



**2017**

**Sponsor, Exhibitor, and  
Advertiser Prospectus**

**Pennsylvania**  
**PTA**<sup>®</sup>  
*everychild.onevoice.*<sup>®</sup>

Pennsylvania PTA  
4804 Derry Street  
Harrisburg, PA 17111-3440  
info@papta.org  
www.papta.org

# Pennsylvania PTA Convention 2017

October 20-22, 2017  
DoubleTree by Hilton, 500 Mansfield Avenue, Pittsburgh, PA 15205

Become a Convention Sponsor, Exhibitor or Advertiser. It is a great way to support the event that has kept PTA leaders coming back for more than a century and, increase your company's recognition. Pennsylvania PTA appreciates your support and participation. Because of businesses and organizations like yours, the PTA is able to further its mission of supporting and speaking on behalf of *every child with one voice*.

## How can you help us advocate for the children of Pennsylvania?

### **Sponsors:**

Sponsor funds are needed to offset the delegate's registration fees. These funds also help to provide educational materials for delegates, bring knowledgeable speakers to the convention and support events designed to enhance delegates interactions with others from across the state in a more relaxed environment. You may choose to become a Diamond, Platinum, Gold, Silver or Bronze sponsor, or become a sponsor of an event, promotional item or meal.

### **Exhibitors:**

Being an exhibitor provides a unique opportunity to market to a large number of PTA members who are the decision makers for their PTAs. Through "Speed Vending", your business or organization is provided with face-to-face time with each participating delegate, in a smaller setting. The exhibit hall will be open from 10:30 a.m. until 2:30 p.m. on Saturday for visitation by delegates. In utilizing speed vending and the designated exhibitor visitation hour, you will maximize your time with the delegates and may not see the need for an over-night stay.

### **Advertisers:**

The Pennsylvania PTA Convention Program provides an excellent opportunity for marketing services, programs or products to a very influential body of individuals. The Convention Program is distributed to each delegate and serves as a guide to convention, including schedules of workshops, meeting agendas, award information and much more.

**The PTA Vision is to make every child's potential a reality.**

**Pennsylvania PTA is a 501(c)(3) Corporation.**

**Your donations are tax deductible.**

# Pennsylvania PTA Convention 2017

## Sponsorship Information

Deadline for Registration September 01, 2017	Diamond Sponsor \$4000+	Platinum Sponsor \$3000	Gold Sponsor \$2000	Silver Sponsor \$1000	Bronze Sponsor \$500
Exclusive Sponsorship of Saturday Banquet	*				
Sponsorship of Sunday Breakfast		*			
Sponsorship of Friday Breakfast			*		
Sponsorship of Friday Reception				*	
Sponsorship of Saturday Reception				*	
Ad in Convention	Full Page	Half Page	Half Page	Quarter Page	Business Card
Company Name on Sponsorship Banner in General Meeting Room	*	*	*	*	*
Table in Exhibit Hall	Prime Diamond Location	Prime Platinum Location	*	*	*
Opportunity to address delegates during Sponsor Appreciation Breakfast Saturday	*	*	*	*	
Premium Ticket (s) & recognition during Saturday Banquet	4 Tickets	3 Tickets	2 Tickets	1 Ticket	
Logo displayed within PTA in Penn- sylvania for 1 year following convention	*				
Insert/Ad in Presidents' Mailing (To all Unit & Council Presidents) (Black & White only)	1 Double-sided Page	1 Single-sided Page	Half Page	Quarter Page	
Company Logo on Pennsylvania PTA website as Convention Sponsor (Listed by Sponsor Level for 1 year)	*	*	*	*	*
Opportunity to provide information or sample items for delegates' bags	*	*	*	*	*

The PTA Mission: To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

# Pennsylvania PTA Convention 2017

## Exhibitor Information

The 108th Pennsylvania PTA Annual Convention will be held on October 20-22, 2017 in the DoubleTree by Hilton, 500 Mansfield Avenue, Pittsburgh, PA 15205.

Local and council PTA leaders, representing nearly 400 PTAs and 58,000 members across the state, will gather to learn about PTA management and leadership. They will also come to celebrate their accomplishments, share ideas with other leaders and learn about programs and issues that affect children and youth of Pennsylvania.

During our convention, delegates will also view the exhibit hall to find the best resources to help them achieve their PTA goals. This has traditionally been one of the most popular features of convention.

Attendees will have the opportunity to explore a rich assortment of program providers, fundraising firms and not-for-profit informational exhibits that will give PTA volunteers a chance to compare resources from outside the association, a resource Pennsylvania PTA is proud to provide to its convention delegates. The exhibit hall will be open for four hours on Saturday during convention. Included during that time period will be an opportunity to participate in a 90 minute speed vending event. There is no additional cost for exhibitors to participate in the speed vending event.

We are pleased to invite your firm or organization to take advantage of this golden opportunity to meet and speak with officers and members from across the state. There will be a one-hour window of time dedicated exclusively to visiting the exhibit hall.

### **Your Best Connection**

Our convention attendees represent schools and communities throughout Pennsylvania. PTA does not sell our membership list to outside organization or provide a list of convention attendees. Being a Sponsor, Exhibitor or Advertiser at the Pennsylvania PTA Convention is the most cost-effective way for your organization to reach this vast statewide audience eager for products, information and services that will help them attain their objectives.

The exhibit hall is your opportunity to have direct contact with PTA members, leaders, parents, and educators. When members return home, they share the exhibit hall information and ideas with the rest of their community. This is your chance to reach the state's largest volunteer child advocacy association, the Pennsylvania PTA!

Mark your calendars today to attend the Pennsylvania PTA Annual State Convention!

More information can be found on the Pennsylvania PTA website [www.papta.org](http://www.papta.org)

# Pennsylvania PTA Convention 2017

**Date and Location**      October 20-22, 2017  
DoubleTree by Hilton, 500 Mansfield Avenue, Pittsburgh, PA 15205

**Exhibit Hours**            Saturday, October 21, 2017  
Exhibit Hall hours: 10:30 a.m. to 2:30 p.m.  
Speed Vending: 11:45 a.m. to 1:15 p.m.

## Shipping and set-up

Complete information and instructions about displays, furniture and decorations, shipping and storage, set-up and dismantling will be mailed to each exhibitor by the Pennsylvania PTA office.

- ◆ Installation of exhibits may begin at 9:00 a.m. Badges identifying exhibitor representatives will be given at this time.
- ◆ Exhibitors must be set up by 10:00 a.m.
- ◆ No installation or dismantling of exhibits will be allowed during exhibit hall hours.
- ◆ Official breakdown will commence no earlier than 2:30 p.m. on Saturday and must be completed by 3:30 p.m.

## Floor Plan

The Pennsylvania PTA office will assign the location of all exhibit space to avoid conflict of displays. Spaces will be awarded on a first-come first-served basis.

## Exhibit Space

- ◆ One covered 6' table and two chairs will be provided
- ◆ Adequate room for display
- ◆ Complimentary danish and coffee service during set-up
- ◆ Option to purchase a box lunch
- ◆ Free wireless internet will be available.
- ◆ Electricity may be provided for an extra fee.

## Speed Vending

This is an hour and a half of guaranteed face-to-face time with the delegates. Exhibitors will sit with delegates at a round table and have the opportunity to share information regarding their services or products. (Each exhibitor may only have one representative participate.) Two exhibitors will be at the table at a time, each having two minutes to speak. At the end of four minutes, a bell will ring and the exhibitors will move to the next table and another group of delegates. Exhibitors will have the potential opportunity to share and sell their service or product to all participating delegates. This opportunity is available to every exhibitor at **no extra cost**. While it is not mandatory, it is highly recommended.

## Rates and Deadlines

Regular \$300                      Non-Profit                      \$200

- ◆ A \$50 "Welcome Back discount will be given to any returning exhibitor with contract and payment received by April 1, 2017. Any non-profit must supply a letter of determination assigning their 501 (c)(3) status. To be eligible for the discount, you must have been an exhibitor at any Pennsylvania PTA Convention from 2011-2016.
- ◆ **Exhibit space deadline is April 10, 2017.**

## Exhibitor Registration

Read carefully the Convention Exhibitor Rules and Regulations that are included in this prospectus. Complete **both** sides of the enclosed Sponsor, Exhibitor and Advertising Application.

Send a signed copy of the application with the appropriate fees to:

**Pennsylvania PTA Office, Attention: Convention Exhibits, 4804 Derry Street, Harrisburg, PA 17111-3440.**

## Convention Exhibitor Rules and Regulations

- 1. Selection of Exhibitors:** Only firms whose service or products are appropriately related to the education, health, welfare or personal development of children and youth are permitted to exhibit.
- 2. Application Requirements:** Applicants are required to forward to the PTA the completed Exhibitor Application provided. Each application must be submitted with full payment.
- 3. Set-up, Show and Breakdown:** The exhibit area will be open for set-up Saturday October 21, 2017 from 9:00 a.m. to 10:00 a.m. All exhibits must be ready to show during the following hours: October 21, 2017 from 10:30 a.m. to 2:30 p.m. No display shall be dismantled or removed from the exhibit area until the end of the exhibit showcase at 2:30 p.m. Breakdown will be from 2:30 p.m. to 3:30 p.m. All exhibit material must be removed from the exhibit area by 4:00 p.m. Vendors will receive confirmation of final time frames.
- 4. Payment and Assignment of Exhibit Space:** Space will be assigned based on availability, space required and the order in which the applications are received. Full payment must be received with the application.
- 5. Refunds/Cancellations:** Cancellations received on or before April 19 entitle the exhibitor to a full refund minus 20% of the contract sum. No refunds will be made after Wednesday April 19, 2017. Pennsylvania PTA may cancel any exhibit contract in any case involving non-compliance with the terms, conditions and regulations of this contract, for non-payment of the contract fee or reasons beyond the control of Pennsylvania PTA.
- 6. Exhibit Space Specifications:** Each exhibitor will receive a 6' covered table and two (2) chairs. Any additional services including power and internet service, must be requested in advance and may be subject to an additional fee, and cannot be guaranteed. These are not included in the Exhibit Table rental fee. All arrangements and charges for these are the obligation of the exhibitor.
- 7. Registration Badges:** Convention badges for exhibit attendants will be furnished by the Pennsylvania PTA. Rental space entitles renter to two (2) complimentary registrations to the annual convention. The registration for additional personnel is \$20 each. No badges will be issued unless the fee is paid.
- 8. Attendance:** The PTA makes no representations or warranties with respect to demographic nature or volume or exhibitors and/or attendees at any PTA event. All exhibitors are solely responsible to determine suitability of each event for their particular purposes.
- 9. Hotel Information:** Hotel registration must be made by the Exhibitor with the designated contact on the PTA Exhibitor Confirmation Form. This form will be mailed to you upon receipt of your signed Exhibitor Application and fee. Approved exhibitors must use the hotel registration provided by the PTA in order to receive the negotiated rate from the hotel.
- 10. Care and Surrender of Exhibit Space:** Exhibitor agrees it will not in any way injure, damage, mar or deface the building, premises, furniture, fixtures or equipment on or about the Convention Center and shall be liable for any such damage or injury caused by its employees, agents or other persons admitted to the premises by the exhibitor, its agents or employees. Exhibitor agree to quit and surrender the exhibit space at the time set forth herein.
- 11. Sound Devices:** No sound-making equipment of any kind may be set up or used in the exhibit area without prior written approval of the Pennsylvania PTA.
- 12. Souvenirs, Premiums, Samples and Prizes:** Distribution of souvenir's, premiums, and samples of products is permitted, provided there is no interference with other exhibitors. Consent to give away items, including contest prizes may be granted at the sole discretion of the PTA.
- 13. Food Products:** Only sample-sized food or beverages may be given away on the show floor.
- 14. Liability and Indemnification:** The exhibitor agrees to indemnify and hold harmless Pennsylvania PTA, its officers, agents and employees from and against all claims, demands, or suits alleging liability for losses, damage, costs and disbursements, including reasonable attorneys fees, and any other relief, for any actual or claimed injury or death to any person or damage to any property sustained as a result of the exhibitor's use or presence on the premises described in this exhibit contract, regardless of whether proximately caused by the negligence of the PTA, its officers, agents or employees, unless exhibitor can prove that such injury, death or damage was caused solely by the active negligence of the Pennsylvania PTA, its officers, agents or employees. If the convention is cancelled due to circumstances substantially beyond the control of Pennsylvania PTA, or other such circumstance arise that cause a cancellation, the Pennsylvania PTA's sole liability to the exhibitor due to cancellation shall be to refund the rental fees paid, or if cancellation occurs during the convention period, a prorated portion thereof.
- 15. Use of Space:** Exhibitor shall not sublet, divide, or share his space with any other exhibitor other than identified in the Exhibitor Application without the expressed permission of the Pennsylvania PTA. Distribution of advertising materials is limited to the area of each exhibit space. Entrance to the Exhibit area is guaranteed by Pennsylvania PTA with proper registration identification only. This is not an "Open to the Public" event. Disturbing noises or other objectionable forms of attracting attention will not be permitted. The Pennsylvania PTA reserves the right to restrict exhibits which may become objectionable, and prohibit or remove any exhibit which may detract from the general character of the display. This includes persons, things, conduct, printed matter or anything of a character which may not be in keeping with the exhibit show as a whole. The exhibitor agrees not to interfere in any way with the ordinary use by others of any portion of the building or grounds. Exhibitors shall not obstruct the aisles adjacent to the exhibit space.
- 16. Fire Safety:** The exhibitor will comply with all fire and safety regulations applicable in the location of the event. Flammable or other dangerous fluids, substances, materials, equipment, or other items, the use of which is in violation of city, county or state laws or regulations, may not be used in any space. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, the right to cancel all or such part of the exhibit as maybe irregular. Smoking is not permitted on the exhibit floor.
- 17. Official Regulations:** Exhibitor will comply with all laws of the U.S. and the state of Pennsylvania and all ordinances of the Convention City and all rules and requirements of the police and fire departments or other municipal authorities of the Convention City and will not permit anything to be done in its exhibit space in violation of any such law, ordinance, rule or regulation.
- 18. Endorsements:** The PTA does not approve, endorse or recommend the use of any specific commercial product or service pursuant to the acceptance of the Exhibitor Application. The Exhibitor will not represent, advertise, communicate or imply either orally or in writing that its products or services are approved, endorsed or recommended by the PTA.
- 19. Liability and Insurance:** Neither Pennsylvania PTA, its management officers or staff, nor convention hotel/facility will be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident or other causes. Exhibitors are advised to consult their respective insurance brokers for proper coverage of display material from the time it leaves their companies' premises until its return. In most cases, a rider can be added to a current policy for a very nominal cost.

# Pennsylvania PTA Convention 2017

## Advertising Information

### Advertisers:

The Pennsylvania PTA Convention Program provides an excellent opportunity for marketing services, programs or products to a very influential body of individuals. The Convention Program is distributed to each delegate and serves as a guide to Convention, including the schedules of workshops, meeting agendas, award information and much more.

### Information

- ◆ Advertise in the 2017 Pennsylvania Convention Program.
- ◆ Your ad will reinforce your support of PTA and its mission of advocating for the education and well-being of every child.
- ◆ If you are unable to attend the Convention, your advertisement will keep your company's name visible to the convention delegates.

### Production Details

- ◆ Publisher is the software used to publish the program.
- ◆ All ads will be in grayscale black and white. Please do not send ads with multiple colors or shading. The quality will be diminished.
- ◆ Ads must be submitted camera ready. They must be in Adobe, jpeg, pdf, Publisher or tif files via email to [info@papta.org](mailto:info@papta.org) or on a CD-ROM.
- ◆ The program book will be 8 1/2" X 11".

### 2017 Convention Fee Schedule

Business Ads: Deadline is September 1, 2017

### Ad Rates

Full Page	(6 1/4" wide X 8 1/4" high)	\$135
Half page	(6 1/4" wide X 4 1/4" high)	\$ 75
Quarter Page	(3 1/4" wide X 4 1/4" high)	\$ 50
Business Card	(3 1/4" wide X 2" high)	\$ 30

**Deadline for Advertising Submissions:**

**September 01, 2017**

Sponsor, Exhibitor and Advertiser Prospectus



Pennsylvania PTA's  
108<sup>th</sup> Annual  
Convention  
October 20-22, 2017

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