Pennsylvania PTA’s 111th Annual Convention
October 23-24, 2020
Holiday Inn Harrisburg Hershey
604 Station Road Grantville, PA 17028

2020 Sponsor, Exhibitor, and Advertiser Prospectus

The PTA Vision is to make every child’s potential a reality.
Becoming a Convention Sponsor, Exhibitor or Advertiser is a great way to increase your company’s recognition, and to support the event that has kept PTA leaders coming back for more than a century. Pennsylvania PTA appreciates your collaboration 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*.

**Ways you can help us advocate for all Pennsylvania children.**

The 111th Pennsylvania PTA Annual Convention will be held on October 23-24, 2020 at the Holiday Inn Harrisburg Hershey, 604 Station Road, Grantville, PA 17028

Local and council PTA leaders, representing nearly 380 PTAs and 41,000 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.

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.

**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.

**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.

**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.

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

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, with a one-hour window of time exclusively dedicated to visiting the exhibit hall. 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! 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.

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. Stop by the registration desk to receive badges identifying exhibitor representatives 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 with adequate room for display. Complimentary morning refreshments service during set-up and option to purchase a lunch. Free wireless internet will be available. Electricity may be provided for an extra fee.

Rates and Deadlines
Regular $250 Non-Profit $150
A $50 “Welcome Back discount will be given to any returning exhibitor with contract and payment received by April 12, 2020. 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 2013-2019. Exhibit space deadline is April 30, 2020.

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 Advertiser Application.
## Sponsorship Information

<table>
<thead>
<tr>
<th>Deadline for Registration: April 30, 2020</th>
<th>Diamond Sponsor $1500</th>
<th>Platinum Sponsor $1000</th>
<th>Gold Sponsor $500</th>
<th>Silver Sponsor $250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Sponsorship of Saturday Banquet</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship of Friday Leadership Development Lunch</td>
<td></td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsorship of Saturday Programming &amp; Best Practices Lunch</td>
<td></td>
<td></td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Sponsorship of Friday or Saturday Reception</td>
<td></td>
<td></td>
<td></td>
<td>*</td>
</tr>
<tr>
<td>Ad in Convention Program Full Page</td>
<td></td>
<td>Half Page</td>
<td>¼ Page</td>
<td>Business Card</td>
</tr>
<tr>
<td>Company Name on Display in General Session Hall</td>
<td></td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Table in Exhibit Hall Prime Diamond Location</td>
<td></td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Opportunity to address delegates (Saturday Programming &amp; Best Practices Lunch)</td>
<td></td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Premium Ticket(s) &amp; Recognition at Saturday Banquet 3 tickets</td>
<td></td>
<td>2 tickets</td>
<td>1 ticket</td>
<td>1 ticket</td>
</tr>
<tr>
<td>Insert/Ad in Presidens’ Mailing (sent to all Unit &amp; Council Presidents)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company Logo on PA PTA website as Convention Sponsor (listed by sponsor level for 1 year)</td>
<td></td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide information or sample item for delegates’ bags</td>
<td></td>
<td>*</td>
<td>*</td>
<td></td>
</tr>
</tbody>
</table>
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 2020 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 or on a CD-ROM.
The program book will be 8 1/2” X 11”.

2020 Convention Fee Schedule
Business Ads: Deadline is September 11, 2020

Ad Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Size (width x height)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>6 1/4” wide X 8 1/4” high</td>
<td>$100</td>
</tr>
<tr>
<td>Half page</td>
<td>6 1/4” wide X 4 1/4” high</td>
<td>$55</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3 1/4” wide X 4 1/4” high</td>
<td>$40</td>
</tr>
<tr>
<td>Business Card</td>
<td>3 1/4” wide X 2” high</td>
<td>$20</td>
</tr>
</tbody>
</table>
Conventional 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 Pennsylvania 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 24, 2020 from 9:00 a.m. to 10:00 a.m. All exhibits must be ready to show during the following hours: October 24, 2020 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 July 31, 2020 entitle the exhibitor to a full refund minus 20% of the contract sum. No refunds will be made after Friday, July 31, 2020. 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. Clothing 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. Registration for additional personnel is $20 each. No badges will be issued unless the fee is paid.

8. Attendance: Pennsylvania PTA makes no representations or warranties with respect to demographic nature or volume or exhibitors and/or attendees at any Pennsylvania 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 Pennsylvania 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 Pennsylvania 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 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 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 Pennsylvania 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 attorney’s 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 Pennsylvania 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 circumstances 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, Pennsylvania PTA shall have the right to cancel all or such part of the exhibit as may be 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: Pennsylvania 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 Pennsylvania 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 111th Convention October 23-24, 2020
Holiday Inn Harrisburg Hershey, 604 Station Road, Grantville, PA 17028

Sponsor, Exhibitor, and Advertiser Application

<table>
<thead>
<tr>
<th>Contact Person</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person's Address</td>
<td></td>
</tr>
<tr>
<td>Company Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>State</td>
</tr>
<tr>
<td>Phone Number</td>
<td>Fax Number</td>
</tr>
<tr>
<td>E-mail Address</td>
<td>Federal Tax ID # (Required)</td>
</tr>
</tbody>
</table>

Organization designation (select one)
- [ ] Commercial
- [ ] Not-for-profit*

Have you exhibited at a Pennsylvania PTA Convention before?
- [ ] Yes
- [ ] No
  If yes, years: __________

I would like to be a **SPONSOR** (see back of form)
Amount due and enclosed with this application $__________

I would like to be an **EXHIBITOR** (see back of form)
Amount due and enclosed with this application $__________

I would like to be an **ADVERTISER** (see back of form)
Amount due and enclosed with this application $__________

**TOTAL AMOUNT ENCLOSED** $__________

Payment Option
- [ ] Visa
- [ ] Master Card
- [ ] Check
- [ ] Money Order
- FULL PAYMENT MUST ACCOMPANY THIS APPLICATION

Credit Card number: __________ Expiration Date: _____/

Name on the Credit Card: __________

Card Holder's Signature: __________ Security Code: __________

Please make check payable to Pennsylvania PTA and mail to: Pennsylvania PTA, 480 Derry Street, Harrisburg, PA 17111
Phone: 717-564-3995 • Email: info@ppta.org • Website: www.ppta.org

*Proof of Not-for-Profit status is required.

In witness thereof, the Applicant has caused this application to be executed individually or by an officer, agent, or representative fully authorized to execute the same and agrees on behalf of the exhibiting organization to abide by all rules and regulations as stated within this Prospectus.

Signature __________

Please Print Name __________
Title __________ Date __________

The Liability/Indemnification Clause: The Hotel (Days Inn Penn State) and the Pennsylvania PTA does not assume any responsibility for the personal property and/or equipment brought onto the premises. The Exhibitor agrees to protect, indemnify, defend and hold harmless the Hotel, the Pennsylvania PTA and their respective employees and agents against all claims, losses or damages to persons or property, governmental charges or fines, and costs (including reasonable attorney's fees), arising out of or connected with this function.

Cancellation: To cancel your reservation of exhibit space, a written notice of request for cancellation must be made to the Pennsylvania PTA Office. A fee of 20% of the contract cost will be assessed upon cancellation. No refund will be provided after July 31, 2020.

Do not write in this space for PTA use only
- [ ] Your application for PA PTA Convention 2020 is accepted.
- [ ] Your booth number is # __________

An exhibitor confirmation will be mailed to you by the PA PTA office staff.

Date Accepted/Received: __________ By: __________
Date Confirmation Mailed: __________ By: __________
Sponsor Deadline April 30, 2020

YES, I would like to be a Sponsor at the Pennsylvania PTA Convention at the following level:

<table>
<thead>
<tr>
<th>Sponsor Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Sponsor</td>
<td>$2000</td>
</tr>
<tr>
<td>Platinum Sponsor</td>
<td>$1500</td>
</tr>
<tr>
<td>Gold Sponsor</td>
<td>$1000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>$250</td>
</tr>
<tr>
<td>Saturday Evening Banquet Sponsor</td>
<td>$2000</td>
</tr>
<tr>
<td>Friday Leadership Development Lunch Sponsor</td>
<td>$1500</td>
</tr>
<tr>
<td>Saturday Lunch</td>
<td>$1000</td>
</tr>
<tr>
<td>Saturday Evening Reception Sponsor</td>
<td>$500</td>
</tr>
<tr>
<td>Friday Evening Reception Sponsor</td>
<td>$500</td>
</tr>
</tbody>
</table>

☐ Please contact me for additional information regarding a custom package to suit my marketing budget or about becoming a member benefit provider.

Note: please transfer the dollar amount of your selected sponsorship to the front of this form.

-----------------------------

Exhibitor Deadline April 30, 2020

YES, I would like to be an Exhibitor at the Pennsylvania PTA Convention. Please reserve ____ Exhibit space(s). 

Regular (commercial), @ $250, by April 12, 2020 w/ "Welcome Back" Discount ($200) $_____

Please indicate previous PA PTA Convention(s) (2013-2019) attended____________

Not-for-Profit* @ $150, by April 12, 2020 w/ "Welcome Back" Discount ($100) $_____

Please indicate previous PA PTA Convention(s) (2013-2019) attended____________

Electricity @ $25/line $_____

Wireless Internet (no charge) $_____

Extra Personnel $20 (Rental space entitles exhibitor to two (2) representatives) $_____

Lunch (To be determined) @ $20.00 per person $_____

*Proof of Not-for-Profit status is required.

TOTAL EXHIBITOR FEES (please transfer to the front of this form) $_____

-----------------------------

Name of Representatives (to be printed on badges)

1. ___________________________

2. ___________________________

Additional Badges for:

---

YES, I will be donating an item for the Delegate Bags (200) (Please contact info@papta.org for shipping instructions.)

---

YES, I will be donating an item for the Exhibitor's Prize Drawing. Please indicate________________________

-----------------------------

Convention Program Advertiser Deadline September 11, 2020

YES, I would like to be an Advertiser in the Pennsylvania PTA Convention Program.

---

Full Page $100

1/4 Page $40

1/2 Page $55

Business Card $20

Convention Program page size will be 8½” x 11”. All ads will be in black and white. Please submit CAMERA-READY AD COPY IN GRAYSCALE.

Ads must be submitted in the following formats: Adobe, jpeg, pdf, Publisher, or tif files via email to info@papta.org or on CD-ROM.

Note: please transfer the dollar amount of your advertisement to the front of this form.