SPONSOR AND EXHIBITOR PROSPECTUS

OKLAHOMA...
Todays’ PTA

Oklahoma PTA
everychild.onevoice.
cada niño.una voz.

96th Annual State Convention
Sheraton Hotel Midwest City and Reed Conference Center

July 13-14, 2017
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### ACT QUICKLY TO SECURE YOUR SPOT! LIMITED NUMBER

Be part of OKLAHOMA PTA’s 96th Annual State Convention!
Submit your Contract and Screening Forms today.

Take advantage of this once-a-year opportunity to connect with PTA leaders from across the State.

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**PTAS, SCHOOLS, FAMILIES & YOU**

Dear Prospective Exhibitors,

The 96th Oklahoma PTA Convention will be held July 13-14, 2018, at the Sheraton Hotel and Conference Center, Midwest City, OK.

Over 400 local leaders from throughout the state will gather in Midwest City to learn about PTA management and leadership. They will also come to celebrate their accomplishments, share ideas with other leaders, and learn about programs and issues that affect children and youth in Oklahoma.

During our Convention, delegates will also visit the exhibit hall to find the best resources to help achieve their PTA goals. This has traditionally been one of the most popular features of Convention. Attendees will have the opportunity to explore a rich assortment of program providers, fundraising firms and not-for-profit informational booths that will give PTA, PTSA and SEPTEA volunteers a chance to explore and compare resources from outside the association, a service the Oklahoma PTA is proud to provide for its Convention delegates. This year we will be offering a reception for you and the delegates when they visit your booth. The reception will take place at 11:30 a.m. Friday in the exhibit hall.

We are pleased to invite your firm or organization to take advantage of this golden opportunity to meet and speak with PTA officers and members from around the state. Specifics and contact information are on the following pages.

Sincerely

Etta Taylor  
Oklahoma PTA President

Sandi Grizzle  
Convention Chair
PTA MISSION

The overall purpose of PTA is to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.

PTA VALUES

Collaboration: We work in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.

Commitment: We are dedicated to promoting children’s health, well-being, and educational success through strong parent, family, and community involvement.

Accountability: We acknowledge our obligations. We deliver on our promises.

Respect: We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

Inclusivity: We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.

Integrity: We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.

PTA HISTORY

In the summer of 1895, Alice McClellan Birney attended a “School for Parents” in Chautauqua, NY; she came away from the meeting inspired to share with other mothers the idea of working together for better homes, schools and communities for all children. In February of 1897, Mrs. Birney and Phoebe Apperson Hearst hosted a meeting for mothers in Washington, D.C. giving birth to the “National Organization of Mothers” now known as National PTA.

In 1970, the National PTA and the National Congress of Colored Parents and Teachers (founded by Selena Sloan Butler in 1926 in response to the mandated segregation of the Southern schools) merged. The PTA became a union of persons interested in the well-being of all children; the organization’s strength lies in the variety and dedication of its members. The Oklahoma Congress of Parents and Teachers, Inc. is a not-for-profit organization incorporated under the laws of Oklahoma and serves as a branch of the National PTA who’s purposes it works to accomplish.

PTA leaders who attend the OKLAHOMA PTA Convention:

- Influence school decisions and legislation affecting the well-being of children.
- Actively seek out products and services to help their PTAs and school communities.
- Buy educational materials and publications for both children and adults.
- Share ideas from the Convention to implement in their schools, communities and PTAs.

Exhibitors not only promote valuable products and Services; but also gain credibility as supporters of the leading advocacy group for children’s welfare and education.

Exhibiting at the OKLAHOMA PTA Convention a cost-effective way to reach PTA leaders eager to buy or recommend your products and services. But, your opportunities do not stop there. When you reach PTA leaders, your message will also be shared with PTA members and future PTA leaders across the state.

Mark your calendar today to participate in the 96th Oklahoma PTA Convention July 13-14, 2018 Midwest City, OK

AVERAGE ATTENDEE DEMOGRAPHICS

First Timers
State Leadership
Local and Regional Leadership
### FEES

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<thead>
<tr>
<th>STANDARDS BOOTH</th>
<th>Early Bird, postmarked by May 15, 2018</th>
<th>Postmarked May 15-June 10 2018</th>
<th>Postmarked after June 10, 2018</th>
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<tr>
<td>Commercial organization</td>
<td>$450.00</td>
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<tr>
<td>Not-for-Profit, 501(c)(3) organization</td>
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<tr>
<td>CORNER BOOTH</td>
<td>Early Bird, postmarked by May 15, 2018</td>
<td>Postmarked May 15-June 10 2018</td>
<td>Postmarked after June 10, 2018</td>
</tr>
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<td>Commercial organization</td>
<td>$550.00</td>
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</tr>
<tr>
<td>Reception Hors d’oeuvre table at your Booth (optional)</td>
<td>$100.00</td>
<td>$150.00</td>
<td>$200.00</td>
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### BOOTH INFORMATION

Each booth space shown on the Exhibit Hall Floor Plan is 8’ x 10’.

The price of each booth includes:

- 1 – 6’ draped table, 2 folding chairs
- One line sign and booth number
- Back-rail and side-rail draping

*Electricity and internet service are not included, but can be requested with additional fees.*

Upon receipt of your signed, approved contract, an event options packet will be sent to you electronically. You can then choose any extra options you want to customize your booth.

### LOCATION AND SCHEDULE

All exhibits, workshops and general meetings will take place at the Sheraton Midwest City and Reed Conference Center, Midwest City, OK. Limited Number

### EXHIBIT DATES AND TIMES

**Registration and Set-up**
- Thursday, July 12
- Friday, July 13
- 12:00 p.m. - 4:00 p.m.
- 8:00 a.m. – 9:00 a.m.

**Exhibition Open**
- Friday, July 13
- 10:00 a.m. – 6:00 p.m.

**Reception**
- Saturday, July 14
- 11:30 a.m. – 1:30 p.m.
- 11:30 a.m. – 1:30 p.m.

**Breakdown**
- Saturday, July 14
- after 12:00 p.m.

### SPACE ASSIGNMENTS

All booths, sponsorships, advertising and other items will be accepted on a first-come, first-served basis.

### APPLICATION FOR BOOTH SPACE

Application for booth space must be made using the enclosed Exhibitor Contract, which is also available, online at [www.okpta.org](http://www.okpta.org), and submitted to OKLAHOMA PTA with full payment. Acceptable forms of payment are check or credit card.

Exhibitors must also complete the Exhibitor Screening Form, which is a binding and integral part of the contract. Exhibitors will only be accepted if their products or services comply with the exhibitor rules and regulations (see page 7).

Exhibit space must be attended during exhibit hours by persons who are well-prepared to discuss all products and services presented.
EXHIBITOR RECEPTION

To help draw a steady flow of attendees to your exhibit over the course of the convention, we will again host an Exhibitors Reception Friday 11:30 a.m. to 1:30 p.m. during this time and with an optional nominal fee you can host the delegates at your booth with refreshments.

Please see the contract for further information

EXHIBITOR BENEFITS

- Access to hundreds of local, region and state leaders
- Participation in the Exhibitor drawing
- Exhibitor name badges
- Standard back- and side-rail booth drapes
- Standard identification sign

HOTEL RESERVATIONS

Reservations can be made through the hotel by calling 405-455-1801
or on-line at: 2018 Oklahoma PTA Conventi Att
Guest Code: 2018 Oklahoma PTA Conventi Att
Room Rate: $114.00 Double Occupancy
Single rate: $104.00 (Check in 3:00 pm)

IMPORTANT NOTICE: Oklahoma PTA screens all Exhibitors participating in our Convention. However, it is ultimately the responsibility of every unit and council to carefully select those exhibitors/vendors they choose to do business with. Please refer to Rules & Regulations.

SAVE THE DATE

2019 ANNUAL STATE CONVENTION & EXPO

JULY 12-13 • Marriott Conference Center at NCED, Norman, OK

For Further Information:
Sherry Riemer, Office Director
2801 N Lincoln Blvd Ste 214
OKC, OK 73105
Office: 405-681-0750
Fax: 405-681-0736
Website: www.okpta.org
Email: director@okpta.org
Sponsorships offer an outstanding marketing opportunity to reach hundreds of PTA leaders. Our members appreciate our sponsors and are loyal to those companies that support OKLAHOMA PTA. If you are interested in a Sponsorship Opportunity, please check the appropriate box on your Exhibitor Contract.

**LEVELS OF SPONSORSHIP**

- **Promotional Sponsor** $250: There can be more than one Promotional Sponsor
  1) Inclusion of one premium item supplied in the convention tote bag
     (ALL ITEMS FOR TOTE BAGS OR GIVEAWAYS MUST BE APPROVED BY OKLAHOMA PTA).

- **Friend Sponsor** $400: There can be more than one Friend Sponsor
  1) Sponsor name will be cited on the sponsor list of the event materials given to each delegate.
  2) All benefits of a Promotional Sponsor

- **Product Sponsor** $2,000: There will be only one logo per product
  1) Your logo placed on the convention Flash Drive/Lanyard, Tote Bag or Apparel.
  2) One complimentary corner exhibit space
  3) Reception Hors d’oeuvre table at your booth
  4) Your logo will be listed in event publicity
  5) Company information included in the registration materials (The sponsorship application must be received prior to March 31 to be included in the Registration Packet).
  6) All benefits of Promotional Sponsor and Friend Sponsor

- **Event Sponsor** $3,500: There can be more than one event sponsor
  1) Recognized as sponsor of: General Session, Friday Lunch
  2) One complimentary corner exhibit space
  3) Reception Hors d’oeuvre table at your booth
  4) Your logo will be listed in and on all event publicity materials
  5) Your name and logo will be prominently displayed on a welcome sign in the registration area
  6) A 1/4 page recognition space in the program/delegate packet (The sponsorship application must be received prior to March 31 to be included in the Registration Packet).
  7) All benefits of Promotional, Friend and Product Sponsor

- **Elite Sponsor** $7,000: There can be more than one Elite Sponsor
  1) Exclusive Sponsorship for Celebrate PTA Luncheon on Saturday
  2) Partner in presentation of Unit of the Year Award (including $1000 grant to unit in name of sponsor)
  3) One complimentary corner exhibit space
  4) Reception Hors d’oeuvre table at your booth
  5) Two guest passes to attend the Saturday Celebrate PTA Luncheon
  6) Sponsor’s name and logo on the sponsor page of each major event conducted by OKLAHOMA PTA for one year
  7) All benefits of a Promotional, Friend, Product and Event Sponsor
1. APPLICATION AND CONTRACT:
   These Rules and Regulations, together with the Exhibitor Contract and all information included in this Prospectus, constitute the entire agreement ("Contract") between OKLAHOMA PTA ("PTA") and your Organization ("the Exhibitor") and obligate the Exhibitor to pay for, and participate in, the event. The Exhibitor Contract and Prospectus are exclusively designed for the PTA, and不准任何人参加活动。

10. PUBLICATION DISTRIBUTION:
   Exhibitors may distribute only their own written materials from their exhibit space unless permission is granted by the PTA. A distribution fee is charged for distribution. All materials are subject to the rights of others or offended visitors to the event. No interference with the light or view of other exhibitors will be permitted. The PTA and the Hosting Organization reserve the right to reject, in whole or in part, and at any time, an exhibit which, in their sole opinion, is objectionable to exhibit or otherwise. This reservation includes pictures, films, exhibits, printed matter, or anything of a character that the PTA determines will be objectionable to its sole discretion. No liability or damages shall arise against PTA, the Hosting Organization, or any of their employees, agents, representatives, or members shall be incurred because of such rejection.

16. SUBLEASING AND SHARING OF EXHIBIT SPACE:
   The Exhibitor will not assign or sublet any portion of the space, nor permit individuals other than the authorized employees, agents or representatives of the Exhibitor to use the exhibit space provided.

17. FIRE DEPARTMENT REGULATIONS:
   The PTA reserves the right to require all fire and safety regulations applicable in the location of the event. Flammable or other dangerous fluids, substances, materials, equipment, or other items, the use of which is in violation of county, state or local laws or regulations, may not be used in any space. Exhibitors must use fire extinguisher approved materials.

18. SOUND DEVICES:
   No sound making equipment of any kind may be set up or used in exhibit areas without the prior written approval of the PTA.

19. DAMAGE TO PROPERTY:
   The PTA will not be responsible for any damage to property, equipment, buildings, or facilities caused by fire, theft, water, accident, or any other cause during the event. The PTA, the Hosting Organization, and any indemnified Persons harmless and blameless from and against any and all claims of liability, fees, (including legal fees), expenses, costs, damages, suits of any kind and nature or threat of the same, brought by any third party that may have originated at or on, or resulted from, or which may otherwise arise because of, the Exhibitor’s presence, occupation, or use of the premises, property, and equipment of the Hosting Organization.

20. LIABILITY AND INDEMNIFICATION:
   Neither the PTA, nor the Hosting Organization, nor the event ("Hosting Organization") is liable for any loss, damage, injury, harm, or any other event that may occur during the event.

21. CANCELLATION BY EXHIBITOR:
   If the Exhibitor does not pay the full amount for each exhibit space for which it has contracted, the Exhibitor must deliver the full payment. If not paid, the Exhibitor may be requested to pay the full amount for each exhibit space for which it has contracted. Failure to deliver the full payment will result in the cancellation of the Exhibitor’s participation.

22. CANCELLATION BY PTA:
   The Exhibitor’s space may be canceled by the PTA for failure to make payments when due or failure to comply with the Contract. If space is canceled by the PTA, the Exhibitor will be notified in writing. Upon such notice, the PTA may offer the canceled space to another Exhibitor at its discretion. The Exhibitor will not receive a refund or any other form of compensation from the PTA.

23. EVENT CANCELLATION:
   If the PTA cancels the event, at its sole discretion, the PTA will immediately refund any deposits paid for the preparation of the event, but in no case shall the amount of the refund to the applicant exceed the amount of the fee paid. In all cases in which a credit is given, the credit must be used within twelve (12) months of the original payment/cancellation dates. After twelve (12) months, a credit will be void and non-refundable.

24. NO ORAL MODIFICATION:
   The Contract may not be orally modified. Only a modification in writing, signed by authorized representatives of both parties, will be enforceable.

25. OVERVIEWING LAW AND JURISDICTION:
   This Contract shall be governed by the laws of the State of Oklahoma and shall be construed, interpreted, and enforced in accordance with the laws of the State of Oklahoma. The Exhibitor hereby waives trial by jury.

26. SEPARABILITY:
   If any portion of these Rules and Regulations, the Sponsor and Exhibitor Prospectus, and/or the Exhibitor Contract is determined by a court of law to be unenforceable, all other terms and conditions shall remain in full force and effect.
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Organizations wishing to participate in the Exhibit Hall during the OKLAHOMA PTA Convention are required to complete the Exhibitor Screening Form. This form will be utilized in the process of approval and inclusion in the exhibition. Completion of the form does not denote approval. Each organization’s products and/or services should be appropriately related to children, youth, and the charitable and educational activities of PTA. Any company or organization whose products, services or materials are in direct opposition to Oklahoma PTA’s mission statement will not be approved. Companies wishing to participate may be required to submit materials for further review but should submit materials on request only. Read and check all boxes prior to signing. Questions about this form should be submitted via email to director@okpta.org

☐ We understand that our organization must abide by the Rules and Regulations.
☐ We understand that our organization cannot be involved in the following:
  • Tobacco / Vouchers / Firearms / Alcohol / Adult Content
☐ We understand that fundraising materials cannot state that students or children are participating in any way in the fundraising process. This includes the collection of money (whether for a charitable cause or not), the actual selling, and participation in the fundraising. We understand that all fundraisers must be structured so that it is the PTA or an adult who is doing the fundraising.
☐ We understand that our organization cannot ask PTA delegates to lobby any government agency or official.
☐ We understand that our organization’s products and/or services must be appropriately related to children, youth, and the charitable and educational activities of PTA.
☐ We understand that our organization’s products and/or services are not sponsored, supported, or endorsed by another organization.
☐ We understand that our organization’s products must be physically safe for people to handle (if applicable).
☐ We understand that our organization is subject to final approval upon exhibition opening and may be evicted from its rented space and further participation with PTA for not adhering to the above statements.
☐ We understand that prior consent is required to sell anything using the PTA or Oklahoma PTA logo during the Convention. We understand that consent must be given in writing prior to the event, and further understand that 10% of the profits from said sales will be remitted to Oklahoma PTA within 10 days following the close of the convention.

Restrictions in operation of exhibits: Oklahoma PTA reserves the right to restrict, at its sole discretion, exhibits that, because of noise, method of operation, materials or any other reason, become objectionable, and also to prohibit or evict any part of or all of an exhibit that in the opinion of PTA may detract from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter or anything of a character that PTA determines is objectionable to the exhibition. In the event of such restriction or eviction, Oklahoma PTA is not liable for any refunds of rentals or other exhibit expenses.

I, the undersigned, understand that this form is an integral part of the application/contract for exhibit space at the 96th Oklahoma PTA Convention to be held July 13-14, 2018.

Signature __________________________________________________________________________ Date ___________

Organization Name ____________________________________________________________________
96th OKLAHOMA PTA CONVENTION • July 13-14, 2018
Sheraton Midwest City Hotel and Conference Center • MWC, Oklahoma

Please list your company information with the name and contact information of the person handling the entire set-up arrangements (please print clearly).

Organization Name __________________________
Mailing Address ____________________________
City ___________________ State ______________ Zip Code ____________
Contact Person Name __________________________
Title ______________________ Fax Number ( ) __________________________
Phone Number ( ) ____________________________
Email Address ____________________________
Website Address ____________________________

What type of organization are you? (check one)
☐ Commercial ☐ Not-for-Profit (IRS Letter required)
☐ Not-for-Profit organization
☐ Yes ☐ No

Have you completed the Exhibitor Screening Form?
☐ Yes ☐ No

Have you exhibited at OKLAHOMA PTA Convention before?
☐ Yes ☐ No

Will you be providing food samples? If yes please list
☐ Yes ☐ No

Number of Exhibitor Badges required: __________

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Yes, I would like to be a sponsor of OKLAHOMA PTA at the following level:
☐ Elite Sponsor ($7,000)
☐ Event Sponsor ($3,500)
☐ Friend Sponsor ($400)
☐ Promotional Sponsor ($250)
☐ Product Sponsor ($2,000)
☐ Reception table request

Booth Fee: Amount due and enclosed with this contract $__________
Sponsor Fee: Amount due and enclosed with this contract $__________
Reception Fee: Amount due and enclosed with this contract $__________
TOTAL due and enclosed with this Exhibitor Contract $__________

Your contract and payment can be mailed, faxed or emailed to:
Mail: OKLAHOMA PTA, 2801 N Lincoln Blvd Ste 214 OKC, OK 73105 Office: 405-681-0750 Fax: 405-681-0736 Email: director@okpta.org

Credit Card payment: Card Number ____________________________ Exp Date: ____________ Security Code: ____________
Name on Card: ____________________________

The undersigned desires to participate in the 96th Convention of the Oklahoma PTA to be held at the Sheraton Hotel and Reed Conference Center, MWC Oklahoma, subject to the terms and conditions set forth in the enclosed “Sponsor and Exhibitor Prospectus” and “Rules and Regulations”, which together constitute the full agreement (“Contract”) between Exhibitor and Oklahoma PTA as though repeated herein in full preceding the signature of the undersigned.

THIS CONTRACT IS NOT BINDING UNTIL AND UNLESS ACCEPTED AND SIGNED BOTH ON BEHALF OF THE EXHIBITOR AND ON BEHALF OF THE OKLAHOMA PTA. WHEN SO ACCEPTED AND SIGNED, IT SHALL CONSTITUTE A BINDING CONTRACT UPON THE APPLICANT AND THE OKLAHOMA PTA. CHANGES MAY NOT BE MADE TO THIS CONTRACT UNLESS IN WRITING SIGNED BY BOTH PARTIES.

PLEASE RETURN ONE SIGNED COPY OF THIS EXHIBITOR CONTRACT WITH YOUR PAYMENT TO THE ABOVE. This will constitute an acceptance of the Contract by the Exhibitor.

IN WITNESS WHEREOF, the Applicant has caused this contract to be executed by an individual or by an office, agent or representative duly authorized to execute the same.

__________________________________________ (Exhibitor) ____________________________________________ (OKPTA)

Office use only: pd date/amt __________ check # __________ cc __________ deposit date: ____________