



**2017 Administrators' Days**  
July 26-28, 2017  
Younes Conference Center – Kearney, NE  
Exhibitors and Sponsors

May 16, 2017

To: NCSA Exhibitors and Sponsors  
From: Michelle Lopez

ADMINISTRATORS' DAYS 2017 is fast approaching! Enclosed is information regarding exhibit space, hospitality opportunities, and sponsorship options. For those of you not familiar with Administrators' Days, this event is held annually for over 1000 Nebraska School Administrators. The dates for this year's conference are July 26 – 28 at the Younes Conference Center in Kearney, Nebraska. Last year we sold out all 75 exhibit spaces, so don't delay. **These booths will sell out prior to the deadline!**

Exhibit Times:           **Wednesday** – July 26 – 3:30 p.m. to 5:30 p.m.  
(Including Exhibitor Reception from 4:00 p.m. to 5:30 p.m.)  
**Thursday** – July 27 – 7:00 a.m. to 3:15 p.m.

Set Up Times:           **Wednesday** – July 26 – after 12:00 p.m. and before 3:30 pm  
Take Down Times:      **Thursday** – July 27 – after 3:15 p.m.  
*(Exhibits should not be torn down prior to 3:15 p.m.)*

If you purchase a booth at this event, you are agreeing to be set up on Wednesday by 3:30 p.m. and not tear down until Thursday at 3:15 p.m. If you are unable to be commit to these times, we welcome you to consider a sponsorship option and look to exhibit in the future when you are able to be present for the full exhibit schedule.

Back by popular demand, we will again feature the **Exhibitor Reception!** NCSA will provide big-ticket giveaways and the option to purchase drink tickets to hand out at your booth during the Exhibitor Reception. This reception provides another opportunity for you to make contacts in a relaxed atmosphere. Drink ticket order forms will be mailed out with confirmation letters.

Again this year, we are including an opportunity to host some hospitality suites on the nights of Wednesday and Thursday. You will need to make room rental arrangements through NCSA. **The Hotel will not be able to accommodate your room without prior clearance.** If you sponsor a hospitality room, you will be able to use the hotel's conference space (limited). Due to the size of this conference, sleeping rooms/suites will not be available for hospitality rooms.

Please complete the enclosed forms and return by **June 16, 2017** to NCSA, 455 South 11<sup>th</sup> Street, Suite A, Lincoln, NE 68508-2105. **Remember, this event will quickly sell out all exhibit spaces.**

Should you have any questions, please feel free to contact our office 800-793-6272 or [michelle@ncsa.org](mailto:michelle@ncsa.org).

**Date:** July 26, 2017 Exhibits Open 3:30 p.m. – 5:30 p.m.  
July 26, 2017 Exhibitor Reception 4:00 p.m. – 5:30 p.m.  
July 27, 2017 Exhibits Open 7:00 a.m. – 3:15 p.m.

**Location:** Younes Conference Center  
416 W Talmadge Rd,  
Kearney, NE 68845

**Set Up:** Wednesday, July 26, 2017, after 12:00 p.m. and before 3:30 p.m.

**Booth Information:** 8-foot tables, 2-chairs, table clothed only  
This year we are including electricity to all booths as well as wireless high speed internet.

**Giveaways:** In an effort to ensure that all booth drawings are done in a fair and accurate way, NCSA will coordinate all promotional giveaways. Individual drawings at your booth will not be permitted. We understand the need to collect contacts and names at this conference and encourage you to do so but not in conjunction with a giveaway. If you have any questions, comments or concerns, please do not hesitate to contact [megan@ncsa.org](mailto:megan@ncsa.org)

**Exhibit Exposure:** NCSA makes every effort to give exhibitors ample visitation by attendees, hosting food and beverage and some events in the exhibit hall. Participants are encouraged to visit the exhibits.

**Program Ads:** If you would like to purchase an ad for your company in the conference program, please mark your sponsorship contract.

**Exhibitor Lodging:** Hotels available for lodging include:  
The Holiday Inn: (308) 237-5971, \$109.95/night  
The Comfort Inn: (308) 236-3400, \$109.95/night  
The Fairfield Inn: (308) 236-4200, \$109.95/night  
La Quinta Inn: (308) 237-4400, \$109.95/night  
The Hampton Inn: (308) 234-3400, \$109.95/night  
**These sell out fast.**

**Meals:** Should you wish to purchase meals, please indicate so on your exhibit form.

**Hospitality:** Once again this year, Hospitality Rooms will be available. You will need to make room rental arrangements through NCSA. **The Hotel will not be able to accommodate your room without prior clearance from NCSA.**

**Sponsorship:** There are many Sponsorship opportunities this year, please refer to your Sponsorship Form for details.



**2017 Administrators' Days**  
July 26-July 27, 2017  
Younes Conference Center – Kearney, NE  
**EXHIBITOR REGISTRATION CONTRACT**

COMPANY NAME \_\_\_\_\_

REPRESENTATIVE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_

NAMES FOR BADGES \_\_\_\_\_

YES, I WOULD LIKE TO EXHIBIT AT THE 2017 ADMINISTRATORS' DAYS CONFERENCE.  
**OPTION #1 (See reverse page)**

COST: \$815 (Make checks payable to NCSA and enclose with form)  
\*Electricity is included to all exhibit booths.

I would like \_\_\_\_\_ Thursday lunch tickets (\$30.00 each)  
(Quantity)

YES, I WOULD LIKE TO EXHIBIT AT THE 2017 ADMINISTRATORS' DAYS CONFERENCE AND  
HOST A HOSPITALITY ROOM. **OPTION #2 (See reverse page)**

COST: \$1,015 (Make checks payable to NCSA and enclose with form)  
\*Electricity is included to all exhibit booths.

\_\_\_ Wednesday Night      \_\_\_ Thursday Night      Requested Room: \_\_\_\_\_

I would like \_\_\_\_\_ Thursday lunch tickets (\$30.00 each)  
(Quantity)

*The cancellation deadline for this event is June 16, 2017. No refunds will be provided after this date. Please contact Michelle at michelle@ncsa.org with any cancellation requests.*

\_\_\_\_\_  
(SIGNATURE)

\_\_\_\_\_  
(PRINT NAME)

**RETURN THIS FORM BY June 16, 2017**

**TO:**

Administrators' Days Exhibit  
455 South 11<sup>th</sup> Street, Suite A  
Lincoln, NE 68508-2105  
**OR FAX: (402) 476-7740**

**Questions? Call 402-476-8055**



## 2017 Administrators' Days

July 26-July 27, 2017

Younes Conference Center – Kearney, NE

### EXHIBITOR OPTIONS

#### Option #1 – Exhibit Space Only

Cost: \$815

**Includes** Booth Space at the Younes Conference Center open from:

3:30 p.m. to 5:30 p.m. – Wednesday, July 26

7:00 a.m. to 3:15 p.m. – Thursday, July 27

#### Option #2 – Hospitality Room AND Exhibit Space

Cost: \$1,015

**Includes** Booth Space at the Younes Conference Center open from:

3:30 p.m. to 5:30 p.m. – Wednesday, July 26

7:00 a.m. to 3:15 p.m. – Thursday, July 27

**AND** Room: Stateroom A-F, Executive Room – Holiday Inn

Open 8:00 p.m. to 12:00 a.m. - Wednesday, July 26 or Thursday, July 27

- Hospitality Room will be publicized in Conference Program
- Advertisement with the exhibitor's name, hospitality room location, and time, by the registration table and/or hotel lobby

NCSA is responsible for room rental. **Exhibitor is responsible for making catering/beverage arrangements with the Holiday Inn AFTER registration is complete.**

#### Drawings/Giveaways

In an effort to ensure that all booth drawings are done in a fair and accurate way, NCSA will coordinate and orchestrate all promotional giveaways. Individual drawings at your booth will not be permitted. If you have any questions, comments or concerns, please do not hesitate to contact Megan at [megan@ncsa.org](mailto:megan@ncsa.org).



**2017 Administrators' Days**  
 July 26-July 28, 2017  
 Younes Conference Center – Kearney, NE  
**SPONSORSHIP AGREEMENT**

COMPANY NAME \_\_\_\_\_

REPRESENTATIVE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

**PLEASE CHECK ITEM(S) YOU WOULD LIKE TO SPONSOR:**

- |   |   |
|---|---|
| <input type="checkbox"/> Keynote Speaker: Thursday Morning<br>Cost \$4,000        | <input type="checkbox"/> Administrator Reception<br>Cost: \$3500      |
| <input type="checkbox"/> Keynote Speaker: Thursday Afternoon<br>Cost \$4,000      | <input type="checkbox"/> Family Movie Night<br>Cost: \$2,000          |
| <input type="checkbox"/> Administrators' Days Thursday Luncheon<br>Cost: \$ 3,000 | <input type="checkbox"/> Platte Valley Brewery Event<br>Cost: \$3,000 |
| <input type="checkbox"/> Ice Cream Social: Thursday Afternoon<br>Cost: \$2,000    | <input type="checkbox"/> NCSA Trivia Night<br>Cost: \$2,500           |
| <input type="checkbox"/> Thursday Continental Breakfast<br>Cost: \$1,000          |   |
| <input type="checkbox"/> Thursday Refreshment Break<br>Cost: \$500                |   |
| <input type="checkbox"/> Friday Breakfast Buffet<br>Cost: \$2,000                 |   |

**Program Ads**

Yes, I would like to purchase an ad for the conference program:

\_\_\_\_\_ \$175 1/4 Page (4" wide by 3" tall)  
 \_\_\_\_\_ \$275 1/2 Page (4" wide by 4.25" tall)  
 \_\_\_\_\_ \$400 Full Page (4" wide by 8.5" tall)  
 \_\_\_\_\_ \$500 Inside Cover (4" wide by 8.5" tall – Full Color)  
 \_\_\_\_\_ \$500 Back Cover (4" wide by 8.5" tall – Full Color)

- *All Ads need to be e-mailed as a PDF to [megan@ncsa.org](mailto:megan@ncsa.org) by June 23, 2017*

**Representatives that will be present at the event:**

\_\_\_\_\_

\_\_\_\_\_  
 (SIGNATURE)

\_\_\_\_\_  
 (PRINT NAME)

**RETURN THIS FORM BY June 16, 2017**

**TO:**  
 Administrators' Days Exhibit  
 455 South 11<sup>th</sup> Street, Suite A  
 Lincoln, NE 68508-2105  
**OR FAX: (402) 476-7740**

**Questions? Call 800-793-6272**

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NCSA reserves the right to deny sponsor registration applications.



## 2017 Administrators' Days

July 26-July 28, 2017

Younes Conference Center – Kearney, NE

### SPONSORSHIP OPTIONS

#### Keynote Speaker Sponsorship

*Cost: \$4,000*

Sponsorship of a Conference keynote speaker will allow you to get the attention of over 1000 conference attendees!

##### **Benefit to Sponsor**

- Complimentary exhibit booth in the exhibit hall
- Special recognition during applicable general session and logo included in conference program (*Email logo to [megan@ncsa.org](mailto:megan@ncsa.org) by June 23, 2017.*)
- Option to display banner in the general session room or place literature on tables
- Full-page ad in Conference Program
- Two tickets to Thursday lunch.

#### Meal Sponsorship

(Each event is a separate opportunity)

**Administrators' Days Lunch (July 27)** - *Cost: \$ 3,000*

\*Representatives will be recognized at lunch and receive up to four (4) lunches.

**Ice Cream Social (July 27)** - *Cost: \$2,000*

\*Representatives will be recognized during general session.

**Friday Breakfast Buffet (July 28)** - *Cost: \$2,000*

\*Representatives will be recognized after breakfast and receive up to two (2) breakfasts.

##### **Benefits to Sponsor**

- ½-page ad in Conference Program
- Special thanks during the meal and in the conference program.
- Option to place company literature or table tents on meal tables

#### Administrators Reception (July 27, 4:00)

*Cost: \$3,500*

After sessions and before evening activities, attendees gather for an snacks and drinks at the Holiday Inn

##### **Benefits to Sponsor**

- Complimentary exhibit booth in the exhibit hall
- Special thanks at the Thursday General Session and in the conference program.
- ½-page ad in Conference Program
- Opportunity to host event and welcome guests

#### Family Movie Sponsorship (July 27, 6:30)

*Cost: \$2,000*

Fun, family-friendly event held at Kearney Cinema 8 the evening of Thursday, July 27.

##### **Benefits to Sponsor**

- ½-page ad in Conference Program
- Opportunity to host event and welcome guests
- Special thanks at the Thursday General Session and in the conference program.

#### Refreshment Sponsorship

(Each event is a separate opportunity)

**Continental Breakfast (July 28)**- *Cost: \$1,000*

Coffee, Juice, Rolls and Fresh Fruit

**Refreshment Break (July 28)** - *Cost: \$500*

Coffee, Iced Tea and Cookies

##### **Benefits to Sponsor**

- Option to display signage by refreshment table during the time of sponsorship
- Recognition in Conference Program

#### Brewery Sponsorship (July 27, 6:00)

*Cost: \$3,000*

Adult-only event the evening of Thursday, July 27, at Thunderhead Brewery where attendees are transported to brewery for activities and fun!

##### **Benefits to Sponsor**

- ½-page ad in Conference Program
- Opportunity to host event and welcome guests
- Special thanks at the Thursday General Session and in

#### NCSA Trivia Night Sponsorship (July 27)

*Cost: \$2,500*

This event will be held in the ballroom from 8:00-11:30. NCSA will host a trivia contest with a bar and prizes for the winning team.

##### **Benefits to Sponsor**

- ½-page ad in Conference Program
- Special thanks at event and in the conference program.
- Option to place company literature or table tents on trivia tables