



FOR CONSIDERATION
VENDOR PARTICIPATION AT MASS MEMBER EVENTS
A COMPARATIVE STUDY

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Vendor Participation at Membership Events

Background:

MASS does not have a history of inviting/including vendors to participate in member events in the past. The Association has relied on:

- membership fees,
- registration fees
- allocation from Manitoba Education and Early Childhood Learning to support professional learning, and association activities.

The rejuvenation of a MASS strategic plan in 2024 – 2025 identified areas of growth for the organization which have implications for the ability to financially resource the initiatives. As stated in the plan, it is a 'multiyear roadmap designed to guide the organization's work and prioritize resource allocation'.

Identified areas include but not limited to:

- communication strategies
- mentorship supports
- professional learning opportunities
- advocacy on behalf of the organization

Follow up to date:

- continued engagement of Executive and membership in strategic planning process
- change of committee structure for 2025 – 2026 based on feedback
- renewal of MASS website (launch August 2025)
- support re website 'stories' and some communication elements

Considerations for MASS Executive regarding vendor participation at MASS events

- decision to maintain current pathway

Implications:

- financial support for association work is funded internally
- Exploration of additional revenue sources including some level of vendor participation at some/all MASS events

Considerations:

- Scope of vendor participation
- Proposal shared with members – feedback process included

Vendor Participation at Events

LEADS (League of Educational Administrators, Directors and Superintendents)

- We do not have vendors attend or present at any of our events. However, as of late we have had vendors' offer to host various social gatherings. So, for example, a registration reception, and a happy hour reception are potentially funded by the vendor. We allow them 3 minutes to welcome and introduce themselves and then they network with the group informally. That is, it. I must say I have to keep these things tight and monitor the structure as it can be a bit complicated with the hotel host when it comes to invoicing etc. so just be aware that it does take some extra effort.

OPSOA (Ontario Public Supervisory Officers Association)

- The OPSOA conference welcomes exhibitors as well as sponsors.
- Exhibitors are charged a fee to set up a booth during the times of the conference.
- Sponsors donate funds which offset the cost of the Leadership Banquet and conference in general. The amount of the donation (there are levels of sponsorship) correlates to the number of people from the company who are invited to the Leadership Banquet.
- Neither exhibitors nor sponsors offer professional learning sessions during the conference.
- Professional partners such as Usha James or Stephen Katz may be part of a presentation team when a District is showcasing their leadership learning journey but they would not be "sponsors."
- More information available if we pursue this direction

CASS (College of Alberta School Superintendents)

- Policy 16 – Addressing Solicitation of Products and Services

BCSSA: (confidential – have not been passed by BCSSA Executive)

- Draft – {Policy re Vendors and Exhibitors (based on CASS document)}
- Draft – Sponsorship 2025 – 2026 Mock Up
- Sponsor Framework Examples

CASS POLICY	
Policy 16 – Addressing Solicitation of Products and Services	<p>References:</p> <p>CASS Act – Sections 8-9</p> <p>Bylaws – 1-3</p> <p>Policy 1 – Board of Directors Governance Leadership</p> <p>Policy 2 – Chief Executive Officer Operational Management and Leadership</p> <p>Policy 17 – Procurement of Services</p> <p>Updates:</p> <p>December 2022 – Creation of CASS Policy Manual</p> <p>February 2023 – Creation of Policy 16</p> <p>March 9, 2023 – Approved by CASS Board</p> <p>Amended:</p> <p>March 7, 2024 – Approved by CASS Board</p>

Background

One of CASS’ legislated purposes is to improve the Teaching Profession and its leadership through professional practice and involve appropriate educational partners or stakeholders in its processes. Given this role, the College becomes a captive audience for vendors of products and services wanting to seek further affiliation. Therefore, the College must place conditions, restrictions, and expectations upon how the solicitation of products and services will be addressed.

Guiding Principles

1. Responsibility for educational programs and goods and services related to them is the authority of provincial school authorities. Therefore, the endorsement of these goods and services is the prerogative of each local school authority.
2. The College expects the ongoing adherence of Canada’s anti-spam legislation laws by would-be vendors, and in particular CASL, which prohibits the distribution of unsolicited commercial messages (CEMS).

Regulations

1. The College shall annually determine vendor and exhibitor opportunities for conferences.
2. Vendors and exhibitors will receive promotional opportunities that complement the levels of sponsorship that have been established.
3. Receiving the opportunity to be a vendor and exhibitor at a CASS conference is dependent upon the vendor or exhibitor paying the College the rate that has been assigned for the sponsorship level desired.
4. Sponsors shall adhere to the conditions that have been established for enrolling in a level

- of sponsorship.
5. Sponsors may offer a presentation at a conference to enhance the promotion of their product or service only if school authorities that have relied upon the sponsors' products or services are the main presenters. The session being offered also needs to address Alberta's SLQS and LQS professional practice standards, and will be vetted by the conference planning committee.
 6. When the conference planning committee deems that specific sponsor and vendor presentations could assist members in developing an awareness of new and burgeoning developments in a field of education, an exception to Regulation 5 will be deemed acceptable. In such cases, the presentations will focus on building leadership capacity in alignment with the professional practice standards to support optimum learning for all students. Every effort will be made to ensure that the scope of the presentation is vetted by the Board if necessary, and that the presentation represents no evidence of contravening the College's legislative authority or represents a conflict of interest to the College, presenter, or school authority, which includes personal financial benefit to the regulated member.
 7. When possible, regulated members who are already utilizing a resource provided by the vendor will need to facilitate or introduce the presentation provided. Such action does not imply endorsement of the product or its content by the Board.
 8. Section 4 of the *CASS Act* expects that governors, employees, and contractors with the College will not take any action that is inconsistent with this legislation. Since Section 18 of the *CASS Act* compels regulated members to respect the authority of their school authorities, no sponsor or vendor presentation will represent the position of CASS as an organization or shall require those who participate within the presentation to endorse or further apply within professional practice the information provided by the vendor.
 9. Vendors have the opportunity to advertise their products and services through the CASS Connection magazine published bi-annually.

Policy 6 – Addressing Solicitation of Products and Services

Policy 6 – Sponsorship, Vendor, & Exhibitor Engagement

Background

One of the purposes of the BCSSA is to improve the teaching profession and its leadership through professional practice and involve appropriate educational partners or stakeholders in its processes. Given this role, the Association becomes a captive audience for vendors of products and services wanting to seek further affiliation. Therefore, the Association must place conditions, restrictions, and expectations upon how the solicitation of products and services will be addressed.

Guiding Principles

1. Responsibility for educational programs and goods and services related to them is the authority of provincial school districts. Therefore, the endorsement of these goods and services is the prerogative of each local school district.
2. The BCSSA expects the ongoing adherence of Canada's anti-spam legislation laws by would-be vendors, and in particular prohibits the distribution of unsolicited commercial messages.
3. The BCSSA maintains its integrity by ensuring all sponsorship and vendor interactions support professional learning, avoid conflict of interest, and upholds transparency.

Regulations

1. The BCSSA shall annually determine vendor and exhibitor opportunities for conferences.
2. Vendors and exhibitors will receive promotional opportunities that complement the levels of sponsorship that have been established.
3. Receiving the opportunity to be a vendor and exhibitor at a BCSSA conference is dependent upon the vendor or exhibitor paying the rate that has been assigned for the sponsorship level desired.
4. Sponsors shall adhere to the conditions that have been established for enrolling in a level of sponsorship.
5. Sponsors may offer a presentation at a conference to enhance the promotion of their product or service only if school authorities that have relied upon the sponsors' products or services are the main presenters. The session being offered also needs to address professional practice standards and will be vetted by the conference planning committee.
6. When the conference planning committee deems that specific sponsor and vendor presentations could assist members in developing an awareness of new and burgeoning developments in a field of education, an exception to Regulation 5 will be deemed acceptable. In such cases, the presentations will focus on building leadership capacity to support optimum learning for all students. Every effort will be made to ensure that the scope of the presentation is

vetted by the Board if necessary, and that the presentation represents no evidence of a conflict of interest to the BCSSA, presenter, or school authority, which includes personal financial benefit to any BCSSA member.

7. When possible, BCSSA members who are already utilizing a resource provided by the vendor will need to facilitate or introduce the presentation provided. Such action does not imply endorsement of the product or its content by the Board.

8. No sponsor or vendor presentation will represent the position of the BCSSA as an organization or shall require those who participate within the presentation to endorse or further apply within professional practice the information provided by the vendor.

9. Vendors can advertise their products and services through the BCSSA Brief published bi-weekly and all other applicable or relevant social media and marketing channels.

10. Sponsors will be granted access to a mailing list of event attendees, provided that the privacy and consent of the individuals are strictly adhered to in alignment with applicable privacy laws and regulations.

10. Sponsors may be granted access to mailing lists of event attendees only where individuals have provided explicit consent, in full compliance with Canadian privacy laws (PIPA).

11. Sponsors will have the opportunity to purchase a virtual learning session, with presentations vetted by the Membership Services Committee, the CEO, and the Membership Coordinator, to ensure they align with the guidelines, values, and mission of the BCSSA. BCSSA will release a limited number of these sessions, up to three in a calendar year.

12. Sponsors can acquire the rights to include their branded items in event grab bags, based on the sponsor level they obtain.

13. Sponsors and exhibitors are invited to present a diverse range of services and products that not only align with the conference themes but also address the broader professional and personal needs of BCSSA members.

14. Sponsors are encouraged and invited to engage in networking opportunities with members, as facilitated by the association.

15. Sponsors may purchase a level of sponsorship that allocates a segment of the agenda on a pre-conference day to host or facilitate an activity or mini event for attendees, which will be coordinated, vetted, and presented by BCSSA staff to the Professional Learning Committee for approval.

Considerations: Adding an EVALUATION CLAUSE: The BCSSA may seek feedback from members regarding vendor-sponsored sessions to ensure continuous alignment with the strategic plan and membership needs.

Considerations: Is there a way or even a desire to weave in some language encouraging vendors to reflect diversity, equity, and inclusion in their offerings?

Exhibitor Sponsor Opportunities

Sponsorship Level	Rate	Benefits
Diamond	\$2,700	<ul style="list-style-type: none"> - Logo Placement on event website - Complimentary Banner Ad Placement in Newsletter - Premium placement exhibitor booth and two complimentary conference registrations for the Fall conference - Video Visibility during Event Breaks (30 min) - Social Media Recognition (Before, during, and after event) - Email Recognition (Newsletters and Event emails)
Silver	\$1,950	<ul style="list-style-type: none"> - Logo Placement on event website - Complimentary Banner Ad Placement in Newsletter - Exhibitor booth space and one complimentary conference registration at Fall Conference - Video Visibility during Event Breaks (15 min) - Social Media Recognition (Before and during event) - Email Recognition (limited to two)
Bronze	\$1,675	<ul style="list-style-type: none"> - Logo Placement on event website - Complimentary Banner Ad Placement in Newsletter - In-person table exhibitor space and one complimentary conference registration for the Fall conference - Video Visibility during Event Breaks (5 min) - Social Media Recognition (During event) - Email Recognition (limited to one)

Annual Packages

Sponsorship Level	Rate	Benefits
Presidential	\$6,500	<ul style="list-style-type: none"> - Logo Placement on Website (Events Calendar) - Complimentary Banner Ad Placement in Newsletter - Sponsorship of Keynote Speakers - One Diamond Exhibitor package included - Video Visibility during ALL Event Breaks (30 min)

		<ul style="list-style-type: none"> - Social Media Recognition (Before, During, and After ALL Events) - Email Recognition (Newsletters and Event emails)
Platinum	\$4,500	<ul style="list-style-type: none"> - Logo Placement on Website (Events Calendar) - Complimentary Banner Ad Placement in Newsletter - Sponsorship of Pre-Conference Speakers - One Bronze Exhibitor package included - Video Visibility during Spring and Fall Event Breaks (15 min) - Social Media Recognition (Before and During Spring and Fall) - Email Recognition (1 per Event)
Gold	\$3,500	<ul style="list-style-type: none"> - Logo Placement on Website (Events Calendar) - Complimentary Banner Ad Placement in Newsletter - Sponsorship of Virtual Learning Speakers - Sponsor recognition on virtual learning slide decks - Video Visibility during Spring and Fall Event Breaks (5 min) - Social Media Recognition (During Spring and Fall) - Email Recognition (1 for spring and fall)

À la carte opportunities

Sponsorship Level	Rate	Benefits
Marketing Partner	\$1,500	<ul style="list-style-type: none"> - Logo Placement on Website (blog page) - Complimentary Banner Ad Placement in Newsletter - Video Visibility during ALL Event Breaks (10 min) - Social Media Recognition (Before, During, and After ALL Events) - Email Recognition (Newsletters and Event emails)
Virtual Learning Presentation	\$1,025	<ul style="list-style-type: none"> - Logo Placement on Virtual Learning bulletins - Complimentary Banner Ad Placement in monthly Newsletter - Opportunity to present a virtual learning session, maximum 60 minutes - Ability to provide materials for post-session marketing communications - Social Media Recognition (during virtual learning series) - Email Recognition (2 per Event)
Guest Feature – Social Media	\$835	<ul style="list-style-type: none"> - Logo Placement on Website (blog) - Complimentary Banner Ad Placement and call to action in

		<p>newsletter</p> <ul style="list-style-type: none"> - Co-write one blog post that must align with BCSSAs vision, work and values
Promotional Material Distribution	\$675	<ul style="list-style-type: none"> -Opportunity to provide branded swag to be included in member take away bags for the spring and fall conference.



BCSSA BRITISH COLUMBIA
SCHOOL SUPERINTENDENTS
ASSOCIATION

SPONSORSHIP PROPOSAL



Prepared By:
BCSSA

2025-2026



BCSSA BRITISH COLUMBIA
SCHOOL SUPERINTENDENTS
ASSOCIATION

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ABOUT US

BCSSA believes that a dynamic and successful public education system is fundamental to a democratic society. Our association advocates for high-quality public education that supports children and families. BCSSA members serve in advisory capacities on provincial, national, and international committees, playing a vital role in setting new directions in education.



The BCSSA's organizational purpose is to inspire, develop, and support leadership in public education in British Columbia. As an association, we provide a compelling leadership vision and a strategic and principled voice on issues affecting public education. Together we make up 400+ superintendents, assistant superintendents, directors of instruction and other senior executives across BC's 60 school districts.



Our ever growing membership gathers in full capacity three times a year with teams, educational advisors, and association partners to address emerging issues, the changing needs of school district administrators, and the development and effective use of advanced educational and administrative approaches and technologies



BCSSA BRITISH COLUMBIA
SCHOOL SUPERINTENDENTS
ASSOCIATION

OUR VALUES



BCSSA identifies the following five values as fundamental guides to our work:

- Students** – at the centre of everything
- Learning** – for all of our lives
- Ethics** – guiding our decisions and actions
- Caring** – building effective relationships
- Collaboration** – working with our partners and the community

These five values are connected as we:
Inspire, Develop and Support

OUR MISSION

Striving to provide a compelling leadership vision

01

Serving as a strategic and principled voice on issues affecting public education

02

Creating teaching and learning environments that effectively support the children and families we serve, working collaboratively with others to strengthen public education and leadership

03

Creating dynamic learning opportunities for leadership development





BCSSA BRITISH COLUMBIA
SCHOOL SUPERINTENDENTS
ASSOCIATION



Gino Bondi
CEO



Rohan Arul-pragasm
President



Cheryl Lenardon
Professional Learning
Committee Chair



Balan Moorthy
Membership Services
Committee Chair

MEET

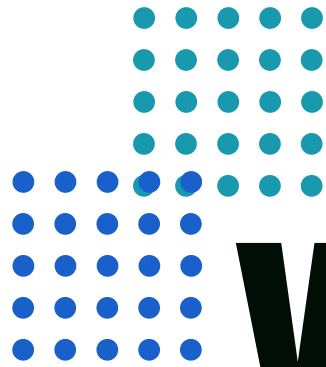


OUR TEAM





BCSSA BRITISH COLUMBIA
SCHOOL SUPERINTENDENTS
ASSOCIATION



WHAT WE DO?



**VIRTUAL
LEARNING**



**MENTORSHIP
AND
COACHING**



**PROFESSIONAL
CONFERENCES**



**MEMBER SUPPORT
AND RECOGNITION**



SPONSORSHIP ANNUAL & EVENTS

BENEFITS OF PARTNERING WITH OUR ASSOCIATION

Targeted Audience Reach: Access to a specific demographic of educational professionals and stakeholders.

High Visibility and Exposure: Leverage the organization's robust online presence, including an extensive email contact list and social media followers.

Exclusive Opportunities: Limited sponsorship and exhibitor opportunities available on a "first-come, first-served" basis.

Alignment with Professional Practice: Show your commitment to education by aligning your brand with the organization's mission. This partnership symbolizes your support for professional practice and advocacy within the educational system.

We offer a variety of ways for organizations to connect with our members and stakeholders, including:

Sponsorship Packages: Year-round visibility and premium benefits for organizations looking to maximize their reach and impact.

Exhibitor Opportunities: Options for in-person, virtual, or combined participation in our key events.

Add-On and Premium Opportunities: À la carte options, including Newsletter Ads, Conference Delegate Bag Inserts, and more.

Our Events:

**Event
01**

FALL SYMPOSIUM

HELD ANNUALLY IN NOVEMBER. THIS IS OUR LARGEST EVENT, FEATURES EXHIBITING OPPORTUNITIES, AND IS OPEN TO BOTH MEMBERS AND NON-MEMBERS.

**Event
02**

SPRING FORUM

HELD ANNUALLY IN APRIL, GROUP COMPRISES OF MEMBERS AND THEIR TEAMS.

**Event
03**

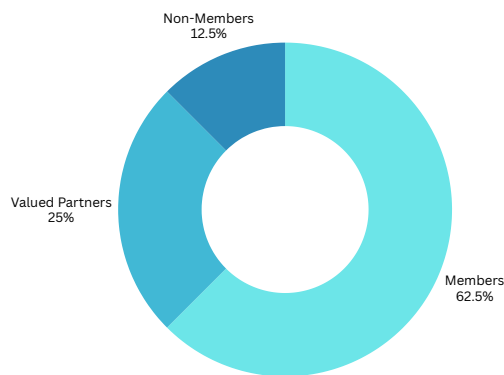
SUMMER GATHERING

HELD ANNUALLY IN AUGUST, SECOND-LARGEST EVENT COMPRISING OF MEMBERS ONLY.

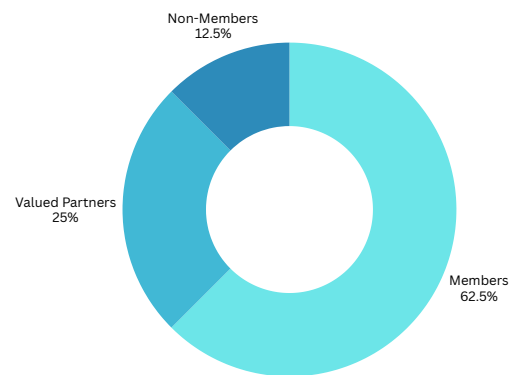
GET THE INSIDE SCOOP

A look into our events behind the scenes and how they can benefit you. Here's a quick attendance recap for our events in 2024-2025 and a look ahead at what we anticipate for 2025-2026.

2024-2025 Conference Attendance



2025-2026 Projected Conference Attendance



Virtual Learning 2024-2025

A quick attendance recap for our events in 2024-2025 and a look ahead at what we anticipate for 2025-2026.



EVENT HIGHLIGHTS



EXHIBITOR PACKAGES

\$\$\$

Diamond Exhibitor

Text

\$\$

Silver Package

Text

\$

Bronze Package

Text



ANNUAL PACKAGES



Presidential Sponsor

Text



Platinum Sponsor

Text



Gold Sponsor

Text



À LA CARTE

OPPORTUNITIES

\$\$

Newsletter Advertisement

Text

\$\$\$

Delegate Promo Inserts

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Virtual Learning Session

Text



BCSSA BRITISH COLUMBIA
SCHOOL SUPERINTENDENTS
ASSOCIATION



THANK

YOU!



Contact

Phone 604 687 0590

Website www.bcssa.org

Email information@bcssa.org

Address #208 - 1118 Homer Street
Vancouver BC V6B 6L5

MASBO VENDOR INFORMATION

Here are the sponsorship categories for our AGM/Conference

Banquet Bar Sponsorship – 2500.00

Social Evening Bar Sponsorship – 2500.00

Lunch Sponsorship – 1200.00

(4) Coffee Break Sponsorship – 625.00

(4) Tradeshow Food Station Sponsorship – 750.00

Tradeshow Booth – 900.00

We usually have 25-35 tradeshow vendors and sell out our sponsorship levels (some years we only sell one of the 2500.00 sponsorships)

Let me know if you have any questions.

Paul Ilchena
Executive Director
Manitoba Association of School Business Officials
204-781-5912

December 01, 2024

Letter of Invitation to Sponsor CAP Conference 2025

Dear (name),

Thank you for your interest in the Canadian Association of Principals' National Conference in Winnipeg from May 13 – 16 (RBC Convention Centre). The theme is ***Meet in the Middle: Developing Centered Leadership***. We are proud of the assembly of speakers who are sharing their expertise and ideas on a diverse array of important issues to educational leadership. The keynote speakers are Premier Wab Kinew, Kevin Chief; Cindy Blackstock, John Wiens, Jen Schwanke, Cale Birk, and Carol Off.

Please accept this letter as an invitation to support the conference as a sponsor or vendor. Your presence at the event serves to instill even further the values we covet in leading for children, families and colleagues. This is an opportunity for you to engage with like-minded colleagues from across Canada. We hope you take this occasion to share your expertise offerings to help us all lead confidently and authentically.

The conference registration information for sponsors and vendors is on the CAP website (<https://cdnprincipals.com>). The full programme to be launched in early January.

I very much appreciate your attention to this request and thank you in advance for your support.

Sincerely,



Chris Hicks, Chairperson
Council of School Leaders

Meet in the Middle

Developing Centered Leadership
CAP 2025

Sponsorship/Vendor Information



DATE OF CONFERENCE: May 13-16, 2025
LOCATION: RBC Convention Centre, Winnipeg, MB

The CAP conference is a highly anticipated event that will bring approximately 400 principals, aspiring leaders, teachers, decision makers and innovators from across Canada to connect, collaborate, and develop essential leadership skills.

The earlier you register and select a sponsorship level, the better your choice of table location.

Sponsorship levels - **Pricing**

We have two sponsorship levels available - Silver and Gold. Each level is outlined below. Should a potential sponsor wish to negotiate beyond the gold level, please contact Chris Hicks at **204-888-7961** or by email **cosl@mbteach.org**.

Please note: All sponsors will need to have all invoices and registration completed before setting up at our conference event location. Registration deadline for all sponsors is **April 14, 2025**.

Silver Level Sponsorship - \$2,000

- 6-foot table (if required) within 8-foot x 8-foot space, including covering apron and drapery, 2 chairs, and wireless network access;
- Company name, logo, and website link on conference website for three (3) months;
- Items placed in participants welcome "swag" bag; and
- One (1) conference access pass to all keynote and concurrent speakers (which includes meals and coffee breaks for all 3 days of the conference). Additional passes will be at the membership rate of \$650 per person. Each person must be registered individually.

Gold Level Sponsorship - \$4,000

- 6-foot table (if required) within 8-foot x 8-foot space in a prime location to conference keynote & breakout rooms including covering apron and drapery, 2 chairs, and wireless network access in a prime location to conference keynote & breakout rooms;
- Company name, logo, and website link on conference website for six (6) months;
- Recognition of sponsorship in conference program and signage;
- Recognition of sponsorship during large group events and during concurrent sessions;
- Recognition of sponsorship of a coffee break or lunch, or prime event (e.g. Presidents' reception)
- One (1) additional conference access pass to all keynote and concurrent sessions (which includes day meals and coffee breaks for all 3 days of the conference). Additional passes will be at the membership rate of \$650 per person. Each person must be registered individually.
- Recognition of sponsorship at the conference opening and closing ceremonies; and
- Meet and Greet opportunities in hospitality room.



CENTRAL DISPLAY LTD.

Cost Projection Quotation

October 29, 2024

Event Name Canadian Association of Principals (CAP) National Conference
Event Date May 13 - 16, 2025
Event Location RBC Convention Centre - S building
Set Up Time/Date *please advise*
Take Down Time/Date Fri, May 16, 2025 noon
Exhibitor Set Up Time/Date Wed, May 14, 2025
Company Contact Manitoba Teacher's Society
Phone Chris Hicks
Email *please advise*
cosl@mbteach.org

QTY	DESCRIPTION	PER UNIT	TOTAL
Approx 25	10' x 10' draped booths - black (8' high backwall, 3' high sidearms) includes: 1 - 6' skirted table (black) 2 - folding chairs	\$130.00	\$3,250.00
2	registration: 6' skirted tables	\$60.00	\$120.00
1	delivery & pick up during regular business hours	\$250.00	\$250.00
<div>- Drape price includes all required hardware (bases, uprights, crossbars). - Price includes set up & take down. - Pricing and discounts based on total order and are subject to change if quantities decrease.</div>			

CENTRAL DISPLAY LTD.

Unit # 7 - 850 Marion St., Winnipeg, Manitoba, Canada

R2J 0K4

Phone: 204 - 237-3367 Fax: 204 - 235 - 1063

G.S.T. # R100870906

SUBTOTAL

PST 7%

GST 5%

TOTAL

\$3,620.00

\$235.90

\$181.00

\$4,036.90