CASBO Partnership Program

Become a trusted advisor ... join the network today!
casbo.org
PREMIER PARTNERSHIP - $15,000 ANNUALLY

Select a robust package of marketing and advertising opportunities to promote your company’s services and engage with school business professionals.

BENEFITS

Exclusive opportunities to:
- Present CASBO-promoted educational content and webinars to our community of 17,000+ customers
- Present workshops at the CASBO Annual Conference
- Submit professional development articles to CASBO publications
- Participate in the CASBO Affinity Program

First rights* to:
- Selection of CASBO annual event sponsorships
- Selection of CASBO Annual Conference booth space
  ✔ Credit for one regular in-line 10’x10’ exhibit space

Year-long visibility and recognition at CASBO statewide events and on the CASBO website

Exclusive use of the CASBO Premier Partner brand indicia

“By invitation only” access to two CASBO Annual Conference events:
- President’s Leadership Recognition Dinner to honor the year’s outstanding leaders (two invitations)
- Partners Meeting to receive program updates and advisories, connect with CASBO partners and key staff, and collaborate on ways to enhance the partnership experience

Advertisements in CASBO publications:
- Full-page color ad in our “Annual Conference Program Guide”
- Half-page color ad in one issue of “California School Business” (quarterly magazine)
- Block color ad in two consecutive issues (one-month period) of “California School Business News” (bi-monthly newsletter)
- Web-brick color ad for three consecutive months on our website
- Web-banner white ad year-round on our website
- Enhanced listing and “Featured Company” status in our online Buyers Guide

Nine individual memberships with opportunities to participate on CASBO committees and access to CASBO publications

CASBO partners serve as thought leaders for our members by sharing valuable information that promotes their professional development. As a trusted advisor, your company receives exclusive and first rights to promotional opportunities to ensure that your message reaches our members directly.

“CASBO’s program is integral to our success. It’s more than just networking – it allows us to forge long-lasting relationships to collectively provide support to our schools and communities.”

BRENT STICKLER, VICE PRESIDENT, SOUTHWEST SCHOOL & OFFICE SUPPLY
PREMIER PLUS PARTNERSHIP - $35,000 ANNUALLY

Select the full package of marketing and advertising opportunities to give your company high-level access to the CASBO network of school business professionals.

BENEFITS

Exclusive opportunities to:
- Present CASBO-promoted educational content and webinars to our community of 17,000+ customers
- Present workshops at the CASBO Annual Conference
- Submit professional development articles to CASBO publications
- Participate in the CASBO Affinity Program

First rights* to:
- Selection of CASBO annual event sponsorships
  - $10,000 event allowance
- Selection of CASBO Annual Conference booth space
- Credit for one premium in-line 10’x10’ exhibit space

Year-long visibility and recognition at CASBO statewide events and on the CASBO website

Exclusive use of the CASBO Premier Plus Partner brand indicia

“By invitation only” access to two CASBO Annual Conference events:
- President’s Leadership Recognition Dinner to honor the year’s outstanding leaders (four invitations)
- Partners Meeting to receive program updates and advisories, connect with CASBO partners and key staff, and collaborate on ways to enhance the partnership experience

Advertisements in CASBO publications:
- Full-page color ad in our “Annual Conference Program Guide”
- Half-page color ad in four issues of “California School Business” (quarterly magazine)
- Block color ad in two consecutive issues (one-month period) of “California School Business News” (bi-monthly newsletter)
- Web-brick color ad for 12 consecutive months on our website
- Web-banner white ad year-round on our website
- Enhanced listing and “Featured Company” status in our online Buyers Guide

Thirteen individual memberships with opportunities to participate on CASBO committees and access to CASBO publications

* First rights occur as follows:
  - Strategic Alliance Partners: before Premier Plus Partners
  - Premier Plus Partners: after Strategic Alliance Partners and before Premier Partners
  - Premier Partners: after Premier Plus Partners and before Associate Members

CASBO also offers a Board-approved, long-term Strategic Alliance Partnership to existing partners on a case-by-case basis. If your company wants to play an even more prominent role at CASBO, please let us know – we’ll be happy to discuss the features and benefits of this distinctive partnership level with you!
Become a year-round CASBO partner to play a critical role within our school business network ... and build strong, lasting relationships with California’s K-14 decision makers!

To learn more about our Partnership Program, contact:

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**BY THE NUMBERS**

- 70% of attendees decide or influence purchasing
- 1,500+ Attendees
- 150+ Workshops & Presentations

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**PURCHASING POWER**

- 30% Other
- 20% CBOS/ Superintendents
- 18% Directors/School Board Members
- 32% Managers/ Supervisors

- Final Decision 20%
- Strongly Influence 32%
- Provide Input 18%
- Do Not Influence 30%

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**BUSINESS DISCIPLINES**

- 16% Accounting
- 16% CBOS/ Superintendents
- 7% Child Nutrition
- 4% Facilities
- 10% Financial Services
- 3% Human Resources
- 3% Maintenance & Operations
- 3% Other
- 4% Payroll
- 7% Purchasing
- 3% Risk Management
- 3% Technology
- 3% Transportation

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“Our philosophy, ‘an educated client is the best client,’ syncs perfectly with CASBO’s program, which provides us multiple opportunities to deliver relevant, practical information and advice to school leadership.”

RICK BROWN, PH.D., PRESIDENT, TERRAVERDE ENERGY

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Reserve your exhibit space today: (775) 392.3065 | expo@casbo.org  
Visit casbo.org > Learn > Events > Annual Conference to learn more.