
2013 Pennsylvania PTA Convention

**The Chateau Resort and Conference Center
Tannersville, Pennsylvania
April 19-21, 2013**



tlc
Together Leaders Connect

Sponsor, Exhibitor and Advertiser Prospectus

Pennsylvania PTA
4804 Derry Street
Harrisburg, PA 17111
717-564-8985
Website: www.papta.org
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Pennsylvania PTA Convention 2013

The 104th Pennsylvania PTA Annual Convention will be held on April 19-21, 2013 at The Chateau Resort and Conference Center, Tannersville, Pennsylvania.

Local PTA leaders, representing the 450 PTAs and 80,000 members across the state will gather in Tannersville 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 in Pennsylvania.

During our Convention, delegates will also visit 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, PTSA, and SEPTA volunteers a chance to explore and compare resources from outside the association, a service the Pennsylvania PTA is proud to provide to its Convention delegates. The exhibit hall will be open for five hours on Saturday, April 20th. Included during this time period will be the opportunity to participate in a one-hour "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.

Together Leaders Connect

Your Best Connection

*Our convention attendees represent schools and communities throughout Pennsylvania. **PTA does not sell our membership lists to outside organizations or provide a list of convention attendees.** Being a sponsor, exhibiting, or advertising 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 opportunity to reach this vital group representing the state's largest volunteer child advocacy association: The Pennsylvania PTA!

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

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

Becoming a Convention Sponsor, Exhibitor or Advertiser is a great way to support the event that has kept PTA leaders coming back for the last 104 years, while increasing your company's name and 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**.

SPONSORS:

Sponsor funds are needed to offset the delegate 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 Platinum, Gold, Silver, or Bronze Sponsor or become a sponsor of an event, promotional item or meal.

EXHIBITORS:

Being an exhibitor provides the unique opportunity to market to a very large number of PTA members who are the decision makers for their PTAs. Through the Speed Vending opportunity your business is provided face-to-face time with each participating delegate, in a smaller setting. The exhibit hall will be open one-day only from 11:00 a.m. - 4:00 p.m. for visitation of exhibits by delegates. In utilizing Speed Vending and the designated exhibitor visitation hours, you will maximize your time at the convention 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 the schedules of workshops, meeting agendas, award information, and much more.

*Pennsylvania PTA is a 501(c)(3) corporation.
Your donations are tax deductible.*

Convention 2013 Sponsorship Opportunities

ADVERTISERS: The Pennsylvania PTA Convention provides an excellent opportunity for marketing services, programs and products to a very influential group of individuals. Advertisers can consider several contribution levels that include meal sponsorships, convention program ads, company names on convention banners and the state PTA website, space in the Exhibit Hall and the opportunity to address the delegates.

<i>Deadline for Registration: March 1, 2013</i>	Platinum Sponsor \$4,000	Gold Sponsor \$3,000	Silver Sponsor \$2,000	Bronze Sponsor \$1,000
Exclusive Sponsorship of Saturday Banquet	*			
Choice of Sponsorship of Saturday Reception or Sunday Breakfast		*		
Choice of Sponsorship of Friday Reception or USB Flash Drives			*	
Sponsorship of Healthy Lifestyle Programs				*
Ad in Convention Program	Full Page	Half Page	Quarter Page	Quarter Page
Company Name on Sponsorship Banner in General Session Hall	*	*	*	*
Table in Exhibit Hall	Prime Platinum Location	Prime Gold Location	*	*
Opportunity to address delegates (Sponsor Appreciation Breakfast)	*	*	*	*
Premium Ticket(s) & recognition At Saturday Banquet	4 tickets	3 tickets	2 tickets	1 ticket
Insert/Ad in Presidents' Mailing (sent to all Unit & Council Presidents)	1 double- sided page	1 single- sided page	Half-page	Half-page
Company Logo on PA PTA website As Proud 2013 Convention Sponsor (listed by sponsor level for 1 year)	*	*	*	*
Opportunity to provide information or sample item for delegates' bags	*	*	*	*

Convention 2013 Exhibitor Opportunities

Date and Location *The Pennsylvania PTA 2013 Convention, April 19-21, 2013*
The Chateau Resort and Conference Center
475 Camelback Road, Tannersville, PA 18372

Exhibit Hours *Saturday, April 20, 2013*
Exhibit Hall Hours: 11:00 a.m. to 4:00 p.m.
Speed Vending: 12:00 Noon to 1:30 p.m.

Shipping & Set-up

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

- ◆ *Installation of exhibits may begin at 9:00 a.m., Saturday, April 20, 2013. Badges identifying Exhibitors' Representatives will be given at this time.*
- ◆ *Exhibitors must be completely set-up by 11:00 a.m.*
- ◆ *No installation or dismantling of exhibits will be allowed during Exhibit Hall hours.*
- ◆ *Official breakdown will commence no earlier than 4:00 p.m. on Saturday and must be completed by 5:00 p.m.*

Floor Plan

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

Exhibit Space

- ◆ *One skirted 6' x 2' table and two chairs will be provided*
- ◆ *Adequate room for display*
- ◆ *Complimentary Danish/coffee service during set-up. Option to purchase box lunch.*
- ◆ *Free wireless internet will be available*
- ◆ *Electricity — extra fee*

Speed Vending

This is one hour of guaranteed face-to-face time with the delegates. The exhibitors will sit with delegates at a round table and have the opportunity to share information regarding their services or products. At the end of four (4) minutes a bell will ring and the exhibitors will move to the next table and meet with another table of delegates. Exhibitors will have the potential to sell and share their products to all participating delegates. This opportunity is available to every exhibitor, but participation is not mandatory.

Rates & Deadline

<i>Regular</i>	<i>\$450*</i>	<i>Non-Profit</i>	<i>\$275*</i>
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- ◆ ****A \$50.00 "We're Glad You're Back!" Discount** will be given to any returning Exhibitor with contract and payment postmarked by **December 31, 2012**. (If your company was an exhibitor at any Pennsylvania PTA Convention from 2007 to 2012, you qualify for this discount!)*
- ◆ ****A \$50.00 "We're Glad You're Back!" Discount** will be given to any returning Non-Profit organization will need to provide a copy of their Letter of Determination assigning their 501(c)(3) non-profit status, along with contract and payment.*
- ◆ ***Exhibit Space Deadline: March 1, 2013***



Exhibitor Registration

*Read carefully the Convention Exhibitor Rules and Regulations that are included in this prospectus. Complete the enclosed (double-sided) **Sponsor, Exhibitor and Advertising Application**. Submit a signed copy of the application form with the appropriate fee(s) to: Pennsylvania PTA Office, Attn: Convention Exhibits, 4804 Derry Street, Harrisburg, PA 17111- 3440*

Convention 2013 Advertising Opportunities

Advertising Information

- ◆ *Advertise in the 2013 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

- ◆ *Adobe PageMaker is the software used to publish the program*
- ◆ *All ads will be in 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, PageMaker, jpeg, pdf, Publisher, or tif files via e-mail to info@papta.org or on CD-ROM.*
- ◆ *The program book will be 8 1/2" X 11"*

PROPOSED 2013 CONVENTION FEE SCHEDULE)

Business Ads (deadline March 1, 2013)

Rates

Full Page Ad	\$135
Half Page Ad	\$ 75
Quarter Page Ad	\$ 50
Business Card Ad	\$ 30

Deadline for Advertiser Registration: March 1, 2013

The PTA Vision

To make every child's potential a reality.

The PTA Mission

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

More information can be found on the
PA PTA website (www.papta.org) and the National PTA website (www.pta.org)

Convention Exhibitor Rules and Regulations

1. **SELECTION OF EXHIBITORS:** Only firms whose services 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 along with the full payment.
3. **SET-UP, SHOW, AND BREAKDOWN.** The exhibit area will be open for set-up Saturday, April 20, 2013 from 9:00 to 11:00 a.m.. All exhibits must be ready to show during the following hours: April 20, 2013 from 11:00 a.m. – 4:00 p.m. NO DISPLAY SHALL BE DISMANTLED OR REMOVED FROM THE EXHIBIT AREA UNTIL THE END OF THE EXHIBIT SHOWCASE AT 4:00 PM. BREAKDOWN WILL BE FROM 4:00 TO 5:00 PM. All exhibit material must be removed from exhibit area by 5:00 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 applications are received. FULL PAYMENT must be received with the application.
5. **REFUNDS/CANCELLATIONS.** Cancellations received on or before March 1, 2013 entitle the exhibitor to full refund minus 20% of the contract sum. No refunds will be made after Monday, March 1, 2013; Pennsylvania PTA may cancel any exhibit contract in any case involving non-compliance with the terms, conditions and regulations of this contract, or for non-payment of the contract sum.
6. **EXHIBIT SPACE SPECIFICATIONS.** Each exhibitor will receive a 2 x 6 foot skirted table and 2 chairs. Any additional services including power, and internet service, must be requested in advance, 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 Pennsylvania PTA. Rental space entitles renter to two (2) complimentary registrations to the annual convention. **The Registration for additional personnel is \$10.00 each. No badges will be issued unless fee is paid.** Registration is transferrable.
8. **ATTENDANCE.** The PTA make no representations or warranties with respect to demographic nature and/or volume of 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 by the PTA upon receipt of your signed Exhibitor Application. 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 it, its employees, agents, or other persons admitted to the premises by the exhibitor, its agents or employees. Exhibitor agrees 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 exhibit area without the prior written approval of the Pennsylvania PTA.
12. **SOUVENIRS, PREMIUMS, SAMPLES AND PRIZES.** Distribution of souvenirs, 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 size 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, damages, expenses, 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 Pennsylvania exhibitor's use of or presence on the premises described in this exhibit contract, regardless of whether proximately caused by the negligence of PTA, its officers, agents or employees, unless exhibitor can prove that such injury, death or damage was caused solely by the active negligence of Pennsylvania PTA, its officers, agents or employees. If the convention is canceled due to circumstances substantially beyond control of Pennsylvania PTA, then Pennsylvania PTA's sole liability to 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 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 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 may be irregular. Smoking is not allowed on 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 the The Chateau Resort and Conference Center 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.



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The Chateau Resort & Conference Center

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PTA®

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