



# 2020 Business Member Overview & Application

Ohio Educational Service Center Association

8050 North High Street  
Suite 150  
Columbus, Ohio 43235

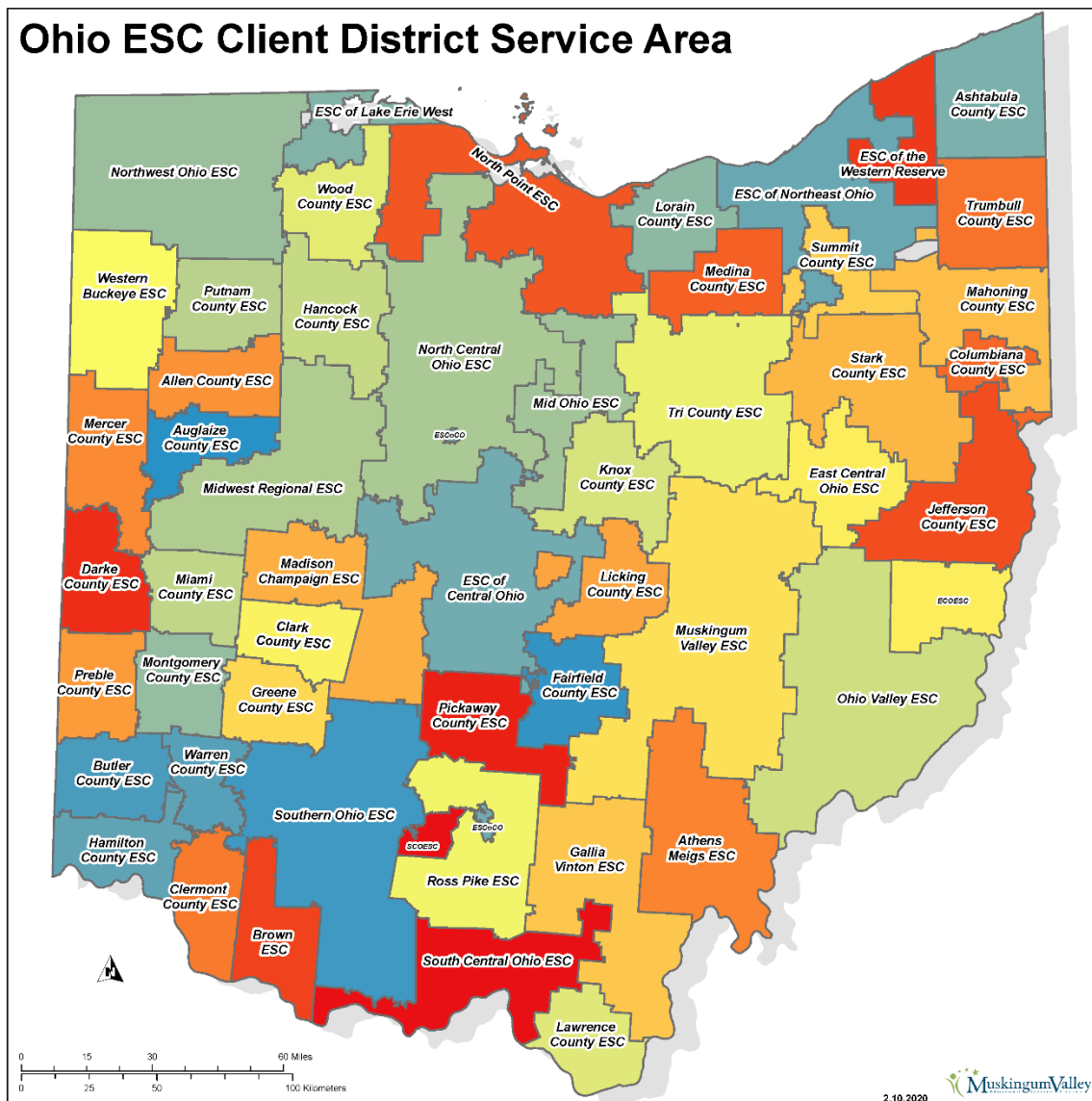
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f. 614.846.4081

[info@oesca.org](mailto:info@oesca.org)  
[www.oesca.org](http://www.oesca.org)

# About OESCA

The Ohio Educational Service Center Association (OESCA) represents the superintendents, teachers, supervisors and other personnel of Ohio's Educational Service Centers and seeks to promote excellence in education through the quality services provided by its member organizations.

OESCA provides legislative updates, coordinates member lobbying efforts and organizes communications among its member organizations. OESCA also provides professional development opportunities for service center administrators and personnel through issue-related seminars and major conferences.



# Table of Contents

I.	Letter of Invitation.....	2
II.	How to Become an OESCA Business Member....	3
III.	Business Member Benefits Overview .....	4
IV.	Business Member Opportunities .....	5
V.	OESCA 2020 Business Member Application.....	9
VI.	Exhibitor Rules, Regulations and Terms .....	12

# Letter of Invitation

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January 1, 2020

Dear Education Partner:

Thank you for your support of the Ohio Educational Service Center Association (OESCA) and your interest in becoming a 2020 OESCA Business Member. We cordially invite you to join the professional organization of Ohio's leading regional education service providers.

As a Business Member of OESCA, your support contributes greatly not only to the success of the association, but also to our 51 member Educational Service Centers (ESCs) and their employees, and the school districts, STEM schools, community schools, chartered nonpublic schools and students they serve throughout this great state.

Membership in OESCA and participation in association events provides you with access to our members and the more than 15,000 employees they represent statewide. OESCA offers numerous opportunities for you to meet our members face-to-face. ***Our major meetings attract key education leaders throughout the state – the decision-makers you want to reach.***

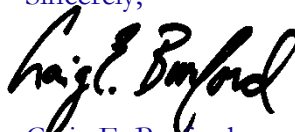
As you well know, web ads, newsletter articles, conference sponsorship and tradeshow exhibition opportunities can introduce your company to new prospects as well as strengthen existing relationships. These opportunities also allow our members knowledge of and access to innovative and/or time-tested solutions to the challenges that face educational service providers like ESCs on an ongoing basis. The rewards are complimentary! ***We have even more opportunities scheduled for 2020!***

Attached you will find information detailing the 2020 membership program, some of the ***updated benefits***, as well as an application form for completion. ***Don't delay – the membership year begins on January 1 (though membership is accepted on a rolling basis as necessary).***

I look forward to hearing from you. Should you have additional questions or comments, please contact the OESCA office at (614) 846-3855 or email me directly at [burford@oesca.org](mailto:burford@oesca.org).

***We value our relationship with your organization.***

Sincerely,



Craig E. Burford  
Executive Director







































# How to Become an OESCA Business Member

**Current Business Members:** To renew your membership, please complete steps 1-3 below.

**New Business Members:** Please complete steps 1-6 below.

<b>New Business Members</b>	<b>Step 1</b>	Request a Business Member Application and determine level of membership (Bronze, Silver, Gold or Strategic Partner).
	<b>Step 2</b>	Complete Business Member Application.
	<b>Step 3</b>	Submit completed applications to <a href="mailto:info@oesca.org">info@oesca.org</a> by March 15, 2020. <b>Don't delay – The membership year begins on January 1!</b> <b>But...Membership is accepted on a rolling basis.</b>
	<b>Step 4</b>	Completed applications will be reviewed by the OESCA Membership Engagement and Executive Committees.
	<b>Step 5</b>	An appropriate agreement will be signed by the new Business Member.
	<b>Step 6</b>	Step 6 is for Strategic Partner (Revenue-Sharing) applications only: A review and discussion of all completed materials will take place at the next meeting of the OESCA Membership Engagement Committee. Final approval by the Executive Committee is required.

# Business Member Benefits Overview

Benefit	Partnership Level			
	Bronze Business Partner Membership \$2,500	Silver Business Partner Membership \$4,000	Gold Business Partner Membership \$6,000	Strategic Partnership Revenue Sharing
Two Complimentary Registrations & Complimentary Booth at OESCA Annual Conference				
Product Demo Presentation Slot during Annual Conference				
Marketing Collateral inside Annual Conference Packets				
Sign Displayed at OESCA Annual Conference with Company Logo				
Recognition in Annual Conference Programs: Company Name Bolded in Print				
Recognition and Link on OESCA Website and Social Media Promotion	Website only	Website only	Website & Social Media Promotion	Website & Social Media Promotion
Opportunity to Submit One Color Advertisement in OESCA Quarterly Newsletter	¼ page ad submission in 1 issue	½ page ad submission in 2 issues	½ page ad submission in all 4 issues	½ page ad submission in all 4 issues
OESCA Membership Directory				
Comprehensive School District Contact List by ESC Region				
1 Annual Outreach and Strategy Session with OESCA Executive Director				
Panel Presentation and Strategy Discussion with OESCA Strategic Partner Committee				
One 1,500 word Article in an OESCA Quarterly Newsletter		Submission in 1 issue	Submission in 2 issue	Submission in 2 issues
One OESCA Hosted Mailing Exclusively for Your Company				
One Year-end Business Membership Appreciation OESCA Hosted Mailing				
Co-branding (URL for Partnership Info)				
Invitation to Attend and Present during one OESCA Executive Committee				
Dues Waived after First Year if Revenue Sharing Exceeds \$6,000 Annually				

# Business Member Opportunities

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OESCA has 4 business member levels including a revenue-sharing membership (Strategic Partner) as outlined below:

## **2020 OESCA Bronze Business Partner – \$2,500**

The 2020 OESCA Bronze Business Partner Benefits Include the Following:

1. Two complimentary registrations at annual OESCA conference
2. Complimentary booth at Annual Fall Conference
3. Marketing collateral inside annual conference packets
4. Sign displayed at OESCA annual conference with company logo
5. Recognition in annual conference programs: company name bolded in print
6. Recognition and link on OESCA website
7. Opportunity to submit one color advertisement (1/4 of an 8 ½ x 11 page) in one issue of the OESCA quarterly newsletter
8. OESCA Membership Directory
9. Comprehensive School District Contact List by ESC Region

## **2020 OESCA Silver Business Partner– \$4,000**

All 2020 Bronze Business Partner Benefits **Plus** the Following Additional Benefits:

1. Premiere recognition at 1 additional OESCA event of your choice\*
  - a. Includes logo and company contact information on all distributed event materials
  - b. Complimentary registration for two representatives
  - c. Recognition through OESCA media outlets, including: website, newsletter and print media
2. Recognition and link on OESCA website
3. One 1,500 word Article in 1 issue of the OESCA Quarterly Newsletter
4. Opportunity to submit one color advertisement (1/2 of an 8 ½ x 11 page) in two issues of the OESCA quarterly newsletter
5. One OESCA hosted mailing exclusively for your company
6. One year-end Business Members appreciation OESCA hosted mailing
7. 1 Annual Outreach and Strategy Session with OESCA Executive Director

## 2020 OESCA Gold Business Partner – \$6,000

Benefit levels for the 2020 OESCA Gold Business Partner are outlined below.

All 2020 Silver Business Partner Benefits\* AND the Following Additional Benefits:

1. Co-Branding (URL for partnership info)
2. Recognition and link on OESCA website and promotion on social media
3. Invitation to attend and present during one OESCA Executive Committee
4. Panel Presentation and Strategy Discussion with OESCA Strategic Partner Committee
5. Half-Page Advertisement in each OESCA Quarterly Newsletter
6. Co-sponsorship at an OESCA event (see below).
7. Other negotiated benefits

\_\_\_\_\_ **OESCA Franklin B. Walter Awards Luncheon;** April 2020 at The Hilton Polaris – This event involves all OESCA members and District Superintendents recognizing one high school senior from each of Ohio’s 88 counties. Other family/educators invited. **Projected attendance: 375**

\_\_\_\_\_ **OESCA Legislative Reception;** Date and Location TBD Fall 2020 – This event involves all OESCA members, statewide legislators and Ohio Department of Education representatives. **Projected attendance: 150**

\_\_\_\_\_ **OESCA Capital Conference Brunch and Awards Recognition Program;** November 11, 2020, Hilton Downtown Columbus – This event involves recognition of long term ESC board members, community leaders, and local elected officials from the entire state. It is hosted prior to the start of the OSBA Capital Conference. **Projected attendance: 200**

*\*\*Dates and locations are subject to change.*



## 2020 OESCA Strategic Partner – Revenue Sharing

The Strategic Partner level is a revenue-sharing membership, with a revenue-sharing floor of \$6,000 and ceiling of \$10,000. Upon contract approval, \$2,500 will be due and the remaining balance to reach the \$6,000 floor will be due at the end of the year (December 2020). Benefit levels for the 2020 OESCA Strategic Partner are outlined below.

All 2020 Gold Business Partner Benefits\* AND the Following Additional Benefits:

8. Co-Branding (URL for partnership info)
9. Recognition and link on OESCA website and social media promotion
10. Invitation to attend and present during one OESCA Executive Committee
11. Panel Presentation and Strategy Discussion with OESCA Strategic Partner Committee
12. Half-Page Advertisement in each OESCA Quarterly Newsletter
13. Other negotiated benefits

\*Please select your desired event:

\_\_\_\_\_ **OESCA Franklin B. Walter Awards Luncheon;** April 2020 at The Hilton Polaris – This event involves all OESCA members and District Superintendents recognizing one high school senior from each of Ohio’s 88 counties. Other family/educators invited. **Projected attendance: 375**

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*\*\*Dates and locations are subject to change.*

## 2020 OESCA Sponsorship Opportunities

### Connect & Collaborate: September 14 & 15, 2020

The following additional opportunities are also available, “a la carte”:

- Conference Keynote Speaker Sponsor (4): \$5,000 each
- Conference Breakfast Sponsor (2): \$3,000 each
- Conference Lunch Sponsor (2): \$5,000 each
- Conference Gift Co-Sponsor (1 or can be split among multiple sponsors): \$3,000
- Conference President’s Reception Sponsor, Sunday (1): \$2,000
- Conference Break Sponsor (3): \$1,500 each
- Social Event & Reception (1 or can be split among multiple sponsors): \$8,000
- Additional 1,500 word Article in OESCA Quarterly Newsletter: \$600 each release
- Additional Full-Page Advertisement in OESCA Quarterly Newsletter: \$300 each release
- Additional Half-Page Advertisement in OESCA Quarterly Newsletter: \$150 each release

OESCA will also be hosting 8 workshops throughout 2020 serving a variety of ESC stakeholders.

Please indicate interest in the above benefits when you submit your application. These opportunities are also available throughout the year, so be sure to add [membersupport@oesca.org](mailto:membersupport@oesca.org) to your safe-senders email list to be alerted to these opportunities.

# OESCA 2020 Business Member Application

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Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Telephone/Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

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## Tell Us About Your Company

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1. Are you currently a Business Member of our national affiliate, the Association of Educational Service Agencies (AESA)?
- Yes
  - No
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2. Are you currently doing business in Ohio?

- Yes
- No

If yes, please list the Ohio districts or ESCs you are currently doing business with:

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**\*\*\*Please Provide an Electronic Copy of your Organization's Current Logo for Inclusion in Association Marketing Materials and Related Publications\*\*\***

**\*\*\*New Business Members Only: Please complete questions 3-9.\*\*\***

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3. Explain how your company can offer favorable terms and services to our membership.
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4. For the relationship to have value, we need service coverage to appeal to the majority of the Ohio Educational Service Centers. Please indicate the Ohio service area(s) where your product will have the most appeal and explain why:

- Northwest Ohio area
  - Northeast Ohio area
  - Central Ohio area
  - Southwest Ohio area
  - Southeast Ohio area
  - Statewide
- 

5. Customer service is imperative in our business. OESCA's customer service standards include: returning phone calls/emails within 48 hours of initial contact, being courteous at all times and having an escalation plan when issues need more attention. Please convey, by examples and/or procedures, how your company will honor these standards.
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6. Please specify how your company will implement the partnership internally and what processes our ESCs will need to follow to learn about your product.

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7. What types of data do you utilize to measure the success of the program?

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8. Please include any other info about your product that you would like us to know.

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## 9. Please List Three References

(Companies/Associations/Schools you are currently working with or have worked with during the past year.)

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Company:  
Contact Name:  
Address:  
Phone:  
Email

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Company:  
Contact Name:  
Address:  
Phone:  
Email

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Company:  
Contact Name:  
Address:  
Phone:  
Email

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**Current and New Business Members, please complete the following statements as the final step of your Business Member Application.**

I have read and reviewed the 2020 OESCA Business Member Program description. I agree and am authorized by my organization to participate in the following 2020 OESCA Business Member Program and understand the monetary level of participation.

**OESCA Bronze Business Partner (\$2,500):**

**OESCA Silver Business Partner (\$4,000):**

I request sponsorship & recognition at the following 2020 OESCA event:

- \_\_\_\_\_ OESCA Franklin B. Walter Awards Luncheon
- \_\_\_\_\_ OESCA Legislative Reception
- \_\_\_\_\_ OESCA Capital Conference Brunch and Awards Recognition Program

**OESCA Gold Business Partner (\$6,000):**

I request sponsorship & recognition at the following 2020 OESCA event:

- \_\_\_\_\_ OESCA Franklin B. Walter Awards Luncheon
- \_\_\_\_\_ OESCA Legislative Reception
- \_\_\_\_\_ OESCA Capital Conference Brunch and Awards Recognition Program

**OESCA Strategic Partner (\$6,000 min.-\$10,000 max.):**

I request sponsorship & recognition at the following 2020 OESCA event:

- \_\_\_\_\_ OESCA Franklin B. Walter Awards Luncheon
- \_\_\_\_\_ OESCA Legislative Reception
- \_\_\_\_\_ OESCA Capital Conference Brunch and Awards Recognition Program
- \_\_\_\_\_ Fall 2020 Connect and Collaborate Conference

I agree to abide by the OESCA Exhibitor Rules and Regulations, as attached, at each OESCA event. By my signature, I warrant that I have the authority to enter into this agreement on behalf of my organization and hereby agree to the terms set forth in this agreement.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**At this time, I am unable to participate in the 2020 OESCA Business Member Program; however, I am interested in receiving event specific sponsorship/exhibition information.**

Please remit application to:  
OESCA  
2020 BUSINESS MEMBER PROGRAM  
8050 North High Street, Suite 150  
Columbus, Ohio 43235  
or [info@oesca.org](mailto:info@oesca.org)

# Exhibitor Rules, Regulations and Terms

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## OESCA EXHIBITOR RULES, REGULATIONS AND TERMS

1. **FAILURE TO MAKE PAYMENT:** Should Exhibitor fail to make any scheduled payment by the specified date, OESCA reserves the right to consider, as its sole option, said failure to be a cancellation of Exhibitor's contract. Under such circumstances, OESCA shall have the absolute right to sell, use or otherwise dispose of Exhibitor's space in any manner deemed appropriate by OESCA without any liability whatsoever to Exhibitor. Such cancellation by Exhibitor or failure to make payment shall entitle OESCA to recover liquidated damages as provided in Cancellations/Refunds below.
2. **CANCELLATIONS/REFUNDS:** Cancellations can be made in writing or by phone with OESCA approval. Any Exhibitor canceling booth space, in writing, two weeks prior to the start of each OESCA event, will receive a 50% refund. Any company canceling after such a date, forfeits the entire booth rental fee. If the Exhibitor does not occupy and exhibit the designated products in the exhibit space upon the opening of the Conference, and has not given OESCA the required notice of cancellation, OESCA shall have the right to use the exhibit space in such a manner as it deems in the best interest of the Conference and the company shall not receive a refund.
3. **EXHIBITS, ELIGIBILITY, ASSIGNMENT AND RELOCATION:** OESCA reserves the rights to determine the eligibility of any company or product for inclusion as an Exhibitor. Acceptance of this contract should in no way be construed as an endorsement by OESCA of either an exhibiting company or its products or services. Exhibitor understands and agrees that OESCA has sole discretion of the assignments of booths.
4. **CANCELLATION OF SHOW:** In the event that the Conference is cancelled because of reason beyond the control of OESCA, space rental fees or deposits already made will be returned to Exhibitors on a priority basis after all related Conference expenses incurred by OESCA, through the date of cancellation, have been met.
5. **EXHIBITS MOVING and REMOVAL of:** Exhibits may be moved into the hall beginning the first day of each conference at 7:00 am and must be completely set up by 9:00am that day. All exhibit materials must be removed from the hall by noon on the last day of each conference.
6. **SUBLETTING SPACE:** No Exhibitor shall assign, sublet, or apportion the whole or part of the space allotted to him, or them, or exhibit therein, any other goods, apparatus, etc. than those manufactured or sold by the Exhibitor in the regular course of business.
7. **INSURANCE:** OESCA shall not be liable for loss or damage of any article of equipment or property that Exhibitor may suffer during installation or removal, or during the exhibit itself, by reason of robbery, fire, accident or any destructive cause. Insurance must be placed by Exhibitor.
8. **CONFLICTING MEETINGS AND SOCIAL ACTIVITIES;** In the interest of success of the entire conference, Exhibitor agrees not to extend invitations to meetings, receptions, or other social events, or otherwise encourage conference attendee absence from the conference or Exhibit Hall during official hours. Exhibitor will notify management of all activities planned with conference attendees during the conference.

9. FACILITY RULES: Exhibitor agrees to comply with all rules and regulations prescribed by the management of the facilities and conference, meet all requirements of all local authorities, and obtain, at their own expense, any necessary permits, licenses or equipment, should any be required for the particular individual displays or exhibit of the Exhibitor. Exhibitor agrees that failure to conform to all facility and city rules and regulations may result in the closure of its exhibits by OESCA. In addition to the prescribed facility rules, the Exhibitor agrees to make use of the exhibit space as described in the Exhibitor Contract and will not use any additional space without approval of OESCA staff. This includes, but is not limited to, wall space, floor space, and additional chairs and tables. All AV needs must be prearranged through, and only through, OESCA staff.
10. PASSES FOR EXHIBITOR AND ITS EMPLOYEES: Appropriate badges and identification will be furnished to Exhibitors and their employees by OESCA upon proper registration.
11. VIOLATIONS: If Exhibitor defaults in the performance of any term of this contract (inclusive of payment of fees, maintenance of insurance, and compliance with any and all rules and requirements concerning the use of Exhibit facilities) OESCA, at its options, may immediately terminate this contract. Upon such termination, exhibitor's rights and privileges under this contract shall terminate and OESCA shall have the right to possession of the space occupied by the Exhibitor and to remove all persons and goods, without any liability whatsoever to the Exhibitor. In addition, OESCA shall be entitled to recover any and all damages caused, in part or in whole, by such default, including liquidated damages. OESCA shall be entitled to pursue any and all appropriate remedies and to recover attorney's fees and costs.
12. AMENDMENTS TO TERMS AND CONDITIONS: Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of OESCA. OESCA may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes shall be binding on Exhibitor equally with the terms and conditions contained herein.
13. SUCCESSORS IN INTEREST: This Agreement shall bind the respective parties and their successors in interest.
14. GOVERNING LAW: This Agreement shall in all respects be governed by the laws of the State of Ohio.



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