SPONSOR AND EXHIBITOR
2019 PROSPECTUS

New York State PTA
123rd Annual Convention
November 8-10, 2019
DoubleTree by Hilton
Tarrytown, NY
Dear Prospective Exhibitors,

The 123rd New York State PTA Annual Convention will be held November 8-10, 2019, at DoubleTree by Hilton in Tarrytown, NY.

Over 350 local leaders from throughout the state will gather in Tarrytown 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 exhibitors 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.

The exhibit hall will be open for 7 hours on Friday, November 8, and 7 ½ hours on Saturday, November 9. Included in the schedule will be a combined 5 ¾ hours of non-mandated activities to allow the delegates the opportunity to devote their time exclusively to visiting with the exhibitors.

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,

Lorey A. Zaman
NYS PTA President

Laurie May
2019 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 well-being 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.

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NEW YORK STATE PTA HISTORY

In the summer of 1895, Alice McClellen 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 mission 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.

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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 **123rd New York State PTA Annual Convention, November 8-10, 2019, in Tarrytown, NY.**

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AVERAGE ATTENDEE DEMOGRAPHICS

- First Timers
- Local and Region Leadership
- State Leadership
- National Leadership
**EXHIBITOR INFORMATION**

**TABLE FEES (INCLUDES PROGRAM LISTING AT NO ADDITIONAL COST)**

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<td><strong>PRIME TABLE</strong></td>
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<tr>
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**NEW: SPONSOR AND EXHIBITOR PROGRAM LISTING FEE INCLUDED IN TABLE FEES**

*To be included in the Program, all information below must be received by October 7, 2019*

Includes company name, company logo, contact name, mailing address, phone number, email address, website address, and 25 words or less describing your organization.

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**EXHIBIT TABLE INFORMATION**

Table space shown on the Exhibit Floor Plan (see page 8)
The price of each table includes:
- 1 – 6’ draped table, 2 folding chairs

_Electricity is an additional $25; internet service is complimentary._

**SPACE ASSIGNMENTS**

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

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**LOCATION AND SCHEDULE**

All exhibits, workshops and general meetings will take place at DoubleTree Hilton Tarrytown.

**EXHIBIT DATES AND TIMES** *(Times subject to change)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Friday, November 8</td>
<td>12:00 p.m. – 7:15 p.m.</td>
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<tr>
<td>Saturday, November 9</td>
<td>7:30 a.m. – 3:00 p.m.</td>
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**FRIDAY, November 8, 2019**

<table>
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<tr>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td>Registration and Set-up</td>
<td>8:00 a.m. – 12:00 p.m.</td>
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<tr>
<td>Opening</td>
<td>12:00 p.m.</td>
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<tr>
<td>Dedicated Exhibitor Time</td>
<td>2:00 p.m. – 4:00 p.m.</td>
</tr>
<tr>
<td>Closing</td>
<td>6:00 p.m. – 7:15 p.m.</td>
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**SATURDAY, November 9, 2019**

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<tr>
<td>Opening</td>
<td>7:30 a.m.</td>
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<tr>
<td>Dedicated Exhibitor Time</td>
<td>10:15 a.m. – 11:00 a.m.</td>
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<tr>
<td>Closing</td>
<td>1:45 p.m. – 3:00 p.m.</td>
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<tr>
<td>Prize Drawing</td>
<td>3:00 p.m.</td>
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<tr>
<td>Breakdown</td>
<td>3:00 p.m. – 5:00 p.m.</td>
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**REGISTRATION FOR EXHIBITOR TABLE**

Registration for table space must be made by following this online registration link: [HTTP://WWW.CVENT.COM/D/6YQFDF](HTTP://WWW.CVENT.COM/D/6YQFDF)

Exhibitors will receive a confirmation approval email, which will also include a link to generate payment via credit card.

Booth space is assigned on a first-come, first-serve basis, and cannot be reserved without payment in full.

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

**EXHIBITOR BENEFITS**
- Access to hundreds of local, region and state leaders
- Dedicated exhibit hours that do not compete with general meetings or workshops
- Participation in the Exhibitor drawing
- Listing in the Convention Program
- Exhibitor name badges

**HOTEL INFORMATION**
NYS PTA has a room block for overnight accommodations at DoubleTree by Hilton, Tarrytown, NY. Overnight room rate is $164/night. You can make reservations by calling 914-524-6418 or book reservations online at TARRYTOWN.DOUBLETREE.COM. Enter the group code PTA where it asks for it. DEADLINE for room block: October 7, 2019

**SAVE THE DATE FOR 2020**
124th New York State PTA Annual Convention
November 13-15, 2020
Syracuse, NY

**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

**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.
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 indicate in your online registration.

We can also offer advertising in our 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 (not flyer) 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 Annual 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 Annual Convention (the equivalent of one standard exhibit booth) with ¼ 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 monthly partner email to all PTA members.

**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 monthly partner 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 furnished in the Exhibitor 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 and/or any addendum thereto, in accordance with terms and conditions 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 all its rules, without approval, 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 whose 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:
Application 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 by the PTA on the application 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 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 the hotel has a rate below the PTA allowable 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. EBONITE 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 one 6’ draped table and 2 folding chairs. 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 are not 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 promptly remove all displays 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 the trade show vendor space unless granted permission from 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 canvass, solicit, hold conferences or distribute literature or other promotional device during the event. Such individuals will be directed to the same meeting place as the event.

11. SOUVENIRS, PREMIUMS, SAMPLES, AND PRIZES:
Distribution of souvenirs, premiums, samples and products of any kind 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 will be subject to approval by the Hosting Organization. Selling of products within the booth space is permitted, provided that the Exhibitor has received written advance 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 any exhibition for the promotion 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 Exhibit activities must be conducted in such a way as not to infringe on the rights of other exhibitors or offend visitors to the event. Any 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 opinion, is objectionable to exhibitors or others. This reservation includes persons, things, conduct, products, materials, or anything which the PTA determines to be objectionable at its sole discretion. 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 FACTORY, BUILDING, OR OUTER CONSTRUCTION OF THE SPACE. 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") or any of its employees, representatives, 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, or harm to any person or property of the Exhibitor, or of its members, employees, agents, or invitees, which 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 or nature and threat of the same, brought by any third party that may have originated at or on, resulted from, or which may otherwise arise because of, Exhibitor’s presence, equipment, its use, display, representation, property, or ownership 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 EXHIBITION:
If Exhibitor wishes to cancel any exhibit space for which it has contracted, Exhibitor must write to the PTA. No exhibitor 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 from 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. RESPONSIBILITY OF EXHIBITOR:
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, reserves the right to cancel the event, or cancel any portion thereof, if in the PTA and the Hosting Organization’s opinion, the event is not possible or safe to hold. 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 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 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. ADDITIONAL RULES:
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 of this Contract shall remain in full force and effect.

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

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