The reimagined New York State PTA Virtual Conference is November 13-15, 2020. The Virtual Exhibit Hall will be open before, during and after the scheduled Conference times.

Attendees have the opportunity to virtually 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 the conference. Attendees will have the opportunity to explore a rich assortment of program providers, fundraising opportunities 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 conference attendees.

The schedule at a glance includes dedicated time to visit the virtual exhibit hall to allow the delegates the opportunity to devote their time exclusively to exhibitors.

In more exciting news - the Virtual Exhibit Hall microsite will be available on the NYS PTA website for a year following the conference allowing far more exposure than ever before to Prime level exhibitors and Conference 2020 Sponsors!

**CONFERENCE 2020 SPONSOR**

**Event Sponsor $1,500**

Benefits will include all Prime Exhibitor benefits featured below, plus listing on Exhibit Hall page as event sponsor in special section, inclusion on rolling banner on bottom of microsite displayed during all General Session, inclusion of 30-second video in one general session for all attendees to view, listing on NYS PTA webpage as Event Sponsor, and posting on all NYS PTA social media accounts as Event Sponsor at least 2 times before the conference.

**EXHIBITOR LEVELS**

**Prime Exhibitor $750**

Includes Logo and text on Exhibitor page, with hyperlinks to fully customized and individually developed exhibit hall page available in both Conference micro site and on NYS PTA webpage for one year. Customized page can include multiple videos, unlimited text, unlimited pictures, unlimited PDFs or other attachments, and any other hyperlinks to exhibitor content. Customized page will be co-developed with senior NYS PTA staff and exhibitor. Prime Exhibitor will be featured at least twice on NYS PTA social media accounts. NYS PTA webpage with Prime Exhibitor info will be send to all NYS PTA members (approximately 240,000).

**Standard Exhibitor $500**

Includes Logo embedded hyperlink and text of 50 words or less on Exhibitor page. Text can include hyperlinks to content designed by exhibitor. Exhibitor logo will also be feature on the Conference micro site and NYS PTA webpage for one year. Standard Exhibitor will be featured once on NYS PTA social media accounts.

**Not for Profit Exhibitor $350**

Must be a Not for Profit 501(c)(3) organization or other NFP. Includes Logo embedded hyperlink and text of 50 words or less on Exhibitor page. Text can include hyperlinks to content designed by exhibitor. Exhibitor logo will also be feature on the Conference micro site and NYS PTA webpage for one year. NFP Exhibitor will be featured once on NYS PTA social media accounts.

**Exhibitor plus Workshop Sponsor additional $100**

Limited to 18 sponsors. As an exhibitor, sponsor one workshop to include logo and text during the workshop, and on the workshop page next to the workshop information, to maximize marketing reach.