



2017 NYS PTA
121st Annual Convention

Conference & Event Center Niagara Falls,
Niagara Falls, NY

**SPONSOR
AND EXHIBITOR
PROSPECTUS**

New York State PTA
One Wembley Court, Albany NY 12205
1-877-5NYSPTA, 518-452-8808
Fax: 518-452-8105
Website: www.nyspta.org
Email: pta.office@nyspta.org

New York State
PTA[®]
everychild.onevoice.[®]

PTAs, SCHOOLS, FAMILIES AND YOU

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ACT QUICKLY TO SECURE YOUR SPOT!

Be part of the 2017 NYS PTA
 121st Annual Convention!
 Submit your Contract and
 Screening Forms today.

Take advantage of this
 once-a-year opportunity to
 connect with PTA leaders
 from across the State.

Dear Prospective Exhibitors,

The 121st New York State PTA Annual Convention will be held on November 3-5, 2017, at the Conference and Event Center, Niagara Falls, New York.

Over 350 local leaders from throughout the state will gather in Niagara Falls 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 New York.

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 booths that will give PTA, PTSA and SEPTA volunteers a chance to explore and compare resources from outside the association, a service the New York State PTA is proud to provide for its Convention delegates.

NEWLY REVISED AND EXPANDED!! The exhibit hall will be open for seven hours on Friday, November 3 and seven and a half hours on Saturday, November 4. Included in the schedule will be a combined 5 ½ hours of non-mandated activities to allow the delegates the opportunity to devote their time exclusively to the exhibit hall.

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 around the state. Specifics and contact information are on the following pages.

Sincerely,


 Gracemarie Rozea
 NYS PTA President


 Laurie May
 2017 Convention Coordinator

MISSION STATEMENT

PTA is a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for the education and wellbeing of every child.

PTA VALUES

Collaboration: We work in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.

Commitment: We are dedicated to promoting children’s health, well-being, and educational success through strong parent, family, and community involvement.

Accountability: We acknowledge our obligations. We deliver on our promises.

Respect: We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

Inclusivity: We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.

Integrity: We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.

NEW YORK STATE PTA HISTORY

In the summer of 1895, Alice McClellan Birney attended a “School for Parents” in Chautauqua, NY; she came away from the meeting inspired to share with other mothers the idea of working together for better homes, schools and communities for all children. In February of 1897, Mrs. Birney and Phoebe Apperson Hearst hosted a meeting for mothers in Washington, D.C. Among the assembly of two thousand plus women and men was a delegation from the State of New York; these delegates formed a “State Organization of Mothers” as an auxiliary to the “National Organization of Mothers”, thus becoming the first state congress of the budding National PTA.

In 1970, the National PTA and the National Congress of Colored Parents and Teachers (founded by Selena Sloan Butler in 1926 in response to the mandated segregation of the Southern schools) merged. The PTA became a union of persons interested in the well-being of all children; the organization’s strength lies in the variety and dedication of its members. The New York State Congress of Parents and Teachers, Inc. is a not-for-profit organization incorporated under the laws of New York State and serves as a branch of the National PTA who’s Purposes it works to accomplish.

PTA leaders who attend the NYS PTA Convention:

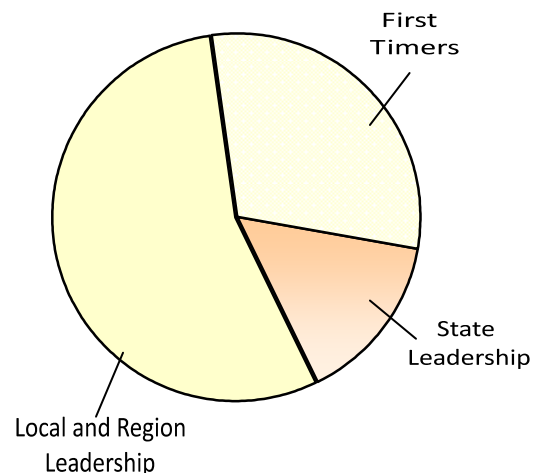
- ✓ Influence school decisions and legislation affecting the well-being of children.
- ✓ Actively seek out products and services to help their PTAs and school communities.
- ✓ Buy educational materials and publications for both children and adults.
- ✓ Share ideas from the Convention to implement in their schools, communities and PTAs.

Exhibitors not only promote valuable products and services, but also gain credibility as supporters of the leading advocacy group for children’s welfare and education.

Exhibiting at the NYS PTA Convention and Exhibition is a cost-effective way to reach PTA leaders eager to buy or recommend your products and services. But, your opportunities do not stop there. When you reach PTA leaders, your message will also be shared with PTA members and future PTA leaders across the state.

Mark your calendar today to participate in the 121st New York State PTA Annual Convention, November 3-5, 2017, in Niagara Falls, NY.

AVERAGE ATTENDEE DEMOGRAPHICS



BOOTH FEES

STANDARD BOOTH	Early Bird, postmarked by Sept 4, 2017	Postmarked Sept 5-Sept 25, 2017	Postmarked after Sept 25, 2017
Commercial organization	\$675.00	\$725.00	\$750.00
Not-for-Profit, 501(c)(3) organization	\$325.00	\$375.00	\$425.00
PRIME BOOTH	Early Bird, postmarked by Sept 4, 2017	Postmarked Sept 5-Sept 25, 2017	Postmarked after Sept 25, 2017
Commercial organization	\$775.00	\$825.00	\$875.00

SPONSOR AND EXHIBITOR DIRECTORY FEES

If you want to be included in the Directory, please indicate in the appropriate area on your Exhibitor Contract.

\$40.00	Includes company name, booth number, contact name, address, phone, fax, email address and 25 words or less describing your materials.
\$100.00	Includes all of the above plus 25 additional words, website address and company logo in the Directory.

All Directory information must be received by October 6, 2017.

BOOTH INFORMATION

Each booth space shown on the Exhibit Hall Floor Plan (see page 10) is 8' x 10'.

The price of each booth includes:

- 1 – 6' draped table, 2 folding chairs
- 1 line sign and booth number
- Back-rail and side-rail draping

Electricity, carpeting and internet service are not included, but can be requested from the decorator with additional fees.

Upon receipt of your signed, approved contract, an event decorator packet will be sent to you electronically. You can then choose any extra options you want to customize your booth.

APPLICATION FOR BOOTH SPACE

Application for booth space must be made using the enclosed Exhibitor Contract, which is also available online at www.nyspta.org, and submitted to NYS PTA with full payment. Acceptable forms of payment are check or credit card. Booth space cannot be reserved without payment in full.

Exhibitors must also complete the Exhibitor Screening Form, which is a binding and integral part of the contract. Exhibitors will only be accepted if their products or services comply with the exhibitor rules and regulations (see page 7).

Exhibit space must be attended during exhibit hours by persons who are well-prepared to discuss all products and services presented.

LOCATION AND SCHEDULE

All exhibits, workshops and general meetings will take place at the Conference and Event Center in Niagara Falls, NY.

EXHIBIT DATES AND TIMES (Times subject to change)

Friday, November 3 12:00 p.m. – 7:15 p.m.
Saturday, November 4 7:30 a.m. – 3:00 p.m.

FRIDAY, November 3, 2017

Registration and Set-up 8:00 a.m. – 12:00 p.m.
Opening 12:00 p.m.
Dedicated Exhibitor Time 4:00 p.m. – 7:15 p.m.
Closing 7:15 p.m.

SATURDAY, November 4, 2017

Opening 7:30 a.m.
Dedicated Exhibitor Time 1:15 p.m. – 2:45 p.m.
Closing 3:00 p.m.
Prize Drawing 3:00 p.m.
Breakdown 3:00 p.m. – 5:00 p.m.

SPACE ASSIGNMENTS

All booths, sponsorships, advertising and other items will be accepted on a first-come, first-served basis.

New York State PTA has a Mobile APP!
All exhibitors will be listed at no additional fee in the event information on our APP. Download our Mobile APP today!

BACK BY POPULAR DEMAND!

To help draw a steady flow of attendees to your exhibit over the course of the convention, we will again host a drawing scheduled to occur at the end of the program. Each delegate will be given one entry form in their registration packet. While there is no obligation to participate, exhibitors will be encouraged to donate a prize for the drawing.

The prize should be dropped off at the Exhibitor Registration Booth by 1:00 p.m. Saturday.

SAVE THE DATE FOR 2018

122nd New York State PTA
Annual Convention
November 9-11, 2018
Saratoga Springs, NY

IMPORTANT NOTICE: New York State PTA screens all Exhibitors participating in our Annual Convention. However, it is ultimately the responsibility of every unit and council to carefully select those exhibitors/vendors with whom they choose to do business. Please refer to Rules & Regulations.

EXHIBITOR BENEFITS

- o Access to hundreds of local, region and state leaders
- o Dedicated exhibit hours that do not compete with general meetings or workshops
- o Participation in the Exhibitor drawing
- o Profile listing in the Sponsor Exhibitor Directory (if applicable)
- o Exhibitor name badges
- o Standard back- and side-rail booth drapes
- o Standard identification sign
- o Aisle carpeting

SHOW DECORATOR

Great Lakes Events

Mark Dries
100 Bickford Street
Rochester, NY 14606
Phone: 585-458-2200
Fax: 585-458-5087
Website: www.greatlakeevents.com

HOTEL INFORMATION

NYS PTA has a room block for overnight accommodations at Sheraton at the Falls, 300 Third Street, Niagara Falls, NY, located directly across the street from the Conference Center. Overnight room rate is \$159/night (+ \$5/day per car parking). You can make all reservations and payment by calling the hotel at: 716-285-3361

FOR FURTHER INFORMATION

New York State PTA

Carol Raymond, Operations/Events Manager
One Wembley Court
Albany, NY 12205
Phone: 518-452-8808
Toll free: 1-877-5NYSPTA (569-7782)
Fax: 518-452-8105
Website: www.nyspta.org
Email: craymond@nyspta.org

Event Sponsorships or Strategic Alliances offer outstanding marketing opportunities to reach hundreds of PTA leaders. Our members appreciate our sponsors and alliances and are loyal to those companies that support NYS PTA. If you are interested in an Event Sponsorship Opportunity or Annual Strategic Alliance, please check the appropriate box on your Exhibitor Contract.

We can also offer advertising in our weekly publications and on our website. Please contact us for more details.

LEVELS OF EVENT SPONSORSHIP:

Promotional Sponsor (\$250 per event): Inclusion of one premium item in the convention tote bag if you are unable to participate at the event as an Exhibitor. **INCLUDED AT NO CHARGE FOR ONSITE EXHIBITORS!**

Premier Sponsor (\$1,500 per event): As a Premier Sponsor you can include an item in the convention tote bag, your logo will be listed in the event publicity, *plus* a complimentary exhibitor space at the November 2017 Convention (the equivalent of one standard exhibit booth), *plus* recognition in one edition of the *NY Parent Teacher* electronic periodical distributed to over 2,300 readers. (The sponsorship application must be received prior to the printing of the registration materials to be included in the Registration Packet). There can be more than one Premier Sponsor.

ANNUAL STRATEGIC ALLIANCES:

Gold Alliance (\$3,500 Annually): Your company name, logo and information will be featured at each event of the NYS PTA for one calendar year. A complimentary exhibitor space at the November 2017 Convention (the equivalent of one standard exhibit booth) with $\frac{1}{4}$ page recognition in the program. You are welcome to present at one state conference. For six months you will be featured on the Members Resources page of the NYS PTA website. Your logo and link will be featured on the NYS PTA website and mobile app. Your message will be featured in our bi-monthly email to all PTA members at least quarterly.

Diamond Alliance (\$5,000 Annually): This visible alliance receives all the benefits of a Gold Alliance, *plus* prime exhibitor space at the NYS PTA Convention and two tickets to attend the Convention banquet. You will receive all membership mailings and communications.

Elite Alliance (\$7,000 Annually): This visible sponsorship receives all the benefits of a Diamond Alliance, *plus* a full page of recognition in the Convention program. You will be featured for a full year on the Members Resources page on the NYS PTA website. Your message will be featured once a month in our bi-monthly email to all PTA members. You will be considered honorary NYS PTA members.

Presidential Alliance (\$10,000 Annually): This most visible alliance receives all the benefits of an Elite Alliance, *plus* prime exhibitor space at the NYS PTA Convention and four tickets to attend the Convention banquet, *plus* you will be welcome to present at all state conferences as well as speak to the membership and connect in unique and traditional ways. Your logo and link will be prominently featured on the NYS PTA website and mobile app.

1. APPLICATION AND CONTRACT:

These Rules and Regulations, together with the Exhibitor Contract and all information included in this Prospectus, constitute the entire agreement ("Contract") between NEW YORK STATE PTA ("PTA") and your Organization ("the Exhibitor") and obligate the Exhibitor to pay for, and participate in, the event selected in the Exhibitor Contract and described in the Prospectus, subject only to the cancellation and forfeiture provisions set forth in the Contract. The prices set forth in the Exhibitor Contract and Prospectus represents full-priced standard list prices. Exhibitor understands that the event(s) set forth in the Exhibitor Prospectus are event(s) sponsored by PTA and agrees to comply with all of the terms and conditions contained herein. Exhibitor further agrees that this Contract is binding upon its successors and/or assignees and can be amended only in writing, signed by the parties hereto. The Exhibitor agrees that upon acceptance of this Contract by PTA, with or without appropriate payment, this Contract becomes a legally binding contract that is enforceable against the Exhibitor in accordance with its terms. By signing the Exhibitor Contract, the individual represents and warrants that he/she is duly authorized to execute this binding Contract as or on behalf of the Exhibitor. The PTA may, at its sole discretion, assign its rights and liabilities hereunder to a successor-in-interest to PTA, without the written consent of the Exhibitor, provided notice of the assignment is given.

2. SELECTION OF EXHIBITORS:

Only firms and organizations whose services or products are appropriately related to the education, health, welfare or personal development of children and youth shall be permitted to exhibit.

3. APPLICATION REQUIREMENTS:

Applicants are required to forward to the PTA the completed Exhibitor Contract provided. Each Exhibitor Contract must be submitted along with the full payment and must specify any and all products that will be exhibited and/or distributed, and a copy of materials that you propose to hand out. An acceptance and signature on the aforementioned on behalf of the PTA shall entitle the Exhibitor to exhibit space to be designated pursuant to the terms of the Contract.

4. PAYMENT TERMS:

Exhibitor fees will be invoiced, upon request, by the PTA in the manner outlined in the Exhibitor Contract. Payment of invoices is due upon receipt of the invoice. If invoices are not paid within 45 days, Exhibitor will pay all fees associated with collection efforts, including, but not limited to attorney's fees and interest charges at the rate of 18% or at the highest rate allowed by law. The PTA reserves the right to deny exhibit space to any Exhibitor whose invoice is not fully paid prior to the event.

5. HOTEL INFORMATION:

Hotel reservations must be made directly by the Exhibitor with the hotel. NYS PTA will provide contact information to the hotel in which there is a room block and secured overnight room rate. Room block is secured until the designated deadline; after the deadline, room availability is not guaranteed.

6. ATTENDANCE:

The PTA makes no representations or warranties with respect to the 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.

7. EXHIBIT SPACE ASSIGNMENTS:

Event reservations are taken on a first-come, first-served basis according to receipt of a completed Contract. The assignment and location of exhibit spaces is solely subject to the discretion of the PTA and the Contract.

8. SPACE REQUIREMENTS AND RESTRICTIONS:

One display space will include a Booth Size of 8' x 10', 1 - 6' draped table, 2 folding chairs, back wall and side rails, and 1 line sign and booth number (7" x 44"). The Exhibitor is to display equipment and products that will conform to the limitations of the display space as stated above. Any additional services including electrical power, carpeting and internet service, must be requested in advance, may be subject to an additional fee, and cannot be guaranteed.

9. SET-UP, SHOW, AND BREAKDOWN:

Unless otherwise specified in the Sponsor and Exhibitor Prospectus, the Exhibitor agrees to check in and set up its display at least thirty (30) minutes prior to the beginning of the event and completely remove its display from the building or facility within sixty (60) minutes following the completion of the event. Failure to check in by the start of the event may result in loss of space with the Exhibitor still being liable for full payment.

10. PUBLICATION DISTRIBUTION:

Exhibitors may distribute only their own written materials from their exhibit space unless permission is granted by the PTA. Publication bins, if available, are restricted to approved, nationally-distributed publications unless permission is granted by PTA. Non-exhibitors will not be permitted to canvas, solicit, hold conferences or distribute literature or other promotional devices during the event.

11. 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 and/or the Hosting Organization. The Exhibitor acknowledges that some event Hosting Organizations prohibit giveaways of all kinds.

12. SALES OF FOOD ITEMS AND PRODUCTS:

The distribution or sale of any food item must be pre-approved by the PTA, and approval by the Hosting Organization may also be required. The Exhibitor must submit a list of said items with the Exhibitor Contract. Selling of products within the booth space is permitted, provided that the Exhibitor has received advance written approval of the products to be offered for sale from the PTA Event Coordinator and the Hosting Organization, if required. The PTA reserves the right to disallow the sale of any items that have not been granted pre-approval.

13. ENDORSEMENTS:

Neither the PTA nor the Hosting Organization approves, endorses or recommends the use of any specific commercial product or service pursuant to the Contract or otherwise. 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, or the Hosting Organization, without prior written consent from the PTA Event Coordinator.

14. SALE OF PRODUCTS WITH PTA LOGO:

An Exhibitor may not use the PTA logo on any product offered for sale during the event without the prior written consent of the PTA Event Coordinator. If such consent is given, it shall be limited to the sale of such products during the event only, and the Exhibitor shall remit 10% of the sale price for each item sold during the event within ten (10) calendar days following the closing of the event. Products with the PTA logo may not be sold elsewhere.

15. USE OF SPACE FOR EXHIBITS:

All exhibits must be displayed within the contracted space, and all Exhibitor activities must be conducted in such a way as not to infringe on the rights of other exhibitors or offend visitors to the event. No interference with the light or view of other exhibitors will be permitted. The PTA and the Hosting Organization reserve the right to reject, in whole or in part, and at any time, an exhibit which, in their sole opinions, is objectionable to exhibitors or others. This reservation includes persons, things, conduct, printed matter, or anything of a character that the PTA determines to be objectionable at its sole discretion. No liability or damages whatsoever against PTA, the Hosting Organization, or any of their employees, agents, representatives, or members shall be incurred because of such rejection.

16. SUBLEASING AND SHARING OF EXHIBIT SPACE:

The Exhibitor will not assign or sublet any portion of the space, nor permit individuals other than members, employees, agents or representatives of the Exhibitor to use the exhibit space provided.

17. FIRE DEPARTMENT REGULATIONS:

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. Exhibitors must use flame resistant decorative materials.

18. SOUND DEVICES:

No sound making equipment of any kind may be set up or used in exhibit areas without the prior written approval of the PTA.

19. DAMAGE TO PROPERTY:

THE EXHIBITOR NOR ITS MEMBERS, EMPLOYEES, AGENTS, OR INVITEES, WILL NOT PAINT, TAPE, NAIL, SCREW, STAPLE, DRILL, TACK ANYTHING TO, OR OTHERWISE INJURE OR DEFACE THE EQUIPMENT, WALLS, COLUMNS, FLOOR OR CEILING OF THE FACILITY OR BUILDING OR ADJOINING SHOW SPACES. WHEN SUCH DAMAGE OCCURS, THE EXHIBITOR HEREBY AGREES TO FULLY PAY FOR AND REIMBURSE THE HOSTING ORGANIZATION FOR ANY AND ALL COSTS OF REPLACEMENT, RESTORATION, OR REPAIR OF DAMAGED PROPERTY.

20. LIABILITY AND INDEMNIFICATION:

Neither the PTA, nor the organization hosting the Event ("Hosting Organization"), nor the management, officers, employees or agents of either the PTA, or the Hosting Organization (each an "Indemnified Person") shall be held accountable or liable for any damage, loss, harm or injury to the person or property of the Exhibitor, or of its members, employees, agents or invitees, that may result from theft, fire, water, accident or any other causes during Exhibitor's use of the premises, property, and equipment of the Hosting Organization. The Exhibitor agrees to indemnify and hold the PTA, the Hosting Organization, and all Indemnified Persons harmless and blameless from and against any and all claims of liability, fees (including legal fees), expenses, costs, damages, suits or injury of any kind and nature or threat of the same, brought by any third party that may have originated at or on, or resulted from, or which may otherwise arise because of, Exhibitor's presence, equipment, or other use of the premises, property, or enjoyment of facilities of the Hosting Organization.

The Exhibitor understands that neither the PTA, nor the Hosting Organization maintains insurance covering the Exhibitor's property, and that it is the sole responsibility of the Exhibitor to obtain said insurance. (Exhibitors are advised to consult their respective insurance brokers for proper coverage of display material from the time it leaves their premises until its return.) The release from liability and indemnification provisions in this Paragraph 20 shall apply even in the event of the PTA's, Hosting Organization's, or Indemnified Person's negligence, but shall not apply in the event of the PTA's, Hosting Organization or Indemnified Person's gross negligence.

21. CANCELLATION BY EXHIBITOR:

If Exhibitor wishes to cancel any exhibit space for which it has contracted, the Exhibitor must do so in writing. **No verbal cancellations will be accepted - no exceptions.** Written notice of cancellation received 31+ days prior to the event date will receive a full refund; full **credit** if cancellation received 15-30 days prior; 50% **credit** if cancellation received less than fifteen (15) days prior to event date. Failure by the Exhibitor to attend an event for which it has contracted, obligates the Exhibitor to pay PTA 100% of the contractual amount. When a Contract is entered into less than fifteen (15) days before the event date, the Exhibitor waives its right to cancel.

22. CANCELLATION BY PTA:

The Exhibitor's space may be canceled by the PTA for failure to make payments when due or failure to comply with the Contract. If space is canceled by PTA, the Exhibitor will be notified in writing. Upon such cancellation, the PTA may offer the canceled space to another Exhibitor at its discretion. The Exhibitor will not receive a refund or any other form of compensation from PTA.

23. EVENT CANCELLATION:

The PTA and the Hosting Organization, at their sole discretion, reserve the right to cancel the event at any time. All fees paid by Exhibitor shall, at the sole discretion of the PTA, be either credited to future events or refunded. If an event or any part thereof is cancelled for any reason beyond the control of the PTA, such as, but not limited to, damage or destruction to buildings or facilities as a result of war, riots, strikes, weather, or acts of government, then the PTA shall determine and refund to the applicant on a prorated basis after deduction of expenses incurred by the PTA in preparation for the event, but in no case shall the amount of the refund to the applicant exceed the amount of the fee paid. In all cases in which a credit is given, the credit must be used within twelve (12) months of the original postponement/cancellation dates. After twelve (12) months, a credit on an account will be non-refundable.

24. NO ORAL MODIFICATION:

The Contract may not be orally modified. Only a modification in writing, signed by authorized representatives of both parties, will be enforceable.

25. GOVERNING LAW AND JURISDICTION:

This Contract shall be governed by and subject to the laws of the State of New York and all matters whether sounding in contract or in tort relating to the validity, construction, interpretation and enforcement of this Contract shall be determined exclusively in the courts of the State of New York. The Exhibitor hereby waives trial by jury.

26. SEPARABILITY:

If any portion of these Rules and Regulations, the Sponsor and Exhibitor Prospectus, and/or the Exhibitor Contract is determined by a court of law to be unenforceable, all other terms and conditions shall remain in full force and effect.

ANY ALTERATIONS OF THE RULES AND REGULATIONS ACCOMPANYING THE CONTRACT WILL VOID SAID CONTRACT.

Organizations wishing to participate in the Exhibit Hall during the NYS PTA Annual Convention are required to complete the Exhibitor Screening Form. This form will be utilized in the process of approval and inclusion in the exhibition. Completion of the form does not denote approval. Each organization’s products and/or services should be appropriately related to children, youth, and the charitable and educational activities of PTA. Any company or organization whose products, services or materials are in direct opposition to New York State PTA’s mission statement will not be approved. Companies wishing to participate may be required to submit materials for further review but should submit materials on request only. Read and check all boxes prior to signing. Questions about this form should be submitted via email to pta.office@nyspta.org.

- We understand that our organization must abide by the Rules and Regulations.
- We understand that our organization cannot be involved in the following:
 - Tobacco / E-Cigarettes / Vouchers / Firearms / Alcohol / Adult Content
- We understand that fundraising materials cannot state that students or children are participating in any way in the fundraising process. This includes the collection of money (whether for a charitable cause or not), the actual selling, and participation in the fundraising. We understand that all fundraisers must be structured so that it is the PTA or an adult who is doing the fundraising.
- We understand that our organization cannot ask PTA delegates to lobby any government agency or official.
- We understand that our organization’s products and/or services must be appropriately related to children, youth, and the charitable and educational activities of PTA.
- We understand that our organization’s products and/or services is not sponsored, supported, or endorsed by another organization.
- We understand that our organization’s products must be physically safe for people to handle (if applicable).
- We understand that our organization is subject to final approval upon exhibition opening and may be evicted from its rented space and further participation with PTA for not adhering to the above statements.

Restrictions in operation of exhibits: New York State PTA reserves the right to restrict, at its sole discretion, exhibits that, because of noise, method of operation, materials or any other reason, become objectionable, and also to prohibit or evict any part of or all of an exhibit that in the opinion of PTA may detract from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter or anything of a character that PTA determines is objectionable to the exhibition. In the event of such restriction or eviction, New York State PTA is not liable for any refunds of rentals or other exhibit expenses.

I, _____, the undersigned, understand that this form is an integral part of the application/contract for exhibit space at the 121ST New York State PTA Annual Convention to be held November 3-5, 2017.

Signature _____ Date _____

Organization Name _____

121ST NYS PTA ANNUAL CONVENTION ~ NOVEMBER 3-5, 2017

CONFERENCE AND EVENT CENTER, NIAGARA FALLS, NEW YORK

Please list your company information with the name and contact information of the person handling all of the set-up arrangements (please print clearly),

Organization Name _____
 Contact Person Name _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone Number _____ Fax Number _____
 Email Address _____ Website Address _____

What type of organization are you? (check one) Commercial Not-for-Profit (status required)
 Have you completed the Exhibitor Screening Form? Yes No
 Have you exhibited at NYS PTA Convention before? Yes No

Booth Choices*: 1st _____ 2nd _____ 3rd _____ 4th _____

*NYS PTA will make every attempt to fulfill your choice, but makes no guarantee. Booth assignment is largely dependent on booth availability at the time the exhibitor's application is received and processed. Booth choices are assigned on a first-come, first-served basis.

STANDARD BOOTH COSTS	BY 9/4	9/5 – 9/25	AFTER 9/25
Commercial organization	\$675.00	\$725.00	\$750.00
Not-for-Profit organization	\$325.00	\$375.00	\$425.00
PRIME BOOTH COSTS	BY 9/4	9/5 – 9/25	AFTER 9/25
Commercial organization	\$775.00	\$825.00	\$875.00

SPONSOR AND EXHIBITOR DIRECTORY FEES	
\$40.00	Includes company name, booth number, contact name, address, phone, fax, email address and 25 words or less describing your materials
\$100.00	Includes all of the above plus 25 additional words, website address and company logo in the Directory

Yes, I would like to be an Event Sponsor of NYS PTA at the following level:

Premier Sponsor (\$1,500) Promotional Sponsor (\$250 if not attending as exhibitor) – Included at no charge with exhibitor contract

Yes, I would like to be a Strategic Alliance Partner of NYS PTA at the following level:

Presidential Alliance (\$10,000) Elite Alliance (\$7,000) Diamond Alliance (\$5,000) Gold Alliance (\$3,500)

Yes, I would like to support the PTA with the purchase of an Empire State PTSA membership:

\$10 per membership - Please include name to be included on membership card: (1 name per card) _____

Exhibitor Booth Fee: Amount due and enclosed with this contract \$ _____
Directory Fee: Amount due and enclosed with this contract \$ _____
Event Sponsor Fee: Amount due and enclosed with this contract \$ _____
Strategic Alliance Fee: Amount due and enclosed with this contract \$ _____
Membership Fee: Amount due and enclosed with this contract \$ _____
TOTAL due and enclosed with this Exhibitor Contract \$ _____

Your contract and payment is to be mailed, faxed or emailed to:

Mail: NYS PTA, One Wembley Court, Albany NY 12205 / *Fax:* 518-452-8105 / *Email:* craymond@nyspta.org

For credit card payment, please provide an email address to send payment link to: _____

The undersigned desires to participate in the 121st Annual Convention of the New York State PTA to be held at the Conference and Event Center, Niagara Falls, New York, subject to the terms and conditions set forth in the enclosed "Sponsor and Exhibitor Prospectus" and "Rules and Regulations", which together constitute the full agreement ("Contract") between Exhibitor and New York State PTA as though repeated herein in full preceding the signature of the undersigned.

THIS CONTRACT IS NOT BINDING UNTIL AND UNLESS ACCEPTED AND SIGNED BOTH ON BEHALF OF THE EXHIBITOR AND ON BEHALF OF THE NEW YORK STATE PTA. WHEN SO ACCEPTED AND SIGNED, IT SHALL CONSTITUTE A BINDING CONTRACT UPON THE APPLICANT AND THE NEW YORK STATE PTA. CHANGES MAY NOT BE MADE TO THIS CONTRACT UNLESS IN WRITING SIGNED BY BOTH PARTIES.

PLEASE RETURN ONE SIGNED COPY OF THIS EXHIBITOR CONTRACT WITH YOUR PAYMENT TO THE ABOVE. This will constitute an acceptance of the Contract by the Exhibitor.

IN WITNESS WHEREOF, the Applicant has caused this contract to be executed by an individual or by an office, agent or representative duly authorized to execute the same.

Submitted by: _____ Please Print Clearly

Accepted by NYS PTA: _____

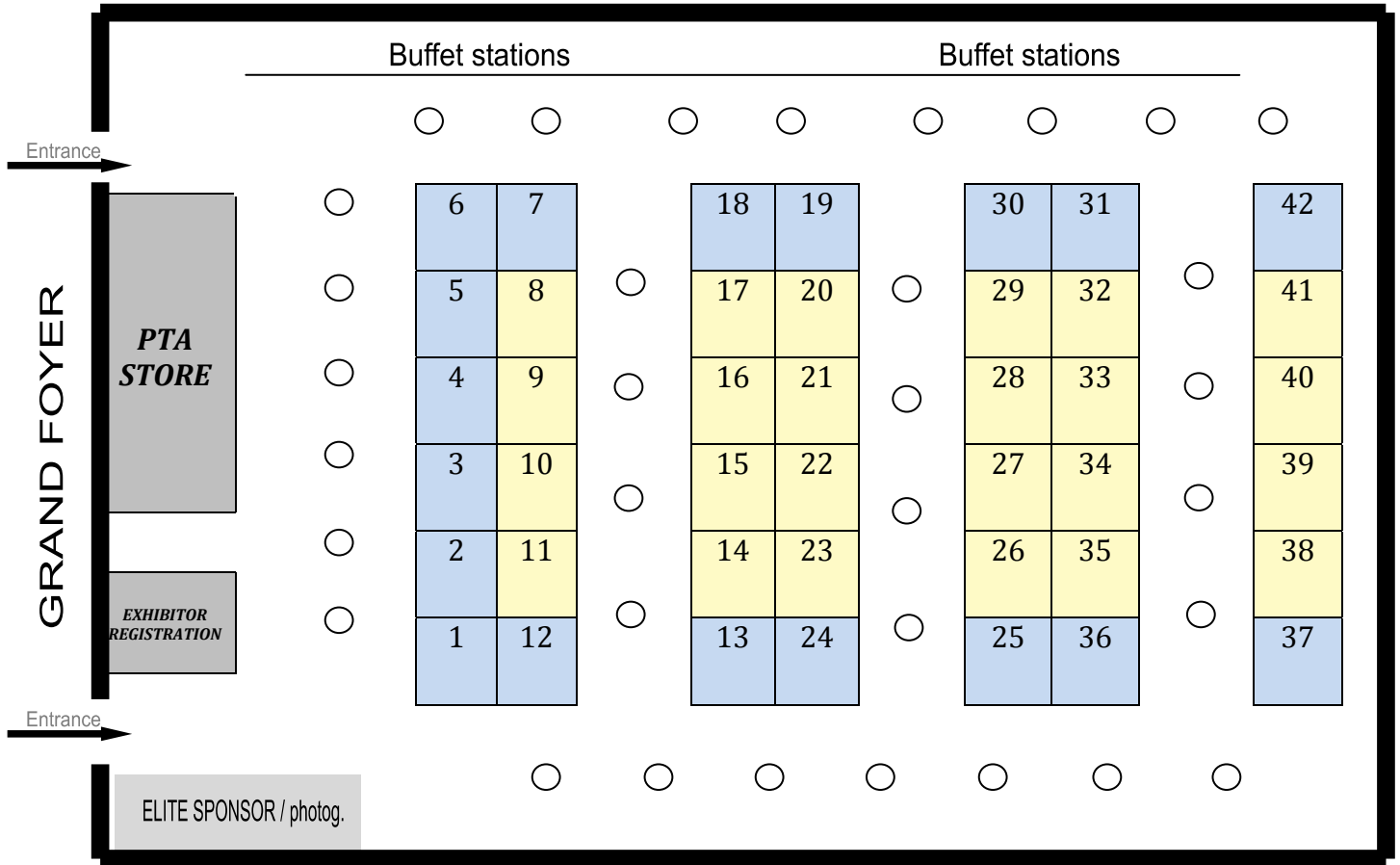
Firm:	Signature:
Street:	Cost of Space:
City, State, Zip:	Amount Received:
Telephone:	Date Received:
Signature:	Form of Payment:
Person in Charge of your Exhibit:	Check Number (if applicable):

EXHIBIT HALL FLOOR PLAN

○ Denotes table set up for attendee meals

■ PRIME booth

■ STANDARD booth



NYS PTA
November 3-5, 2017
Conference & Event Center
Niagara Falls

Layout and/or booth numbers subject to change



Select the appropriate category, Commercial or Not-For-Profit, for calculating the total of your booth rental fee.

BOOTH FEES

STANDARD BOOTH	Early Bird, postmarked by Sept 4, 2017	Postmarked Sept 5-Sept 25, 2017	Postmarked after Sept 25, 2017
Commercial organization	\$675.00	\$725.00	\$750.00
Not-for-Profit, 501(c)(3) organization	\$325.00	\$375.00	\$425.00
PRIME BOOTH	Early Bird, postmarked by Sept 4, 2017	Postmarked Sept 5-Sept 25, 2017	Postmarked after Sept 25, 2017
Commercial organization	\$775.00	\$825.00	\$875.00

New York State PTA has a Mobile APP!
All exhibitors will be listed at no additional fee in the event information on our APP. Download our Mobile APP today!

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Ticket Monster
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Dollar Days	LEGO Education	NYS Office of Information	Young Audiences of NY
Everlast Climbing		Technology Svces (ITS EISO)	

**NEW YORK STATE PTA ACKNOWLEDGES THE SUPPORT OF OUR
2016 COMMERCIAL AND NOT-FOR-PROFIT EXHIBITORS**

3 Buck Threads	Foundation for a Drug Free World	Platinum Royalties LLC
Activity Assist	Grom Social, Inc.	PT Board
American Recreational Products	Hunger Solutions New York	Read to Them
Boosterthon	IQ Card School Fundraising Inc.	Right at School
C & C Promos	iSmile Studios	Right Response
Children's Vision Coalition	Lemonade	The Beth Kobliner Company
Class Act Photographers	Lifetouch National School Studios	The Great Escape
EAP School Photography	Math and Movement	The Magic Trunk
Family Online Safety Institute	New York School Nutrition Association	Ticket Monster
Fan-Wear LLC	NY State of Health	USTA Eastern
FDA	NY's 529 College Savings Program	Vitamin L
Fidelis Care	NYS Assoc of County Health Officials	zSpace
FireAde	NYSSMA	