

2025 EXHIBITOR PROSPECTUS

In-Person and Virtual Exhibit Hall

129th ANNUAL CONVENTION

Measuring



Up

For

NOV 14-16
2025

Every Child

Niagara Falls Convention Center
101 Old Falls Street, Niagara Falls, NY 14036

IN-PERSON AND VIRTUAL EXHIBIT HALL

Measuring Up for Every Child

129th NYS PTA Annual Convention 2025

November 14-16, 2025

The New York State PTA 129th Annual Convention is scheduled for November 14-16, 2025, at the Niagara Falls Convention Center in Niagara Falls, NY. This year's Exhibit Hall is available for both in-person and/or Virtual Exhibit Hall.

The in-person exhibit hall includes one 6-foot display table and will be open Friday, November 14, 2:00pm-7:00pm, and Saturday, November 15, 8:30am-3:00pm. The Virtual Exhibit Hall will be housed on the NYS PTA website following Convention 2025, and remain open for one calendar year.

In-person exhibitors will have the opportunity to speak with our convention attendees during open exhibit hall hours. All in-person exhibitors will 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. Traditionally, this has been one of the most popular features of convention. Our members are eager 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 exhibit hall to allow the delegates the opportunity to devote their time exclusively to exhibitors.

In 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 Convention 2025 exhibitors at all levels!

See next page for Exhibitor level options, in-person and/or virtual.

All exhibitors must register via this [online application](#) (deadline to register is October 13, 2025).

Following approval of an exhibitor application other exhibitor-related details will be sent with the confirmation approval email, including information pertaining to the Exhibitor Directory, virtual exhibit hall specs for the virtual listing, decorator and electrical forms (if needed), shipping info, and hotel room block link.

Hotel Accommodations

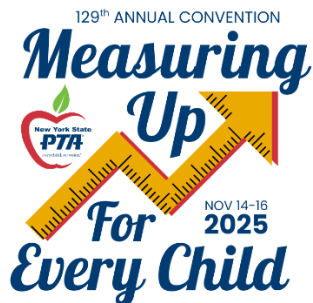
NYS PTA can offer our reduced room block rate, \$145/night standard room, for overnight accommodations at the Seneca Niagara Resort (across the street from the Convention Center). The booking link will be sent to you with your exhibitor approval email. Hotel reservations are to be made on your own under the NYS PTA room block before October 13, 2025. Availability of rooms cannot be guaranteed after this date.

Hotel information: Seneca Niagara Resort & Casino, 310 4th Street, Niagara Falls, NY 14303

Check in: 4:00pm; Check out: 11:00am

Hotel Phone Number: 1-877-873-6322

Free self-parking is available at the hotel.



EXHIBITOR LEVELS

NYS PTA - Convention November 2025

COMMERCIAL EXHIBITORS

Prime Commercial Exhibitor, In-Person and Virtual Exhibit Hall, \$800

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 on the 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. *Electricity is additional through the convention center directly.*

Standard Commercial Exhibitor, Virtual Exhibit Hall 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 on the 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 Exhibit Hall only, \$400

Includes logo and embedded hyperlink featured on the 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 Exhibit Hall, \$450

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 on the 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. *Electricity is an additional through the convention center directly.*

Standard Not for Profit Exhibitor, Virtual Exhibit Hall only, \$350

Must be a Not for Profit 501(c)(3) organization or other NFP. Offers a customized page to include logo and text on Exhibitor page, and hyperlinks to fully customized and individually developed exhibit hall page available on the 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 Not for Profit Exhibitor, Virtual Exhibit Hall only, \$300

Must be a Not for Profit 501(c)(3) organization or other NFP. Includes logo and embedded hyperlink featured on the NYS PTA webpage for one year. The NYS PTA Convention Virtual Exhibit Hall will be featured multiple times on NYS PTA social media accounts.

Exhibit Hall Schedule *(Times subject to change)*

Friday, November 14 2:00pm – 7:00pm
Saturday, November 15 8:30am – 3:00pm

<u>FRIDAY, November 14, 2025</u>		<u>SATURDAY, November 15, 2025</u>	
Registration and Set-up	12:00pm – 2:00pm	Opening	8:30am
Opening	2:00pm	Dedicated Exhibitor Time	8:30am – 9:15am
Dedicated Exhibitor Time	2:00pm – 4:00pm	Dedicated Exhibitor Time	12:15pm – 1:00pm
Dedicated Exhibitor Time	5:15pm – 5:45pm	Dedicated Exhibitor Time	2:00pm – 3:00pm
Closing	7:00pm	Closing /Breakdown	3:00pm

The price of each table includes:

- 1 – 6' draped table, 2 folding chairs

Table assignments will be distributed at registration on-site, based on number of attendees and exhibitors.

Virtual Exhibit Hall

Opens the week of November 17, 2025; remaining on the NYS PTA website for one calendar year.

Registration and Other Information

Registration for in-person and/or virtual exhibitors must be submitted by October 13. All applications are screened and approved. Once approved, other planning details will be emailed.

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

Exhibit tables 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.

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.

Exhibitor prizes are to be dropped off at the Exhibitor Registration table by 5:00pm Friday, November 14.

Exhibitor Directory

All Exhibitor Levels, In-Person and Virtual Exhibit Hall, may be included in the Convention Exhibitor Directory. All information to be included in the directory must be received by October 13, 2025. 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 Exhibitor Directory form will be emailed separately on approval of the exhibitor application.

For Further Information

New York State PTA
Carol Clementi, 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

1. APPLICATION AND CONTRACT:

These Rules and Regulations, together with the Exhibitor Registration 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 Registration 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 Registration 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 Registration, 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 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 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 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 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 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 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 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.

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 views 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 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 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 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.