



Research Roundtable Program

Frequently Asked Questions

Q: What is a Superintendent Research Roundtable?

A: A Superintendent Research Roundtable is a program that convenes companies serving the K-12 marketplace with leaders in the field of education to get first-hand, spontaneous reactions to:

- The educational programs and materials needed in order to continue the process of improving public education.
- The ideas the company has for new products and services, which can guide product design and development.
- The company's strategic vision, marketing strategies, products and/or services.

At the same time, the company offers a unique opportunity to Research Roundtable participants:

- The opportunity to learn about cutting-edge products.
- The time to interact with their peers' perspectives while influencing the design of educational products and services.

Research Roundtables:

- Provide access to select superintendents and leaders in K-12 public school education.
- Are an excellent way to discover the attitudes and perspectives of school system leaders relative to a company's current and/or proposed products and educational services.
- Give companies opportunities for meaningful conversation with key current and potential customers.
- Assist companies that serve the K-12 marketplace in meeting the needs of school systems and those that lead them.
- Contribute to the transformation of public education in order to meet the expectation of universal success.

Q: What is a "Cabinet Member" and a Superintendents *Cabinet* Research Roundtable?

A: For the purposes of the Research Roundtable program, a "Cabinet Member" is a school district employee who works in the central office and reports directly to the district superintendent.

In a Superintendents *Cabinet* Research Roundtable, the sponsor meets with participants who are currently serving as deputy superintendents, associate superintendents, assistant superintendents or directors of curriculum or finance.

Q: When is the next Research Roundtable program? Where will it be held?

A: The 2010 Summer Research Roundtables will be held on Thursday, July 29, 2010 in Washington, DC at the Hyatt Regency on Capitol Hill just prior to the 2010 Summer Leadership Institute.

Q: What does a Research Roundtable program look like?

A: Each Research Roundtable program includes several opportunities for all sponsoring companies' representatives to meet and network with all Research Roundtable participants (superintendents and cabinet members). The breakfast and lunch are all terrific opportunities to make new acquaintances and renew old friendships. The schedule for the July 2010 program is as follows:

Thursday, July 29, 2010

8:00 a.m. – 8:30 a.m.	Continental Breakfast
8:30 a.m. – 11:30 a.m.	Roundtables – 1 st Session (up to 4 concurrent Roundtables)
11:30 a.m. -1:00 p.m.	Lunch and Professional Development
1:30 p.m. – 4:30 p.m.	Roundtables – 2 nd Session (up to 4 concurrent Roundtables)

Q: If my company sponsors a Research Roundtable, what are our responsibilities?

A: Each sponsor is responsible for:

- Submitting the sponsorship fee with a signed agreement. The sponsorship fee is \$10,000.
- All charges associated with any special equipment, materials or other items required by the sponsor, including audio-visual equipment and services, food and beverage (in excess of what is provided by AASA), special activities, etc.

Q: My company prefers to have its Research Roundtable in the afternoon. Is that possible?

A: Sponsors are allowed to request their preferred Research Roundtable session, either the 1st Session (8:30 a.m. – 11:30 a.m. or the 2nd Session (1:30 – 4:30 p.m.) based on the order in which sponsor agreements are delivered to AASA with the sponsorship fee. The earlier your sponsorship is reserved, the better your chances for meeting your desired schedule preference.

Q: How do I reserve my company's session at an upcoming Research Roundtable program?

A: The first step is to notify AASA of your interest and a letter of agreement will be sent to your attention. Your reservation is confirmed when you return the agreement to AASA, along with the sponsorship fee.

Contact Kay Ferris, Director, Corporate and Strategic Alliances at AASA – 703-875-0761 or kferris@aasa.org.

Q: What will the AASA Leadership Development do to ensure that my company sponsors a successful Research Roundtable session?

A: The AASA Leadership Development department will:

- Provide guidance on facilitating a successful Research Roundtable session.
- Provide a meeting room in the standard Research Roundtable set.
- Provide four (4) complimentary registrations for each sponsor's representatives the day of the event.
- Arrange for participants – 6-8 superintendents/cabinet members to attend each sponsor's Research Roundtable session.
- Deliver special invitations to select invitees named by the sponsor.
- Host a continental breakfast for all Research Roundtable participants and all sponsors' representatives.
- Provide a buffet lunch for all Research Roundtable participants and all sponsors' representatives.
- Deliver a first-rate professional development opportunity for participants and sponsors.
- Provide name badges and tent cards for all registered attendees.
- Provide one night's lodging for each Research Roundtable participant.

Q: Who are the Research Roundtable Participants?

A: AASA has a cadre of leading superintendents and cabinet members who regularly serve as Roundtable participants. Each Roundtable sponsor may also request special invitees to its Research Roundtable session.

Q: My company is a Research Roundtable sponsor. How many representatives can I send to the program?

A: Each sponsor may have up to four (4) representatives attend the Research Roundtable program, including breakfast, lunch, and the sponsor's three-hour Roundtable session.

Q: My company is sponsoring a Research Roundtable and we would like to discuss sensitive, proprietary information with the participants. Will we have privacy to do so?

A: Each sponsor will be assigned a meeting room for a 3-hour Research Roundtable, either the 1st Session (8:30 a.m. – noon), or the 2nd Session (1:30 – 4:30 p.m.).

Sponsors' representatives may not attend other sponsors' Research Roundtable sessions. Only AASA staff and host facility conference services staff may enter a Research Roundtable session while it is in progress.

The sponsor, in the course of its Research Roundtable session, may share confidential information with Research Roundtable participants. If required, it is the sponsor's responsibility to have participants sign and return non-disclosure and/or confidentiality agreements. Those agreements must be between the sponsor and each Research Roundtable participant.