



2011 EXHIBITOR PROSPECTUS

**Virginia PTA
90th Annual Convention**

November 4-5, 2011

Holiday Inn, Koger Executive Center

Richmond, VA

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

www.vapta.org ▪ info@vapta.org



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Richmond, VA 23227-2419
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July 2011

Dear Exhibitor,

Virginia PTA invites you to participate in our 90th Annual Convention on November 4, 5, 2011. Last year, our convention drew over 200 PTA leaders from around the state. **This year, due to space constraints, we will only host 26 Vendors.** The first 23 Commercial and the first 3 Non Profits to apply will be accommodated.

Our local unit leaders are expected to attend this important conference as they continue to lead in their PTA school year. The plan includes a schedule of workshops and general sessions 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 carry out the PTA mission.

PTAs are a powerful voice for children, a relevant resource for parents and a strong advocate for public education. Virginia PTA has over 300,000 members in more than 1,000 units throughout the state, and National PTA has over 5 million members in more than 25,000 units in the United States and abroad. We speak to *every child* with *one voice*.

Why should you be at Convention?

- 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 November 2011. This is your chance 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 this event. It is designed to give your firm or organization enhanced visibility with our leadership, as well as to provide numerous benefits for you during the event. This opportunity is 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 Convention is the most cost-effective way 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 November 2011.

Application deadlines and fees are outlined on the enclosed application form. If you have any questions, please contact Karen Fellows at southeasternDD@vapta.org, or info@vapta.org.

Sincerely,

Debi Abadie
Virginia PTA President

Jean Farrar
2011 Convention Chair

Karen Fellows
2011 Vendor Chair



2011 EXHIBITOR APPLICATION

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 convention printed materials. (25 words or less):

Terms of Agreement

The signed Applicant hereby applies to participate as a Virginia PTA 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 Exhibitor does not constitute endorsement of any product, service, or position by Virginia PTA.

Exhibit Space Rental Fees:

	Regular Deadline Postmark by September 1	Late Deadline September 30
Exhibitor-Standard Booth: (please circle choice)		
Commercial Applications (Limit 23)	\$400	\$450
Not for Profit, 501 (c) 3 Applications (Limit 3)	\$300	\$350
Check # _____ Total Enclosed \$ _____		

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, 2011 Convention 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 September 30 to be included for Convention.

Cancellation Policy

If an exhibitor finds it necessary to cancel its participation, a refund will be made **only** if cancellation request is received in writing by Virginia PTA no later than Friday, October 7. In such event, Virginia PTA will refund the total amount that the Applicant has paid **less a \$150 cancellation fee if received by October 7.**

2011 LTC Exhibit Schedule:

Friday, November 4	Exhibitor Check-In and Set-Up	7:00am – 9:00am
	Exhibit Hours	9:00am – 2:00pm/6:00pm – 7:00pm
Saturday, November 5	Exhibit Hours	8:30am – 11:30am
	Dismantle by	3:00pm

***The hotel will notify Virginia PTA two weeks prior to the convention if early set up in the vendor space will be allowed on Thursday, November 3, 2011 from 6:00 p.m. to 7:30 p.m. Please contact the vendor chair if you want to be informed of this.**

Exhibit Space

An 8 x 8 booth that includes: one six (6) foot table, piped and draped, plus two chairs. If electricity (115V) is required, exhibitor is required to contact hotel directly to secure. You may be responsible for extension cords. Virginia PTA will not handle these requests but requires notification that you are requesting this. Contact Holiday Inn Koger Conference Center at info@holidayinnkoger.com

Electricity Requested (*circle one*) YES NO

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.

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 Holiday Inn Koger Executive Center 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 Holiday Inn Koger Center and removing all materials from the exhibit space in the time frame listed.
- 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 and Holiday Inn Koger Center Richmond.
- Exhibitors agree to adhere to exhibit schedule as listed above.

Website Link

Included within the exhibitor cost, the Virginia PTA website www.vapta.org will include a linked area dedicated to our convention exhibitors. This area of our site will feature your logo with a link directly to your website. This area will be highlighted from the Virginia PTA home page beginning Dec 1 until May 30. Please contact Karen Fellows at southeaterndd@vapta.org or our Communications Chair for information via email at communications@vapta.org.

Passport & Prizes

To encourage our participants to visit with every exhibitor, they will be invited to play along using a punch card to be verified as they visit each booth. All participants that complete their punch card will be entered into a drawing to WIN PRIZES.

*Please indicate on the line below a prize(s) that you would like to contribute to the activity:

Confirmation

Confirmation will be sent via e-mail as applications are approved.

Lodging

Lodging arrangements must be made on your own. Holiday Inn Koger is the official convention hotel and they are offering a wonderful PTA rate if booked in the time frame given. Call them at 804-379-3800 and ask for the PTA room block.

Exhibitor Authorized Agent (Print) _____ Date _____

Exhibitor Authorized Agent (Signature) _____