

SAM Service Associate Member

YOUR KEY

PSBA's Service Associate Member program is your key to connecting with educational leaders and decision-makers in Pennsylvania's school districts. PSBA's Service Associate Members benefit from extraordinary exposure to Pennsylvania school board members and administrators by having exclusive access to these leaders through various event sponsorship opportunities, reduced exhibit booth rate at the PASA-PSBA School Leadership Conference, reduced advertising rates in the *PSBA Bulletin*, subscriptions to member publications and legislative updates, listing on the PSBA Web site, complimentary mailing labels for all member school entities in Pennsylvania and much more.

FOUR MEMBERSHIP TIERS

For the first time, PSBA is offering four tiered levels of membership in the SAM program – **Affiliate Associate, Business Associate, Corporate Associate and Strategic Associate**. Come in at the level you want and lock in the amount of exposure that is right for your business. The chart in this brochure shows the four levels of membership and the benefits associated with each. The Affiliate Associate rate is equivalent to the current SAM membership, so you don't lose any benefits. The other levels simply create additional exposure opportunities like the new Vendor University, which is used to educate school board members and administrators about specific products, services and industry trends.

BENEFITS

Benefits of the Service Associate Member Program include:

- 🔑 VIP access to reaching educational decision-makers in 500 Pennsylvania school districts.
- 🔑 Recognition, exposure and enhanced marketing opportunities to get your name in front on Pennsylvania's educational decision-makers.
- 🔑 Discounted advertising and exhibit rentals as well as free subscriptions to PSBA publications.
- 🔑 Four levels of membership designed to allow you to meet your promotional needs and budget.

EXCLUSIVE OPPORTUNITIES

Join at the Corporate or Strategic Associate levels and you can sponsor general session speakers at statewide conferences. Become a Strategic Associate, the highest level, and you will gain exclusive rights to sponsor the popular Student Architectural Design Competition, general session speakers at the PSBA-PASA School Leadership Conference or the Pride & Promise campaign.

By becoming a Service Associate Member, you will increase your organization's visibility and support the needs of Pennsylvania school districts. Take advantage of this opportunity to reach your target market by becoming a Service Associate Member of the Pennsylvania School Boards Association.

Service Associate Members Benefits and Privileges				
ANNUAL CONFERENCE & STATEWIDE EVENTS	Affiliate Associate	Business Associate	Corporate Associate	Strategic Associate
Complimentary exhibit booth at the PASA-PSBA School Leadership Conference				✓
Complimentary exhibit booth at the PSBA School Design & Construction Conference				✓
Sponsorship of one exclusive Associate Event ¹			✓	✓
Opportunity to sponsor PSBA program or event ²		✓	✓	✓
Reduced exhibit booth rate for PASA-PSBA School Leadership Conference and PSBA School Design & Construction Conference ³	✓	✓	✓	✓
Member attendance rate for PSBA program and events	✓	✓	✓	✓
ELECTRONIC MEDIA AND PRINT PUBLICATIONS				
Complimentary copy of each new PSBA handbook		✓	✓	✓
Periodic listing in <i>PSBA Bulletin</i>		✓	✓	✓
Weekly PSBA Legislative Update	✓	✓	✓	✓
Annual Subscription to <i>School Leader News</i> and <i>PSBA Bulletin</i> ⁴	✓	✓	✓	✓
Listing in Service Associate Member directory sent to key school district personnel	✓	✓	✓	✓
Reduced advertising rate of 10% for <i>PSBA Bulletin</i> advertising	✓	✓	✓	✓
Listing on the PSBA Web site as a Service Associate Member	✓	✓	✓	✓
Direct link to company Web site on PSBA Web site	✓	✓	✓	✓
ADDITIONAL SPONSOR BENEFITS				
Invitation and special recognition at a PSBA board meeting dinner				✓
Exclusive seating and recognition at the School Leadership Banquet at the PASA-PSBA School Leadership Conference				✓
Participation in Vendor University series			✓	✓
Complimentary set of labels containing contact information for either chief school administrators or school board presidents	✓	✓	✓	✓
TOTAL INVESTMENT	\$500	\$2,500	\$5,000	\$10,000

¹ – Strategic Associate to sponsor Strategic Opportunity, Corporate to sponsor Corporate Opportunity

² – Strategic to receive TWO program sponsor opportunities, Corporate and Business to receive ONE program sponsor opportunity

³ – Strategic: Complimentary booth; Corporate: 60% discount; Business: 40% discount; Affiliate: 20% discount

⁴ – Strategic: Four subscriptions; Corporate: Three subscriptions; Business: Two subscriptions; Affiliate: One subscription

SAM Enrollment Form

Please enroll my company as Service Associate Member of the Pennsylvania School Boards Association as a:

(check one)

- Affiliate Associate (\$500) Business Associate (\$2,500)
 Corporate Associate (\$5,000) Strategic Associate (\$10,000)

Name: _____
Title: _____
Phone: () _____ Fax: () _____
E-mail: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Type of service supplied to schools _____
Web site address _____

(NOTE: Your company Web site link will be added to your listing on the PSBA Web site and in the newsletter ONLY if the following statement is signed by an authorized representative of your company.) I hereby agree, on behalf of our company, that the Web site for our company will not include language which explicitly or implicitly states the Pennsylvania School Boards Association is endorsing the product or services our company wishes to make available to schools as a PSBA Service Associate Member. If our Web site contains any such language and a claim is brought against the Pennsylvania School Boards Association asserting our company's product or services have been endorsed by the Pennsylvania School Boards Association, I hereby agree, on behalf of our company, to indemnify and hold harmless Pennsylvania School Boards Association against any loss, liability or damage arising from the claim. I further agree our company is estopped from claiming, for any purpose, that the Pennsylvania School Boards Association has endorsed our company's product or services.

Authorized Signature _____
Date _____

Please add an additional member at the annual rate of \$150.

Name: _____
Title: _____
Phone: () _____ Fax: () _____
E-mail: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____

Enclosed is my check for \$ _____
(Make check payable to the Pennsylvania School Boards Association)

Credit Card:
 VISA MasterCard
Card # _____
Exp. Date: / /
Name on Card: _____
Billing Zip Code: _____
Phone: () _____

Payment must accompany this application. Membership year is January-December.

The granting of Service Associate Membership does not constitute an endorsement by the Pennsylvania School Boards Association of the products or services offered by any Service Associate member. The association reserves the right to reject an application for reasons including but not limited to the following: the SAM seeks to sell or promote a product or service that PSBA, as a matter of practice or policy, as decided is not appropriate for public schools; the firm makes untrue or misleading claims, or otherwise disparages a competing product; the firm has demonstrated questionable practices and used unethical methods.



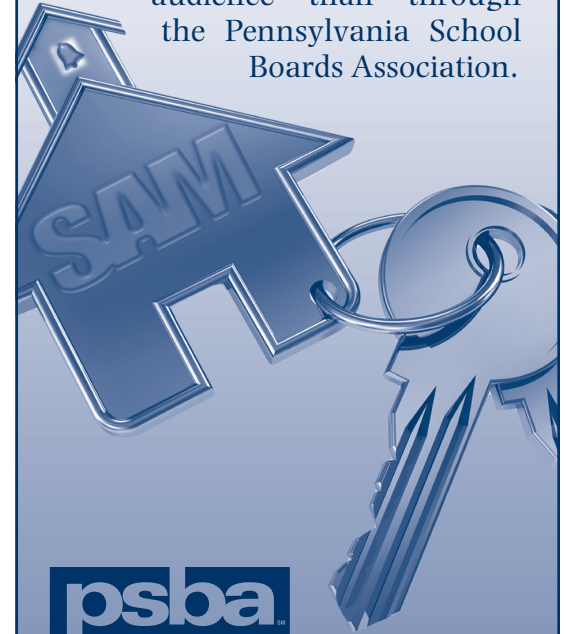
P.O. BOX 2042, Mechanicsburg, PA 17055-0790
(800) 932-0588 • (717) 506-2450 • (717) 506-2451
www.psba.org

6-09-500-W.O. 457



**THE KEY TO
OPENING DOORS
OF OPPORTUNITY**

If your company does business with public schools, intermediate units and career and technical schools in Pennsylvania, there is no better way to reach this audience than through the Pennsylvania School Boards Association.



Pennsylvania School Boards Association