

# EXHIBITOR PROSPECTUS



COMMUNITY

TRUST

COMMITMENT

# TASBO<sup>®</sup>

66<sup>TH</sup> ANNUAL  
CONFERENCE  
HOUSTON 2012

## WHAT MATTERS?

STUDENTS



FEBRUARY 27 - MARCH 2, 2012

HOUSTON

EXHIBITS FEBRUARY 28 - 29, 2012

EXHIBITOR REGISTRATION BEGINS SEPTEMBER 15, 2011

Register Online at [www.tasbo.org](http://www.tasbo.org)

# EXHIBITOR SCHEDULE

## ■ TASBO's 66<sup>th</sup> Annual Conference George R. Brown Convention Center 1001 Avenida de las Americas Houston, TX 77010

### ■ MONDAY, FEBRUARY 27<sup>TH</sup>

3:00 – 5:00 p.m. Exhibitor move-in (vehicles and special/oversized exhibits only)

### ■ TUESDAY, FEBRUARY 28<sup>TH</sup>

8:00 – 2:00 p.m. Exhibitor move-in and registration

2:00 p.m. Exhibitors meeting

3:00 – 7:00 p.m. Exhibit Hall Sneak Preview Party

### ■ WEDNESDAY, FEBRUARY 29<sup>TH</sup>

10:30 – 5:00 p.m. Exhibit Hall Opens

11:30 – 1:30 p.m. Lunch in Exhibit Hall

2:30 – 3:30 p.m. Exhibitor Roundtable in Exhibit Hall

3:30 – 5:00 p.m. Exhibit Hall Closing Party

5:00 – 7:00 p.m. Exhibitor Move-Out

6:30 – 10:00 p.m. TASBO Night Dinner & Casino

## ■ What's New?

### ■ Quality over Quantity

Based on exhibitor surveys and feedback, we've continued to fine-tune our exhibit hall schedule. We've added an hour to the popular Sneak Preview Party on Tuesday and adjusted the Wednesday schedule to add more quality time with attendees.

### ■ Exhibitor Roundtable

This year we're adding an "Exhibitor Roundtable" where you can share best practices and industry solutions with attendees. We're planning to host this event in the exhibit hall on Wednesday, February 29<sup>th</sup> at 2:30p.m.. This fall, we will notify registered exhibitors of the guidelines and application process.

### ■ Lunch in the Exhibit Hall

We've usually provided a continental breakfast in the exhibit hall on Wednesday morning. Based on feedback from attendees and exhibitors, we're instead providing lunch to attendees in the exhibit hall. So, instead of opening the exhibit hall at 7:30 a.m. to serve a continental breakfast before the 1<sup>st</sup> General Session, we're opening the hall after the 1<sup>st</sup> General Session and later serving lunch.

### ■ Exhibitors Meeting

Prior to opening the exhibit hall to attendees, for the 2<sup>nd</sup> year TASBO will hold a quick meeting on Tuesday at 2:00 p.m. in the exhibit hall. You are expected to have your booth set-up by that time before the 3:00 p.m. Sneak Preview Party.

### ■ Exhibitor Move-Out

With the exhibit hall closing on Wednesday at 5:00 p.m., exhibitor move-out has been scheduled from 5-7 p.m. on Wednesday. You are expected to contact TASBO in writing before the conference if you need to make alternative arrangements. Early move-out will not be available due to the heavy traffic expected during the closing ceremony.

### ■ Prize Giveaways

TASBO has discontinued its practice to publicize or coordinate exhibitor prize giveaways. A bulletin board will be provided for postings.

## SHOW YOUR PRODUCT

TASBO's Annual Conference is **THE** place to meet Texas school business and operations decision-makers. As an exhibitor, you will have many opportunities to showcase your products and services to this captive, targeted audience. In 2011, the average daily attendance was over 1,500 representing more than 80% of the school districts in Texas, with more than 1,000 additional guests taking education courses.

### ■ Booth Prices

Exhibit booths are assigned on a first-come, first-served basis so please send your application to us as soon as possible to ensure your company's exhibit space for 2012.

10' X 10' In-line Booth	\$950
10' X 10' Premium In-line Booth	\$1,150
10' X 10' Corner Booth	\$1,100
10' X 10' Premium Corner Booth	\$1,300
20' X 20' Island Booth (all located at entrance)	\$4,000
School Bus Space	\$1,500

Booths Include:

- 6' table
- 2 chairs
- wastebucket
- pipe & drape
- sign with company name
- 4 exhibitor passes (10' x 10' booths)
- 8 exhibitor passes (20' x 20' booths)

### ■ Exhibitor Move-In & Registration

Monday, February 27<sup>th</sup> 3:00 – 5:00 p.m.

**Monday move-in is limited to vehicles and special/oversize exhibits.**

Tuesday, February 28<sup>th</sup> 8:00 a.m. – 2:00 p.m.

**Exhibitors will not be allowed to move-in on Tuesday from 3:00 to 7 p.m during the Sneak Preview Party.)**

### ■ Exhibit Hours

Tuesday, February 28<sup>th</sup> 3:00 – 7:00 p.m

Wednesday, February 29<sup>th</sup> 10:00 a.m. – 5p.m.

Exhibitor Move-Out:

Wednesday, February 29<sup>th</sup> 5:00 – 7:00 p.m.

**Exhibits must be staffed during show hours.**

### ■ Hotel Reservations

Hotels will be announced when Conference registration opens in Mid November.

### ■ Vendor/Attendee Mixer TASBO Night Dinner & Casino Wednesday, February 29<sup>th</sup>

Exhibitors and attendees will be treated to a fun-filled evening with great entertainment, good food, dancing and networking. Watch for your special invitation. Attendees love Casino Night!



### ■ Sneak Preview Party

Once again, TASBO will host a Sneak Preview Party in the Exhibit Hall on Tuesday from 3 to 7 p.m. This will give those taking education courses on Tuesday the opportunity to meet industry-leading exhibitors. In addition, there will be lots of activities in the exhibit hall dedicated to networking and increasing traffic on the show floor.

## ABOUT TASBO

### ■ THE trusted resource for school business and operations

An independent, not-for-profit professional association, the Texas Association of School Business Officials (TASBO) is dedicated to being the trusted resource for school business and operations in Texas.

TASBO is one of the state and province affiliates of the Association of School Business Officials International (ASBO Intl.) which serves members from the United States, Canada, and more than 20 other nations.

Established in 1946, TASBO began as a forum for exchanging ideas and sharing information about school business operations in Texas. In the early years, TASBO was operated by volunteers throughout the state, but as the Association's membership and services grew, a center of operations was founded in Austin in 1986. TASBO celebrated the opening of its new Austin headquarters located at 2538 South Congress Avenue in August 2000.

Currently, TASBO has approximately 5,500 members and 30 regional affiliates, representing more than 900 public school districts in Texas.

### ■ Become An Associate Member

Membership in TASBO opens many doors to the school business and operations industry. If you are employed by a management services company or any for-profit entity, we invite you to become an Associate Member. As an associate member, you may participate in all TASBO activities and have a voice in discussions. Moreover, each one of TASBO's 5,500 members is a potential customer for your business. Dues are only \$125 a year for an associate membership.

Currently, TASBO has five membership classifications:

Active, Associate (i.e. business or supplier), Retired, Student, and Life. Dues are for a 12-month period and benefits begin when full payment is received.

### ■ Membership Benefits

Member benefits include:

- Listing in TASBO Buyers Guide
- Online Membership Directory
- Networking
- Subscription to the TASBO Report Magazine
- Best Practices Database
- Awards and Recognition
- Member Pin
- Job Listings
- Online Legislative Updates
- TASBO Update - eNewsletter
- myTASBO - Online Community and Knowledge Management Tool

**For more information on becoming a member, visit [www.tasbo.org](http://www.tasbo.org), or call (512) 462-1711.**

**THE trusted resource for school business and operations**



# SPONSORSHIPS & PROGRAM ADVERTISING

## ■ Sponsorships/Advertising

TASBO is pleased to work with our corporate partners to offer conference sponsorships customized to connect your company to our attendees. Last year, we sold out all conference sponsorships. Don't miss out on these opportunities to maximize your conference experience!

## ■ Casino Night Sponsorships

Due to demand, TASBO Casino Night Sponsorships are limited to 10 individual sponsors and qualified Strategic Sponsors.

### ■ TASBO Casino Night Sponsor Sponsorship: \$1500 (For exhibitors only)

Attendees visit your booth for a chance to win extra playing chips. Guaranteed to increase traffic to your exhibit booth prior to Casino Night! Casino Night card sponsorship includes:

- Company name and booth number located on the Casino Night Exhibit Hall Card
- Area signage around the dinner and casino tables
- One reserved VIP dinner table

## ■ TASBO Conference Program Ads – Print & Web version

Inside Front Cover	\$2,000
Inside Back Cover	\$1,500
Back Cover	\$2,000
Tab Dividers	\$1,000
Business Card Ad in Exhibitor Listings	\$500
Bold Exhibitor Listing	\$100

Dimensions, Ad & Deadlines TBD

If interested in sponsorships or advertising, please contact

Tom Greer

TASBO Director of Communications

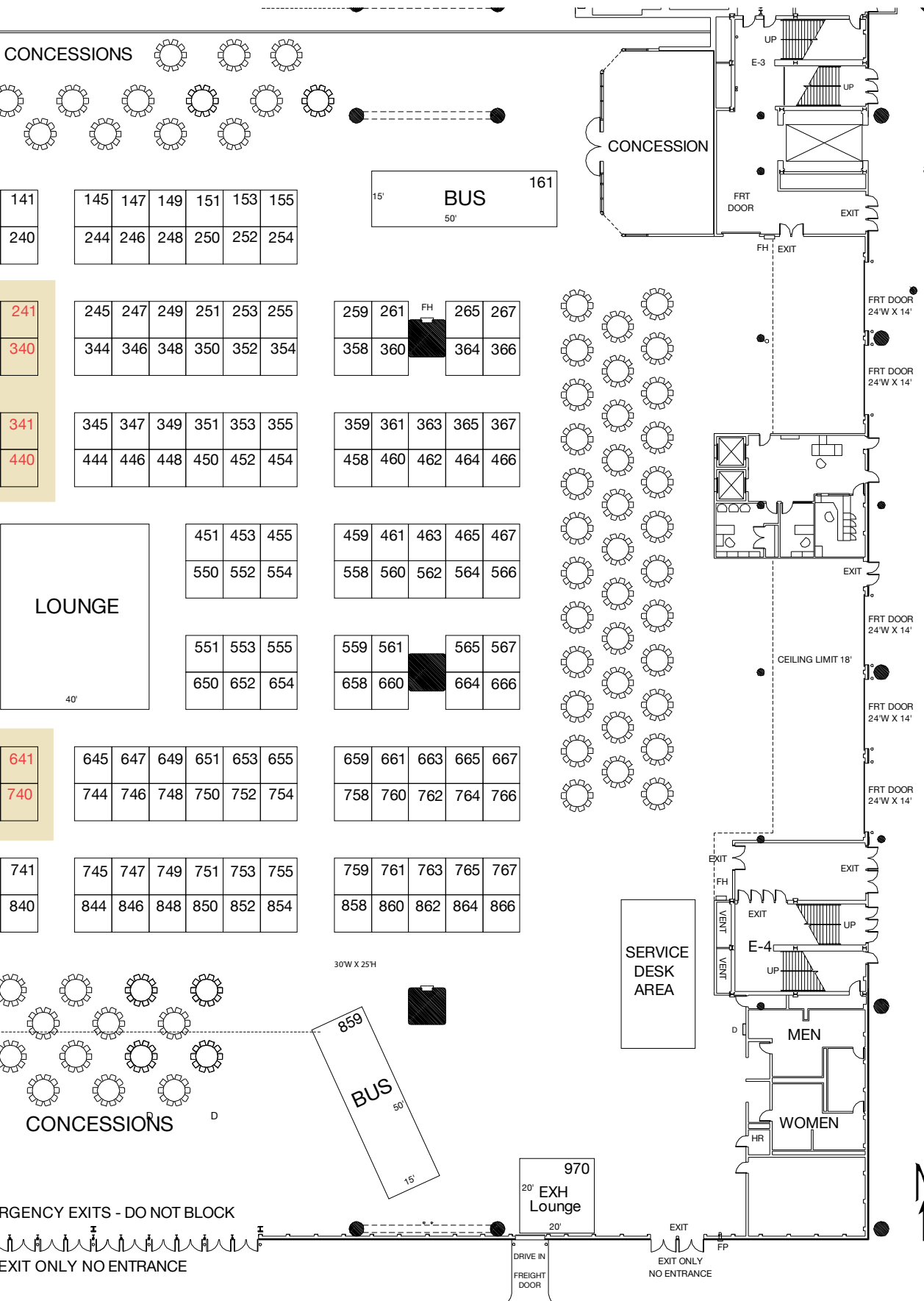
(512) 462-1711 ext 220

[tgreer@tasbo.org](mailto:tgreer@tasbo.org)





# GEORGE R BROWN CONVENTION CENTER



# 2012 EXHIBITOR RULES REGULATIONS

These rules and regulations constitute a bona fide part of the application/contract for exhibit space and have been established in accordance with guidelines set forth by the International Association for Exhibition Management's (IAEM) *Guidelines for Display Rules and Regulations*. TASBO reserves the right to render all interpretations and decisions should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the show. TASBO's decisions and interpretations shall be accepted as final in all cases.

**1. Application/Contract for Exhibit Space:** Applicants for exhibit space are required to execute and forward to TASBO the formal Application/Contract provided. To be valid, each Application/Contract must be accompanied by payment for the total amount or a 50% deposit of the total booth(s) costs, which shall be applied to the space rental cost, and you must specify products or services scheduled for exhibition. Full payment for exhibit space must be made by Friday, January 13, 2012. Any Exhibitor who fails to make payments when due expressly waives all rights in and to the use of assigned space, and TASBO shall have full right to consider this contract terminated and to retail as liquidated damages all monies paid and to lease that space so reserved to another Exhibitor. Exhibitors reserving space after December 15, 2011 must pay the entire space rental fee at the time of application.

**2. Space Assignment:** All valid applications received by TASBO will be assigned exhibit space on a first-come, first-served basis. If your choice of space is not available, the closest space to your original selection will be assigned; however, no guarantees are made in respect to booth size or location. Efforts will be made not to place competitors adjacent to each other. TASBO reserves the right to change space assignments at any time, as it may in its sole discretion deem necessary.

Following space assignment, each applicant will receive notice of same, and space thus assigned shall be deemed accepted unless rejected in writing within seven (7) days from the date of notice, and may not thereafter be rejected, nor the contract canceled, without TASBO approval.

**3. Cancellation of Exhibit Space:** All exhibit space cancellations must be submitted in writing to: Tiffany Mendenhall, Meeting Planner, TASBO, 2538 S. Congress Avenue, Austin, Texas 78704. Cancellations postmarked on or before December 15, 2011 will be refunded at 50% of amount paid. Refund policy applies to deposits as well as to full payments. No refunds will be granted for space cancelled after December 15, 2011. This cancellation policy applies to all exhibiting firms.

**4. Cancellation of the Event:** If TASBO cancels the Event due to circumstances beyond the reasonable control of TASBO

(such as acts of God, war, terrorism, disaster, civil disorder, emergency, government regulation, power outages, labor strike or unavailability of the ACC), TASBO shall refund to Exhibitor its payments for exhibit space, minus a share of costs and expenses incurred by TASBO, in full satisfaction of all liabilities of TASBO, including expenses for the ACC. TASBO reserves the right to cancel, rename or relocate the Event or change the dates of the Event. If TASBO changes the name of the Event, relocates the Event to another event facility within the same city, or changes the Event to dates that are not more than 30 days earlier or 30 days later, no refund will be due to Exhibitor, but TASBO shall assign to Exhibitor other space as TASBO deems appropriate and Exhibitor agrees to use that space under the terms of this Contract. If TASBO elects to cancel the Event other than for a reason previously described in this paragraph, TASBO shall refund to Exhibitor its entire payments for exhibit space, in full satisfaction of all liabilities of TASBO to Exhibitor and other communications from TASBO and its affiliates under 47 U.S.C. § 227 and any other applicable laws and regulations.

This Contract (including the Application and any additional rules or regulations adopted by TASBO) states the entire Agreement of the parties with respect to the subject matter hereof, supersedes any prior written or oral understandings, agreements or representations by or between TASBO and Exhibitor relating to the Event, and cannot be modified or superseded except in writing and signed by the parties or as otherwise expressly set forth herein. This Contract is governed by the laws of the State of Texas.

**5. Exhibitors' Admission Credentials:** Exhibitors will receive a 2012 Exhibitor Name Badge Request Form from TASBO prior to the Conference. Exhibitors must complete the form and return it to TASBO before February 13, 2012. Exhibitor must not send any representative who has been convicted of a felony or whom Exhibitor has reason to believe might pose a danger to others. Representatives must register upon arrival at the exhibit area and must wear Exhibitor identification (ID) badges at all times. A maximum of 4 Exhibitor badges will be issued free of charge per contracting company and 8 exhibitor badges per island (20' x 20') booth. **There will be a charge of \$100 for each person over the limit.** Exhibitor ID badges allow access to the Exhibit Hall, general sessions, educational presentations, refreshment breaks, receptions in the Exhibit Hall, and the Wednesday night event. Anyone ordering badges onsite will need to pay for them onsite. Exhibitors who wish to attend a education course must pay an additional education course registration fee.

**6. Exhibit Display Space:** TASBO will provide display space to Exhibitor as indicated on the official floor plan, insofar as

## EXHIBITOR RULES REGULATIONS

possible, but reserves the right to make any changes in the interest of any Exhibitor or TASBO. TASBO reserves the right to decline or prohibit any exhibit that in their judgment does not fit the character of the Conference. This reservation is all-inclusive as to persons, things, printed materials, products and conduct.

### **7. Exhibitor's Service Kit and Special Services:**

Following space assignment, each Exhibitor will be emailed an Exhibitor's Service Kit. Information pertaining to show colors, special signs, decorating, furniture rentals, carpentry, electrical and other work, shipping, express, drayage, etc. will be included in this kit. The official decorating contractor will be Freeman Decorating, 3323 IH 35 North, Suite 120, San Antonio, TX 78219.

### **8. Exclusive Use of Space:**

No Exhibitor may assign, sublet, or apportion his/her space in whole or part, nor exhibit any products or services other than those manufactured or handled in the normal course of his/her business, nor permit any agent of any non-exhibiting firm to solicit business or take orders in the exhibit space.

### **9. Height Limitations for Displays:**

All booth arrangements or displays must conform in all respects to the dimensional and height requirements as set forth in IAEM standards. Exhibitor shall not display or place any product, sign, or partition, person, apparatus, shelving, or other construction that extends more than 8 ft. above the floor or more than 4 ft. forward from the back wall of the booth. The exception will be for school buses and freestanding island spaces subject to the approval of TASBO. Displays between the back construction and the front of the booth may not be higher than 4 ft. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring Exhibitors. Lighting should be directed to the inner confines of the booth space and should not project onto other exhibits or show aisles. Interference with the light or view of other Exhibitors will not be permitted. No signs may be hung from ceiling.

### **10. Installation and Dismantling:**

All exhibit installations must be completed by 2:00 p.m. on Tuesday, February 28, 2012. Any space not claimed and occupied or for which no special arrangements have been made before 2:00 p.m. on Tuesday, February 28, 2012, may be resold or reassigned by TASBO without any obligation on the part of TASBO for any refunds whatsoever. All exhibits must be ready for viewing by 2:00 p.m. on Tuesday, February 28, 2012. Dismantling of displays must not begin until after exhibits close at 5:00 p.m. on Wednesday, February 29, 2012 and all exhibits must be removed and the building vacated by 7:00 p.m. No installing, dismantling, rearranging, repairing, servicing, removing, or supplementing of exhibits will be permitted during the

viewing hours without the permission of TASBO. Exhibitors are required to participate during all show hours each day as listed in the Exhibitor Prospectus.

### **11. Door Prizes and Other Gifts:**

Texas law and school district local policies prohibit local government officers from accepting most personal gifts. Tangible gifts to public servants should be limited to caps, t-shirts, coffee mugs, or other token items. In no event should the value of the gifted item(s) exceed a \$250 fair market value. (HB 914) Additionally, no gift certificate of any value should be offered to individuals or schools districts. Furthermore, exhibitors are expected to select winners of prize drawings in a random fashion.

### **12. Exhibitor Insurance:**

The Exhibitor, its independent contractors, and its agents of every kind agree to obtain the following insurance coverage during the dates of the TASBO Conference (including move-in and move-out days) and to be prepared to furnish a certificate of insurance to TASBO if requested: (a) Comprehensive General Liability coverage including protective and contractual liability coverage of \$500,000 per Occurrence and \$1,000,000 General Aggregate and \$50,000 per incident for Fire Damage, such coverage shall extend to the acts and omissions of Exhibitor, its employees, servants, independent contractors, and agents or every kind; (b) Employers Liability insurance with minimum limits of \$500,000 per accident; (c) Worker's Compensation/Occupational Disease coverage in full compliance with federal and state laws; (d) Comprehensive General Automobile Liability insurance covering owned, non-owned, and hired vehicles, including loading/unloading hazards with bodily injury limits of \$250,000/\$500,000 and property damage limits of \$100,000. The City of Houston and TASBO shall be named as additional insureds on all such insurance.

### **13. Indemnity to TASBO:**

It is expressly understood and agreed by each and every contracting Exhibitor and his or her guests that neither TASBO nor its employees, nor its contractors shall be liable for personal injury or loss or damage to the goods or properties of Exhibitors. Security will be furnished, and the furnishing of such guards shall neither be deemed to increase the liability of TASBO, its members, representatives, officers, or employees, nor to modify in any way the assumption of risk and release provided for herein. All property of the Exhibitor is understood to remain under his or her custody and control in transit to, within, or in transit from the confines of the Exhibit Hall, subject to the Rules and Regulations of this Convention. By signing the Contract, Exhibitor releases and agrees to indemnify TASBO, its managers, officers, members, sponsors, employees, and agents, and indemnify and save them harmless from any suit or claim for property damage or personal injury (including punitive damages) by whomsoever sustained, including Exhibitor and its employees,

## EXHIBITOR RULES REGULATIONS

servants, independent contractors, and agents of every kind or employees on or about the Exhibitor's display space or arising out of Exhibitor's participation in the exhibition, expressly including such damage or injury resulting in any part from the negligence of one or more of the aforementioned indemnities. The provisions of this section shall survive the termination of this Agreement.

**14. Indemnity to City:** Exhibitor agrees to indemnify the City of Houston (the "City"), the owner of the Exhibit Hall and premises, as follows: Exhibitor covenants and warrants that it will protect, defend, and hold harmless the City from any and all third-party claims, demands, and liability, including defense costs, relating in any way to damages, claims, or fines arising by reason of or in connection with Exhibitor's actual or alleged negligence or other actionable performance or omission of Exhibitor in connection with or arising out of this Agreement. Exhibitor further expressly covenants and agrees to protect, defend, indemnify, and hold harmless the City from all claims, allegations, fines, demands, and damages relating in any way to the actual or alleged joint and/or concurrent negligence of the City and Exhibitor, where Exhibitor is immune from liability or not. It is the expressed intention of Exhibitor that the indemnity provided herein is an Agreement by Exhibitor to indemnify and protect the City from City's own negligence where said negligence is an alleged or actual concurring proximate cause of any alleged third-party harm. The indemnity provision herein shall have no application to any claim or demand where bodily injury, death, or damage results only from the sole negligence of the City unmixed with any fault of the Exhibitor.

**15. General:** Exhibitors may not schedule private functions or events which conflict with TASBO's officially-scheduled conference events and activities. TASBO reserves the right to make such additional conditions, rules and regulations as TASBO deems necessary to enhance the success of the TASBO Conference. Failure of TASBO to declare any violation of these rules immediately upon occurrence thereof, or delay in taking any action in connection therewith, shall not waive such violation. TASBO shall have the right to declare any violation at any time and take such action as might be lawful or authorized hereunder, either in law or in equity. The receipt of any rent or payment by TASBO, with or without knowledge of any breach or violation by TASBO of any conditions, terms,

or covenants, hereunder shall not be determined or considered as a waiver of any provision hereunder. Venue for any legal proceeding concerning this Contract shall be in Harris County, Houston, Texas.

TASBO reserves the right to exclude from the exhibit area and/or the Conference, without any refund or reimbursement, any Exhibitor, its employees, servants, independent contractors, and agents of every kind who breach this Contract, behave inappropriately (including sexual harassment) at the Conference functions or in the exhibit hall, violate the law, misrepresent his or her products or services, or otherwise bring discredit upon the Conference or TASBO. Any such conduct shall constitute a material breach of this Contract.

**16. Americans with Disabilities Act:** The Exhibitor agrees to comply with the laws and regulations set forth for public accommodation by the Americans with Disabilities Act (ADA) and applicable state and local law. The Exhibitor further agrees and warrants that any Exhibitor booth, display, or other contrivance placed in the exhibit space licensed to the Exhibitor by TASBO shall at all times comply with ADA and applicable state and local law, including accessibility, usability, and configuration. The Exhibitor further agrees to fully indemnify and hold TASBO harmless from any and all claims or actions (including administrative claims) brought against TASBO as a result of the Exhibitor being in violation of the ADA, its regulations, or applicable state or local law during the period of this contract, including the amount of any claim or judgment TASBO is compelled to pay, and the costs, including attorney's fees incurred by it in defending against all such claims. TASBO reserves the right to revoke this contract with penalty if it determines that the Exhibitor is in violation of the ADA or applicable state or local law with respect to any exhibit booth, display or other contrivance placed in the space licensed to the Exhibitor under this Contract.

**17. Survival:** The Exhibitor agrees that it shall remain obligated to TASBO under all clauses of this Agreement that expressly or by implication survive the expiration of the period contemplated by this Agreement.

**Additional rules & regulations for the George R. Brown Convention Center will be made available in TASBO's 2012 exhibitor kit.**

## WHO WILL ATTEND

### ■ Areas of Responsibility (Source: TASBO's 2011 Member Survey)

		Response Percent
<b>Accounting/Finance</b>		<b>72.7%</b>
Distribution/Inventory		23.1%
Internal Audit		27.5%
Maintenance/Operations/Facilities		21.7%
Information Technology/Records Management		24.0%
Payroll		47.5%
PEIMS		35.1%
Personnel		35.7%
Purchasing/Supply Management		41.5%
Risk Management		28.2%
Safety & Security		14.3%
School Nutrition		16.8%
Textbooks		6.7%
Transportation		14.5%
Other or N/A		8.5%



TEXAS ASSOCIATION OF SCHOOL BUSINESS OFFICIALS  
2538 SOUTH CONGRESS AVENUE  
AUSTIN, TX 78704-5555

RETURN SERVICE REQUESTED

## TASBO'S 66<sup>TH</sup> ANNUAL CONFERENCE



### EXHIBITORS PROSPECTUS

**TASBO**<sup>®</sup>  
**66<sup>TH</sup> ANNUAL  
CONFERENCE  
HOUSTON 2012**

### Here's what past exhibitors say ...

*"Traffic to my booth during the reception hours of 3 to 6pm was absolutely non-stop. This is an excellent way for the vendors to spend quality dedicated time with the attendees."*

*"It was refreshing to exhibit at a show where the members actually came up and talked to you. They were curious and interested in the products!"*

*"This was our first year participating and we were pleased with the number of attendees and the overall happiness of people to be there. We were able to connect with many people who we will be able to meet with in reference to our services."*

Comments collected from past exhibitor surveys.

**TASBO is one of the largest associations for school business and operations, if not THE largest.**

Register Online at [www.tasbo.org](http://www.tasbo.org)