

PRESORTED
FIRST CLASS
PAID
Permit No. 9
Topeka, KS

USA Kansas
United School Administrators of Kansas
515 S. Kansas Avenue, Suite 201
Topeka, Kansas 66603

USA Kansas
United School Administrators of Kansas

**Kansas Administrators:
Leading Education in the 21st Century**

2012 EXHIBITOR'S PROSPECTUS



**41st Annual Convention
January 25 - 27, 2012
Hyatt Hotel and Century II Convention Center
Wichita, Kansas**

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

USA|Kansas extends a special thanks to our 2011 Convention sponsors. In addition to exhibiting at the convention, these businesses were recognized among hundreds of statewide education administrators during the opening General Session.

2011 Convention Sponsors

Preconvention and opening General Session sponsored by **Discovery Education.**

Closing General Session sponsored by the **Kansas State High School Activities Association.**

Planners and convention program sponsored by **School Datebooks.**

Name badges provided by **Inter-State Studios Publishing Co.**

Hospitality and Dance sponsored by **Lifetouch National School Studios.**

2011 Convention Exhibitors

AdvancED Kansas
A-Lert Roof Systems
Allied Bus Sales
American Bus Sales
American Fidelity Assurance Co
Ameritime
Astro Turf
Audio Lite
Baker University
BD Construction
Benchmark Education
Benchmark, Inc Roof and Pavement Consultants
Beynon Sports Surfaces Inc
Building Controls & Services
Champlin Tire Recycling Inc
Coaching For Results
Colonial Life

CompassLearning
Computer Information Concepts
Conrade Insurance Group, Inc
Copy Products Inc
Cox Business
Crossland Construction Co
Cytek Media Systems, Inc
DEPCO, LLC
Destination ImagiNation
Discovery Education
Edline
Education 2020
EduServ Inc
Emporia State University
Energy Innovators Inc
FES LLC
Friends University
Fruhauf Uniforms Inc
Great American Hardwood Flooring Inc
Haddock Education Technologies/
Promethean
Harris School Solutions
Heartland Seating Inc
HighSchool Tracker.com
HMH Specialized Curriculum
Hollis + Miller Architects
Horst Terrill & Karst Architects
Houghton Mifflin Harcourt
Howard and Helmer Architects
Hutton Construction
Inter-State Studio and Publishing
JE Dunn Construction
Josten's Inc
Kansas Association of Middle School Principals (KAMSA)
KanBuild Inc
Kansas Association of Educational Service Agencies

Kansas Association of School Boards (KASB)
Kansas Center for Safe and Prepared Schools
Kansas City Audio Visual
Kansas Contract Design
Kansas National Education Association (KNEA)
Kansas Strong
Kansas Traffic Safety Resource Office (KTSRO)
Kansas Department of Wildlife and Parks
Lankford Enterprises Inc
LawKingdon Architecture
Lifetouch National School Studios Co
Lifetrack Services Inc
Lightspeed Technologies Inc
Management Advisory Computer Systems
McConnell & Associates Corp
McPherson & Jacobson, L.L.C.
MID-AMERICAN Courtworks
Mid-Continental Restoration Co
Mid-States School Equipment Co
Midwest Bus Sales Inc
Midwest Single Source
Miracle Recreation Equipment
Mobilease Modular Space
MTS Contracting Inc
Musco Sports Lighting
National Bus Sales
National Geographic School Publishing
National Screening Bureau
Neogard
Netchemia
NEVCO
Noah's Park and Playgrounds
North Central Kansas Technical College
Northwest Evaluation Assoc
OFG Financial Services Inc
PBA Architects P.A.

PCI Building Services
Purifan Inc
Pur-O-Zone
Quick Print
Reading Screening LLC
Schaefer Johnson Cox Frey Architecture
Schneider Electric
School Datebooks
SimplexGrinnell
Simpson-Associates Construction Services
Skyward Inc
Solution Tree
Stanfield Roofing
Student Assurance Services Inc
The Master Teacher
TMHC Services Inc
Tom Rupp's Floor Perfect, LLC
Trane
Twotrees Technologies Inc
VALIC
Virco Manufacturing Inc
Warehouse 1
Washington Roofing
WRG Education

Important Dates for the 2012 Annual Convention

November 16, 2011

Deadline to submit Exhibitor Reservation Forms (with payment) and Hospitality Suite Requests, to be included in the Convention program

January 6, 2012

Exhibitor Booth Assignments available to exhibitors

January 25-27, 2012

USA|Kansas Annual Convention, Wichita

Increase your exposure at the 41st Annual Convention by sponsoring an activity or event!

_____ **YES, I would like to sponsor an activity or event at the USA|Kansas.**

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 16, 2011 to be included in the program.

Company Name _____

Contact Person _____

Phone _____ E-Mail _____

The pricing guidelines below reflect exclusive sponsorship of the named event. For additional pricing guidelines and options, please contact Kim Torrez at 785.232.6566 or ktorrez@usakansas.org.

Opening General Session (Thursday morning)	CONTACT USA KANSAS
General Session (Thursday afternoon)	CONTACT USA KANSAS
Social Hour (Thursday evening)	\$10,500
Final General Session Breakfast (Friday)	\$5,000
Pre-Convention Seminar (Wednesday)	\$2,500
Outlook 2012 Luncheon (Thursday afternoon)	\$2,500
Grand Opening Reception (Wednesday evening)	\$2,500
Exhibit Hall Coffee Break (Thursday)	\$1,500
Technology/Audio Visual Equipment (Wednesday-Friday)	\$1,500

Benefits of becoming a corporate sponsor include discounted or complimentary booth space, advertising and membership. Please contact Kim Torrez at 785.232.6566 for additional information.

Invitation to participate in the 41st USA|Kansas Convention!

On behalf of USA|Kansas, I would like to extend a warm welcome and thank you to our vendors. As school districts make difficult decisions about spending, our business partners at the state and local level have been particularly impacted by the cuts to K-12 education funding.

USA|Kansas values its relationship with vendors and corporate partners. We recognize and applaud your commitment to supporting education in Kansas, especially during these challenging economic times. Our organization remains committed to working with districts and our business partners to ensure a prosperous future.

In recognizing the critical role your business plays in supporting education and the economy, we are pleased to extend this invitation to join us in 2012 for our 41st annual convention, Kansas Administrators: Leading Education in the 21st Century.

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.

On Wednesday afternoon, convention participants will commence in Expo Hall 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 us.

Cheryl L. Semmel
Executive Director

USA|Kansas Convention Coordinator

Questions regarding convention exhibits and information about corporate partner programs should be directed to Kim Torrez, Coordinator of Member Services at:

515 S. Kansas Avenue, Suite 201
Topeka, Kansas 66603

785.232.6566 phone ~ 785.232.9776 fax ~ ktorrez@usakansas.org

Booth Rates/Schedule of Fees

Booth (8' x 10')	\$500 (first booth) \$325 (each add'l)
School Bus: 65-71 passengers (38-42 ft)	\$875
School Bus: 48 passenger (26 ft)	\$675
School Bus: 22 passengers (11-20 ft)	\$475

Please Note: Booth fees MUST be paid in full prior to set-up on January 25, 2012 or vendor will not be allowed on show floor.

All displays MUST be in their assigned space in the building before noon on Wednesday, January 25, 2012.

Booth Specifications

Booth rental includes an 8' x 10' booth with an 8' draped backdrop, 3' draped side rail dividers, one 6' table, 2 chairs and a complimentary promotional sign. In order to prevent interference with adjoining booths, no signs or equipment shall extend beyond the sides of the booth.

Electrical service, Internet connection, carpet, freight, storage, etc. are NOT included in the booth rental. **An Exhibitor Service Kit and order forms will be provided with your confirmation notice once the Exhibitor Reservation Form has been returned to and processed by the USA|Kansas office.**

Show Hours and Location

Wednesday, January 25, 2012

School Bus move-in	10:00 a.m.
Exhibitor set-up	9:00 a.m. - 2:00 p.m.
Exhibits open	3:00 p.m.
Grand opening reception in Expo Hall	5:00 p.m. - 7:00 p.m.

Thursday, January 26, 2012

Exhibits open	7:30 a.m. - 2:00 p.m.
Exhibitor move-out	2:00 p.m.

The 2012 USA|Kansas Convention Exhibit Show will be held in Expo Hall in the Century II Convention Center.

Booth Assignments

Assignment of booth space will begin in early December according to the following criteria. Vendors will be notified no later than January 6, 2012 of booth assignments.

1st assignment:	USA Kansas Corporate Sponsors
2nd assignment:	USA Kansas Affiliate Members who have exhibited at past conventions
3rd assignment:	USA Kansas Affiliate Members
4th assignment:	First come, first assigned

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.

Shipping and Delivery

Shipping and storage. Exhibit material shipped to Wichita before January 25 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 25. Exhibitors should unload their materials near the freight elevator and take them on the elevator to the Convention Hall. **Parking is not permitted in the basement or on Kennedy Plaza.**

Hotel Accomodations

USA|Kansas has blocks of sleeping room reserved at the Hyatt Hotel. Reservations can be made by calling 800-233-1234.

Liability

Neither the association or 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.

2012 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 _____

Are there any organizations or competitors that your business **does not** want to be positioned close to?

Yes No If yes, 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 25-27, 2012. Exhibitors who pay by November 16, 2011 will be listed in the USA|Kansas convention program.

Hospitality Suites: All hospitality suites will be scheduled through USA|Kansas at the Hyatt. Our hospitality room will be open to convention participants on:

January _____, 2012 Time(s) _____ to _____ _____ to _____

Method of Payment

Checks payable to USA|Kansas
 Credit card (circle one)

First booth	\$500
Additional booths	\$325 each
Affiliate Membership Fee	\$100

VISA MASTERCARD DISCOVER AMEX Total _____

Account # _____ Expiration Date _____

Authorized signature _____

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 _____

2012 USA|Kansas Convention Exhibitor Reservation Form

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.

Please pick up your registration packet, including badges and programs, at the USA|Kansas registration desk before 3:00 p.m. on January 25, 2012.

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**