



**ASBOA**

ASSOCIATION OF SCHOOL  
BUSINESS OFFICIALS OF ALBERTA

**2024**

# **LEADERSHIP CONFERENCE**

JUNE 9-11 | Calgary, Alberta

*Leadership that counts!*

**Exhibitor  
Package**

# Leadership Conference 2024

June 9-11, 2024

**Best Western Premier Calgary Plaza  
Hotel & Conference Centre**  
1316 33 St NE , Calgary, Alberta

## **Conference Profile**

ASBOA's Leadership Conference is our Signature event, bringing together over 200 school business leaders working in Alberta's K-12 Education system.

Attendees are top decision-makers and influencers in a \$9 Billion sector. School business officials are the ones working in the business side of school operations.

**If you have an interest in becoming known and doing business within the education sector, the ASBOA Leadership Conference is your absolute best opportunity.**

This is where you will be able to meet and speak with those who select or recommend vendors and service providers.

We invite businesses and organizations of all sizes to partake as a sponsor or vendor at our expo.



# Exhibitor Information

Investment: \$1,250 (15% less than 2023!)

Included:

- 1 – 8' x 10' booth space
- 1 – 6' draped table
- 2 – folding chairs
- 8' draped backdrop with side drops
- Free Wi-Fi
- Discounted hotel room
- Hot breakfast and lunch for 2 people, June 10.
- Interactive casino-royale reception with delegates  
June 9, 2024, from 7 p.m. – 10 p.m.

Note:

- Booth power is available for an additional \$150.
- Tickets for the networking dinner on June 10 can be purchased for \$100.

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## Trade show schedule

### June 9, 2024

**Set-up:** 12:00 p.m. - 5:00 p.m.

**Casino interactive reception:** 7:00 p.m. - 10:00 p.m.

### June 10, 2024

**Breakfast for vendors:** 6:30 - 7:00 a.m.

**Open:** 7:00 a.m.

**Close:** 1:30 p.m. (teardown)

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## Space is limited and sells out quickly!

ASBOA will assign booth locations on a first-come basis.  
Exhibitors will be in the main plenary room with  
the delegates throughout the tradeshow.

Reserve your  
booth here!

For more information contact  
Kirsty Pilgrim at:

[kpilgrim@asboalberta.ca](mailto:kpilgrim@asboalberta.ca)

(780) 540-9206

# VENDOR & DELEGATE INTERACTIVE RECEPTION

Join us for a fun-money casino at this year's ASBOA Leadership Conference **where the more delegates interact with exhibitors, the more chances they have to win a prize.**

For conference delegates to play the casino games, they will be required to get their casino vouchers from the exhibitors.

Exhibitors will be provided with free casino vouchers to give to guests who interact at their booth.

Delegates will use the vouchers to play casino games to earn fun-cash, and redeem their winnings for prize draw tickets.

**We strongly encourage exhibitors to provide a prize to encourage delegates to return to your booth for your draw.**

This will be a fun, engaging, and interactive evening for delegates, sponsors, and exhibitors to network.

Exhibitors are welcome to participate in the casino as well and spend time getting to know the attendees at the game tables.

With the promotion of the casino, and prizes available, we expect a larger than average attendance of the networking reception - bringing even greater value to your attendance.

Reception includes hot & cold hors d'oeuvres, fun money, and good times!

Twoonie Bar will be available along with free soft drinks.

**June 9, 2024**  
**7 – 10 p.m.**