities taking place in the convention area of the Galt House, including general sessions, access to the hospitality room, refreshment breaks, and breakfast and lunch on Thursday.

*Note: President's Reception in the RIVUE Tower not included. Tickets may be purchased separately.*

- **NEW!** Exhibit area is carpeted. Show colors are blue/white/purple/blue. Alliance partners and sponsor booths will be placed in the Hollywood Walk of Fame Corridor with red carpeting, stars and red/white/gold drapery.
- **NEW!** Partners participating in The Vault game will be placed in the designated game area with green carpeting and green/white/gold drapery.
- Business partners will host breakfast for all attendees in the Market Place July 19.
- Partners may customize their booths through the official show contractor, Excel Decorators. The company will mail information packets upon completed registration or exhibitors may call (502) 640-3192 or send email to [ballgeier@exceldecorators.com](mailto:ballgeier@exceldecorators.com).
- Activities taking place during show hours related to your booth or organization's product/service must be approved by KASA staff. This includes prize drawings, receptions, hospitality rooms, traffic builders, outings and distribution of food and beverages.

\* *Note: KASA is not responsible for loss, damage, or theft of exhibitor materials or equipment incurred by exhibitor in conjunction with KASA's annual summer leadership institute, July 18-19, 2012.*

### Exhibit Space Assignments

Booth assignments in the Market Place are made primarily on a first-come, first-served basis. Sponsors, exhibitors and KASA alliance partners may request a specific booth location based on the floor plan found on page 6.

KASA will make every attempt to assign one of the spaces you request on the registration form; however, specific booth assignments are not guaranteed. In the event KASA is unable to honor all requests, assignments will be made in priority order as follows:

1. Partner/sponsor and corporate member requests will be given first priority in order of sponsorship level.
2. Requests will be considered based on the organization's length of participation in past KASA conferences.
3. Requests will be honored based on the date received.

**Booth assignments made upon receipt of registration form.**

### Exhibitor Accommodations

**Overnight lodging** is available to exhibitors at the Galt House Hotel & Suites in Louisville. Call the hotel at (800) 626-1814 or visit <https://resweb.passkey.com/go/kasa12> to request the discounted room block rate of \$139 (Suite Tower) or \$119 (RIVUE Tower).

**Parking** is available at a discounted rate of \$9 per night in the hotel parking garages, including an additional 832 parking spaces which can be accessed from Third Street near the old loading dock.



## Important Times for Exhibitors



### MOVE IN & SETUP

Wednesday, July 18 ..... 9:30 a.m. to 1:30 p.m. ET

### KICK OFF MEETING

Wednesday, July 18 ..... 1:30 to 2 p.m.

### MARKET PLACE HOURS

Wednesday, July 18 ..... 2 to 5:45 p.m.

Thursday, July 19 ..... 7:30 a.m. to 4:45 p.m.

### MOVE OUT

Thursday, July 19 ..... 5 p.m.

## 3. Event Add-ons

### The Vault **NEW!**

Sign up now for this “fun to play” game. Attendees receive a specially designed checkbook filled with checks bearing your company name and logo. Their mission will be to visit each booth in the vault, seek your signature, and then cash in their checks for great prizes.

The Vault will be designed in true bank style complete with teller stations, security guards and a vault to hold the prizes. Booths will be located on the escalator side and decorated with green/white drapery and green carpeting. Security guards (KASA staff) will secure the vault, show attendees how to play the game, collect the endorsed checks and distribute prizes.

**Note:** Exhibit space must be purchased separately. Hurry, participation is limited to 9 booth spaces for this exciting new game.

**Cost \$375**

### Program Guide Ads and Coupons\*

Reach Kentucky education leaders by advertising in the expanded event program guide! Consider an ad that attendees must bring to your booth for a discount, gift or demonstration. Submit ads in jpeg or pdf format to wandad@kasa.org.

- Full-page Black and White Ad ~ \$550 (7.5" wide by 10" tall)
- Half-page Black and White Ad ~ \$300 (7.5" wide by 5" tall/horizontal)
- Quarter-page Black and White Ad ~ \$150 (3.75" wide x 5" tall/vertical)

Ads due to wandad@kasa.org by June 4, 2012.

**\*Note:** Presenting, Diamond, Platinum, Gold and Silver partnerships include program guide ad.

### Business Connection Lounge **NEW!**

The Willis Room will be transformed into a Business Connection Lounge, a place where you can schedule one-to-one meetings with attendees in a quiet, private setting. Four office spaces will be available for this purpose July 18–19. You may reserve space for the entire day or a half day.

This add-on requires purchase of an exhibit space.

**Note:** Exhibit space must be purchased separately. Hurry, participation is limited.

**Cost \$225 half day; \$450 full day**

## Market Place Bingo

**Guaranteed to generate high quality leads.**

To play, attendees must visit your booth to have their playing card stamped in the area that bears your company logo and booth number. Participants turn completed Bingo cards in at the KASA bookstore and enter to win fabulous prizes on Thursday afternoon, including \$500 VISA gift card, iPad, golf package, luggage, weekend getaways, dining and department store gift cards, and more!



**Note:** Exhibit space must be purchased separately. Hurry, participation is limited.

**Cost \$275**

## President's Reception

President Lonnie Burgett invites you to attend the President's Reception, Wednesday, July 18, 2012, in the Archibald Cochran Ballroom, located on the third floor of the RIVUE Tower, from 7:30 to 9 p.m. Activities include food, fun, networking with Kentucky's education leaders, a musical performance by Mayfield Independent's most talented musicians, and a book signing with keynote speaker Erin Gruwell.

**Cost: \$39**

## Golf Scramble

Reach Kentucky's school administrators in a relaxed setting at the Association's Annual Golf Scramble, Wednesday, July 18, 2012, at the Quail Chase Golf Club in Louisville. Sponsors receive two complimentary scramble registrations, a designated hole and signage. Other activities may be arranged through the coordinator, Chuck Cash (charles.cash@madison.kyschools.us).

To register, complete the application on page 7. For additional information, contact our program sponsors at Jostens. Call Jerry Bush at (270) 781-5018 or David Gash at (859) 277-7384.

**Cost \$225**



**PROCEEDS SUPPORT ADMINISTRATOR SCHOLARSHIPS**

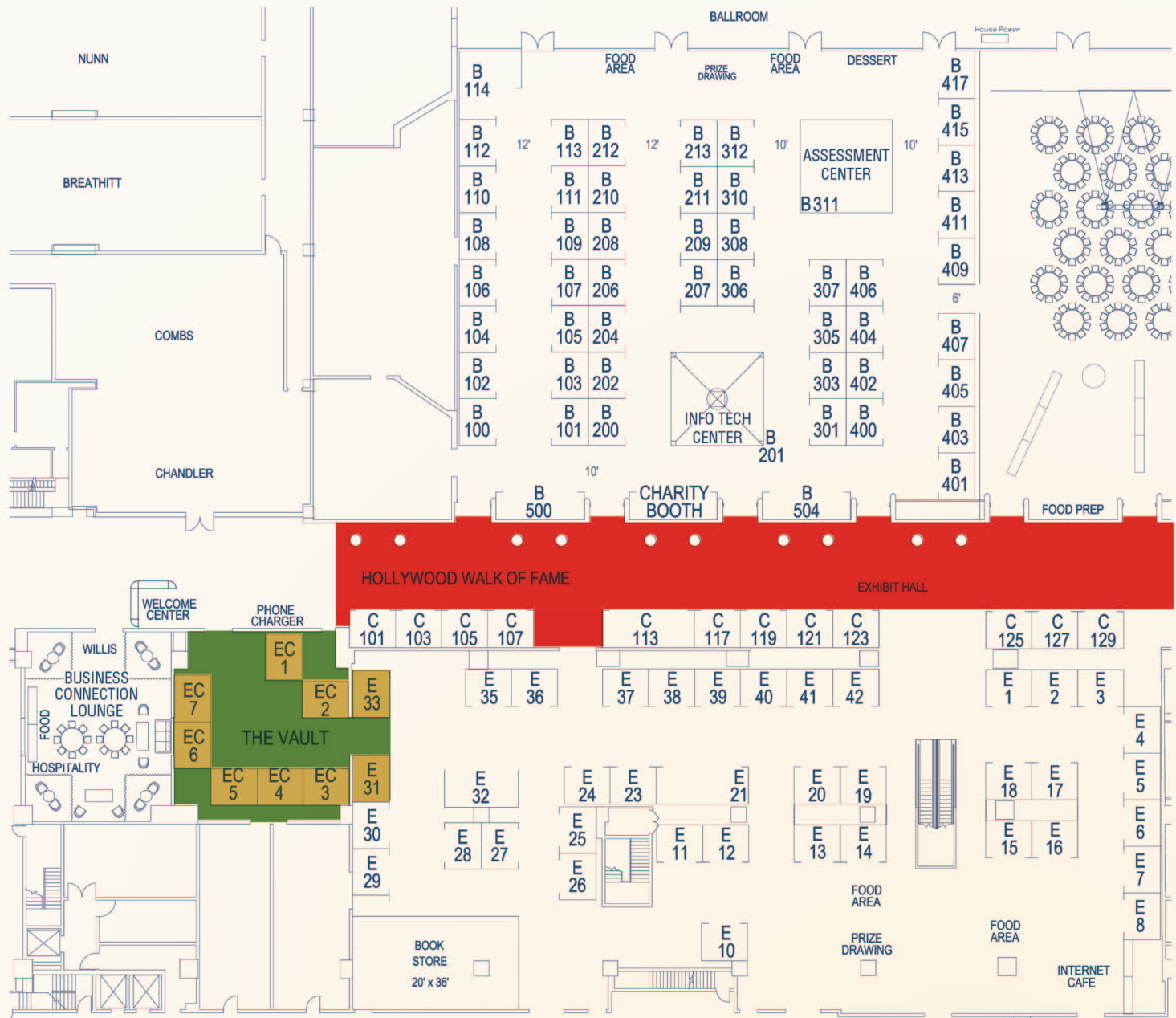
## Lunchtime Education Sessions

A limited number of education sessions are available to business partners, Thursday, July 19. You may use this time to share your company's products and services with attendees. Send session title, session description (25 words or less) and presenter name to wandad@kasa.org by **April 16, 2012** for consideration.

**Note:** Sponsors given priority access to this opportunity.

# Show Floor Plan

Sponsors and exhibit partners may request a specific booth location based on the show floor plan. List your top five choices of preferred booth space on page 7, item II. (Note: Presenting, Diamond, Platinum, and Gold sponsors will be placed in the Hollywood Walk of Fame Corridor unless requested otherwise. Those participating in The Vault game, will be placed in that designated area.)



*Hollywood Walk of Fame, The Vault, KASA bookstore, prize drawing areas, Internet café, massage therapy, bingo booths, charity booth and KASA hospitality areas have been strategically placed to guarantee heavy foot traffic throughout the exhibit area.*

# Partnership Contract for KASA's Annual Summer Leadership Institute & Expo July 18-19, 2012 • Galt House Hotel & Suites, Louisville, KY

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Fax: \_\_\_\_\_ Company Website URL: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Brief Company Description (25 words or less) \_\_\_\_\_ Name(s) of Representatives Attending Event \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Check items for which you wish to register. Then record item cost in the right-hand column:

## I. Sponsorship

- Presenting \$10,000     Diamond \$4,500     Platinum \$3,500     Gold \$2,500     Silver \$1,500

**Total Sponsorship \$** \_\_\_\_\_

## II. Exhibit Booth Space July 18-19

- I wish to reserve \_\_\_\_\_ standard booth space(s) @ \$659 each.  
 I wish to reserve \_\_\_\_\_ corner booth space(s) @ \$759 (includes B401, B114, B417, E3, E4)  
 I wish to reserve a 120 volt 500 watt outlet at no cost  
 Exhibit Space Preference: Booth No. \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_; \_\_\_\_\_  
 I have an odd or large booth size requirements, please contact me.

(Sponsorship includes exhibit space, advertisement) **Total Exhibit Space \$** \_\_\_\_\_

## III. Event Add-ons (See pages 4-5 for details)

- The Vault Game \$375 (July 18-19) \$ \_\_\_\_\_  
 Program Guide Ads (Sponsorship includes ad space)  
 Full-page Ad \$550     Half-page Ad \$300     Quarter-page Ad \$150 \$ \_\_\_\_\_  
 Market Place Bingo \$275 (July 18-19) \$ \_\_\_\_\_  
 Business Connection Lounge @ \$225 half day; \$450 full day     July 18 (p.m.)     July 19 ( a.m. and/or  p.m.) \$ \_\_\_\_\_  
 Presidents Reception Tickets/Qty: \_\_\_\_\_ @ \$39 each \$ \_\_\_\_\_  
 Golf Scramble Hole Sponsor \$225 (2 golfer registrations, designated hole and signage)  
 Golfer #1 \_\_\_\_\_ Golfer #2 \_\_\_\_\_ \$ \_\_\_\_\_  
 Lunchtime Education Session (I am requesting and have submitted my info to wandad@kasa.org.) \$ \_\_\_\_\_  
 Additional Company Representative/Qty: \_\_\_\_\_ @ \$129 each \$ \_\_\_\_\_  
 Annual Corporate Membership @ \$519 \$ \_\_\_\_\_

**Total Add-ons \$** \_\_\_\_\_


**Grand Total All Activities \$** \_\_\_\_\_


By completing this contract, I acknowledge that KASA is not responsible for loss, damage, or theft of exhibitor materials or equipment incurred by exhibitor in conjunction with KASA's annual summer leadership institute & expo, July 18-19, 2012.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**TO REGISTER:** Complete this form and return to KASA.

 **MAIL:** KASA  
152 Consumer Lane • Frankfort, KY 40601

 **FAX:** (502) 875-4634





 **ONLINE @** www.kasa.org (access summer institute news link on home page)

**CANCELLATION POLICY:** Due to the magnitude of KASA's annual institute, refund requests cannot be honored after April 16, 2012. Requests must be submitted in writing. Requests submitted prior to April 16, 2012, will be refunded minus a \$95 administrative fee.

## Payment Options (check one)

- Credit Card     Check enclosed for grand total  
 (Complete Authorization Below)

Credit Card Authorization \_\_\_\_\_

-                

Account No: \_\_\_\_\_

3-digit code for MC, VISA, Discover (back of card) \_\_\_\_\_ 4-digit code for AMEX (front of card) \_\_\_\_\_

Amount \$ \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

I authorize KASA to charge my account as indicated above.

Signature \_\_\_\_\_

# KASA 2011 Partners

- |   |   |  |  |
|---|---|--|--|
| Academic Edge Inc.                                  | Education Associates, Inc.                  | KY Dept. of Education-Coordinated School Health  | PSST, LLC  |
| ACT   | Education Technology Partners               | KY Educational Development Corporation           | RBS Design Group PSC                             |
| ADT Security Services, Inc.                         | Edvantia, Inc.                              | KY ISG Partners/Data Equipment, Inc.             | Renaissance Learning                             |
| AdvancED  | ESchoolView                                 | KY School Boards Assn.                           | Ross, Sinclair & Associates, LLC                 |
| AEPA Association of Educational Purchasing Agencies | Handwriting Without Tears                   | KY Society for Technology in Education           | Ross Tarrant Architects, Inc.                    |
| AESOP/Frontline Placement Technologies              | Harcourt Outlines, Inc.                     | Lakeshore Learning Materials                     | Scantron   |
| Ameresco, Inc.                                      | Headspout, Inc.                             | Learning Partners                                | Scholastic Education                             |
| American Fidelity Assurance Company                 | Heinemann Publishing                        | Legend Group                                     | School Pointe                                    |
| Annuity Associates, Inc.                            | Herff Jones                                 | McGraw Hill Company                              | School Smiles                                    |
| ASCD  | HMH Specialized Curriculum Group            | Midway College                                   | Scientific Learning Corporation                  |
| Balfour   | Houghton Mifflin Harcourt Digital Solutions | Milliken + Constantine Carpet                    | SEMP/KY School Plan Management Assn.             |
| Biagi, Chance, Cummins, London, Titzer, Inc.        | HPS   | Monarch Center for Autism                        | Simply Silver By Alycea                          |
| Brainchild  | Humana Resources Consulting                 | Murray State University                          | SkillsTutor                                      |
| California Casualty Auto & Home Insurance           | Humana                                      | National Beta Club                               | Sonitrol of Western Kentucky                     |
| Carnegie Learning, Inc.                             | Infinite Campus, Inc.                       | Nations Report Card – KY Department of Education | SSC Service Solutions                            |
| Center for Middle School Academic Achievement       | Jim's Mobile Offices                        | Netchemia, LLC                                   | Star Robbins & Company                           |
| Central Kentucky Education Cooperative              | JJB Hilliard, WL Lyons                      | Newtech Systems                                  | Stuecker & Associates Inc.                       |
| Christian Educators Assoc. International            | Job Corps                                   | One Call Now                                     | Talents Unlimited                                |
| Creative-image Technologies                         | John Baylor Test Prep                       | Pearson  | Thinkfinity/KY Dept of Education                 |
| David Williams & Associates, Inc.                   | Just Jewelry                                | Pearson School Systems                           | Toadvine Enterprises, Inc.                       |
| Dell, Inc.  | KAMICO Instructional Media, Inc.            | Personal Computer Systems, Inc.                  | Travis School Equipment, Inc.                    |
| Discovery Education                                 | Kentucky Pollution Prevention Center (KPPC) | PowerIT, LLC                                     | Unique Solutions                                 |
| Eastern KY University College of Education          | Kenway Distributors, Inc.                   | PrepMe   | University of Kentucky College of Education      |
|   | Kidz Zone Play Systems Inc.                 | Presentation Solutions, Inc.                     | University of Louisville                         |
|   | KY Center for School Safety                 | Proficiency Quest                                | Western Kentucky University College of Education |
|   | KY Deferred Compensation Authority          |  |  |



## ANNUAL SUMMER LEADERSHIP INSTITUTE & EXPO

July 18–19, 2012

Galt House Hotel & Suites • Louisville, KY

Kentucky Association of School Administrators  
152 Consumer Lane  
Frankfort, KY 40601  
(800) 928-KASA (5272) • [www.kasa.org](http://www.kasa.org)

 [www.twitter.com/KASAEdleader](http://www.twitter.com/KASAEdleader)

 [www.facebook.com/KASAEdleader](http://www.facebook.com/KASAEdleader)