



**Kansas Administrators:  
Resilient, Resourceful and Reliable**

**39th Annual Convention  
January 27 - 29, 2010  
Wichita, KS**

**2010 EXHIBITOR'S PROSPECTUS**

Kansas Association of Elementary School Principals  
Kansas Association of Middle School Administrators  
Kansas Association of School Administrators  
Kansas Association of School Business Officials  
Kansas Association of School Personnel Administrators  
Kansas Association of Secondary School Principals  
Kansas Association of Special Education Administrators  
Kansas Association for Supervision and Curriculum Development  
Kansas Council of Career and Technical Education Administrators  
Kansas School Public Relations Association

# Welcome to the 2010 USA|Kansas Convention!

On behalf of USA|Kansas, I would like to extend a warm welcome and thank you to our vendors. We are pleased to extend this invitation to join us in 2010 for our 39th annual convention, Kansas Administrators: Resilient, Resourceful and Reliable. Your continued support is appreciated. Whether you are a corporate sponsor, an affiliate member, or a first-time vendor choosing to participate at this year's convention, your decision to participate is a wise business choice and demonstrates support for education throughout Kansas. Participation in the convention elevates awareness of your product and/or service with thousands of administrators throughout the state. Last year, more than 150 exhibitors had a captive audience when nearly 1,000 administrators came together in Wichita.

On Wednesday afternoon convention participants will commence in the Convention and Exhibit Halls beginning at 3:00 p.m. with the Vendor Reception from 5:00 p.m. - 7:00 p.m. The exhibit area will also be open from 7:30 a.m. to 2:00 p.m. on Thursday.

If you have any questions, please feel free to contact the USA|Kansas office.

Cheryl L. Semmel  
Executive Director

## Booth Assignments/Fee Schedule

Booth space costs \$425 for the first booth; \$295 for the second booth; and \$265 for each additional booth.

Please Note: Booth fees MUST be paid in full prior to set-up on January 27 or vendor will not be allowed on show floor. Exhibit spaces will be allocated on a first-come, first-served basis, except for those vendors who are USA|Kansas affiliate members or corporate sponsors. Vendor affiliates and corporate sponsors will have first choice of convention booth spaces.

Enclosed is information explaining the USA|Kansas affiliate membership and corporate sponsorship opportunities that are available to vendors.

### Booth Assignments

Assignment of booth space will begin in early December according to the following criteria:

- 1st assignment: USA|Kansas Corp. Sponsors
- 2nd assignment: Affiliate members who have exhibited at past conventions
- 3rd assignment: Affiliate members
- 4th assignment: First come, first assigned.

Vendors will be notified not later than January 8, 2010 of booth assignments. Space assignments are available by phone beginning January 6. It is the exhibitor's responsibility to confirm reservations with USA|Kansas.

## Large Vehicle Display

If you exhibit a bus or other large vehicle, there are two display options:

1. Purchase a regular 8' by 10' booth and park the vehicle outside on Kennedy Plaza
2. Park inside Convention and Exhibition Halls according to the following fee schedule:

Charge	Passengers (#)	Bus Size
\$875	65-71 passengers	38-42 ft
\$675	48 passengers	26 ft
\$475	22 passengers	11-20 ft

All displays MUST be in their assigned space in the building before noon on Wednesday, January 27.

## Hospitality Suites

Vendors exhibiting at the convention will have the option of obtaining a hospitality suite. Since hospitality suites will be allocated on an exhibitor preference basis, requests must be cleared through the USA|Kansas office before contacting hotels.

USA|Kansas will be using the Wichita Hyatt Regency and the Radisson Broadview Hotel for convention activities. Make your reservations for sleeping rooms by contacting one of the following hotels:

Hyatt Hotel	800-233-1234
Broadview Hotel	316-262-5000
Courtyard by Marriott	316-264-5300
Hotel at Old Town	316-267-4800
Best Western Airport Inn	316-942-5600

# Exhibitor Guidelines and Responsibilities

## Booths

All booths are 8' by 10' and will be draped, side and back. Each booth will have one 6' draped table with 2 chairs. One promotional sign will be provided to each exhibitor without charge. In order to prevent interference with adjoining booths, no signs or equipment shall extend beyond the sides of the booth. Additional equipment, including extra chairs, tables, carpet is available from Helgerson Convention Decorators. Ask for Randy Metcalf, 316-943-1851.

## Electricity

Electrical service will be available only if requested from Century II. A request form for electricity will be provided when booth space is reserved. Basic advance charge is \$34.

## Set-up Times

Booths may be set up 9:00 a.m. to 2:00 p.m., Wednesday, January 27 and removed Thursday, January 28 after 2:00 p.m. If you have questions about set-up or removal, call Kim Torrez at 785-232-6566.

## Shipping Data

Exhibit material shipped to Wichita before January 27 may be stored with Henry Helgerson Company (316-943-1851). Once USA|Kansas receives your registration, a rental form will sent to you for drayage, extra tables, chairs, etc. to send to Henry Helgerson Company. Pre-convention storage will be at the expense of the exhibitor.

## Delivery of Exhibit Materials

The basement area of Century II has been designated for deliveries of exhibit materials on January 27. Exhibitors should unload their materials near the freight elevator and take them on the elevator to the Convention Hall. Parking for extended periods of time is not permitted in the basement or on Kennedy Plaza.

## USA|Kansas Representative

Questions regarding these instructions should be directed to Kim Torrez. Kim will be available Wednesday, January 27, in the Exhibition Hall to assist with last minute details.

## Unoccupied Space

If an exhibitor fails to occupy contracted space or fails to comply in any other respect with the exhibit regulations, association officials have the right to lease such space to any other applicant without refund to the exhibitor.

## Liability

Neither the association nor any of its representatives will be responsible for any injury, loss or damage that may occur to the exhibitor, the exhibitor's employees, or property from any cause whatsoever prior, during, or subsequent to the convention.

## Prize Drawings

We invite you to hold prize drawings Wednesday evening and Thursday all day. Exhibitors are asked to donate items to be given away. If you choose to have a raffle, you will select the winner and bring the pick-up ticket to the front of the stage where the winner will be announced and displayed on Powerpoint. Exhibitors are responsible for distribution of the prizes.

For information about USA|Kansas membership, services or becoming a corporate sponsor, contact:

*Kim Torrez, Coordinator of Membership Services*  
*ktorrez@usakansas.org*

United School Administrators  
515 S Kansas Ave, Suite 201  
Topeka KS 66603-3415  
Phone 785-232-6566  
Fax 785-232-9776

## 2009 USA | Kansas Convention Exhibitors

ABCreative Inc  
ACT, Inc  
Advanced Catastrophe Technologies (ACT)  
A-Lert Roof Systems  
Allied Bus Sales  
American Bus Sales  
American Digital Security  
American Fidelity Assurance Company  
Ameritime  
Apple Bus Company  
Asset Services  
ATHCO  
Baker University  
Balfour Company-Taylor Publishing Co  
Better Life Technology LLC  
Beynon Sports Surfaces Inc  
Capitol Stage Equipment Co  
Cartridge King of Kansas  
Champlin Tire Recycling Inc  
Claco Supply Inc  
CommonSense Math  
CompassLearning  
Computer Information Concepts Inc  
Copy Products Inc  
Corporate Express  
Cox Communications  
Cytex Media Systems, Inc  
DEPCO, Inc  
DeWaay Financial Network, LLC  
Duro-Last Roofing  
Education 2020  
Emporia State University  
ESSDACK  
Fisher Tracks Inc  
Foundation for Educational Services  
Friends University  
Fruhauf Uniforms Inc  
General ASP  
Governor's Council on Fitness  
Great American Hardwood Flooring Inc  
Great American Opportunities  
Harris School Solutions  
Heartland Seating Inc  
Heineken Sports Lighting Inc  
Herff Jones Photography  
Hollis + Miller Architects  
Horst Terrill & Karst Architects PA  
Houghton Mifflin Harcourt  
Howard & Helmer Architects  
Hutton Construction Corporation  
Integrated Consulting Engineers  
InterfaceFLOR  
International Academy of Science  
Inter-State Studio and Publishing Company  
iQ Academy Kansas  
J.E. Dunn Construction  
Jayhawk File Express  
Josten's Inc  
JR3 Education Associates  
KAMS  
KAMSA  
Kansas Association Of School Boards  
Kansas City Audio Visual  
Kansas Contract Design  
Kansas Council on Economic Education  
Kansas NCA  
Kansas NEA  
Key Construction Inc  
KK Office Solutions Inc  
Konica Minolta  
KS Dept of Wildlife & Parks  
Lankford Enterprises Inc  
Lifetouch National School Studios Inc  
Lifetrack Services Inc  
Lightspeed Technologies Inc  
M.A.C.S  
Macmillan/McGraw-Hill  
Master's Transportation Inc  
McConnell & Associates Corporation  
McInnes Group Inc  
MID-AMERICAN Courtworks  
Mid-States School Equipment Co Inc  
Midwest Bus Sales Inc  
Midwest Digital Systems  
Miracle Recreation Equipment Company  
MIS Technologies  
National Bus Sales  
National Screening Bureau  
NEVCO Scoreboard Company  
Nex-Tech  
North Central Kansas Technical College  
Northwest Evaluation Association  
Oce' North America Document Printing Systems  
OdysseyWare  
OFG Financial Services Inc  
PBA Architects P.A.  
Purifan Inc  
Pur-O-Zone  
Reading Screening LLC  
Renaissance Learning, Inc  
Riggs Recreation Equipment Inc  
Roberts Hutch-Line  
School Datebooks  
School Specialty  
School Specialty Planning & Student  
Development  
School Webmasters  
SchoolMessenger  
SchoolReach Instant Parent Contact  
SimplexGrinnell  
Skyward Inc  
Smith Audio Visual Inc  
Smoky Hill Education Service Center  
SNC Inc  
Southwest Plains Regional Service Ctr  
Spectrum Industries Inc  
Stanfield Roofing  
Student Assurance Services Inc  
TAC Energy Solutions  
TextCaster  
The Learning Center USD 261 Haysville  
The Learning System  
The Service Center at ClearWater  
TMHC Services Inc  
Tom Rupp's Floor Perfect  
TRANE  
Trapeze Networks  
Tremco Inc  
Twotrees Technologies Inc  
United States Green Building Council  
Varitronics, A Brady Business  
Virco Manufacturing Inc  
Washington Roofing  
Wilson & Company Inc  
WRG Education

# 2010 Convention Sponsor Application

Your convention sponsorship allows USA|Kansas to provide enhanced programs and social opportunities for convention-goers without increasing the cost to our members. Please indicate your choice for the level of support. Payments must be made before **November 20, 2009** to be included in the program.

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

- |  |          |
|--|----------|
| First General Session Sponsor  | \$12,000 |
| <ul style="list-style-type: none"><li>• Complimentary affiliate membership (\$100 value)</li><li>• Two complimentary booths at the USA Kansas annual convention (\$700 value)</li><li>• Verbal acknowledgement announced to over 600 attendees</li><li>• Display of corporate banner (you provide) at the USA Kansas convention opening session</li><li>• Full-page ad in the USA Kansas annual convention program (\$275 value)</li><li>• Full-page color ad (you provide) in the USA Kansas membership directory (\$800 value)</li><li>• Complimentary hard-copies and electronic copies of the USA Kansas membership directory (up to 20)</li><li>• Full-page ad in the USA Kansas newsletter, <i>Administrator Monthly</i> (11 times/yr) (\$5,000 value)</li><li>• Recognition as a corporate sponsor in USA Kansas publications and on the USA Kansas website</li></ul> |          |
| Social Hour  | \$10,500 |
| <ul style="list-style-type: none"><li>• Complimentary affiliate membership</li><li>• One complimentary booth at the USA Kansas annual convention</li><li>• Recognition at the USA Kansas annual convention opening session</li><li>• Display of corporate banner (you provide) at the USA Kansas convention opening session</li><li>• Half-page ad in the USA Kansas annual convention program</li><li>• Half-page ad in the USA Kansas membership directory</li><li>• Complimentary hard-copies and electronic copies of the USA Kansas membership directory (up to 10)</li><li>• Half-page ad in the USA Kansas newsletter, <i>Administrator Monthly</i></li><li>• Recognition as a corporate sponsor in USA Kansas publications and on the USA Kansas website</li></ul>   |          |
| Final General Session Breakfast  | \$9,500  |
| <ul style="list-style-type: none"><li>• Complimentary affiliate membership</li><li>• Recognition at the USA Kansas annual convention</li><li>• Discounted (50%) booth at the USA Kansas annual convention</li><li>• Quarter-page ad in the USA Kansas annual convention program</li><li>• Quarter-page ad in the USA Kansas membership directory</li><li>• Complimentary hard-copies and electronic copies of the USA Kansas membership directory (up to 5)</li><li>• Discounted ad space (50%) in the USA Kansas newsletter, <i>Administrator Monthly</i></li><li>• Recognition as a corporate sponsor in USA Kansas publications and on the USA Kansas website</li></ul>   |          |
| Vendor Continental Breakfast   | \$5,000  |
| <ul style="list-style-type: none"><li>• Complimentary affiliate membership</li><li>• Recognition at the USA Kansas annual convention</li><li>• Discounted (25%) booth at the USA Kansas annual convention</li><li>• Recognition in the USA Kansas annual convention program</li><li>• Discounted ad space (25%) in the USA Kansas membership directory</li><li>• Complimentary hard-copy and electronic copy of the USA Kansas membership directory</li><li>• Discounted ad space (25%) in the USA Kansas newsletter, <i>Administrator Monthly</i></li><li>• Recognition as a corporate sponsor in USA Kansas publications and on the USA Kansas website</li></ul>   |          |
| Pre-Convention Seminar (for additional information, contact Kim Torrez)  | \$3,500  |
| KASA Superintendent of the Year program (for additional information, contact Kim Torrez)   | \$2,500  |
| Exhibit Hall Coffee Break (for additional information, contact Kim Torrez)   | \$1,500  |
| Audio Visual Equipment (for additional information, contact Kim Torrez)  | \$1,500  |

\*Sponsor is responsible for designing ads and providing them in a print-ready format\*

# 2010 Request for Proposals: Vendor Information Sessions

**Kansas Administrators: Resilient,  
Resourceful and Reliable**  
January 27-29, 2010 • Wichita, Kansas

*(Please print or type)*

USA Kansas Use Only
Assigned room number:
Century II _____
Hyatt _____

This year we are inviting vendors to participate in our "Vendor Information Sessions." The sessions are designed to provide up-to-date information on topics of general interest to educators. The sessions will from 11:30 a.m. – 12:15 p.m., Thursday, January 28, 2010.

These sessions are open to corporate sponsors (no charge) and affiliate members for a nominal fee (\$150).

The USA|Kansas Convention Committee will review proposals and select the Vendor Sessions for the 2010 Convention. The presenter will be notified before mid November. A limited number of sessions will be available.

Please complete the following form return by September 22, 2009. USA|Kansas will invoice selected vendors; payment must be made no later than October 30, 2009.

***Name of individual submitting the application:***

\_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Telephone \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

Presenter Name: \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

Title of Presentation (as you wish it to appear in the convention program):

\_\_\_\_\_

Please provide a brief description (as you wish it to appear in the convention program):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approved Vendor Information Sessions will be listed in all convention materials; however, vendors are strongly encouraged to promote their individual sessions. As you know, the schedule is very full between scheduled events, vendor exhibits, and vendor-sponsored events.

**PLEASE NOTE: Presenters will be responsible for bringing their own audio-visual equipment and extension cord(s). USA|Kansas will provide a projection screen.**

**united school administrators of kansas • 2010 annual convention**

# 2010 USA|Kansas Convention Exhibitor Reservation Form

**Please complete the front and back of this page.** SPECIAL NOTE: Only one company per booth.

Company (print or type) \_\_\_\_\_ Telephone number \_\_\_\_\_ Fax number \_\_\_\_\_

Company representative for mailing information (print or type) \_\_\_\_\_ E-mail \_\_\_\_\_

Billing address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Address for sending booth information \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please check one of the following business partner categories:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Architectural | <input type="checkbox"/> Financial                | <input type="checkbox"/> Playground Equipment       |
| <input type="checkbox"/> Bleachers     | <input type="checkbox"/> Fire/Security Protection | <input type="checkbox"/> Publishing                 |
| <input type="checkbox"/> Construction  | <input type="checkbox"/> Food Service             | <input type="checkbox"/> Software                   |
| <input type="checkbox"/> Environmental | <input type="checkbox"/> General Equipment        | <input type="checkbox"/> Other _____ please specify |

Brief description of products or services available to school districts \_\_\_\_\_

\_\_\_\_\_  
Signature of Representative in Charge

**Booths:** Please reserve \_\_\_\_\_ exhibit booth(s) for the trade show, January 27-28, 2010. **Exhibitors who pay by November 20, 2009 will be listed in the USA|Kansas convention program.**

**Hospitality Suites:** All hospitality suites will be scheduled through USA. Our hospitality room will be open to convention participants on:

January \_\_\_\_\_, 2010      Time(s) \_\_\_\_\_ to \_\_\_\_\_      \_\_\_\_\_ to \_\_\_\_\_

We would like a hospitality suite in the Broadview Hotel	Yes	No
We would like a hospitality suite in the Hyatt Regency	Yes	No

Method of Payment	First booth	\$425
(Checks payable to United School Administrators)	Second booth	\$295
	Add'l booths	\$265
	Affiliate Membership Fee	\$100 (if applicable)
	Total	_____

Reservations will be held and booth spaces assigned after payment is received by the USA|Kansas office, 515 S Kansas Avenue, Suite 201, Topeka, KS 66603-3415.

### USA|Kansas Office Use Only

Check # _____	Amount _____	Date _____	Hospitality Suite _____
USA Kansas Affiliate Member	_____ Yes	_____ No	Assigned booth numbers _____

# 2010 USA | Kansas Convention Exhibitor Reservation Form

A continental breakfast will be available in the exhibit area on Thursday, January 29, 2010, from 7:30 – 9:00 p.m. **Vendor breakfast tickets will be limited two per booth. If you need additional tickets the cost will be \$10 each.**

Please complete this form and return it so that badges may be prepared for your representatives. Be sure you list all who will attend as representatives of your firm. Security will prohibit admission to the exhibit arena unless the individual has the appropriate badge. Vendors wishing to attend the USA|Kansas banquet or luncheon should complete a registration form and purchase guest tickets.

Please pick up your registration packet, including badges and programs, at the USA|Kansas registration desk **before 3:00 p.m. on January 27.**

**Company Name:** \_\_\_\_\_

## Representatives Needing Badges:

(Please print or type)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

**Please return this form with payment to:  
United School Administrators of Kansas  
515 S Kansas Avenue, Suite 201  
Topeka KS 66603-3415  
Phone: 785-232-6566 Fax: 785-232-9776**