

Involvement Opportunities for WASBO Service Affiliate Members



SPONSORSHIP ASSETS	PLATINUM	GOLD	SILVER	BRONZE	FRIEND
Sponsorship Amount	\$3,500+	\$2,500-3,499	\$1,500-2,499	\$750-1,499	< \$750
PRE-CONFERENCE ASSETS					
Priority Booth Registration (if applicable)	•	•	•	•	•
Recognition in Email Blasts	•	•	•	•	•
Logo on WASBO Website	•	•	•	•	•
Attendee List for One-Time Marketing Use	•	•	•	•	•
ON-SITE ASSETS					
Advertisement in Program	Full Page (8½" x 11")	Full Page (8½" x 11")	Half Page (7½" x 5")	Quarter Page (4¼" x 5½")	•
Logo on Digital Signage	•	•	•	•	•
Logo on Print Signage	•	•	•	•	•
Identification on Attendee Name Badge	•	•	•	•	•
Identification at Exhibit Booth (if applicable)	•	•	•	•	•
Standing Recognition	•	•	•	•	•
POST-CONFERENCE ASSETS					
Attendee List for One-Time Marketing Use	•	•	•	•	•
Recognition in Next Issue of <i>Taking Care of Business</i>	•	•	•	•	•
Recognition in Email Blasts	•	•	•	•	•
Right of First Refusal	•	•	•	•	•

Visit www.wasbo.com/sponsor for more information

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Right of First Refusal Process

Service Affiliate members who provide sponsorships receive a Right of First Refusal opportunity to sponsor again the following year. In an effort to increase efficiency and improve communications between WASBO and Service Affiliate members, Right of First Refusal will be offered immediately following a conference for the following year and will have deadlines on a quarterly basis. Visit www.wasbo.com/sponsor for the Right of First Refusal schedule and priority sponsor exhibitor registration timeline.

Advertise

WASBO.com/newsletter

By advertising in WASBO's bi-monthly *Taking Care of Business* newsletter, you can reach over 1,600 WASBO members, including individuals in virtually every Wisconsin K-12 school district. Past issues of *Taking Care of Business* are archived on WASBO's website for lasting exposure.

Write an Article

Service Affiliate members are welcome to submit newsletter articles of an informative or educational nature. Contact Ryan Silvola at Ryan.Silvola@wasbo.com to inquire about potential topics and submissions.

Make a Presentation

WASBO.com/present

WASBO invites Service Affiliates to team up with district professionals and share their experience and expertise as conference presenters. Potential speakers can complete a Call for Presentations form online at WASBO.com/present approximately six months before a conference. Final decisions are made by each conference's planning committee. Learn more about speaking opportunities by contacting Kaitlyn Peters at kaitlyn.peters@wasbo.com

Taking Care of Business

Rates and Ad Sizes through June 30, 2020

Ads accepted only for the below sizes.

Please provide ads electronically as PDF.

Color Ad Rates	Per Issue	Per Issue with 6-Issue Discount
Full Page (7 ¼" wide x 9" deep)	\$930.00	\$837.00
Half Page (3 ½" wide x 9" deep or 7 ¼" wide x 4 ½" deep)	\$505.00	\$454.50
Quarter Page (3 ½" wide x 4 ½" deep or 7 ¼" wide x 2 ¼" deep)	\$355.00	\$319.50

Join a Committee

Service Affiliates are encouraged to take part in committees, sharing their unique insights and collaborating with district professional members. WASBO Committees include:

- Accounting
- Ad Hoc
- Fall Conference
- Midwest Facility Masters
- Safety and Risk Management
- Scholarship
- School Facilities
- School Administrators Alliance
- School Finance Puzzle
- School Personnel Academy
- Service Affiliate
- Spring Conference
- State Education Convention (Joint Convention)
- Transportation

Exhibit Opportunities

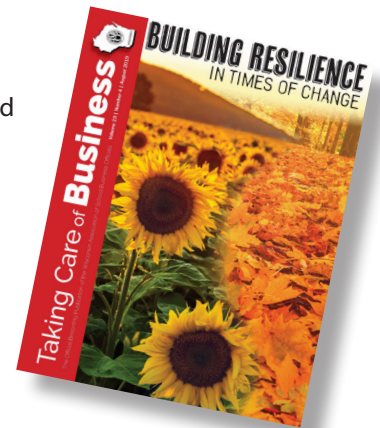
WASBO.com/exhibit

The following conferences, listed by calendar month, include an exhibit opportunity:

- WASBO Facilities Management Conference
- WASBO Annual Spring Conference
- Custodial & Maintenance Conferences
- Midwest Facility Masters Conference

Taking Care of Business is published six times per year, in August, October, December, February, April, and June and is distributed to the WASBO members in print and online. Ad contracts run July 1 through June 30. Advertise in all six issues, and receive a discount of approximately 10%.

To reserve ad space in future newsletters, contact Ryan Silvola at Ryan.Silvola@wasbo.com. You may also request to be on the mailing list when new rates are available.



Information and archives available at WASBO.com/newsletter