

# 2021 TASBO CONFERENCE

NOV 16-19 2021

Dear Business Colleague:

Tennessee Association of School Business Officials (TASBO) invites you to register as an exhibitor and/or sponsor for the 54th Annual Conference in Murfreesboro, Tennessee. Exhibits will be on display from Tuesday, November 16, 2021 to Thursday, November 18, 2021.

To be an Exhibitor:

- [Click here](#) to complete the Exhibitor Registration.
- The conference allows for 74 exhibitor booths in the exhibit hall.
- Exhibitor booths are \$750 each.
- Booth space will be assigned on a “first come, first served basis”.
- Booths are 8’x10’ each and include a backdrop curtain, divider curtain, one draped table, two chairs, an ID sign, a wastebasket, and two (2) name badges for your company’s representatives.
  - Name badges will allow for conference entrance and meals.
  - Additional name badges may be purchased for a fee of \$100.00 each.
- If booths are still available, onsite registration will be available at \$850.00 per booth space.
- Booth numbers will be given out during check-in at the conference center registration desk.
- Free Wi-Fi will be available for conference exhibitors.
- The final online registration date is October 29, 2021.
- Full payment for exhibitor registration and/or sponsorship must be *received* by October 29, 2021.

We encourage you to donate door prizes and have attendees register at your booth. Door prizes will be distributed during the Sponsor & Exhibitor Appreciation Lunch on Thursday, November 18<sup>th</sup>. If you do not want to attend all exhibitor days, you may set up according to the approved set-up times. Please see the Exhibitor Information Sheet for set-up and break-down times.

**To maximize the exposure of your firm before, during, and after the conference, please consider a corporate sponsorship. More information on sponsorship levels is available on the TASBO website.**

Sincerely,  
TASBO Board of Directors

“ROARING INTO SCHOOL BUSINESS”

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Embassy Suites Conference Center, Murfreesboro, TN, (615) 890-4464

## EXHIBITOR INFORMATION SHEET

### SETUP DATES & TIMES (Mirabella Grand Ballroom)

Tuesday, November 16, 2021  
12:00 p.m. – 5:00 p.m.

Wednesday, November 17, 2021  
7:00 a.m. – 8:30 a.m.  
1:30 p.m. – 5:00 p.m.

### EXHIBIT DATE & TIME

Tuesday, November 16, 2021  
6:30 pm – 9:00 pm  
Exhibitor Cocktail Hour, Dinner, & Entertainment

Wednesday, November 17, 2021  
7:00 a.m. – 8:30 a.m.  
11:15 a.m. – 12:00 p.m.  
1:30 p.m. – 5:00 p.m.

Thursday, November 18, 2021  
8:00 a.m. – 2:00 p.m.

### DISMANTLE DATE & TIME

Thursday, November 18, 2021  
2:00 p.m. – 3:00 p.m.

### DECORATOR/ELECTRICAL MATERIAL HANDLING

George Fern Co. will contact you regarding electrical, material handling, and other available services.

George E. Fern Co.  
125 Fernco Drive  
Nashville, TN 37207  
Phone: (615) 256-0357  
Contact: Nick Stammler, Mary Cavin

### EXHIBIT COORDINATORS

Lisa Higgs [lhiggs@hcsedu.org](mailto:lhiggs@hcsedu.org)  
Traci Antrican [antrican@hcboe.net](mailto:antrican@hcboe.net)

**Full payment for exhibitor registration must be received by Friday, October 29, 2021.**

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## Sponsorship Benefits

### Silver Sponsor \$1,000

\*Advertise company name as a sponsor of an event during conference week, on a large sign at the exhibit hall entrance, and on the TASBO conference app.

### Platinum Sponsor \$3,000

- \*All benefits of Silver Sponsor plus:
- \*Advertise company name and website link on TASBO website sponsor page
- \*1 additional badge included for all events (\$100 value)
- \*Free TASBO Business Associate membership

### Diamond Sponsor \$5,000

- \*All benefits of Platinum Sponsor plus:
- \**Special* booth placement at conference for great advertising
- \*Free electronic copy of TASBO conference attendees list 7 days prior to conference
- \*1 additional badge included for all events for a total of 2 additional badges (\$200 value)
- \*30-minute breakout session with TASBO membership

### Double Diamond Sponsor \$7,500

- \*All benefits of Diamond Sponsor plus:
- \*One free booth space (\$750 value, must register online)
- \**Prime* booth placement at conference for greater advertising
- \*2 additional badges included for all events for a total of 4 additional badges (\$400 value)
- \*1-minute video clip to be publicized during the conference and on TASBO website (for sponsors who register and provide a video by October 29, 2021)

### Triple Diamond Sponsor \$10,000

- \*All benefits of Double Diamond Sponsor plus:
- \*Opportunity to provide a 50-minute educational session during conference (for sponsors who register and provide a session topic by October 29, 2021)
- \*One additional free booth space for a total of 2 free booths (\$1,500 value)
- \**Premier* booth placement at conference for greatest advertising
- \*2 additional badges included for all events for a total of 6 additional badges (\$600 value)

**Full payment for sponsorship must be received by Friday, October 29, 2021.**

[Click here](#) to register as a sponsor/exhibitor today!

Contact Holly Kellar, Sponsor Coordinator, at [sponsortasbo@gmail.com](mailto:sponsortasbo@gmail.com), with any questions.

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