

2009 NYS PTA[®] Convention

The Saratoga Hilton and The Saratoga Springs City Center
Saratoga Springs, New York
November 13 - 15, 2009



The Power to Shape the Future

Exhibitor and Sponsor Prospectus

New York State PTA
One Wembley Court
Albany, NY 12205-3830
1-877-5NYSPTA
518-452-8808
Fax: 518-452-8105
Website: www.nyspta.org
Email: pta.office@nyspta.org

Spring 2009



The 113th New York State PTA Annual Convention will be held on November 13-15, 2009, at The Saratoga Hilton and The Saratoga Springs City Center in Saratoga Springs, New York.

Over 500 local leaders from throughout the state will gather in Saratoga Springs 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, fund-raising 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 organization, a service the New York State PTA is proud to provide for its Convention delegates. The exhibit hall will be open for six hours on Friday, November 13th and five and a half hours on Saturday, November 14th. Included in this will be one hour each day when no other Convention activities have been scheduled allowing the delegates the opportunity to devote their time exclusively to the exhibit hall.

I am 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,

A handwritten signature in cursive script that reads "Susan Lipman".

Susan Lipman
NYS PTA President

A handwritten signature in cursive script that reads "Maria A. Fletcher".

Maria Fletcher
Convention Coordinator

Your Best Connection

PTA does not provide membership listings to outside organizations, but has implemented a sponsorship policy and an advertising policy to provide a means of reaching many members. Being a sponsor, exhibiting, or advertising, at the New York State PTA Convention is a way to reach this vast audience. It is the *most cost-effective way* to reach PTAs eager for products, services, and information that will help them attain their objectives. When you reach PTA leaders at our Convention, your message will be relayed to members across the State of New York.

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 whose Purposes it works to accomplish.

Exhibitor Information

NYS PTA

LOCATION:

THE SARATOGA HILTON AND
THE SARATOGA SPRINGS CITY CENTER
SARATOGA SPRINGS, NEW YORK

EVENT FEES:

Postmarked by August 31

Commercial Standard Booth	\$ 600.00
Commercial Corner Booth	\$ 700.00
Not-for-Profit, 501(c)(3) Organizations*	\$ 300.00

Postmarked by September 1 - September 18

Commercial Standard Booth	\$ 650.00
Commercial Corner Booth	\$ 750.00
Not-for-Profit, 501(c)(3) Organizations*	\$ 300.00

Postmarked by September 19 - October 9

Commercial Standard Booth	\$ 700.00
Commercial Corner Booth	\$ 800.00
Not-for-Profit, 501(c)(3) Organizations*	\$ 300.00

*Proof of not-for-profit status is required.

EXHIBIT DATES AND TIMES:

Friday, November 13	12:00 p.m. - 6:00 p.m.
Saturday, November 14	8:30 a.m. - 3:00 p.m.

FRIDAY, NOVEMBER 13, 2009

Registration and Set-Up	8:00 a.m. - 12:00 p.m.
Opening	12:00 p.m.
Dedicated Exhibitor Time	4:30 p.m. - 5:30 p.m.
Closing	6:00 p.m.

SATURDAY, NOVEMBER 14, 2009

Opening	8:30 a.m.
Dedicated Exhibitor Time	1:15 p.m. – 2:15 p.m.
Closing	3:00 p.m.
Breakdown	3:00 p.m. – 5:00 p.m.
Prize Drawing	3:00 p.m.

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Applicants are required to fill in and forward to the PTA the Exhibitor Contract provided. Each Exhibitor Contract must be submitted along with the full payment and must specify products that will be exhibited and/or distributed, and a copy of materials that the Applicant proposes to hand out.

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

See "Space Requirements and Restrictions" and the accompanying Rules and Regulations.

**FOR FURTHER INFORMATION:**

Resource Development Chair  
New York State PTA  
One Wembley Court  
Albany, NY 12205-3830  
Phone: 518-452-8808  
Toll Free: 1-877-5NYSPTA (569-7782)  
Email: exhibitors@nyspta.org

**EXHIBIT INCLUSIONS:**

Booth Size 8' x 10'  
1 - 6' draped table and 2 folding chairs  
back wall and side rails  
1 line sign and booth number (7" x 44")

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

**SHOW DECORATOR CONTACT INFORMATION:**

**Great Lakes Events**  
Mark Dries, Vice President  
100 Bickford Street  
Rochester, NY 14606  
Phone: 585-458-2200  
Fax: 585-458-5087  
Website: [www.greatlakesevents.com](http://www.greatlakesevents.com)

The event decorator will send you a packet from which you can choose the options you want to customize your booth.

# Exhibitor Information (continued)

## NYS PTA

### EXHIBITOR DIRECTORY FEES

|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| \$30  | Includes company name, booth number, contact name, address, phone, fax, email address, and 25 words or less describing your materials.                                                                                                                                                                                                                                                                                                                                                                                           |
| \$80  | Includes the above plus: An ad on Just Between Friends, an electronic communication system. Your ad on Just Between Friends will be delivered repetitively to PTA leaders across NYS, inviting them to visit your booth at the NYS PTA Convention, and informing them of your booth number. You can include your logo*, and a brief sentence or tagline to entice them to visit. This ad will start within 2 weeks after we have received your application, payment and graphics/text for the ad, and will run until convention. |
| \$125 | Includes all of the above plus: 25 additional words, website address, and company logo* in the Directory.                                                                                                                                                                                                                                                                                                                                                                                                                        |

\*We request that your company logo be sent to our office via email to [exhibitors@nyspta.org](mailto:exhibitors@nyspta.org) in high resolution .tif or .jpg format as soon as possible.

Although your booth **must** be attended by your personnel on Friday from 12 p.m. - 6 p.m., we have arranged dedicated exhibitor times from 4:30 p.m. - 5:30 p.m. during which no other activities are scheduled for our delegates. Likewise, on Saturday, your booth must be staffed from 8:30 a.m. - 3:00 p.m. and our dedicated hours are 1:15 p.m. - 2:15 p.m. These dedicated hours are scheduled to encourage our attendees to visit all of the Exhibitor's booths. We have scheduled a drawing to occur at the end of the program. Each delegate will be given one entry form in his or her registration packet. While there is no obligation to participate, exhibitors will be encouraged to donate a prize for the drawing. This prize should be dropped off at the Exhibitor Registration Booth by 1:00 p.m. Saturday. If you wish, you can also conduct your own separate drawing at your booth.

**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 they choose to do business with. Please refer to Rules & Regulations.

## Sponsorship Opportunities

If you are interested in a Sponsorship Opportunity, please check the appropriate box on your Exhibitor Contract.

Sponsorships offer an outstanding marketing opportunity to reach hundreds of PTA leaders. Our members appreciate our sponsors and are loyal to those companies that support NYS PTA.

### Levels of Sponsorship:

**Elite Sponsor** (\$7,000 donation per year): This most visible sponsorship receives all the benefits of an Event Sponsor, *plus* gives the Sponsor the opportunity to select their complimentary exhibitor space prior to the start of the Convention, *plus* two guest passes to attend the NYS PTA Annual Banquet, *plus* places the Sponsor's name and logo on the sponsor page of each major event conducted by NYS PTA for 2009 and their logo displayed on the NYS PTA website, [www.nyspta.org](http://www.nyspta.org), for one month following each event.

**Event Sponsor** (\$3,500 donation per event): Maximize your exposure, and give event attendees something they won't soon forget. Sponsor will be recognized as sponsor of a chosen event or part of an event. There can be more than one Event Sponsor. Each Event Sponsor will receive all of the benefits of a Premier Sponsor, *plus* have a *prominent* exhibit space at our November 2009 Convention (the equivalent of one exhibit booth), *plus* their name and logo will be *prominently* displayed on a welcome sign in the chosen event registration area, *plus* a 1/4 page recognition space in the chosen event program/delegate packet.

**Premier Sponsor** (\$1,500 donation per event): Sponsor will receive all benefits of a Friend Sponsor, *plus* your logo will be listed in the event publicity, *plus* a complimentary exhibitor space at the November 2009 Convention (the equivalent of one exhibit booth), *plus* recognition in one edition of the *NY Parent Teacher* periodical distributed to over 2300 readers. (The sponsorship application must be received prior to the printing of the registration materials to be included in the Registration Packet.)

**Friend Sponsor** (\$400 donation per event): Sponsor name will be cited on the sponsor list of the event materials given to each delegate.

**Promotional Sponsor** (\$250 donation per event): Opportunity to provide one premium in the convention tote bag. \*\*

\*\*All items submitted for tote bags or giveaways must be approved by NYS PTA.

# Rules and Regulations

## NYS PTA

### 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 represent 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 registration must be made by the Exhibitor, with the designated contact on the "PTA Exhibitor Registration" form. This form will be mailed to you by the PTA upon receipt and approval of your signed Exhibitor Contract. Approved Exhibitors MUST use the hotel registration provided by the PTA to receive the negotiated rate from the hotel.

### 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, 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 Exhibitor and Sponsor 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.

# **Rules and Regulations (continued)**

## **NYS PTA**

### **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.

# Rules and Regulations (continued)

## NYS PTA

### 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’s 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 later than fifteen (15) days prior to the event date to receive credit and avoid liability for the contracted space. **No verbal cancellations will be accepted – no exceptions.** Written notice of cancellation received fourteen (14) days or less prior to the event date or 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 Exhibitor and Sponsor 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.**



CHECK YOUR DESIRED LEVEL OF SPONSORSHIP, IF ANY:

YES, I would like to be a sponsor of NYS PTA at the following level:

- Elite Sponsor (\$7,000)       Event Sponsor (\$3,500)       Premier Sponsor (\$1,500)
- Friend Sponsor (\$400)       Promotional Sponsor (\$250)
- Please contact me for additional information regarding a custom package to suit my marketing budget or about becoming a member benefit provider.

Amount due and enclosed with this application (booth fee) \$ \_\_\_\_\_

Amount due and enclosed with this application (directory fee) \$ \_\_\_\_\_

Amount due and enclosed with this application (sponsor fee) \$ \_\_\_\_\_

**TOTAL** due and enclosed with this application (ALL booth/directory/sponsor fees): \$ \_\_\_\_\_

Credit Card Payment: **Please note that there is a 3.5% fee associated with paying by credit card.**

Credit Card Type:       Mastercard       VISA       American Express

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Check/Money Order Payment: **Make check payable to NEW YORK STATE PTA and mail to:  
Resource Development Chair, New York State PTA, One Wembley Court, Albany, NY 12205**

The undersigned desires to participate in the 113th Annual Convention of the New York State Parent Teacher Association to be held at The Saratoga Hilton and The Saratoga Springs City Center, Saratoga Springs, New York, subject to the terms and conditions set forth in the enclosed "Exhibitor and Sponsor Prospectus" and "Rules and Regulations," which together constitute the full agreement ("Contract") between Exhibitor and the New York State Parent Teacher Association 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 STATED ADDRESS.**

This will constitute an acceptance of the Contract by the Exhibitor.

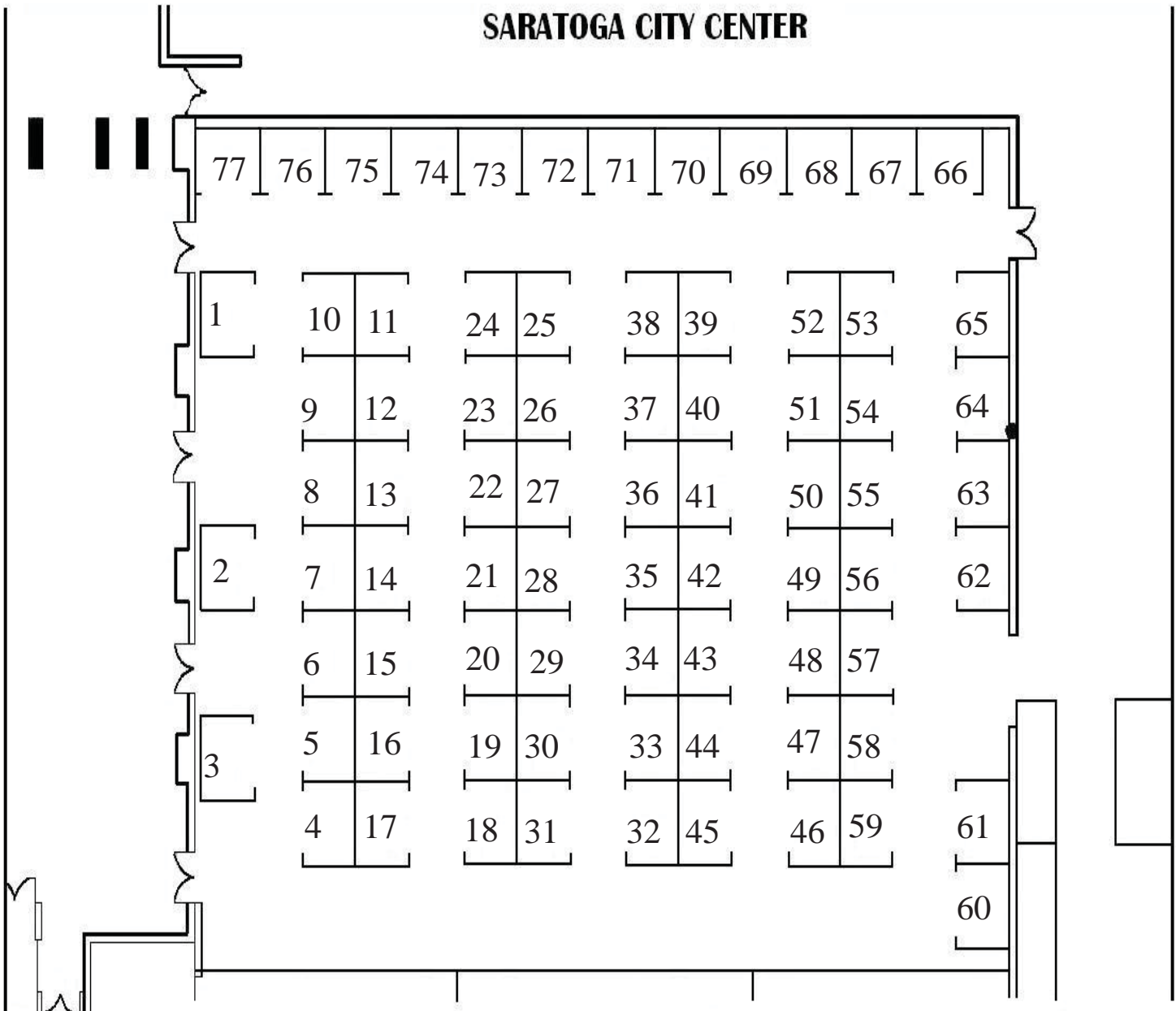
IN WITNESS WHEREOF, the Applicant has caused this application to be executed by an individual or by an officer, agent, or representative duly authorized to execute the same.

Please Print Clearly

|                                   |                      |
|-----------------------------------|----------------------|
| Submitted by:                     | Accepted by NYS PTA: |
| Firm:                             | Signature:           |
| Street:                           | Cost of Space:       |
| City, State Zip:                  | Amount Enclosed:     |
| Telephone:                        | Date Received:       |
| Signature:                        | Check Number:        |
| Person In Charge of your Exhibit: |                      |

# EXHIBIT FLOOR PLAN

## SARATOGA CITY CENTER



### GREAT LAKES EVENTS

event decorating & trade shows - exhibit displays & graphics  
freight transportation - rentals

### NYS PTA

November 13-15, 2009  
Saratoga City Center

**Exhibitor Fee: Booth Fee (Select the appropriate category, Commercial or Not-For-Profit, for calculating the total of your booth rental fee.)**

| Deadline Postmarked by:                  | 8/31/09  | 9/01/09-9/18/09 | 9/19/09-10/09/09 |
|------------------------------------------|----------|-----------------|------------------|
| Commercial Standard Booth                | \$600.00 | \$650.00        | \$700.00         |
| Commercial Corner Booth                  | \$700.00 | \$750.00        | \$800.00         |
| Not-for-Profit, 501(c)(3) Organizations* | \$300.00 | \$300.00        | \$300.00         |

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

# 2008 NYS PTA Convention Sponsors and Exhibitors

## NEW YORK STATE PTA ACKNOWLEDGES THE SUPPORT OF OUR 2008 SPONSORS

### Co-Sponsors of Cyber Cafe

Just Between Friends  
CMI Communications

### Premier Sponsors

Blue Coat K9 Web Protection  
Lifetouch National School Studios

### Workshop Sponsor

Utica National Insurance

### Promotional Sponsors

HomeFree, LLC  
KleenSlate Concepts  
PrivateTutorDirectory.com™

## NEW YORK STATE PTA WISHES TO ACKNOWLEDGE THE FOLLOWING DONORS

Eastern Copy Products, Inc.  
Lane Press of Albany, Inc.

## NEW YORK STATE PTA ACKNOWLEDGES THE SUPPORT OF OUR 2008 COMMERCIAL AND NOT-FOR-PROFIT EXHIBITORS

|                                                                                            |                                                     |                                                         |
|--------------------------------------------------------------------------------------------|-----------------------------------------------------|---------------------------------------------------------|
| Advocacy for Gifted and Talented<br>Education (AGATE)                                      | Great American Opportunities                        | NY Finest Speakers LLC                                  |
| Arts Are Essential, Inc.                                                                   | Herff Jones Photography                             | NYS PTA Leadership Development<br>Committee             |
| Barnes & Noble Booksellers                                                                 | Hi-Gear.org (a division of Blaze<br>Cone Company)   | Original Works                                          |
| Blue Coat K9 Web Protection                                                                | Imagine Nation Books, Ltd.                          | Penfield Products                                       |
| Building Character Nationwide                                                              | Joe Corbi's Fundraising                             | Picateers, Inc.                                         |
| Cabot Creamery Cooperative                                                                 | Just Between Friends                                | Pointless Products, Inc.                                |
| Care Dynamix LLC DBA Flu Busters                                                           | Liberty Mutual                                      | Princeton Health Press                                  |
| Cause Loyalty, LLC (One Cause)                                                             | Lifetouch National School Studios                   | Rod Sterling Video Festival/<br>Binghamton City Schools |
| Creative Pavement Stencils                                                                 | Little Caesar's Pizza Kits<br>Fundraising Program   | SchoolPAX                                               |
| Davis Studio                                                                               | Makit Products, Inc.                                | Simply Re-Gift It LLC                                   |
| East Coast Images                                                                          | Marriott Vacation Club International                | Ski Areas of NY                                         |
| Educational Products, Inc. (EPI)                                                           | National PTA                                        | Square 1 Art                                            |
| Enjoy the City                                                                             | New York Coalition for Healthy<br>School Food, Inc. | Swoop, LLC                                              |
| Entertainment Publications/IAC                                                             | New York School Nutrition<br>Association            | Test Tracker                                            |
| EPIC (Every Person Influences<br>Children) & PIRC (Parent<br>Information Resource Centers) | New York State School Music<br>Association          | The Brain Show                                          |
| Families Together in New York State                                                        | New York's 529 College Saving<br>Program            | WMF Photography                                         |
| Frost Valley YMCA                                                                          |                                                     | Web Wise Kids                                           |
| Gertrude Hawk Chocolates                                                                   |                                                     | Windwood Meadow, Inc.-"Planning<br>for Crisis"          |
| Good Bag Company                                                                           |                                                     |                                                         |