2021 EXHIBITOR PROSPECTUS
In-Person and Virtual Exhibit Hall

NYS PTA 125th Annual Convention
November 19 - 21, 2021
Syracuse, New York

Syracuse Downtown Marriott
100 East Onondaga Street, Syracuse, NY 13202
Dear Prospective Exhibitors,

The New York State PTA 125th Annual Convention is scheduled for November 19-21, 2021, at the Marriott Downtown Syracuse. This year’s Exhibit Hall will be available both in-person and as a virtual exhibit hall. The in-person exhibit hall includes a 6-8-foot display table and will be open Friday, November 19, 3:00pm-5:30pm, and Saturday, November 20, 8:30am-3:00pm. The Virtual Exhibit Hall will be open before, during, and after the scheduled Convention times, and remain open for one calendar year.

In-person exhibitors will have the opportunity to speak with our in-person attendees during open exhibit hall hours. All in-person exhibitors will also be featured on our Virtual Exhibit Hall for one full calendar year.

Our attendees have the opportunity to visit exhibitors personally or virtually 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. Our members seek 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, both in-person and virtually.

The schedule at a glance includes dedicated time to visit the in-person and virtual exhibit halls to allow the delegates the opportunity to devote their time exclusively to exhibitors.

In more exciting news - the Virtual Exhibit Hall will be available on the NYS PTA website for one year following the conference allowing more exposure than ever before to Conference 2021 exhibitors at all levels!

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,

Dana Platin
NYS PTA President

Laurie May
2021 Convention Coordinator

FOR FURTHER INFORMATION

New York State PTA
Carol Raymond, Operations/Events Manager
One Wembley Court
Albany, NY 12205
Phone: 518-452-8808
Fax: 518-452-8105
Website: www.nyspta.org
Email: craymond@nyspta.org
**EXHIBITOR INFORMATION**

**EXHIBITOR FEES (INCLUDES PROGRAM EXHIBITOR DIRECTORY AT NO ADDITIONAL COST)**

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NOTE: 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 a higher-level Sponsorship or Annual Strategic Alliance, please email pta.office@nyspta.org.

**IN-PERSON EXHIBITOR TABLE**

The price of each table includes:
- 1 – 6-8’ draped table, 2 folding chairs

Electricity is an additional $10 per extension cord; internet service is complimentary.

To allow for Covid restricted indoor spacing, table assignments cannot be designated until the week of Convention, based on number of attendees and exhibitors. In-person tables will be spaced apart with a possible traffic flow to alleviate crowding in areas.

**LOCATION AND SCHEDULE**

All in-person exhibits, workshops and general meetings will take place at Marriott Downtown in Syracuse, NY.

**IN-PERSON EXHIBIT DATES AND TIMES**

(Times subject to change)

<table>
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FRIDAY, November 19, 2021

- Registration and Set-up: 12:00 p.m. – 3:00 p.m.
- Opening: 3:00 p.m.
- Dedicated Exhibitor Time: 3:00 p.m. – 5:30 p.m.
- Prize Drawing: 3:30 p.m. & 5:00 p.m.
- Closing: 5:30 p.m.

SATURDAY, November 20, 2021

- Opening: 8:30 a.m.
- Dedicated Exhibitor Time: 8:45 a.m. – 9:45 a.m.
- Prize Drawing: 9:00 a.m. & 9:30 a.m.
- Dedicated Exhibitor Time: 12:15 p.m. – 1:00 p.m.
- Prize Drawing: 12:45 a.m.
- Dedicated Exhibitor Time: 2:00 p.m. – 3:00 p.m.
- Prize Drawing: 2:15 p.m. & 2:45 p.m.
- Closing /Breakdown: 3:00 p.m.

**REGISTRATION FOR IN-PERSON AND/OR VIRTUAL EXHIBITORS**

Registration for in-person and virtual exhibitors must be made by following this online registration link:

HTTPS://FORMS.GLE/JHUQV9AVZCEYPQYX8

A credit card link is included in the google form application, or a check can be mailed to the NYS PTA office.

In-person exhibit table must be attended during in-person exhibit hours by persons who are well-prepared to discuss all products and services presented; maximum two representatives at a table at any given time.

Meals are not included with in-person exhibit tables. The venue has an on-site restaurant for meal option.

**VIRTUAL EXHIBIT HALL**

Opens November 29, 2021; remaining on the NYS PTA website for one calendar year.
COVID-19 PRECAUTIONS

It is likely that we may have to implement certain COVID precautions at Convention based on the NYS DOH and/or Onondaga County Large Gathering Guidance in effect at the time of our event. These may include precautions such as display of the state’s excelsior pass or CDC vaccine card, proof of negative rapid/PCR testing for those unvaccinated, mandatory masking indoors, social distancing, and/or other mitigation strategies. Unfortunately, we do not yet know what these precautions will entail.

For in-person exhibitors, we request a maximum of TWO representatives at an exhibit table at any time.

BACK BY POPULAR DEMAND!

To help draw a steady flow of attendees to your in-person and/or virtual exhibit over the course of the convention, we will host a drawing scheduled to occur during the dedicated exhibitor times. While there is no obligation to participate, exhibitors will be encouraged to donate a prize for the in-person and virtual drawings.

In-person prizes should be dropped off at the Exhibitor Registration table by 3:00 p.m. Friday; virtual exhibitors can mail prizes to the NYS PTA office by November 15.

EXHIBITOR DIRECTORY

All Exhibitor Levels, In-Person and Virtual Exhibit Hall, may be included in the Convention Program Exhibitor Directory. All information below must be received by November 1, 2021. Material received after this date is not guaranteed to be included.

Exhibitor Directory includes company name, company logo, contact name, mailing address, phone number, email address, website address, and 25 words or less describing your organization. Virtual Exhibit Hall inclusions dependent on level (detailed on page 5). An Exhibit Directory form will be emailed separately on approval of the exhibitor application.

HOTEL INFORMATION

NYS PTA can offer our discounted room block rate for overnight accommodations. Hotel Reservations are to be made on your own (under NYS PTA room block) at the Marriott Syracuse Downtown, using the hotel booking link below. Reserve before October 25, 2021 at the room rate of $159/night, per Standard room (not per person). Other room types available at additional costs. Availability of rooms cannot be guaranteed after this date.

Hotel information: Marriott Syracuse Downtown, 100 East Onondaga Street, Syracuse, NY 13202
Check in: 4:00 pm; Check out: 12:00 pm, Hotel Phone Number: 315-474-2424

CLICK HERE TO MAKE YOUR HOTEL RESERVATION
(For any issues using this booking link, please call the hotel and ask for the Group Rooms Coordinator.)

Parking is available at a discounted fee of $5.00 per car, per night, in the adjacent parking lot.

VIRTUAL EXHIBIT HALL SPECIFICATIONS

Following approval of all online registrations, an Exhibitor Kit will be emailed detailing all specs requested for each of the exhibitor levels, in regards to format requirements for Virtual Exhibit Hall elements, including logos, social media, videos, emails, etc.

A chat option is not available on the Virtual Exhibit Hall. But you may schedule a Zoom or Go Meeting and include that information on your Virtual Exhibit Hall page during Convention weekend.
**COMMERCIAL EXHIBITORS**

**Prime Commercial Exhibitor, In-Person and Virtual, $750**
Includes one in-person table and Virtual Exhibit Hall inclusion with a customized page to include logo and text on Exhibitor page, and hyperlinks to fully customized and individually developed exhibit hall page available in both Conference microsite 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. The NYS PTA Convention Virtual Exhibit Hall will be featured multiple times on NYS PTA social media accounts and include one featured stand-alone social media post.

**Standard Commercial Exhibitor, Virtual only, $500**
Offers a customized page to include logo and text on Exhibitor page, and hyperlinks to fully customized and individually developed exhibit hall page available in both Conference microsite 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. The NYS PTA Convention Virtual Exhibit Hall will be featured multiple times on NYS PTA social media accounts and include one featured stand-alone social media post.

**Basic Commercial Exhibitor, Virtual only, $350**
Includes logo and embedded hyperlink featured on the Conference microsite and NYS PTA webpage for one year. The NYS PTA Convention Virtual Exhibit Hall will be featured multiple times on NYS PTA social media accounts.

**NOT FOR PROFIT EXHIBITORS ONLY**

**Prime Not for Profit Exhibitor, In-Person and Virtual, $350**
Must be a Not for Profit 501(c)(3) organization or other NFP. Includes one in-person table and Virtual Exhibit Hall inclusion with a customized page to include logo and text on Exhibitor page, and hyperlinks to fully customized and individually developed exhibit hall page available in both Conference microsite 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. The NYS PTA Convention Virtual Exhibit Hall will be featured multiple times on NYS PTA social media accounts and include one featured stand-alone social media post.

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**Basic Not for Profit Exhibitor, Virtual only, $250**
Must be a Not for Profit 501(c)(3) organization or other NFP. Includes logo and embedded hyperlink featured on the Conference microsite and NYS PTA webpage for one year. The NYS PTA Convention Virtual Exhibit Hall will be featured multiple times on NYS PTA social media accounts.
1. APPLICATION AND CONTRACT:
These Rules and Regulations, together with the Exhibitor Registration and 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 Registration and described in the Prospectus, except as modified by written addenda or supplements directed to the Exhibitor by the PTA. The Exhibitor 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 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:
Applications are required to forward to the PTA the completed Exhibitor Registration provided. Each Exhibitor Registration 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 allocation of the display space to be rented by the Exhibitor 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 Registration. 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 writing. If a contract is not in place, the room block is secured by the PTA from the hotel. 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:
Exhibitor 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 to remain on the premises until sixty (60) minutes after 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 display space and are not permitted to sell or give away any printed item under the sole discretion of the PTA and/or the Hosting Organization. The Exhibitor acknowledges that some event Hosting Organizations prohibit giveaways of all kinds.

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 must submit a list of said items with the Exhibitor Registration. 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.

12. SALES OF FOOD ITEMS AND PRODUCTS:
The distribution or sale of any food item must be pre-approved by the PTA. The Exhibitor must be supplied a list of pre-approved food items and products. The PTA Event Coordinator may also require additional restrictive requirements 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 Housing Organization, without prior written consent from the PTA Event Coordinator.

13. 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. No interference with the light or views of other exhibitors will be permitted. The PTA and the Housing 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, products or services of any exhibitors. In such cases, 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. RESPONSIBILITY:
Exhibitors will not sublet or assign any portion of the space, nor permit individuals other than members, employees, agents or representatives of the Exhibitor to use the exhibit space provided.

16. 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. MACHINES, EQUIPMENT, AND MATERIALS:
The Exhibitor must submit a list of all products that will be exhibited and/or distributed, and a copy of materials that you propose to hand out. An acceptance and allocation of the display space to be rented by the Exhibitor shall entitle the Exhibitor to exhibit space to be designated pursuant to the terms of the Contract.

20. LIABILITY AND INDEMNIFICATION:
Neither the PTA, nor the organization hosting the Event (hereafter referred to as “Hosting Organization”), nor the Sponsor (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, representatives, agents, contractors, or guests 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 any claims of liability, or loss, damage, or injury to the person or property of the Exhibitor or its members, employees, representatives, agents, contractors, or guests 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.

21. CANCELLATION BY EXHIBITOR:
If Exhibitor wishes to cancel any exhibit space for which it has contracted, Exhibitor must inform PTA in writing. No verbal cancellations will be accepted – no exceptions. Written notice of cancellation received 30+ 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 after less than fifteen (15) days before the event date, the Exhibitor waives its right to cancel.

22. CANCELLATION BY INDIEMNIFIED PERSON:
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, violent acts 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 amounts paid by the Exhibitor. All amounts paid by the Exhibitor, which in the opinion of the PTA, are necessary to avoid a loss or damage to the PTA, shall be credited. If 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 terms of this 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 it shall be and 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 Registration 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.