



**Florida  
PTA<sup>®</sup>**

*everychild.one voice.<sup>®</sup>*

## **EXHIBITOR PACKET**

**Leadership / Convention**

**July 11-13, 2014**

**Innisbrook Resort and Golf Club**

**Palm Harbor, Florida**



Florida PTA

1747 Orlando Central Parkway

Orlando, FL 32809

407-855-7604 / 800-373-5782

[www.floridapta.org](http://www.floridapta.org)

[exhibit@floridapta.org](mailto:exhibit@floridapta.org)

**PTA Vision**  
**Making Every Child's Potential A Reality**

# WELCOME FROM THE FLORIDA PTA PRESIDENT

Dear Friends and Exhibitors:

Florida PTA collaborates with a variety of community partners to meet the needs of our 315,000+ members across the great state of Florida. Just as each community has different needs and its own personality, so does each individual school and PTA. PTA members are strong and vocal advocates for Florida's children. One thing they all have in common is a desire to fulfill the vision of PTA, beginning at their local level. To accomplish that goal, leaders and members are always seeking programs and products of value for their membership, their families and children, and the school as a whole.

As an exhibitor, your company's name, products and services have the potential to reach more than 315,000 members. Sponsors have even more impact and long lasting exposure. We encourage your support and involvement, and look forward to working with you.

Commit to exhibit today. The 2013 event sold out in early June. The conference brings over 1200 leaders from across the state.

Experience the value and help FPTA's vision become a reality. Join us. Why PTA? Because Our Children Matter!

*Eileen Segal*

Florida PTA President

## **PTA Vision**

Making every child's potential a reality.

## **PTA Mission**

To be a powerful voice for all children,  
To be a relevant resource for families and communities, and  
To be a strong advocate for the education and well-being of every child.

## **Membership**

Membership is open to anyone who believes in the Mission and Purposes of National Parent Teacher Association. Individual members may belong to any number of PTAs and must pay dues in each. Every person who joins a local PTA automatically becomes a member of both Florida and National PTA.

Exhibitors and sponsors are encouraged to become FPTA members by joining a local unit, a county council or the state-wide unit.

[Click here to become a member of Sunshine State PTA, the state-wide unit.](#)

# EXHIBITOR INFORMATION

## CONVENTION DEMOGRAPHICS

Exhibiting during Florida PTA's Leadership/Convention is the most cost effective way to reach PTA members. In 2013, over 1200 PTA leaders, parents, teachers, principals and students attended from throughout the state. Exhibitors offered products and services related to education, environmental issues, fundraising, health and fitness, child development and much more.

## LOCATION

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

Innisbrook Resort and Golf Club  
36750 US Highway 19 N  
Palm Harbor, FL 34684  
Phone: 727-942-2000  
Reservations: 800-456-2000  
Fax: 727-942-5576

## ADVERTISING OPPORTUNITIES

1. A complete **exhibitor listing** is included on a flyer in the Leadership/Convention program packet. The listing includes exhibitor contact information and a brief product/service description (provided by the exhibitor up to 25 words).

### 2. Additional advertisement opportunities available.

A) Bag Sponsorship (FPTA & sponsor logo imprinted)	\$\$SOLD
B) USB Flash Drives	\$7,500.00
C) Beverage Station Sponsorship	\$1,500.00
D) Full Page advertisement in Exhibitor Brochure (B/W)	\$1,500.00
E) 1/2 page advertisement in Exhibitor Brochure (B/W)	\$1,000.00
F) 1/4 page advertisement in Exhibitor Brochure (B/W)	\$ 750.00
G) 1/8 page advertisement in Exhibitor Brochure (B/W)	\$ 500.00

See Sponsorship Package for additional opportunities.

## SPONSORSHIP OPPORTUNITIES

Florida PTA offers a full menu of sponsorship opportunities, designed to meet the needs of the Association as well as benefit the Sponsor.

The summary of levels and benefits are set out in the attached listing of sponsorship opportunities available for consideration.

Please contact us for more details:  
executivedirector@floridapta.org.

**OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE.  
CONTACT FLORIDA PTA.**

## CONVENTION PROGRAM

Exhibitors whose applications are received, **paid** and accepted no later than June 1, 2014, will be listed in the convention program. The program listing will include the organization name, contact information and a brief description of the product or service that is composed from your application. A program addendum will be included with the convention materials listing those exhibitors whose applications were received and accepted after June 2, 2014 but not later than June 15, 2014. Any registrations after June 16, 2014, will not be in the program or addendum.

**Florida PTA does not provide membership lists to outside organizations. Exhibiting at the Florida PTA Annual Leadership/Convention, partnering or providing a sponsorship are the most cost-effective ways to reach PTAs through the state of Florida.**

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

# RULES AND REGULATIONS FOR EXHIBITORS

## 1. CONTRACT FOR SPACE

This constitutes a contract for exhibit space (8ft x 10ft), company identification sign, basic draping, a 2'x 8' skirted table and 2 folding chairs. Any additional items, including but not limited to furniture, electrical service, etc., are not provided and are the direct responsibility of the exhibitor. Florida PTA is going "green": we only accept applications for exhibit space on-line electronically. 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 to 102 booth spaces.** Florida PTA has the right to use its discretion at all times in the placement of exhibitors, as well as 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.

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.

## 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.

## 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 application is received by June 30, 2014. **Applications revoked, received after June 30, 2014, exhibitors ejected for non-compliance during Leadership/Convention, or exhibitors who vacate prior to scheduled move out (regardless of the reason) will not receive a refund.**

## 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 FPTA representative will be in the exhibit area during open hours to assist exhibitors.

### EXHIBITOR REGISTRATION/MOVE IN TIMES

Thursday, July 10	5:00—7:00 P.M.
Friday, July 11	7:00—9:00 A.M.

### EXHIBIT HOURS

Friday, July 11	9:00 A.M.—1:45 P.M. & 3:30 —7:00 P.M.
Saturday, July 12	9:00 A.M.—5:00 P.M.

### MOVE OUT SCHEDULE

Saturday, July 12	5:00—7 P.M.
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(SEE #5 DISMANTLING EXHIBITS BELOW.)

**Location**—All exhibits will be located in Inverness Hall. **Any activity scheduled outside the exhibit hall must be cleared with Florida PTA 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.**

## 5. DISMANTLING EXHIBITS

**EXHIBITORS MAY NOT DISMANTLE DISPLAYS UNTIL CLOSING TIME. EXHIBITORS WHO DISMANTLE PRIOR TO CLOSING, WILL INCUR A PENALTY FEE OF \$100 FOR EACH HOUR DISMANTLED EARLY AND WILL BE BILLED ACCORDINGLY. IN ADDITION, FLORIDA PTA RESERVES THE RIGHT TO DECLINE PARTICIPATION BY THAT EXHIBITOR AT FUTURE LEADERSHIP/CONVENTION.**

## 6. 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.**

## 7. FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with all 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.

**SMOKING IN THE EXHIBIT HALL IS STRICTLY PROHIBITED. ALCOHOLIC BEVERAGES ARE NOT PERMITTED IN THE EXHIBIT SPACE AT ANY TIME.**

## 8. LIABILITY

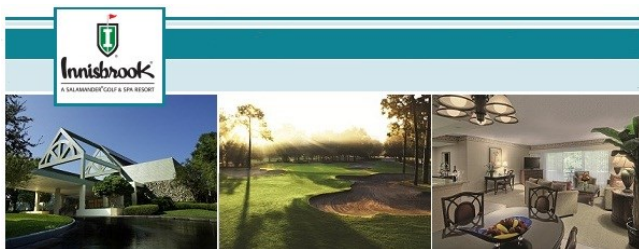
Florida PTA and Innisbrook Resort and Golf Club shall not be responsible for any loss, damage, or injury to the exhibitor company, its employees or property for any cause whatsoever prior to the period covered in the contract, and upon signing the contract, exhibitor expressly releases Florida PTA and 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.

## 9. 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.

## 10. HOTEL ACCOMMODATIONS

**Hosting the Florida PTA Leadership/Convention is Innisbrook Resort and Golf Club. Hotel accommodations can be registered ONLINE! (CLICK ON THE IMAGE BELOW or contact Florida PTA at [register@floridapta.org](mailto:register@floridapta.org)**



## 11. ELECTRONIC CONFIRMATION

Florida PTA will send an electronic confirmation email 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 exhibitor at exhibitor registration at Inverness Hall, on July 10 or 11.**

## 12. CONVENTION SERVICES

Suncoast Convention Services, Inc.  
4800 U.S. Highway 301 N  
Tampa FL 33610  
813-628-8301  
[info@suncoastcs.com](mailto:info@suncoastcs.com)

**Suncoast Convention Services** is the official general contractor for the event and they will be providing the following services for the show:

**Electrical Service** — You must contact Suncoast Convention Services.

**Freight Services** — (advanced/show site shipments) — You **MUST** use this service if you are shipping materials to the event.

**Furniture Services** — additional tables, chairs and other furniture are available for rent.

**Additional Signage** — all exhibitors will be provided an ID sign with the name of your organization and booth number. Additional signage is available through Suncoast.

## 13. TRADEMARK

“PTA” is a registered Trademark of National 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.

## 14. CANCELLATION POLICY

A refund will be processed only if cancellation is requested in writing to Florida PTA, **prior** to June 30, 2014. The Florida PTA will refund to the exhibitor the payment received, less a \$200.00 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, 2014.

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## IMPORTANT INFORMATION

### 15. 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 is 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, which 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 State 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, video 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 by the Florida PTA.

#### **Competing Events:**

All competing events including social events, hospitality suites, inducements, demonstrations or displays away from the exhibit area during the Conference 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:** 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:** A brochure for our statewide PTA unit is attached. If you would like to become a member to support our advocacy efforts, please complete and return with your payment to our office.

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

**Florida PTA**  
**1747 Orlando Central Parkway**  
**Orlando, FL 32809**  
**407-855-7604 / 800-373-5782**  
**Fax: 407-240-9577**

Linda Applegate  
Leadership/Convention Exhibits Chair  
**exhibit@floridapta.org**

**REGISTRATION** information is available at:

**WWW.FLORIDAPTA.ORG**

**THESE "RULES AND REGULATIONS" BECOME A PART OF THE CONTRACT BETWEEN THE EXHIBITOR AND FLORIDA PTA. ALL POINTS NOT COVERED ARE SUBJECT TO THE DECISION OF THE FLORIDA PTA.**

# 2014 EXHIBITOR APPLICATION AND AGREEMENT

Florida PTA Leadership/Convention  
 July 11-13, 2014  
 Innisbrook Resort and Golf Club  
 36750 US Highway 19 N  
 Palm Harbor, FL 34684

Application Deadline: **Paid and Received by 6/1/2014 for discounted rate**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

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

Type of Company (check one):  Commercial  Non-Profit

Contact Information for person responsible for exhibit: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ E-Mail (required): \_\_\_\_\_

Does the exhibitor plan to stay in the headquarters hotel?  Yes  No

Additional persons participating in exhibitor booth: (N/A) or Names (up to 4 per booth): \_\_\_\_\_

Insurance Company: \_\_\_\_\_ Name of Insured: \_\_\_\_\_

Agent's Name: \_\_\_\_\_ Agent's Telephone: \_\_\_\_\_

Description of product or service and **attach sample of literature to be given out.** (This will be printed on insert listing all exhibitors):  
 \_\_\_\_\_  
 \_\_\_\_\_

**Select the applicable fee per submission date and number of booths requested.**

Deadline Postmarked by:	6/1/2014	6/2/2014 –6/30/2014
<b>Commercial Applications Standard Booth</b> (8ft x 10ft)	\$600.00	\$650.00
<b>Boxed Lunch (July 11)</b> Turkey on Croissant, Chips, Fruit, Cookie & Drink	\$15	\$15

<b>Total Number of Boxed Lunches</b>		
<b>Total Number of Booths Requested</b>		
<b>Total Amount Enclosed/Paid</b>		

**Florida PTA Sponsorships:**

For the complete Sponsorship Opportunities with detailed list of benefits, visit [www.floridapta.org](http://www.floridapta.org), or contact Executive Director: [executivedirector@floridapta.org](mailto:executivedirector@floridapta.org), 407-855-7604. x 301.

IN WITNESS WHEREOF, the exhibitor applicant has caused this application to be executed individually or by an officer, agent or representative duly authorized to execute same, and agrees that, if granted, exhibitor and all of its representatives will abide by all rules and regulations as stated within this Exhibitor's Packet. Contract is not valid until exhibitor's participation is approved by Florida PTA. Booths are secured when paid application is approved and certificate of liability insurance is received by Florida PTA.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_