



ASBOA

ASSOCIATION OF SCHOOL
BUSINESS OFFICIALS OF ALBERTA

LEADERSHIP CONFERENCE 2023

Sponsorship & Trade Expo Vendor
information package

June 11 - June 13, 2023

Westin Calgary Airport

Make it happen



Make it matter



Annual Leadership Conference & Expo

June 11-13, 2023

CONFERENCE PROFILE



ASBOA

ASSOCIATION OF SCHOOL
BUSINESS OFFICIALS OF ALBERTA

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

Attendees are top decision-makers and influencers in a \$9 Billion sector, with a noble cause in working for children.

School business officials are the ones working behind the scenes, in the non-instructional side of school operations. Our audience includes senior leaders in finance, procurement managers, human resources, communications, transportation, technology, and facility management.

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.

Sponsorship will guarantee heightened exposure and prominent opportunities to stand out.

Trade Expo Vendor Information

Expo vendors receive:

- ✿ 1 - 8' x 10' booth space with 750-Watt power outlet
- ✿ Free Wi-Fi
- ✿ 1 - 6' Draped table
- ✿ 2 - folding chairs
- ✿ 8' draped backdrop with 3' draped side drops
- ✿ Discounted hotel room rates at the Westin Calgary Airport Hotel

Expo Dates & Times

June 11, 2023

Set-up: 1-5 p.m.

Reception: 6 - 9 p.m.

June 12, 2023

Open 8:00 a.m.

Close 4:00 p.m.

Cost: \$1,525

Additional meal tickets
\$99 each

Inclusion in evening welcome reception – June 11, 2023

Hors d'oeuvres and beverages will be served from 6:00 p.m. - 9 pm. in the exhibitors' ballroom. Conference attendees will have the opportunity to network and connect with vendors while perusing booths.

Breakfast and lunch buffets June 12, 2023

Includes meals for 1 person; however additional meal tickets are available for \$100. Meals for up to 4 people are complimentary with Platinum and Presenting sponsorship levels.

****Expo booths are limited and fill quickly.****

Click here to
learn more
about
sponsorship

Click here to
book your
booth

Annual Leadership Conference & Expo

June 11-13, 2023

SPONSORSHIP LEVELS



PRESENTING PARTNER

1 available

- ✓ Prominent name and logo placement on all print & digital materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
 - Logo displayed on tables at dinner banquet
- ✓ **Free** vendor exhibit booth at trade expo (value \$1,525)
- ✓ Fruit/snacks on behalf of your company placed in attendees' hotel rooms at arrival
- ✓ Extended company profile and banner ad on conference APP homepage (EventMobi)
- ✓ Choice of appetizer food item available at your exhibit booth during evening reception
- ✓ 10-minute opportunity to present to the assembly at the opening of the conference
- ✓ Company profile page on conference APP
- ✓ Logo displayed on screen during awards banquet 5:1
- ✓ 4 x complimentary registrations to attend the Leadership Conference June 12 and 13, incl. 4 x complimentary dinner banquet tickets to "BBQ Bonanza" at the Calgary Zoo Conservatory, including evening entertainment
- ✓ Hotel room x 2 @ 2 nights at the Westin Calgary Airport Hotel during conference

\$12,000

PLATINUM

- ✓ Large name and logo on all branded materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
- ✓ **Free** vendor exhibit booth at trade expo (value \$1,525)
- ✓ One appetizer food item available at your exhibit booth at evening reception
- ✓ Extended company profile and banner ad on conference APP homepage (EventMobi)
- ✓ Company profile page on conference APP
- ✓ Logo displayed on screen during awards banquet 4:1
- ✓ 2 x complimentary registrations to attend the Awards Banquet at the Calgary Zoo

\$7,500

GOLD

- ✓ Logo on all branded materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
- ✓ **½ price** vendor exhibit booth at trade expo (value \$750)
- ✓ Logo displayed on screen during awards banquet 3:1
- ✓ Company profile page on conference APP

\$5,000

SILVER

- ✓ Small logo on all branded materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
- ✓ Company profile page on conference APP
- ✓ 15% discount on trade expo booth space
- ✓ Logo displayed on screen during awards banquet 2:1

\$2,500

BRONZE

- ✓ Name on all branded materials:
 - Website
 - Conference information package
 - Eventbrite registration
 - Pre-event Communication emails to attendees
 - Conference attendee App (EventMobi)
 - Conference Signage
- ✓ Company profile page on conference APP
- ✓ Logo displayed on screen during awards banquet 1:1

\$1,250

Support in Kind

Looking to make your own unique contribution?

We would be glad to help promote your business with the following unique contributions:

- Large gift/prize for the ASBOA Award of Excellence winner (\$500)
- Bus transportation to/from the Calgary Zoo for the banquet dinner (\$1,100)
- Keynote speakers book for all attendees (\$1,500)
- Door prizes
- Promotional items (your branded swag)

Sponsorship benefits will align with the value of the donation

We value our sponsors and strive to provide preferred status and maximum exposure to decision-makers and conference attendees. We also offer the following to all our sponsors:

- ✓ All sponsors have VIP access to the welcome reception on June 11, 2023 at 6:00 p.m. to network and enjoy hors d'oeuvres. VIP Access includes 2 drink tickets per person, up to 3 people per party.
- ✓ Sponsors will be permitted to have promotional materials included in the attendees' welcome package.
- ✓ A special hotel room rate of \$169/night is available to all sponsors from June 10 -14, 2023.
- ✓ Sponsors who do not require booth space will receive a Westin/Marriot Gift Certificate of equal value.
- ✓ An Hors d'oeuvres station may be set up at your vendor booth to entice event attendees to visit and chat longer. Ask us for details.

Click here to become An ASBOA Conference Sponsor!

Make it happen



Make it matter

ASBOA

2023 Leadership Conference & Expo

June 11-13, 2023

LOCATION

The Westin Calgary Airport
671 Aero Drive NE Calgary, Alberta T2E7Y5

AUDIENCE

This is **THE** conference where those working across all school business areas come together to become better.

Whether you work in finance, HR, IT, communications, transportation, or governance, this is the prime opportunity to expand your network and deepen your leadership knowledge.

A range of programming to hone vertical and horizontal leadership skills is offered.

Rising leaders, managers, and leadership luminaries dedicated to student success are welcome.

REGISTRATION

| | Early Bird to Apr. 16 | After April 16 |
|---------------------------|-----------------------|----------------|
| ASBOA Member | \$999 | \$1,099 |
| Non-Member | \$1,099 | \$1,199 |
| Pre-Conference workshop | \$325 | \$350 |
| Extra banquet ticket only | \$99 | \$99 |

- ✿ Registration includes banquet and meals as described.
- ✿ Pre-Conference workshop: *Leadership Circle Profile* – includes individual LCP assessment report.
- ✿ Banquet includes dinner, 1 drink ticket, entertainment (Locked Zoo)
- ✿ Additional banquet tickets are available for guests of conference participants.
- ✿ 7% discount off registration for 3 or more from the same organization: promo Code **7OFFASBOA**.



ACCOMMODATIONS

A special rate of \$169/night has been secured for this event.

Book hotel online here

Book by phone: +1 403-452-5406

Reference: ASBOA 2023 Annual Meeting

MEALS

Each registration includes:

- ✿ Welcome reception (June 11)
 - ✿ 2 x breakfast buffets (June 12 & 13)
 - ✿ Hot lunch buffet (June 12)
 - ✿ Barbeque Bonanza Banquet dinner at Calgary Zoo
 - ✿ Drink ticket for the Banquet dinner
 - ✿ Lunch (June 13)
-

QUESTIONS

Please email Kirsty Pilgrim at kpilgrim@asboalberta.ca



SIGNATURE PRESENTERS**TIM ARNOLD**

Tim Arnold has spent over two decades helping leaders manage complexity, increase resilience, and deliver results, with clients that include The United Nations, Royal Bank of Canada, Allstate Insurance, Compassion International, Toyota, and Siemens. After running both a for-profit business and a homeless shelter, he leverages his real-world experience to help organizations pursue both profit and purpose. Tim's work focuses on helping leaders unleash the superpower of Both/And thinking in an Either/Or world.

He is a lecturer at McMaster University – DeGroot School of Business, holds a Master's degree in Social Justice and Equity Studies, and a Bachelor of Business Degree from Brock University.

Beyond leadership and team development, Tim is an avid fisherman, world traveler, and really bad hockey player. His biggest accomplishments are being dad to Declan and Avryl, and husband to Becky.

**SCOTT CAMPBELL**

Over the last twenty years, he has consulted with leaders from FedEx, Nike, GE, Toyota, Bayer, Kraft, Pepsi, Ceridian, P&G, and Spectra Energy. He is a former instructor in the Schulich School of Business Executive Education Centre.

Scott possesses a certificate in *Strategic Decision Making and Risk Management* from Stanford University, and holds a Master's degree in organizational leadership from Tyndale College.

In addition to his work in the United States and Canada, he has spoken and consulted in France, Belgium, Germany, Spain, Denmark, and Hong Kong. Scott was the featured keynote speaker at the first-ever all manager's conference for FedEx Europe, Middle East and Asia.

He is a gifted writer, having authored several books:

- *Mind Games: 7 Tricks Your Brain Plays When Making Decisions*
- *NeuroEngagement: Using The Insights of Brain Science to Foster Employee Engagement*
- *5-D Leadership: Key Dimensions for Leading in the Real World* (co-author)

**LORI LACEY**

Lori is passionate about working with leaders to help them become the newest version of their best selves. Lori has worked in a variety of organizations, from large global companies to small private business, provincial and federal governments, and non-profit organizations.

She is a Certified Executive Coach with numerous qualifications and leadership credentials. She holds a Master's degree in Adult Education and served as President of the International Coach Federation – Edmonton Chapter.

She has helped everyone from senior executives to emerging leaders step confidently into their roles, overcome organizational challenges, and grow their careers to become courageous leaders and create high performing teams..



SIGNATURE PRESENTERS**DARCI LANG**

Darci Lang is an inspirational speaker, an award-winning entrepreneur, one of only 40 Canadian Association of Professional Speakers Hall of Fame recipients, a bestselling author, a wife and a mom, whose simple tool helps individuals reframe the way they look at, and think about, their work and interactions and relationships with others.

Darci Lang has discovered a solution to help you live your life, do your job, and connect with the people who matter most, to the fullest.. For 29 years, Darci has been sharing tough love with empathy, creating perspective shifts and having an impact on hundreds of businesses in diverse industries. She helps to transform cultures, employee engagement and in turn, boosts morale and profitability and her connection to her audience is astounding.

**JAMIE MASON COHEN**

Jamie is a leadership development and performance expert as well as a certified grapho-therapist. Cohen is a frequent media commentator for CNN, *Forbes*, and *The Morning Show*. He is a TED-Huff Post International Teaching Award Recipient for innovation in online teaching and was nominated for Speaker of the Year 2020 by Meeting Planners International Greater New York.

Forbes called his unique and unusual ability to quickly analyze people's handwriting "impressive and a bit frightening". He combines this with his experiences working at *Saturday Night Live*, and as a certified leadership coach with The Leadership Circle to help organizations thrive in change.

He is also the #1 bestselling Amazon author of *Live from Your Class: Everything I Learned About Teaching, I Learned from Working at Saturday Night Live*. In addition, Cohen uses his audiences handwriting as a personalized framework to help them gain insight into their own strengths and weaknesses, leaving them with an emotionally moving experience that inspires them to apply what they've learned.

**ROB ROACH**

Deputy Chief Economist, ATB

As the Deputy Chief Economist at ATB Financial--the largest Alberta-based financial institution with assets of \$56.6 billion, he brings three decades of experience analyzing, commenting on, and proposing solutions to economic and public policy issues. F

He is the co-author (with Todd Hirsch) of three books: "The Boiling Frog Dilemma: Saving Canada From Economic Decline," "Spiders in Space: Successfully Adapting to Unwanted Change," and "Spiders in COVID Space: Adapting During and After the Pandemic."

He also serves as the Chair of the National access Arts Centre--Canada's largest and oldest disability arts organization.



Make it happen



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2023 LEADERSHIP CONFERENCE AND EXPO

PROGRAM OVERVIEW*

Sunday, June 11

| | |
|-------------------------|--|
| 1:00 p.m. - 4:30 p.m. | Pre-Conference Workshop (additional fee) |
| 6:00 p.m. - 8:30 p.m. | Registration |
| 6:30 p.m. - 10: 00 p.m. | Welcome reception with trade show exhibitors |

Monday, June 12

| | |
|--------------------------|--|
| 7:00 a.m. - 9:00 a.m. | Registration & Breakfast |
| 8:00 a.m. | Trade show opens |
| 9:00 a.m. | Conference opening |
| 9:15 a.m. | Plenary keynote speaker – Premium Presentation |
| 10:15 a.m. | Coffee break |
| 10: 30 a.m. - 11:45 a.m. | Breakout sessions |
| 11:45 a.m. - 1:00 p.m. | Lunch and trade show visit |
| 1:00 p.m. - 2: 15 p.m. | Breakout sessions |
| 2:15 p.m. | Coffee break |
| 2:30 p.m. - 3: 45 p.m. | Breakout sessions |
| 4:00 p.m. | Tradeshow ends |
| 3:45 p.m. - 4:30 p.m. | Free time |
| 4: 30 p.m. | Transportation to Banquet Dinner – Calgary Zoo |
| 5: 30 p.m. - 7: 00 p.m. | Dinner - Barbeque Bonanza Buffet |
| 7:00 p.m. - 9:00 p.m. | Locked Zoo Team activity |
| 7:30 p.m. | Early bus back to hotel |
| 9:30 p.m. | Awards and recognition, cash bar |
| 10: 30 p.m. | Last bus departure back to the hotel |

Tuesday, June 13

| | |
|-------------------------|--|
| 7:00 a.m. - 8:30 a.m. | Breakfast |
| 8:30 a.m. | Welcome back + Alberta Education |
| 9:00 a.m. - 9:45 a.m. | Chief Economist - pending |
| 10:00 a.m. - 11:15 a.m. | Closing Keynote – Premium Presentation |
| 11:15 a.m. - 11:30 a.m. | Closing remarks, draws |
| 11:30 a.m. | Lunch |
| 12:00 noon | ASBOA AGM – Members invited |
| 1:00 p.m. - 3: 00 p.m. | Provincial Executive Meeting |

*Note: The program is subject to confirmation. Further details will be provided as details are finalized with speakers.

School Business Leaders of all levels will not want to miss this year's ASBOA Leadership Conference!

Whether you're a leader in Finance, Human Resources, Technology, Transportation, Governance, Risk Management, Procurement, Facilities Management, Communications, or Engagement, **you belong here.**

THIS IS WHERE WE, as school business leaders,
ALL COME TOGETHER, LEARN TOGETHER, BECOME BETTER.

Better school business leaders, mean better workplaces,
 which leads to student experiences and greater success.



Professional Development Program

June 11, 2023

| | | | |
|-----------------------|--------------------------------|---------------------------|------------|
| 1:00 p.m. - 4:30 p.m. | Pre-Conference Workshop | Leadership Circle Profile | Lori Lacey |
|-----------------------|--------------------------------|---------------------------|------------|

June 12, 2023

| | | | |
|-------------------------|--|--|---------------------|
| 9:15 a.m. | Opening Plenary | Lead the 90% | Darci Lang ★ |
| 10:15 a.m. - 10:25 a.m. | Break | | |
| 10:30 a.m. - 11:45 a.m. | Session A | Leading the 90% – <i>Putting Pen to Paper and Making it Happen</i> | Darci Lang ★ |
| | Session B | ICE is Real – <i>Education for leaders in education</i> | ALERT |
| | Session C | Managing Employee Sick Leave: Rights, Responsibilities, & Accommodations | Sarah Scahill |
| 11:45 a.m. - 12:50 p.m. | Lunch - Hot buffet | | |
| 1:00 p.m. - 2:15 p.m. | Session D ½ day workshop | The Power of Healthy Tension: <i>Leverage “Both/And” Thinking for Effective Teams and Productive Relationships</i> | Tim Arnold ★ |
| | Session E | Coaching the Hard-to-Coach Employee | Lori Lacey |
| | Session C | Managing Employee Sick Leave: Rights, Responsibilities, & Accommodations | Erin Ekman |
| 2:15 p.m. - 2:25 p.m. | Break | | |
| 2:30 p.m. - 3:45 p.m. | Session D Note this session goes to 4 p.m. | Continuation - The Power of Healthy Tension: Leverage “Both/And” Thinking for Effective Teams and Productive Relationships | Tim Arnold ★ |
| | Session F | What Your Signature Says About Leadership | Jamie Mason Cohen ★ |
| | Session G | Giving and Receiving Tough Feedback | Erin Ekman |

June 13, 2023

| | | | |
|------------|------------------------|--|---------------------|
| 8:30 a.m. | Plenary Guest | Update from Alberta Education | To be confirmed |
| 9:00 a.m. | Plenary Guest | Economic Outlook with the Deputy Chief Economist, ATB | Rob Roach ★ |
| 9:30 a.m. | Plenary Keynote | It Seemed Like a Good Idea at the Time: How to Avoid the Mind Traps That Lead to Bad Decisions | Scott Campbell ★ |
| 10:45 a.m. | Closing Plenary | Saturday Night Leaders: How to Solve the Problems Keeping Your Team Up Until 3AM | Jamie Mason Cohen ★ |

★ Premium presenter: International/national keynote level and/or author

ASBOA Dinner Banquet & Celebration



The zoo animals are excited to celebrate our retirees and award recipients!

June 12, 2023

EVENING PROGRAM

| | | |
|-------------------------------------|---------------------------|------------|
| Bus departure from hotel to the zoo | 4:30 p.m. | |
| Dinner in the Conservatory | 5:30 p.m. | |
| Menu | BBQ Bonanza Buffet | |
| Dress | Casual | |
| Entertainment | Locked Zoo – Running Wild | |
| Awards and Recognition | 9:00 p.m. | |
| Bus departures to hotel | 7:30 p.m. | 10:30 p.m. |

Those not participating in the Locked Zoo may stroll the zoo grounds or stay in the Conservatory.

Locked Zoo: Are you ready to release some animals into the wild? Locked Zoo is an escape challenge and team-building event with a zoo twist. Participants, in groups of 4 - 6 people, have fun finding clues and solving puzzles as themed game prompts guide them through the zoo to complete the challenge. The zoo is fully accessible and this activity is suitable for guests of all ages and mobility.

Cost: Included in conference registration Additional banquet tickets: \$99