

Wisconsin PTA Convention Exhibitor/Vendor Opportunities

The goal of the Wisconsin Parent Teacher Association (PTA) is to enrich the lives of all children; including the children who attend schools with PTAs and those that do not have a PTA at the school. Wisconsin PTA is comprised of nearly 14,000 members working together to supplement the lives of all children and families in Wisconsin. Our funding consists of a nominal yearly membership fee and funds received through the generosity of businesses. Through our efforts Wisconsin PTA is able to provide resources, training, materials, relevant legislative information and leadership opportunities to all of our members.

At this time, we are looking for sponsors, exhibitors and donations to support the 109th Annual PTA Convention planned for April 27-29, 2018 at the Ramada Janesville Hotel, in Janesville, Wisconsin. It is at this time that PTA delegates and guests will be on hand to learn what you have to offer and take that information back to their schools and communities.

Our members tell us that the exhibits are one of the main reasons they attend convention, and being part of the 109th WI PTA Convention allows them to be sure to hear what you have to offer – these are your opportunities to meet parent leaders, teachers and administrators from throughout Wisconsin. Join us on Saturday, April 28th for the vendor fair from 1:45 pm – 3:45 pm! Want to have extra time on showing the PTA delegates what you have to offer their PTA's? Be sure to participate in the Member Meet & Greet and Exhibitor Preview Event on Friday evening (April 27th) from 7:00 to 9:00 p.m.! PTA delegates and other interested attendees will be there to see and hear what YOU have to offer and take that information back to their local unit members and communities. Take advantage of this opportunity to share your products, programs and services with PTA members and other child-focused people from across Wisconsin who are looking forward to meeting you. We will be having a BINGO card raffle to help ensure all the delegates stop by your booth to see what you have to offer their PTA!

Member Meet & Greet & Exhibitor Preview

participation is limited to the first 20 applicants so, respond early to make the list!

Exhibitor Preview: Delegates will be joining us to a Meet & Greet and get an opportunity to preview the exhibitors to see what valuable offerings they have for their PTA's! This provides you an extra opportunity to pitch your product!

Exhibit space is also limited: PLEASE RESERVE YOUR SPACE TODAY! Complete the enclosed contract, sign and mail it with your full payment. Confirmations will be sent upon receipt.

Benefits to Exhibitors:

- Exhibit space at Convention
- Inclusion on the new PTA website Convention page through the 2017 Convention
- Listing in the Wisconsin Parent Teacher Bulletin and Convention program
- Reduced rate advertising in the Convention program
- Inclusion in the Exhibitor Preview evening – for the first 20 applicants
- Ability to meet with and provide handouts to all Convention attendees

As an added incentive for our delegates to attend the exhibitor/vendor events which provide you as many opportunities as possible to obtain contact information, Wisconsin PTA will award door prizes. We invite each Exhibitor/Vendor to provide a donated item as a door prize. These items will be collected during set up and displayed throughout the Expo. At the conclusion of the Exhibitor Expo, we will ask each exhibitor to draw a name from those who visited their booth and we will award the prizes during General Sessions on Sunday afternoon, providing another shout-out for our exhibitors and vendors!

Additional Opportunities: We have enclosed additional information explaining sponsorship opportunities for our convention. These include several advertising opportunities in our convention program and attendee tote bags, as well as meal and event sponsorships. Take a moment to look these over and consider which will best help you help us.

Thank you for your attention and consideration.

Sincerely,

Angie Mattes

Angie Mattes
Wisconsin PTA President

Dawn Petrovick

Dawn Petrovick
Wisconsin PTA Convention Chair

**Application for Exhibitors and Vendors
Wisconsin PTA Convention 2018**

Name of Company/Group: _____
Contact Person: _____
Address: _____
City/State/Zip: _____
Phone: _____ Email: _____

Confirmation information if sent to other than above at:

Name of Company/Group: _____
Contact Person: _____
Address: _____
City/State/Zip: _____
Phone: _____ Email: _____

Please reserve _____ exhibit space(s) Friday and Saturday _____ Saturday only _____
_____ \$250 Non-Profit Flat Booth Rate \$ _____
_____ \$450 Business (if registered BEFORE 3/15/17) \$ _____
_____ \$550 Business (if registered AFTER 3/15/17) \$ _____
*****If you are SELLING merchandise from your exhibit, add a \$100 sales fee** \$ _____

2 Name Badges for exhibitors in each booth are complimentary.
Please note: Badges issued by Wisconsin PTA are required for everyone in the exhibit hall at all times.

Number of additional personnel ___ at \$25.00 per person \$ _____
TOTAL ENCLOSED \$ _____

Name of Representatives (to be printed on Badges):
1. _____ 2. _____
Additional Badges for: _____

Company Name as it is to appear on Badges: _____
Product/Service: _____

****Please return signed contact (on reverse) with payment to:**
Wisconsin PTA
4797 Hayes Road, Suite 102
Madison, WI 53704-3256

2018 WISCONSIN PTA CONVENTIONS

1. **INSTALLATION & EXHIBITION.** The exhibit area will be open for set-up Friday, April 27, 2018 at 5:00 p.m. if participating in Friday Exhibitor Preview and on Saturday at 8:00 am. All exhibits must be ready to show during the following hours: April 27, 2018 from 7:00 to 9:00 p.m. if participating in Meet and Great & Exhibitor Preview and Saturday April 28th 1:45 -3:45 pm.
2. **NO DISPLAY SHALL BE DISMANTLED OR REMOVED FROM THE EXHIBIT AREA PRIOR TO THE END OF THE EXHIBITOR EXPO AT 3:45 p.m. TAKE DOWN WILL BE FROM 4:00 TO 5:30 p.m. on Saturday.** All exhibit material must be removed from **exhibit area by 6:00 pm. Vendors will receive confirmation of final time frames.**
3. **PAYMENT AND ASSIGNMENT OF BOOTH** Space will be assigned based on availability, space required and the order in which applications are received. In addition, **FULL PAYMENT** must be received with the application.
4. **REFUNDS/CANCELLATIONS.** Cancellations received on or before February 15, 2018 entitle the exhibitor to full refund minus \$50 cancellation fee. No refunds will be made after March 1, 2018; Wisconsin PTA may cancel any exhibit contract in any case involving non-compliance with the terms, conditions and regulations of this contract, or for non-payment of the contract amount.
5. **EXHIBIT SPECIFICATIONS.** The exhibit size will be 8 feet x 10 feet. Each exhibit area will include a 2 x 8 foot skirted table, 1 chair and a one-line ID sign. When booth assignment is confirmed, forms will be sent to the exhibitor for ordering electricity, additional tables, etc. **These are not included in the exhibit rental fee. All arrangements and charges for these are the obligation of the exhibitor.** *****IMPORTANT.** No exhibit structure or sign will be allowed which obscures adjoining exhibits. If exhibit creates a "wall" which projects more than four (4) feet outward from the space, the show management must forbid its use.
6. **EXHIBITOR BENEFITS.** Paid exhibit companies will be listed in the 2018 convention programs and additionally on the convention page of the Wisconsin PTA website for 6 months following the 2018 convention.
7. **REGISTRATION BADGES.** Convention badges for exhibit attendants will be furnished by Wisconsin PTA. Rental space entitles renter to two (2) complimentary registrations to the annual convention. **The Registration for additional personnel is \$25.00 each. No badges will be issued unless fee is paid.** Registration is transferrable. Badges are to be worn at ALL times.
8. **CARE AND SURRENDER OF EXHIBIT SPACE.** Exhibitor agrees it will not in any way injure, damage, mar, or deface the building premises, furniture, fixtures or equipment on or about the Convention Center and shall be liable for any such damage or injury caused by it, its employees, agents, or other persons admitted to the premises by the exhibitor, its agents or employees. Exhibitor agrees to quit and surrender the exhibit space at the time set forth herein.
9. **MUSIC.** No music may be played or performed, directly or indirectly, in the Exhibit area unless the exhibitor first provides Wisconsin PTA with a copy of a license agreement which specifically grants to the exhibitor a license to play or perform the music. Exhibitor agrees to protect, indemnify, save, and hold harmless the convention sponsors against and from any and all losses, costs (including attorney fees) damage, liability, or expense arising from, out of, or by reason of said exhibitor playing or provides Wisconsin PTA with a copy of a license agreement which specifically grants to the exhibitor a license to play or perform the music. Exhibitor agrees to protect, indemnify, save and hold harmless the convention sponsors against and from any and all losses, costs performing music or in any way violating the copyright law of the United. States.
10. **FOOD PRODUCTS.** Only sample size food or beverages may be given away in the exhibit area.
11. **LIABILITY.** The exhibitor agrees to indemnify and hold harmless Wisconsin PTA, its officers, agents and employees from and against all claims, demands or suits alleging liability for losses, damages, expenses, costs and disbursements, including reasonable attorneys fees, and any other relief, for any actual or claimed injury or death to any person or damage to any property sustained as a result of the exhibitor's use of or presence on the premises described in this exhibit contract, regardless of whether proximately caused by the negligence of Wisconsin PTA, its officers, agents or employees, unless exhibitor can prove that such injury, death or damage was caused solely by the active negligence of Wisconsin PTA, its officers, agents or employees. If the convention is canceled due to circumstances substantially beyond control of Wisconsin PTA, then Wisconsin PTA's sole liability to exhibitor due to cancellation shall be to refund the rental fees paid, or if cancellation occurs during the convention period, a prorate portion thereof.
12. **USE OF SPACE.** Exhibitor shall not sublet, divide or share his space with any other exhibitor other than identified in the exhibit contract without expressed permission of the Wisconsin PTA. Distribution of advertising materials is limited to the area of each exhibit space. Entrance to the Exhibit area is guaranteed by Wisconsin PTA with proper registration identification only. **This is not an "Open to the Public" event.** Disturbing noises or other objectionable forms of attracting attention will not be permitted. The Wisconsin PTA reserves the right to restrict exhibits which may become objectionable, and prohibit or remove any exhibit which may detract from the general character of the display. This includes persons, things, conduct, printed matter or anything of a character which may not be keeping with the exhibit show as a whole. The exhibitor agrees not to interfere in any way with the ordinary use by others of any portion of the building or grounds. Exhibitors shall not obstruct the aisles adjacent to the exhibit space.
13. **FIRE SAFETY.** No open flame candles or other open flame fixture, whether equipped with a guard or not shall be used in any place of assembly. If inspection indicates that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, the right to cancel all or such part of the exhibit as may be irregular. Smoking is not allowed on exhibit floor.
14. **OFFICIAL REGULATIONS.** Exhibitor will comply with all laws of the U.S. and the state of Wisconsin and all ordinances of the Convention City and all rules and requirements of the police and fire departments or other municipal authorities of the Convention City and will not permit anything to be done in its exhibit space in violation of any such law, ordinance, rule or regulation.

Signature _____ Date _____

109th Wisconsin PTA Convention

SPONSORSHIP OPPORTUNITIES

PTA delegates and guests come from all over the state, many at their own expense. With that in mind Wisconsin PTA does everything it can to offer a convention that will not break the bank of our many volunteers. We can only do this with your help. As a sponsor you allow us to offer the lowest prices possible to our members and guests and provide you will an advertising/promotional opportunity. Consider these sponsorship possibilities in 2018:

Gold Sponsor - \$2,500.00

Meal Sponsorships (4)

- 10 minute self-promotion to start sponsored meal
- Logo placement on all convention signage
- Attendee bag stuffer (materials provided by sponsor)
- Logo placement on promotional materials
- Exhibit Booth

Silver Sponsor - \$1,750.00

Tote Bag, Convention T-Shirt, Convention Program

- Logo "signature" on tote bag, t-shirt, or program (back cover/color)
- Logo placement on all convention signage
- Attendee bag stuffer (materials provided by sponsor)
- Exhibit Booth

Bronze Sponsor - \$1,250.00

Keynote Speaker (3)

- Logo placement on all convention signage
- Logo placement on promotional materials
- Attendee bag stuffer (materials provided by sponsor)

