

# Welcome!

## 2017 Leadership Convention



### Exhibitor & Sponsor Packet

July 13 - 15, 2017

#### Exhibitor Booths Open:

Thursday, July 13: 6:00-8:30 pm

Friday, July 14: 8:00-2:00 pm/4:45-7:00 pm

Saturday, July 15: 7:30 am-3:00 pm

Preview Party (Inverness)

Exhibitor Hall Open (Inverness)

Exhibitor Hall Open (Inverness)



  #FLPTALeadingTheWay

  facebook.com/FloridaPTA

  twitter.com/FloridaPTA

*Innisbrook Golf & Spa Resort  
36750 U.S. Highway 19  
Palm Harbor, Florida 34684*



# 2017 Leadership Convention

- The Parent Teacher Association (PTA) is a powerful voice for children and youth, a relevant resource for parents, and a strong advocate for the health, safety, education, and general well-being of all children.
- With a 93-year legacy in Florida and 120 years nationally, PTA is the largest volunteer child advocacy association in the United States.
- PTA delegates from around the state of Florida assemble each year at the Florida PTA Leadership Convention to discuss and resolve mission-critical issues, exchange ideas and best practices, and serve as ambassadors on behalf of the PTA.

With more than 1,000 influential PTA representatives in attendance, this is the ideal venue to share your products and services with those who serve as ambassadors to our more than 1,400 local units and several hundred thousand members from across our state. If you can connect to a parent, child, student, or school, you belong at the Florida PTA Leadership Convention!

The annual Florida PTA Leadership Convention is a launching pad for new products, while also being a regular tour stop for established brands across several sectors. Just about everyone and everything in the family or school market can have success here: new technologies, learning resources, school supplies, fundraisers, purpose-led nonprofits, consumer packaged goods, “edutainers,” and authors.

## **Who Attends?**

More than 1,000 PTA decision makers including:

- PTA leaders representing their local unit
- PTA leaders representing their county council
- Florida PTA Board of Directors and executive leadership
- Child advocates and community leaders

**PLEASE NOTE: Florida PTA does not provide membership lists to outside organizations. The most cost-effective way to reach our PTAs is by exhibiting at the Florida PTA Annual Leadership Convention, partnering with Florida PTA, or providing a sponsorship.**

## 2017 SPONSORSHIP/EXHIBITOR INFORMATION

### Levels of Support

Florida PTA is a professional, nonprofit, volunteer association committed to the well-being of all children. The following are exhibitor and sponsorship opportunities designed to meet the needs of the association, as well as to benefit the sponsor. If additional information or details are needed email: [Executive.director@floridapta.org](mailto:Executive.director@floridapta.org).

- **Exhibitor Booth Package:**
  - \$650 for standard
  - \$750 for prominent space located in higher-traffic area
- **Additional Visibility Opportunities for Exhibitors and Sponsorship**
- **Sponsorship Opportunities Levels: \$2,000 to \$15,000**

### Exhibitor Booth Package includes:

- Standard blue show color 10' x 8' back drape
- Standard blue show color 8' x 3' side rail drapes
- One (1) blue show color skirted 6' table per 8' x 10' space
- Two (2) folding chairs per 8' x 10' space
- One (1) wastebasket
- Standard booth identification sign
- Carpeted exhibitor area
- Up to Four (4) exhibit personnel badges per 8' x 10' space

#### *Plus*

- Company name and website listed on exhibitor list provided in all attendee registration packets
- Company name, logo, and website listed in mobile Event App.
- Recognition in the convention program and on the Florida PTA website commensurate with level of sponsorship support
- Two receptions held in Exhibitor Hall with a captive audience of Convention attendees
  - Exhibitor Preview Party (Thursday evening)
  - Florida PTA Meet and Greet (Friday evening)(Note: All exhibit booths are to be open and staffed during this event.)
- Dedicated, on-site Florida PTA staff support for exhibitors before, during, and after the expo

Exhibition does not constitute endorsement by Florida PTA of any product, service, or position.

### Additional Visibility Opportunities

Various additional visibility opportunities are available, including:

- Sponsoring a snack or beverage station in the workshop areas
- Providing lanyards, pens, bags, or other items provided to attendees with their registration materials
- During an awards event or a general meeting session

Email [Executive.director@floridapta.org](mailto:Executive.director@floridapta.org) for details.

## 2017 SPONSORSHIP/EXHIBITOR INFORMATION

### SPONSORSHIP OPPORTUNITIES at a GLANCE

<b>Benefits of Sponsorship</b>	<b>\$15,000 OAK</b>	<b>\$10,000 DIAMOND</b>	<b>\$7,500 PLATINUM</b>	<b>\$5,000 GOLD</b>	<b>\$3,000 SILVER</b>	<b>\$2,000 BRONZE</b>
Link on Florida PTA Website and in E-Newsletter	1 Year	1 Year	1 Year	1 Year	1 Year	1 Year
Company Logo at PTA event, including all pre- and post-event e-blasts	Yes	Yes	Yes	Yes	Yes	Yes
Recognition in Convention App (received before 6/1/17)	Prominent	Yes	Yes	Yes	Yes	Yes
5-Minute Speaking Opportunity to address attendees	Yes: General Session	Yes: General Session	Yes: Plated Meal Celebration	No	No	No
Exhibit Space (prominent if still available)	8' x 10' (2)	8' x 10'	8' x 10'	8' x 10'	8' x 10'	8' x 10'
Recognition from podium and Logo on screen during General Session	Yes	Yes	Yes	Yes	Yes	No
One-year subscription to Florida PTA E-Newsletter	Yes	Yes	Yes	Yes	Yes	Yes
Recognition on Facebook (pre- and post-event)	Yes	Yes	Yes	Yes	Yes	Yes
Post-event sponsor-specific email to Florida PTA database (60,000+ emails)	3	2	1	1	1	1

Florida Department of Agriculture & Consumer Services - Registration # CH36283

*"A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free (800-435-7352) within the state of Florida. Registration does not imply endorsement, approval, or recommendation by the State."*

## 2017 SPONSORSHIP/EXHIBITOR INFORMATION

### BACK BY POPULAR DEMAND! - - - The Florida PTA Event App

Florida PTA is excited to provide all Leadership Convention participants with access to our mobile event app again this year. On their iOS, Android, and Windows mobile devices, participants will have fingertip access to:

- An interactive, user-friendly Convention program
- Venue maps
- An online community connecting Convention attendees, speakers, sponsors, exhibitors, and planners

**All sponsors/exhibitors registered and paid by the June 1, 2017 deadline** will be listed in a section of the Leadership Convention App that will showcase your logo, company description, website link, and Twitter handle, so attendees can easily connect with you during or after our event. Exhibitors registered after June 11, 2017, may not be included in the App.

Top-tier sponsors will also be prominently featured on our event app home page. Sign up now to be included in our Florida PTA Leadership Convention Event App!

### EVENT LOCATION:

All exhibits, general meetings, and Convention events will take place at Innisbrook Resort and Golf Club:

36750 US Highway 19 N  
Palm Harbor, FL 34684  
Phone: 727-942-2000

### EXHIBITOR REGISTRATION/MOVE-IN SCHEDULE

Thursday, July 13 9:00 A.M. – 5:00 P.M.

### EXHIBIT HOURS

Thursday, July 13 6:00 P.M. – 8:30 P.M. — **Preview Party!!!**

Friday, July 14 8:00 A.M. – 11:45 P.M.

12:15 P.M. – 2:15 P.M.

**Meet & Greet** — 5:15 P.M. – 7:00 P.M.

Saturday, July 15 8:00 A.M. – 2:30 P.M.

### MOVE-OUT SCHEDULE

Saturday, July 15 2:30 P.M. – 4:30 P.M.

## 2017 SPONSORSHIP/EXHIBITOR INFORMATION

### 1. CONTRACT FOR SPACE

This constitutes a contract for an 8-feet deep by 10-feet wide exhibit space that includes:

- 10' of 8-Foot Tall Back Drape
- 8' of 3-Foot Tall Side Drape on each side
- 1 – 6' x 2' Draped Table with 30-Inch Tall Skirting
- Two Folding Chairs
- One Wastebasket
- One Line Exhibitor ID Sign (7" x 44")

Any additional items including, but not limited to, furniture, electrical service, etc., are not provided and are the direct responsibility of the exhibitor. Information is available on our website – [www.FloridaPTA.org](http://www.FloridaPTA.org). **Booth space is assigned on a first-come, first-serve basis and is limited.** Florida PTA has the right to use its discretion at all times in the placement of exhibitors, as well as in the acceptance of exhibitors. Florida PTA will make every attempt to fulfill requests but makes no guarantees, as booth assignment is largely dependent on the number of booths available when the exhibitor's **paid** application is received and processed. Booth spaces will be assigned after July 1, 2017.

Premium placement is available for an additional \$100 per space. These premium spaces are located in the most visible areas of the exhibit space — near entrances, in the lobby, etc.

All exhibitors must have their own booth space. Sharing of booth space is not permitted. Exhibitors may not assign or sublet any portion of their booth(s), nor may they display or advertise goods or services other than those provided by them in the regular course of their business. **All distribution materials must be approved by Florida PTA in advance.**

All demonstrations or other promotional activities must be confined to the limits of the exhibit booth space rented. Any item(s) extending beyond the assigned space is subject to removal by Florida PTA. **Canvassing or distributing advertising material outside of the assigned Exhibit Hall is not permitted. Helium balloons are not permitted in the exhibit space.**

Displays not meeting these requirements must receive prior approval from Florida PTA. Use of amplified sound is not permitted without prior approval.

Note: Booth space does not include storage, placement, shipment, or reshipment of exhibit materials — before or after event.

## 2017 SPONSORSHIP/EXHIBITOR INFORMATION

### 2. SELECTION OF EXHIBITORS

Florida PTA reserves the right to decline or prohibit any exhibit which, in its judgment, is inappropriate. This reservation is all-inclusive as to persons, things, printed materials, products, and conduct.

Florida PTA reserves the right to decline or prohibit any exhibitor who, in the sole and discretionary judgment of Florida PTA, has not fulfilled any previous contractual obligation to a unit, council, or region of Florida PTA. This reservation is all-inclusive as to changes of company names and any attempt to subvert this prohibition. Exhibitors who cause or have caused Florida PTA a financial burden or harass other exhibitors, participants, Florida PTA staff, or volunteers will not be permitted at this or any future Leadership Convention.

Florida PTA does not endorse or recommend the use of any specific commercial product or service pursuant to this Contract or otherwise. The Exhibitor/Sponsor may not represent, advertise, communicate, or imply, either orally or in writing, that its products or services are approved, endorsed, or recommended by Florida PTA, without the prior written approval of Florida PTA.

### 3. TERMS OF PAYMENT

Florida PTA will not assign booth space until payment for said space is **paid in full** and has cleared all banking channels. Should payment by check not clear the exhibitor's bank account, for any reason, the exhibitor will pay Florida PTA an additional fee of \$50, by bank check or money order. In the event that Florida PTA declines an exhibitor's application, the accompanying fee will be returned to the exhibitor, as long as the application is received by June 30, 2017. **Applications revoked OR received after June 30, 2017, and exhibitors ejected for non-compliance during Leadership Convention OR who vacate prior to scheduled move out (regardless of the reason) will not receive a refund.**

**Badges** are for the use of individuals exhibiting at the event and may not be sold or used for other purposes. Each booth space will receive four (4) exhibitor badges per booth space paid. Badges will be provided on the day of set up. Additional badges can be purchased for \$5.00 each.

### 4. EXHIBIT TIMES, SCHEDULE, AND LOCATION

Upon arrival at Innisbrook Resort and Golf Club, exhibitors should report to Inverness Hall for registration during Exhibitor Registration times. Exhibitors must register with the Florida PTA representative prior to any set-up activities. Exhibitors must wear the Florida PTA supplied name badge at all times in Inverness Hall. A Florida PTA representative will be in the exhibit area during open hours to assist exhibitors.

## 2017 SPONSORSHIP/EXHIBITOR INFORMATION

### 5. DISMANTLING EXHIBITS

**EXHIBITORS MAY NOT DISMANTLE DISPLAYS UNTIL CLOSING TIME. EXHIBITORS WHO DISMANTLE PRIOR TO CLOSING WILL INCUR A PENALTY FEE OF \$100.00 FOR EACH HOUR DISMANTLED EARLY AND WILL BE BILLED ACCORDINGLY. IN ADDITION, FLORIDA PTA RESERVES THE RIGHT TO DECLINE PARTICIPATION BY THAT EXHIBITOR AT ANY FUTURE FLORIDA PTA EVENTS.**

**6. CONVENTION SERVICES:** Gulf Coast Expo is the official general Convention services contractor for the event and will be providing the following services for the show:

- Electrical – You must contact Gulf Coast Expo.
  - Freight – You **MUST** use this service if you are shipping materials to the event.
  - Furniture – Additional tables, chairs, and other furniture are available for rent.
  - Additional Signage – All exhibitors will be provided an ID sign with the name of their organization and booth number. Additional signage is available through Gulf Coast Expo.
- Note: When requesting services from Gulf Coast Expo a booth number is NOT required.

Gulf Coast Expo  
Christopher J. Binion, President  
Phone: 813-915-8066  
Fax: 813-319-0619  
Email: [Christopher@gulfcoastexpo.com](mailto:Christopher@gulfcoastexpo.com)

### 7. CARE OF BUILDING AND EQUIPMENT

Exhibitors, or their agents, shall not injure or deface the walls, floors, booth, or the equipment of booths. **Exhibitors will not paste, tack, nail, screw, or otherwise fasten to partitions, walls, floors, or other parts of the building or furniture.**

**Location – All exhibits will be located in Inverness Hall. Any activity scheduled outside the exhibit hall must be PRE-APPROVED, in writing, with the Florida PTA President to ensure that activities will not be in conflict with scheduled PTA activities. The President of Florida PTA is the only person authorized to approve any outside activities.**

### 8. FIRE, SAFETY, AND HEALTH

The exhibitor assumes all responsibility for compliance with all county, city, and state ordinances and regulations including those covering fire, safety, and health. 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 booth. Fire extinguisher equipment shall not be covered or obstructed in any manner. All aisles and exits must be kept clear at all times.

## 2017 SPONSORSHIP/EXHIBITOR INFORMATION

***SMOKING (including e-cigs) IN THE EXHIBIT HALL IS STRICTLY PROHIBITED. ALCOHOLIC BEVERAGES ARE NOT PERMITTED IN THE EXHIBIT SPACE AT ANY TIME, EXCEPT FOR THURSDAY DURING THE EXHIBITOR PREVIEW EVENT AND FRIDAY EVENING DURING THE MEET AND GREET. Florida PTA expects that all sponsors/exhibitors will remain professional and abstain from being intoxicated during exhibit times. FOOD SAMPLES may be provided from exhibitor's booth; however, ingredient labels should be available for all food and beverage items for those that may have allergy concerns.***

### 9. LIABILITY

Florida PTA and Innisbrook Resort and Golf Club shall not be responsible for any loss, damage, or injury to the exhibitor company, its employees, or property for any cause whatsoever prior to the period covered in the contract and, upon signing the contract, exhibitor expressly releases Florida PTA and Innisbrook Resort and Golf Club from, and agrees to indemnify same against, any and all claims for loss, damage, and injury of any kind. Reasonable care will be exercised to protect the exhibit area during the hours it is closed to the delegates.

### 10. INSURANCE REQUIREMENTS

Exhibitors are required to provide an annual Certificate of Liability Insurance, Additional Insured Endorsement, or an Indemnity and Waiver Agreement with their application and provide such evidence when acting as a vendor at any PTA function. Please mail or email to: [communication@floridapta.org](mailto:communication@floridapta.org).

### 11. HOTEL ACCOMMODATIONS

**The Florida PTA Leadership Convention is hosted by Innisbrook Resort and Golf Club. [Hotel accommodations can be made directly through the link on our website \(Accommodations tab\).](#)**

### 12. ELECTRONIC CONFIRMATION

Florida PTA will send an electronic confirmation of registration submission, then an email within seven (7) business days confirming your acceptance to exhibit. All space assignments, advertising, sponsorships, and other items will be on a first-come, first-serve basis, unless otherwise noted. **Booth assignments will be provided to the exhibitor during registration at Inverness Hall on July 13.**

### 13. TRADEMARK

"PTA" is a registered Trademark of National/Florida PTA and may not be used as part of any promotions or promotional material without the express written consent of National PTA or Florida PTA acting on behalf of National PTA.

## 2017 SPONSORSHIP/EXHIBITOR INFORMATION

### 14. SALE OF PRODUCTS WITH PTA LOGO

An Exhibitor/Sponsor may **NOT** use any PTA logo on products offered for sale without the prior written consent of the Florida PTA. If such consent is given, it shall be limited to the sale of such products during the Convention itself. Products with the Florida/National PTA logo may not be sold elsewhere, without the prior approval of Florida/National PTA.

### 15. CANCELLATION POLICY

A refund will be processed only if cancellation is requested in writing to Florida PTA, **prior** to June 30, 2017. The Florida PTA will refund to the exhibitor the payment received, less a \$100.00 non-refundable space deposit/cancellation fee. There will be no refunds, under any circumstances, if a written cancellation request is received by the Florida PTA after July 1, 2017.

### 16. OTHER INFORMATION

#### **Catastrophe:**

In the event of war, fire, strike, government regulation, public catastrophe, act of God, or other event causing the show, or any part thereof, from being held or cancelled by Florida PTA, Florida PTA shall determine any refund to the applicants. The Exhibitor's proportionate share of the balance of the aggregate exhibit fees received that remains after deducting all show-related fees, costs, and expenses may be refunded. In no case shall the amount of the refund to the applicant exceed the amount of the space rental fee paid.

#### **Photography Release:**

By registering for or attending the Florida PTA Leadership Convention, you hereby grant and assign the Florida PTA and its legal representatives the irrevocable and unrestricted right to use and publish for editorial, trade, advertising, or any other purpose and in any manner and medium—including website and internet promotion—all photographic, video, and digital images of you and your guests taken while in attendance at the Florida PTA Leadership Convention. By registering for and attending the Florida PTA Leadership Convention, you hereby release the Florida PTA and its legal representatives from all claims and liability relating to said photographs, videos, and digital images.

#### **Photography, Video, and Audio Recording:**

Exhibitors are **NOT** to photograph, videotape, or audio record any delegate, attendee, or PTA-sponsored event during the Florida PTA Leadership Convention unless written consent is obtained prior to the activity commencing. Use of photographs, videos, or audio recordings after the end of the Florida PTA Leadership Convention is subject to the consent and approval of the Florida PTA.

## 2017 SPONSORSHIP/EXHIBITOR INFORMATION

### **Competing Events:**

All competing events including social events, hospitality suites, enticements, demonstrations, or displays away from the exhibit area during the Convention are prohibited.

### **Children of Exhibitors:**

Exhibitors must make arrangements for their children; the host hotel offers Camp Innisbrook. Please do not leave your children unattended.

### **Exhibitor Drawing:**

**On the last day of our Leadership Convention, Florida PTA will have an Exhibitor's Drawing.** We welcome any donations from your company to make this a success. Each exhibitor's donation will be given individual recognition.

### **Door Prizes:**

Exhibitors may offer door prizes; all such prizes must be distributed by the exhibitor at their own booth.

### **Sunshine State PTA:**

You are welcome to join in our advocacy and educational efforts. If you would like to become a member of the Sunshine State PTA to support the children of Florida, the application to join is on our website ([www.FloridaPTA.org](http://www.FloridaPTA.org)).

We welcome your participation and look forward to a mutually beneficial event.

**SAVE THE DATE!!!**  
**Leadership Convention 2018**  
**July 12 – 14, 2018**