

2017
Exhibitor Prospectus

April 21, 2017



Holiday Inn
Portland South Wilsonville
25425 SW 95th Ave
Wilsonville, OR
97070 (503) 682-2211

TABLE OF CONTENTS

<u>Welcome and Introduction</u>	<u>2</u>
<u>Exhibitor Information</u>	<u>3 - 5</u>
<u>Sponsorship Levels</u>	<u>6</u>
<u>Terms of Agreement</u>	<u>7 - 9</u>
<u>Exhibitor Hall Floor Plan</u>	<u>Inside Back Cover</u>



everychild. one voice.

4506 SE Belmont, Suite 108B
Portland, OR 97215

Office: 503-234-3928

Fax: 503-234-6024

office@oregonpta.org

www.oregonpta.org

On behalf of the Oregon PTA Conference Committee, you are invited to exhibit at our 104th Annual Leadership Conference. This two-day Conference will be held at the Holiday Inn just off I-5 in Wilsonville with an Exhibitor Showcase on Friday, April 21, 2017. This is our largest gathering of PTA volunteers from across the state and is by far your best opportunity to have the furthest reach with our members. Today's PTAs are looking for relevant information and innovative program and fund-raising ideas that will enable them to make a meaningful impact in their communities.

Delegates from across the state and from a diverse range of communities will have an exclusive opportunity to visit all exhibitors during the Showcase hours. The Showcase will feature an "Olympics" theme. If you would like to sponsor this reception, please be sure to check out the sponsorship options listed on page 6 of this booklet.

Be sure to bring plenty of materials and samples to distribute, Conference attendees will take these materials back to their schools and communities. You may also put together a sampling of your products and/or a gift basket to give away during the Showcase.

Here is an overview of the Exhibitor schedule*:

12:00 pm	Exhibitor Check-in, Mandatory Meeting * Unless you are speed vending
12:30 pm	Set-up
12:30-2:00pm	Speed-vending (invitation-only)
2:30-6:30pm	Exhibitor Showcase Reception
6:30-8:00pm	Take-down

I look forward to seeing you at our 2017 Leadership Conference in April.

Thank you for supporting *everychild!*

Jackee Duvall

Oregon PTA Conference Exhibitor Liaison

**A copy of the final schedule will be included with your confirmation letter.*

Exhibitor Information

Conference Schedule:

Friday - April 21, 2017

General Session 1

Workshop 100

Sponsor Luncheon

Speed Vending

Exhibitor Showcase

Awards Banquet

Saturday - April 22, 2017

Region Meetings

Workshop 200

Kids Awards Luncheon

Hot Topics

General Session 2

Installation Banquet

Exhibit Location

All exhibits, workshops and general sessions will take place at the Holiday Inn Portland South, Wilsonville (“Hotel”). Exhibits will be located in the Upper and Lower Terraces. A map of the exhibitor area is on the inside back cover of this brochure. Check-in will be located at the entrance of the Lower Terrace.

Selection of Exhibitors

Only firms and organizations, whose nonpartisan and nonsectarian services and/or products are appropriately related, in the sole judgment of Oregon PTA, to children, youth and the charitable and educational activities of Oregon PTA, shall be permitted to exhibit. Oregon PTA reserves the right to decline or prohibit any exhibit which in its sole judgment is inappropriate, this reservation being all inclusive as to person, printed matter, products and conduct. Exhibitors, their employees and their agents may not serve as voting delegates to the Oregon PTA Conference; however, they may be nonvoting registrants (“guests”).

Booth Information

Draped exhibit space includes a table, chair and signage. Electrical outlets and Wi-Fi access are available for an additional fee. Booth assignments will be made once the registration has been accepted, payment in full has been received, and exhibit material samples have been approved. Booth assignments are tentative until confirmed at the mandatory Exhibitor’s Meeting.

Assignment of booth/space will be determined by Oregon PTA based on several factors including: date of receipt of application and fee(s); number of years exhibiting with Oregon PTA; a balanced distribution of products and services throughout the exhibit hall. Oregon PTA agrees that it shall attempt to assign Applicant the booth(s) requested; however, Oregon PTA cannot and does not guarantee any assignment of space. Applicant agrees that it will accept the booth(s) assigned to it by Oregon PTA.

Please refer to the Exhibit Hall layout on the inside back cover of this Prospectus:

Booths 1-8 and 23-26 are reserved for Non-Profit Exhibitors

Booths 14, 15, 19, 20 and 21 are reserved for Conference Sponsors

Confirmation Materials

An email confirmation will be sent once the application has been received. A few weeks prior to conference you will receive another email confirming your registered booth personnel, applicable meal selection(s), final conference schedule, hotel registration and check-in details. It is very important that our office has the correct contact information for both billing/registration questions and on-site personnel.

Exhibitor's Directory and Conference Program

Exhibitors whose applications are accepted prior to February 15, 2017 will be listed in the Exhibitor's Directory. The Directory will highlight your products and/or services (**25 words or less**) and will include the organization name, booth number and contact information. **Include concise and accurate information with your exhibitor registration.** Oregon PTA is not responsible for typographical errors.

For an additional fee*, Exhibitors may advertise in the Conference Program that is distributed to each conference delegate. Advertisement options available are:

Ad Size	Dimensions	Price
1/4 page	5 1/2" x 4 1/4"	\$150
1/2 page	5 1/2" x 8" or 4 1/4" x 11"	\$250
Full page	8 1/2" x 11"	\$350

Advertising art and samples should be sent electronically to the Oregon PTA office formatted as a .jpeg and must be received no later than February 15, 2017. Applications received after this date and prior to the Conference will be included in a supplemental listing. ***Conference sponsors receive complimentary advertising. See page 6 for details.**

Exhibitor Meeting

A mandatory meeting for all exhibitors will be held at 12:00 pm on Friday, April 21, 2017 at the entrance to the Lower Terrace at the Hotel. Please do not arrive prior to 12:00 pm (unless you have been selected for speed vending Speed Vendors will arrive at 10:30 am). At this time the procedures, schedules, questions and any last-minute challenges will be discussed, and set-up will begin.

Goody Bag Donations

Conference delegates receive a Goody Bag at registration. If you would like to donate items for this goody bag, please contact the Exhibitor Liaison or Oregon PTA office. All donors are listed in the Conference Program and Exhibitor Directory. Exhibitors may also provide a marketing flyer and/or advertisement for a Goody Bag Insert fee of \$100.00.

Housing Accommodations

Oregon PTA has negotiated with the Hotel for the rates listed below for exhibitors and delegates attending the 2017 conference. You may make your reservations with a direct link to the Hotel located on the Oregon PTA Convention webpage. **You must state your affiliation with Oregon PTA to obtain these rates prior to March 1, 2017.**

<u>Occupancy</u>	<u>Rate</u>
1-2 people	\$104.00 **

**These rates are quoted exclusive of applicable state and local taxes.

Hotel accommodations include breakfast.

Refreshments

Complimentary tea and coffee will be provided at the Exhibitor Meeting. Premium Meal Passes are included with sponsorship. All other food/beverage is prohibited by the hotel.

Registration

Register online at www.oregonpta.org by clicking the “Convention” button and selecting the “Exhibitors” portal. Online registration closes February 28, 2017 and may fill up prior to this date. Limited spaces may be available after this date on a first-come, first-serve basis by calling the Oregon PTA office and submitting a hard copy registration. Hard copy (by mail or fax) and/or late registrations will incur a non-refundable \$50 processing fee regardless of acceptance.

Speed Vending

Returning exhibitors, conference sponsors, and some early Registrants may be invited to participate in Speed Vending during our Friday luncheon. Invitations with additional information will be emailed in February. This opportunity allows you to introduce yourself, face-to-face, to most of the conference delegates in a 2-minute round-robin-rotation. Deadlines apply so register early for your best chance to participate!

Sponsorship Options

Sponsorships are available at one each of FIVE levels. Sponsors will receive complimentary meal passes and Program advertising, are listed on our website by logo or link through the calendar year, and will be invited to bring Greetings to our delegates at the Friday luncheon. For additional Sponsorship benefits and/or information, please refer to the Sponsorship options listed on page 6. The registration deadline to receive all Sponsor Benefits is February 5, 2017.

Storage

Storage space is not available for display material and/or show merchandise prior to, during or after the event. Hotel policy states that any materials shipped to the Hotel for pre- or post-conference storage will incur daily fees determined by the Hotel. Storage fees will be payable directly to the Hotel and if unpaid will disqualify Exhibitors from participation in this and future conferences. At the conclusion of the set-up operation, all equipment, crates, trash, etc. must be removed from the Exhibit Hall or stored out of sight. At the conclusion of the show, all materials must be removed from the premises by no later than 8:00pm the last day of the exhibit.

If you do not have access to online registration, please contact the Exhibitor Liaison or our office and a hard copy application will be emailed to you. Once the online registration has closed, a hard copy registration will be your only option. Please note there is a \$50 non-refundable Administrative Fee for all hard-copy registrations.

2017 Sponsorship Levels



everychild.one voice.

Sponsors of the Oregon PTA Leadership Conference receive special recognition before, during and after the conference. All sponsorships include premium booth selection* and a complimentary Goody Bag insert. Sponsors will also be invited to bring greetings to the delegates and participate in Speed-Vending during the Friday luncheon.

Deadline to register is February 5, 2017

Title Sponsorships:

\$3,000 Showcase Sponsor <i>Friday Afternoon Reception</i>	\$2,500 Awards Banquet Sponsor <i>Friday Evening Dinner</i>
--	---

Includes a full-page ad in the Exhibitor Directory, your company logo and hyperlink on the Oregon PTA website, and 2 Premium Meal Passes

Named Sponsorship levels:

\$1,200 Luncheon Sponsor <i>Friday Speed-Vending</i>	\$1,500 Kids Award Sponsor <i>Saturday Luncheon</i>	\$2,000 Installation Sponsor <i>Saturday Evening</i>
--	---	--

Includes a half-page ad in the Exhibitor Directory, your company logo on the Oregon PTA website, and 2 Luncheon Tickets.

Basic Levels of Support:

\$100 Goody Bag Insert
Listing in Convention Program*
Marketing Flyer as Provided
Donations gladly accepted.

Standard or Non-Profit Exhibitor*
Listing in Exhibitor Directory
Draped booth with table

*Please refer to the Oregon PTA Leadership Conference Exhibitor's Directory for additional information regarding Exhibitor benefits. The Prospectus is available online at: www.oregonpta.org after January 1.

For more information about sponsorship availability, please contact Jackee Duvall at jackeeduvall@hotmail.com

Register at www.oregonpta.org

Terms of Agreement

The signed Applicant hereby applies to participate in the 2017 Annual Oregon PTA Conference April 21-22, 2017 to be held at the **Holiday Inn Portland South Wilsonville, 25425 SW 95th Ave, Wilsonville, OR** ("Hotel"). Applicant hereby agrees to the Terms and Conditions contained in this Exhibitor's Prospectus and of the Hotel and has read and understands the Exhibitor Information provided in this Prospectus. The Applicant understands that the Application is not binding until accepted by Oregon PTA via written confirmation. If the Application is accepted by Oregon PTA, the Application, together with the Rules, shall form the agreement between the Applicant and Oregon PTA as to the Applicant's participation in this conference.

1.0 Contract for Space

Applicants for exhibit space are required to submit to Oregon PTA the formal registration provided. To be valid, each registration must include the following:

1. A completed online application: www.oregonpta/Events/convention.htm. *Please note: registrations made by hard copy (not through the web-site) will carry a \$50 administrative fee.*
2. Payment in full for booth rental and any additional fees and/or equipment charges (Section 2.2)
3. A full list of products scheduled for exhibition
4. Samples of all materials to be distributed (Section 3.2)
5. Name(s) and title(s) of all authorized booth personnel

The application for space and formal notice of assignment and acceptance by Oregon PTA and full payment of applicable charges constitute a contract for the right to use this space.

2.0 Booth Rental Fees

Applicant agrees to pay the space rental fee allocated to the booth(s) as follows:

Commercial Organizations – \$425.00

Not-for-profit Organizations – \$250.00

Sponsorships – vary, and include premium booth placement

Exhibit Booth space includes one draped table, one chair, a printed booth sign with company name, and name badges for up to 3 (three) pre-registered Exhibitor personnel.

Booth Assignments are made at the discretion of Oregon PTA and are final.

2.1 Additional Fees and Equipment

Oregon PTA will facilitate arrangements for any additional audio-visual equipment required by the Applicant including but not limited to extension cords, power strips, telephone lines, etc. through our contracted service provider. Requests for and reservations of these items will be granted on a first-come, first-served basis and constitute an addendum to the Booth Rental Fees. Outside food and beverage is not allowed in the Exhibit area.

Electrical outlet with extension cord – \$40.00 per booth

Wi-Fi access – \$50.00 per booth

Box Lunches - \$15.00 per person

Additional equipment – available for a fee upon request

2.2 Payment of Fees

Applicant shall remit a check or money order payable to Oregon PTA, or provide valid Visa or MasterCard number for the amount of the full payment for booth and additional charges at the time of Application. Applicant understands that if payment in full is not received with the completed application, the application will be returned unprocessed and priority for booth assignment is lost. Applicant further agrees to pay a \$50 NSF fee for any nonsufficient payment made. If an exhibitor fails to make a payment hereunder when due, such exhibitor's rights to exhibit may, without further notice, be banned by Oregon PTA.

3.0 Use of Space

All demonstrations, materials, and activities must be confined to the limits of the exhibit booth. Exhibitor shall not assign, share, or sublet any space allotted without the written consent of Oregon PTA. No exhibitor shall show goods or services other than those manufactured, sold, or offered by them in the regular course of business and approved by Oregon PTA in the Application process (Section 3.2). The exhibitor shall not display or place any object that extends more than eight (8) feet above the floor, or outside the booth depth of six (6) feet. No interference with other exhibitors will be permitted. Oregon PTA shall be entitled to close an exhibit at any time for failure by any exhibitor or any of its officers, agents, employees, or representatives to perform, meet or observe any term or condition set forth herein, and such exhibitor shall not be entitled to a refund.

3.1 Installation and Dismantling

Installation and set-up will be Friday April 21, 2017 from 12:30pm – 2:30pm. If booth space is not occupied by 3:00pm, Oregon PTA has the right to use the space as it sees fit. The exhibitor expressly agrees **not** to dismantle their exhibit or pack away materials before the final closing hour of the exhibit Friday, April 21st at 6:30pm. All exhibits must be removed by 8:00pm on Friday, April 21, 2017.

3.2 Exhibit Materials

Exhibitor agrees to submit samples (electronic or hard-copy) of any materials that will be distributed or displayed at the Oregon PTA Conference. This includes any contracts or agreements that the Exhibitor requires a customer to sign. These materials must accompany the application for booth space. If the necessary screening materials are not included with the application, the application will be returned unprocessed. Only materials submitted to and approved by the committee may be displayed and are required to be on display for the Exhibitor Liaison preceding the opening. Any materials not approved by the Exhibitor Liaison prior to the exhibit hall opening will not be exhibited. Oregon PTA reserves the discretionary right to disallow any materials from being displayed.

3.3 Irregular Canvassing, Selling and/or Activities Beyond Exhibitor Space

Distribution of circulars or promotional material may be made only within the booth assigned to the exhibitor presenting such material. Non-registered entities will not be permitted to canvass, solicit, or distribute literature or other promotional devices during the Conference.

3.4 Restrictions in Operation of Exhibits

Oregon PTA reserves the right to restrict, at its sole discretion, exhibits which, 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, which in the opinion of Oregon PTA may detract from the general character of the exhibition as a whole. This restriction includes persons, product, conduct, printed materials, or anything that Oregon PTA determines as objectionable to the exhibition. In the event of such restriction or eviction, exhibitor shall not be entitled to a refund of any part of any fee. All operations are subject to local laws and statutes.

3.5 Sound Devices

No sound-making equipment of any kind may be set up or used in exhibit booths without the prior written approval of Oregon PTA.

4.0 Lobbying/Endorsement

Applicant agrees that no Exhibitor shall request PTA delegates to lobby any governmental agency or official. Participation in the Conference does not constitute endorsement of any product, service, or position by Oregon PTA. No Exhibitor may use the PTA name or logo without the prior written approval of Oregon PTA. Oregon PTA reserves the right to reject any Exhibitor if, in its sole judgment, a

proposed exhibit is not in keeping with Oregon PTA's charitable and educational purposes or appropriate for this exhibition.

5.0 Indemnification

The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless Oregon PTA and the Hotel, its agents, guests and employees from any and all such losses, damages and claims. The Hotel will not be responsible or liable for any losses, damage or claims arising out of Exhibitor's activities on the Hotel premises except for any claims, loss or damages arising directly from its negligence. Applicant further covenants and agrees to indemnify and to fully pay and reimburse the Hotel any and all costs of replacement of damaged Hotel property, and for the restoration and repair of the premises, damaged, destroyed or otherwise defaced or injured by the Applicant's use or by the use of its members, employees, agents and invitees of the same.

5.1 Liability and Insurance

The Exhibitor understands that neither Oregon PTA nor the Hotel maintains insurance covering the Exhibitor's property. Neither Oregon PTA; the Hotel; their representatives, officers, or staff members will be responsible for the safety of the property of the exhibitors from theft, damage or other causes. Exhibitors are advised to consult their respective insurance brokers for proper coverage of display material from the time it leaves their company's premises until its return, to obtain an insurance addendum to cover any losses incurred, and to provide Oregon PTA a copy of said binder upon request.

6.0 Rules and Regulations of the Hotel

In addition to the Terms of Agreement of the Annual Oregon PTA Conference set forth in this Exhibitor Prospectus, Applicant shall comply with all rules and regulations of the Hotel ("Rules"). These Rules become a part of the contract between Exhibitor and Oregon PTA. They have been formulated for the best interest of all exhibitors. All points not covered are subject to the decision of **Oregon PTA** and **Hotel** Management Teams.

6.1 Care of Building and Equipment

Exhibitors and/or their agents shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Should such damage occur, the exhibitor shall be liable to the owner of the damaged property and will be billed accordingly. Flammable or other dangerous or hazardous fluids, substances, materials, equipment, or other items may not be used in any booth. Exhibitor must use flame-resistant decorative material.

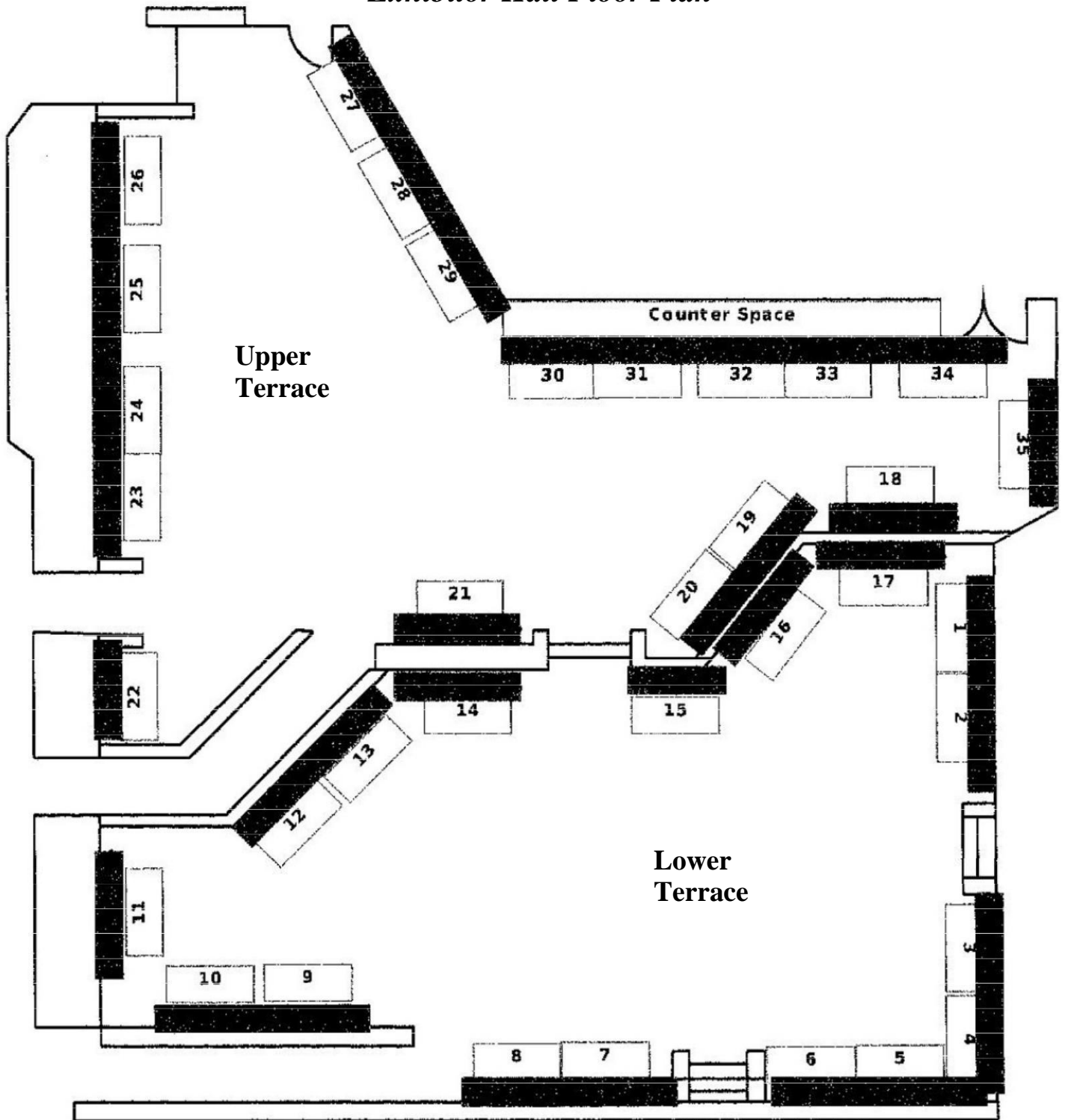
7.0 Cancellation Policy

Applicant understands that should it become necessary to cancel this Agreement, a refund will be made only if Oregon PTA receives cancellation, in writing, no later than February 1, 2017. In such event, Oregon PTA will refund to the Exhibitor the total amount which the Exhibitor has paid to date less any non-refundable expenses incurred by Oregon PTA. Additionally a \$100.00 cancellation fee will be retained. **Any cancellations received after February 1, 2017 will not receive a refund of any kind.**

7.1 Catastrophe

In the event that because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy, or other cause, the Conference or any part thereof is prevented from being held, Oregon PTA shall determine and refund to the Applicant its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting all Conference-related fees, costs and expenses. In no case shall the amount of the refund to the Applicant exceed the amount of the booth rental fee paid.

Exhibitor Hall Floor Plan



Holiday Inn Portland South Wilsonville; 25425 SW 95th Ave; Wilsonville, OR 97070
(503) 682. 2211

Who We Are:

- Oregon PTA is the largest network of parents in Oregon. We work at the local, state and national levels to support and improve Oregon schools.
- Oregon PTA is a 501(c)3 non-profit organization, consisting of 9 regions, 5 councils, approximately 220 local PTA communities, with more than 20,000 members statewide.

What We Do:

- Just as we have for over 100 years, Oregon PTA partners with educators to be a powerful voice for children, an important resource for parents and a strong advocate for public education at the local, state, and national levels.
- We promote and encourage parent involvement in all phases of children's education.
- We raise awareness of children's health and nutrition issues and promote violence prevention.
- Oregon PTA educates local PTA leaders in effective leadership and sound fiscal practice.

Thank You for Your Generous Support of



4506 SE Belmont, Suite 108-B
Portland, Oregon 97215
503.234.3928
www.oregonpta.org