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## Wisconsin PTA Convention Exhibitor & Sponsorship Opportunities

The goal of the Wisconsin Parent Teacher Association (PTA) is to enrich the lives of all children. Wisconsin PTA is comprised of nearly 10,000 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 provides resources, training, materials, relevant legislative information and leadership opportunities to all of our members.

At this time, we are looking for sponsors and exhibitors to support the 111<sup>th</sup> Annual PTA Convention planned for April 25, 2020 at the Sun Prairie High School in Sun Prairie, WI. 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.

### Benefits to Sponsors:

- Inclusion on the PTA website Convention page
- Listing in the Wisconsin Parent Teacher Newsletter and Convention program
- Reduced rate advertising in the Convention program
- Exhibit space at Convention
- 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 Sponsor/Exhibitor to provide a donated item as a door prize. These items will be collected during set up and displayed throughout the Expo. At the final general session, we will draw names from attendees and will award the prizes and give another shout-out for our sponsors and exhibitors!

Please take a moment to review this packet to see how your company can work with WI PTA in being a sponsor and/or exhibitor at the 111<sup>th</sup> WI PTA Convention. We would love to partner with you to benefit all the children of Wisconsin!

Thank you for your attention and consideration.

Sincerely,

*Heidi Nicolazzo*

Heidi Nicolazzo  
Wisconsin PTA President

*Gena Kraemer*

Gena Kraemer  
Wisconsin PTA Convention Chair

## **111<sup>th</sup> 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 with an advertising/promotional opportunity. This year has been condensed into a one-day event, we have lowered the price for sponsorship possibilities in 2020:

#### **Gold Sponsor - \$1,000.00**

- 10-minute self-promotion at one of the general sessions
- Placement and link on WI PTA website convention page
- Logo “signature” on program (back cover/color)
- Logo placement on all convention signage
- Logo placement on promotional materials
- All Attendee bag stuffer (please provide materials by March 15, 2020)
- Exhibit table included please fill out exhibitor contract also

#### **Silver Sponsor - \$500.00**

- Logo “signature” on program (inside back cover/color)
- Placement on WI PTA website convention page
- Logo placement on all convention signage
- Logo placement on promotional materials
- All Attendee bag stuffer (please provide materials by March 15, 2020)
- Exhibit table included please fill out exhibitor contract also

#### **Bronze Sponsor - \$250.00**

- Logo placement on all convention signage
- Logo placement on promotional materials
- All Attendee bag stuffer (please provide materials by March 15, 2020)

## Sponsor and Exhibitor Contract Wisconsin PTA Convention 2020

Our members tell us that the exhibitors are one of the main reasons they attend convention and being part of the 111<sup>th</sup> 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 25<sup>th</sup> for the Exhibitor event from 1:00 - 2:00 pm!** 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!

**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:** \_\_\_\_\_

Sponsors	Exhibitor Only
Gold Sponsor - \$1,000.00	\$100 Non-Profit Flat Exhibitor Rate
Silver Sponsor - \$500.00	\$200 Exhibitor Rate (if registered BEFORE 3/15/20)
Bronze Sponsor \$250.00	\$300 Exhibitor Rate (if registered AFTER 3/15/20)
Tax Deductible Donation \$ _____	

**\*\*\*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 \$ \_\_\_\_\_

**Name of Representatives (to be printed on Badges):**

1. \_\_\_\_\_ 2. \_\_\_\_\_

**Additional Badges for:** \_\_\_\_\_

**Company Name as it is to appear on Badges:** \_\_\_\_\_

**Product/Service:** \_\_\_\_\_

**PROGRAM ADVERTISING & TOTE STUFFER OPPORTUNITIES**

Please email logo artwork to the state PTA office at [info@wisconsinpta.org](mailto:info@wisconsinpta.org) by **March 15, 2020**. Ads must be **.jpeg, .png, or .pdf files**.

**Tote Bag stuffer materials** must be provided by Sponsor/exhibitor and be received in the State Office by **March 15, 2020** to be included in the convention bags.

Exhibitors		Sizes	Non-Exhibitors	
\$ 50		¼ Page Ad (3 ½ x 4 ¼ inches)	\$ 100	
\$ 75		½ Page Ad (7 ½ x 4 ¾ inches)	\$ 150	
\$ 100		Full Page Ad (7 ½ x 9 ¼ inches)	\$ 200	
\$25		Tote Bag Stuffer Only	\$50	

Name of Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**TOTAL ENCLOSED** \$ \_\_\_\_\_

Questions may be directed to the convention chair at [gkraemer@wisconsinpta.org](mailto:gkraemer@wisconsinpta.org). The form below and payment should accompany the ad/stuffer and be made payable to:

**\*\*Please return signed contact & rules acknowledgement with payment to:**

**Wisconsin PTA  
4797 Hayes Road, Suite 102  
Madison, WI 53704-3256**

## WISCONSIN PTA SPONSOR/EXHIBITOR RULES ACKNOWLEDGEMENT

1. **INSTALLATION & EXHIBITION.** The exhibit area will be open for set-up Saturday April 25, 2020 at 7:30 am. All exhibits must be ready to show by 10:00 am. The Exhibitor area is a public space and will not be locked.
2. **NO DISPLAY SHALL BE DISMANTLED OR REMOVED FROM THE EXHIBIT AREA PRIOR TO THE END OF THE EXHIBITOR EXPO AT 2:00 p.m. TAKE DOWN WILL BE FROM 4:00 to 5:00 p.m. on Saturday.** All exhibit material must be removed from **exhibit area by 5:00 pm. Exhibitors 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, 2020 entitle the exhibitor to full refund minus \$50 cancellation fee. No refunds will be made after March 15, 2020; 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 6 feet. Each exhibit area will include a 2 x 6-foot 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 2020 convention programs and additionally on the convention page of the Wisconsin PTA website for at least 6 months following the 2020 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 attorney's 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 \_\_\_\_\_