



Invitation to
Exhibit With Us

Virginia School Boards Association



Colonial Williamsburg Hotel
November 15-17, 2023



VSBA

Virginia School Boards Association

VSBA Annual Convention Exhibitors, Sponsors, and Advertisers

The VSBA Annual Convention, taking place November 15-17, 2023 in Williamsburg, is THE gathering place for a large and enthusiastic audience of school division leaders. These decision-makers oversee most major purchases for their school divisions, approve contracts, oversee the bid process, develop purchasing specifications, and select product and service vendors. This is an event you do not want to miss. In 2022, over 900 school board members, superintendents, and school division staff attended this conference in person and virtually!

VSBA Exhibit Space

The VSBA reserves the right to assign all booth space. Only one business per booth, with one booth per business. No sharing of booths unless prior approval has been given. Full Booth Payment must be received by VSBA two weeks after exhibitors are invoiced. VSBA accepts both credit card and check payments.

Fee Includes

Two boxed lunches on Thursday for your representatives (additional available for purchase for one other representative), two chairs, draped table, carpeted exhibit area, wireless internet access, company identification sign, listing in the convention program, an opportunity for face-to-face marketing to a variety of education decision-makers, breakfasts, coffee breaks, and other events in the exhibit area.

Show Dates, Times, and Location

The Exhibit Hall will be open Wednesday, November 15, 12:00 p.m. - 6:00 p.m., and Thursday, November 16, 8:00 a.m. -6:00 p.m. at the Colonial Williamsburg Lodge in the Virginia Room with designated EXHIBIT ONLY HOURS on Wednesday 12:00 p.m. - 2:00 p.m., 4:00 pm-5:00 pm and Thursday 8:00 a.m. - 9:00 a.m., 12:30 p.m.-2:00 p.m., 5:00 pm-6:00 pm. Exhibit only hours are times at the convention where the exhibit hall is the only activity going on during the convention. Move in on Tuesday, November 14 after 3:00 p.m. or Wednesday, November 15 before 11:00 a.m. Move out on Thursday, November 16 is after 6:00 p.m. If you pack up earlier than 6:00 p.m. you will be charged a \$300 early move-out fee.

8 x 10 Booth VSBA Business Affiliates Non-Affiliates

- Main Exhibit Area
 - Business Affiliate \$1700
 - Non-Affiliate \$2230
- Outside Booth
 - Business Affiliate \$2450
 - Non-Affiliate \$3050
- Electrical Hookups are \$125 per Outlet

Booths will be assigned on a first come first serve basis. In order to confirm your booth space VSBA will need to have your full booth payment two weeks after being invoiced. To complete the online application please visit the link here.

VSBA Annual Convention Sponsorship

Sponsorship of the VSBA Annual Convention can help increase your visibility at the convention and beyond. Sponsorships are flexible and include opportunities at the Continental Breakfast, President's Reception, Refreshment Break, and more. For information regarding sponsorship, please contact Gina Patterson, Executive Director, at 434-295-8722.

VSBA Advertising Opportunities

Enhance your sales and create excitement for your booth by advertising in VSBA's Annual Convention Program. The Convention Program, given to all participants, shows the time and location of activities. A discount is given to exhibitors and affiliates. Placement for ads within the Virtual Convention Program will be at the discretion of the VSBA. Program ads should be sent directly to Kenita Matthews, Director of Communication via email to Kenita@vsba.org.

All ads are due September 25, 2023.

Full Page Ad (8.25 wide x 10.875 high; black and white; hi-resolution JPG)

Advertisers \$750	Exhibitors \$650	VSBA Business Affiliate Members \$500
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1/2 Page Ad (8.25 wide x 5.42 high; black and white; hi-resolution JPG)

Advertisers \$550	Exhibitors \$450	VSBA Business Affiliate Members \$350
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What are VSBA Business Affiliates? Affiliates are businesses and organizations that are partners in education with the VSBA. To apply for the [VSBA Affiliate Program](#) download the [information here](#) or contact Tom Brewster at 434-295-8722 or tom@vsba.org.

VSBA Exhibitors Scholarship

The VSBA is offering an Exhibitor's Scholarship to a student school board representative in Virginia. The number of scholarships given will depend on the amount of revenue generated from the exhibitors. If your business would like to contribute, please indicate that on your application. In return for your contribution you will receive recognition in the convention program, on the convention rolling screens, in a press release, and in the VSBA newsletter which is sent to all school board members and superintendents in Virginia.

Lodging Information

Lodging at the Colonial Williamsburg Lodge (host hotel) is not available. Please see the following list for area hotels with blocks of rooms for the VSBA Annual Convention.

Courtyard Marriott

\$154 Cutoff date: 10/24/23

Williamsburg Busch Gardens Area

470 McLaws Circle

[Click Here to Book Your Room or Call Below](#)

757-221-0700 or 800-321-2211

(Mention Virginia School Board Association for group rate.)

Kingsmill Resort

\$179 - \$239 Cutoff date: 10/27/23

1010 Kingsmill Road

757-253-1703 or 800-832-5665

(Mention Virginia School Boards Association for group rate.)

Registration Information

Registration:

Registration for VSBA meetings is only open to VSBA members and affiliate members. [Please click here to register to be a VSBA Annual Convention Exhibitor.](#)

For questions, please reach out to Mikaela Coffey at Mikaela@vsba.org.

Please mail payment to: VSBA 200 Hansen Road, Suite 2 Charlottesville, VA 22911

2023 VSBA ANNUAL CONVENTION EXHIBITOR REFUND AND CANCELLATION POLICY

Final payment is due by September 25, 2023. If final payment is not made by September 25 the booth will be released for resale. Cancellation of space and refund of advance deposit will be permitted until September 25 however, a processing fee of \$250 will be applied. Refunds will not be given after September 25 unless booth space can be resold. The health and safety of our community, staff and event attendees is our highest priority.

Exhibitor and Advertiser Application

Full payment must accompany this application. (VSBA reserves the right to assign all booth space.)

Company Name (to appear on exhibit sign): _____

Contact Person: _____

Mailing Address: _____

City, State, Zip: _____

Business phone: _____ E-mail address: _____

Names of Representatives attending (limit 3) Please include contact person if that person is attending:

Description of Service (two line limit):

Number of years as exhibitor: _____ Requested booth number: _____

Electrical Needs: Electrical outlets (110 and 220 volt) are provided for \$100 per outlet. The exhibitor will be financially responsible for any additional requirements.

Specify the number of outlets needed: # _____ 110 volts # _____ 120 volts

Additional requests: _____

			Total
Outside Booth or Upper Level Booth (Prior Coordination Required)	<input type="checkbox"/> Affiliate (\$2,450)	<input type="checkbox"/> Non-Affiliate (\$3,050)	
Main Hall Booth	<input type="checkbox"/> Affiliate (\$1,700)	<input type="checkbox"/> Non-Affiliate (\$2,230)	
Electrical Outlets	<input type="checkbox"/> Outlet (\$125 per Hookup)	Number of Outlets _____	
Convention Program Ad (Ads due by 9/25/23)	Full Page <input type="checkbox"/> Advertiser Only (\$750) <input type="checkbox"/> Exhibitors (\$650) <input type="checkbox"/> Affiliates (\$500)	Half Page <input type="checkbox"/> Advertiser Only (\$550) <input type="checkbox"/> Exhibitors (\$450) <input type="checkbox"/> Affiliates (\$350)	
VSBA Exhibitor's Scholarship Contribution	<input type="checkbox"/> Platinum (\$1000) <input type="checkbox"/> Gold (\$500) <input type="checkbox"/> Silver (\$250)		
TOTAL AMOUNT DUE			
AMOUNT ENCLOSED			
BALANCE DUE			

Final payment is due two weeks after invoice is received. If final payment is not made the booth will be released for resale. Cancellation of space and refund of advance deposit will be permitted until September 25 however, a processing fee of \$250 will be applied. Refunds will not be given after September 25 unless booth space can be resold. Payment by credit card is accepted. Please mail your check and application to: VSBA Attn: Exhibit Hall, 200 Hansen Road Suite 2, Charlottesville, VA 22911. You can also fax your application to 434-295-8785 or email it to mikaela@vsba.org. For the quickest response, please complete the survey monkey that is found here.