



**2010  
EXHIBITOR  
PROSPECTUS**

**Virginia PTA  
Leadership Training Conference  
Atlee High School  
July 16-17, 2010**

Virginia PTA  
1027 Wilmer Avenue  
Richmond, VA 23227-2419  
804-264-1234, 866-4vakids



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February 2010

Dear Exhibitor,

Virginia PTA cordially invites you to participate in our Annual Leadership Training Conference (LTC) - July 16-17, 2010, at Atlee High School in Mechanicsville. Last year, LTC drew over 600 PTA leaders from around the state. Our local unit leaders are expected to attend this important training conference as they prepare for the upcoming PTA school year. The LTC plan includes a schedule of workshops that will benefit both attendees and Exhibitors. This year's program has opportunities dedicated to attendees networking with Exhibitors. Exhibitors are always important! Your business partnership allows the local PTA units to carryout the PTA mission and purposes of the PTA.

PTAs are a powerful voice for children, a relevant resource for parents and a strong advocate for public education. Virginia PTA has over 335,000 members in more than 1,095 units throughout the state, and National PTA has 5 million members in more than 23,000 units in the United States and abroad. We speak for *every child* with *one voice*.

Why should you be at LTC?

- PTAs buy educational materials and publications for both children and parents.
- PTAs are constantly looking for the latest information and innovative program ideas.
- PTAs are interested in your resources.
- PTAs bring back ideas to implement new programs and events in their schools, their community & PTA.
- PTAs influence decisions in their school communities.

We hope you will consider this opportunity to exhibit with us in July 2010. Another opportunity will be available to exhibit at the Virginia PTA Annual Convention, November 5-6, 2010, in Richmond. These are your chances to reach PTA leaders representing the state's largest child advocacy organization. We also invite you to take advantage of the many sponsorship opportunities associated with these events. They are designed to give your firm or organization enhanced visibility with our leadership, as well as to provide numerous benefits for you during the events. These opportunities are limited so we encourage you to respond quickly.

Please note that Virginia PTA does not provide membership lists to outside organizations or sell advertising space in its newsletter. **Exhibiting at the Virginia PTA Leadership Training Conference and Convention are the most cost-effective ways to reach PTAs throughout the state** that are eager for information, services and products to assist them in furthering their objectives. We look forward to having you join us in July and November 2010.

Application deadlines and fees are outlined on the enclosed application form. If you have any questions, please contact Heather Malaby at [events\\_planning@vapta.org](mailto:events_planning@vapta.org).

Sincerely,

Debi Abadie  
President

Jennifer Young  
2010 LTC Chair

Heather Malaby  
2010 Convention Chair

## Exhibit Rules

- Space may not be sublet and all goods exhibited must be limited to those manufactured or handled by the exhibitor in their regular business.
- Exhibitor must confine display to area provided or be billed for additional space.
- Exhibitor is responsible for property damage and liability for personal injury. Virginia PTA and Hanover County Public Schools will not assume any responsibility for the damage and/or loss of any merchandise or property left in the facility prior to, during or following exhibit times.
- Exhibitors are responsible for damage to Atlee High School and removing all materials from the exhibit space.
- Exhibitors will be billed for all charges incurred related thereto.
- **No exhibitor may use the PTA name or logo without prior written approval of Virginia PTA.**
- No exhibitor shall request a PTA delegate to lobby any governmental agency or official. Exhibition does not constitute endorsement of any product, service, or position by Virginia PTA.
- No sound-making equipment of any kind may be set up or used in exhibit spaces without approval by the Virginia PTA.
- Exhibitors agree to adhere to exhibit schedule as listed above:

Friday, July 16, 2010	Exhibitor Check-In and Set-Up Exhibit Hours	Noon – 2:30p.m. 3:00 p.m. – 8:00p.m.
Saturday, July 17, 2009	Exhibit Hours Dismantle by	8:00a.m. – 3:00p.m. 5:00p.m.

## Exhibit Space

A 10 X 10 booth that includes one six- (6) foot table and two chairs. If electricity (*115V*) is requested on the application form, the exhibitor is required to provide extension cord(s).

## Exhibit Assignment

Space assignments are made in accordance with the criteria listed below. It is understood that Virginia PTA will determine the assignment of exhibit space using the following criteria:

- 1) date of receipt of the completed Application and payment received;
- 2) number of years as a Virginia PTA exhibitor;
- 3) level of sponsorship and;
- 4) balanced distribution of products and services.

Virginia PTA cannot and does not guarantee an assignment of space. The applicant agrees that it will accept the exhibit space assigned by Virginia PTA.

## Virtual Exhibit

Included within the exhibitor cost, the VA PTA website ([www.vapta.org](http://www.vapta.org)) will include a virtual exhibit hall. If provided, this area of our site will feature your logo, a short paragraph about your company or organization and a link to your website. The Virtual Exhibit Hall will be linked from our homepage beginning July 1 until December 31. Please contact Carla Rogers, Communications Chair for information via email at [communications@vapta.org](mailto:communications@vapta.org).

## Confirmation

Confirmation will be sent via e-mail as applications are approved, no later than June 19, 2010.

## Lodging

Lodging arrangements must be made on your own. A list of area hotels is available at [www.vapta.org](http://www.vapta.org).

## Payment of Fees

The Applicant must enclose a check or money order, payable to Virginia PTA in the amount of the full payment for exhibit space rental fees. The Applicant understands if payment in full is not received with completed Application, the Application will not be processed and will lose its priority.

Application and payment are to be mailed to:

**Virginia PTA, LTC Exhibitor, 1027 Wilmer Avenue, Richmond, VA 23227-2419**

*Please note that exhibit space cannot be reserved over the phone.*

**To be recognized in printed materials distributed to attendees and on signage, application and payment must be received no later than June 12, 2010 to be included for LTC.**

## Exhibitor-Standard Fee Amount:

Exhibitor-Standard Booth:	Prior to June 12, 2010	June 13, 2010 on
Commercial Applications	\$300	\$350
Not for Profit, 501 (c) 3 Applications	\$100	\$150

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## Additional Opportunity:

Virginia PTA is offering an opportunity for exhibitors or sponsors to provide the attendees with advertising information. Your approved (by Virginia PTA) pamphlet, flyer or sample can be placed in each registration packet, for a service fee of \$75.00 for vendors attending LTC and \$ 175.00 for those vendors unable to attend. Only those exhibitors notified that their content has been approved may place items in the attendee bag.

ALL materials (enough for 600) to be distributed MUST be in the Virginia PTA office by Friday, June 12, 2010.

**NO REFUNDS.**

## Cancellation Policy

If an exhibitor finds it necessary to cancel its participation in the Leadership Training Conference, a refund will be made **only** if cancellation request is received in writing by Virginia PTA no later than Friday, June 12, 2010. In such event, Virginia PTA will refund the total amount that the Applicant has paid **less a \$100 cancellation charge if paid by June 12, less a \$150 cancellation fee if received after June 13.**

## 2010 EXHIBITOR APPLICATION

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COMPANY NAME "APPLICANT"

CONTACT PERSON NAME & TITLE

ADDRESS

DAY TIME PHONE NUMBER & CELL

CITY, STATE, ZIP CODE

WEBSITE

E-MAIL

FAX NUMBER

CHECK TYPE OF ORGANIZATION \_\_\_\_\_ Commercial \_\_\_\_\_ Non-profit

Names of Representatives Registering for Exhibit:

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Sound devices will be used? Please describe: \_\_\_\_\_

Please briefly describe nature of products and services for inclusion in LTC and convention printed materials.  
(25 words or less):

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### Terms of Agreement

The signed Applicant hereby applies to participate as a Virginia PTA 2010 Exhibitor, subject to the terms and conditions of this application and agreement. The Application must be accompanied by a check for the full payment of all charges and is not binding unless and until accepted by Virginia PTA via confirmation email.

**Participation as a Virginia PTA 2010 Exhibitor does not constitute endorsement of any product, service, or position by Virginia PTA.**

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**Exhibit Space Rental Fees:**

<b>Exhibitor-Standard Booth: <i>(please circle choices)</i></b>	<b><u>Prior to June 12, 2010</u></b>	<b><u>After June 13, 2010</u></b>
Commercial Applications	\$300	\$350
Not for Profit, 501 (c) 3 Applications	\$100	\$150
Exhibitor - Attendee bags (sample enclosed)	\$ 75	N/A
Non-exhibitor – Attendee bags (sample enclosed)	\$ 175	N/A
Date: _____ Check #: _____ Total Enclosed: \$ _____ (payable to Virginia PTA)		
Confirmation will be emailed by June 19, 2010		

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**2010 LTC Exhibit Schedule:**

Friday, July 16, 2010	Exhibitor Check-In and Set-Up	Noon – 2:30p.m.
	Exhibit Hours	3:00p.m. – 8:00p.m.
Saturday, July 17, 2009	Exhibit Hours	8:00a.m. – 3:00p.m.
	Dismantle by	5:00p.m.

**Electricity Requested (*circle one*)**                      **YES**                      **NO**

Application and payment are to be mailed to:

**Virginia PTA, LTC Exhibitor, 1027 Wilmer Avenue, Richmond, VA 23227-2419**

*Please note that exhibit space cannot be reserved over the phone.*

**Exhibitor Authorized Agent (Print)** \_\_\_\_\_ **Date** \_\_\_\_\_  
**(please attach a business card)**

**Exhibitor Authorized Agent (Signature)** \_\_\_\_\_