



**Convention  
&  
Exhibition**

**June 1-3, 2012**  
Hilton Phoenix East/Mesa

- ❖ Reach 350 PTA decision makers and leaders
- ❖ Enjoy extended exhibits hours
- ❖ Connect with local and state prospects
- ❖ Gain valuable exposure for your brand, products & services
- ❖ Support PTA's efforts to advocate for every child

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# PTAs, Schools, Families, and You

**Hilton Phoenix East/Mesa**  
**1011 W Holmes Ave.**  
**Mesa, AZ, 85210**

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Dear Prospective Exhibitors,  
By joining us at the Mesa Hilton for the 106th Annual Arizona PTA Convention and Exhibition, June 1 – 3, 2012, you will have the opportunity to interact with 350 PTA decision makers and leaders who actively seek out the very products and services you provide. This year, with a newly condensed exhibit schedule and more dedicated exhibit time, there are even more opportunities to present your valuable resources to attendees who want innovate fundraising programs, improve school and PTA operations, enhance the well-being of students, and more. They are interested in your offerings and eager to share your information with other leaders and members within their schools. By offering a wide-range of planned programs, including four workshop tracks and general meetings, we are expecting a record turnout of diverse and influential attendees. Do not miss this opportunity to help them plan for the upcoming school year and help your organization build a solid base of prospects. Take advantage of our early bird rate by reserving exhibit space before May 11, 2012.

See you in June!



# THE AUDIENCE

## Exhibitor Categories

Anti-Violence & Crime  
Prevention Programs  
Books, Magazines & Periodicals  
Classroom Materials & Resources  
Extracurricular Programs  
Facility Design, Construction  
& Maintenance  
Financial Services  
Fundraising Programs & Tools  
Furnishings for Classroom,  
Cafeteria, Library & Office  
Health & Wellness Programs  
Nonprofit & Government  
Organizations  
Office & School Supplies  
Organizational Development  
Photography  
Professional Development  
Recreational Equipment, Products  
& Services  
Technology

## Arizona PTA and Our Members

PTA is the largest volunteer parent association in the United States. PTA is a powerful voice for children, a relevant resource for parents, and a strong advocate for public education.

PTA has approximately 24,000 members in more than 300 local units throughout Arizona.

PTAs have active delegates that assemble each year at the state convention to discuss issues, exchange ideas, and hear your message. PTAs are interested in your resources.

## Arizona PTA Convention and Exhibition Attendees

PTA leaders who attend the 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. In 2011, nearly 350 PTA decision makers and leaders—representing all regions of Arizona attended the Arizona PTA Convention and Exhibition. Exhibitors not only promote valuable products and services, but also gain credibility as supporters of the leading advocacy group in the United States for children's welfare and education.

Exhibiting at the Arizona PTA Convention and Exhibition is a cost-effective way to reach PTA leaders eager to buy or recommend your products and services for the upcoming school year. But, your opportunities do not stop there.

When you reach PTA leaders at the state convention, your message will also be shared with PTA members and future PTA leaders.

Mark your calendar today to participate in the 106th Annual Arizona PTA Convention and Exhibition, June 1 – 3, 2012 in Mesa, Arizona.



# EXHIBITOR INFORMATION

<b>Standard, In-Line Booth</b>	<b>Early Bird (before May 11, 2012)</b>	<b>Regular (after May 11, 2012)</b>
Commercial Organization	\$600.00	\$700.00
Non-profit Organization	\$ contact AZ PTA for prices	
End of Aisle/corner	add \$75.00	add \$75.00
<b>Double, In-Line Booth</b>	<b>Early Bird (before May 11, 2012)</b>	<b>Regular (after May 11, 2012)</b>
Commercial Organization	\$1200.00	\$1300.00
Non-profit Organization	\$ contact AZ PTA for prices	
End of Aisle/corner	add \$75.00	add \$75.00

## Booth Information

Each booth space shown on the Exhibit Hall Floor Plan (see page 7) is 8' x 8', unless otherwise noted.

The price of each booth includes a two-line organization identification sign, back-rail and side-rail draping, show-aisle carpeting, and daily aisle cleaning. Other furnishings and services are available at an additional cost from the show decorator.

## Exhibitor Benefits

- ❖ Access to 350 local and state PTA leaders
  - ❖ Two (2) exhibitor badges per booth
  - ❖ Participation in the PTA Passport Challenge
  - ❖ Profile listing in convention program
  - ❖ Standard back and side rail booth drapes
  - ❖ Standard identification sign
  - ❖ One (1) 6 foot table
- Exhibitor descriptions must be submitted online by April 30, 2012 for inclusion in the convention program.

## Space Assignments

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

## Show Decorator

The show decorator will be Modern Exposition Services. The service kit will be distributed no later than 60 days prior to convention.

### Hotel Reservation

The exhibitor hotel block will be at Hilton Phoenix East/ Mesa at the group rate of \$85.00 per night (excluding taxes and fees). Reservation instructions will be provided with your booth confirmation.

### For More Information

Cristina Hite, Convention Exhibit Chair  
 Arizona PTA  
 2721 N. 7<sup>th</sup> Ave  
 Phoenix, AZ  
 Phone: (602) 279-1811  
 Fax: (602) 279-1814  
 E-mail: [exhibit@azpta.org](mailto:exhibit@azpta.org)  
 Website: [azpta.org](http://azpta.org)



# EXHIBITOR INFORMATION

## Location and Tentative Schedule

All exhibits, workshops and general meetings will take place at Hilton Phoenix East/ Mesa in Mesa, AZ unless otherwise specified in the final schedule of events.

Thursday, May 31, 2012

12:00 p.m.– 6:00 p.m. Exhibitor Move-In

Friday, June 1, 2012

10:30 a.m. – 5:00 p.m. Exhibit Hall Open

Saturday, June 2, 2012

7:30 a.m. – 2:30 p.m. Exhibit Hall Open

3:00 p.m. – 4:00 p.m. Exhibit Tear-Down

## Media Visibility

Use your participation in the Arizona PTA Convention & Exhibition to promote your company through the media. Arizona PTA will be providing information about the convention and its activities to local and state media, generating more hits to the convention web pages. Your company may want to issue its own releases advertising its involvement.

### Act Quickly to Secure Your Spot

Be a part of the 2012 Arizona PTA Convention and Exhibition! Submit your Application and Screening Forms today. Take advantage of this once-a-year opportunity to connect with PTA leaders from across Arizona.



### Back by Popular Demand!

To help draw a steady flow of attendees to your exhibit over the course of the convention, we will again host the PTA **Passport Challenge** whereby attendees can win fabulous prizes if they collect the required number of stickers from exhibitors on their passports.

# ADDITIONAL PROMOTIONAL OPPORTUNITIES

## Reach Beyond!

Gain greater visibility and demonstrate your support for PTA via additional promotional opportunities at the convention, as well as throughout the year. Reach beyond your exhibit booth!

## Convention Program

### Advertising

All attendees receive a program, which serves as an essential guide during the convention and a helpful reference long after it ends. Exhibitors can purchase ad space, from quarter-page to full-page, to promote their exhibit booth and/or special offers.

Full page color ad (8"x10.5") .....	\$225
Full page black & white ad .....	\$200
1/2 page color ad (8" x 5") .....	\$125
1/2 page black & white ad .....	\$100
1/4 page color ad (3.75" x 5") .....	\$85
1/4 page black & white ad .....	\$60
Business card full color ad .....	\$50
Business card black & white .....	\$25

All ads must be submitted by **April 30, 2012** for inclusion in the convention program. Arizona PTA cannot guarantee placement in the convention program for any ad received thereafter. Contact Cristina Hite at (602) 279-1811 or [exhibit@azpta.org](mailto:exhibit@azpta.org) for more information.

## Convention Tote Bag Inserts

All attendees receive a tote bag, which is a traditional keepsake that will be used throughout the conference and for years to come. As an exhibitor, you have the opportunity to place an item in the convention tote bags for a reduced price of \$150. That's a savings of \$100 over non-exhibitors, who can provide tote bag premiums for \$250 per item. Each convention attendee receives a tote bag upon arrival at registration.

## Convention Sponsorships

Exhibitors can gain added visibility and exposure at the convention through a sponsorship. Whether you sponsor our keynote speaker, the convention tote bags or a special reception, your efforts are sure to garner outstanding recognition for your brand.

## Convention Sponsorships

### Premier Level Sponsorship - \$6,000

Full page recognition in the Convention Program  
Company Advertisement and Sponsorship thank you in the PowerPoint Presentation running during General Session

Premier Sponsorship includes all benefits of Workshop Sponsorship (Premier Sponsor is given first choice of which workshops are sponsored)

Acknowledgement as Premier Level Sponsor in June and July AZ PTA Newsletter and Website

1 Exhibit Booth Space, limited to availability

Two complimentary lunch and dinner tickets on Saturday

### Gold Level Sponsorship - \$3,500

One half (1/2) page recognition in the Convention Program Company

Advertisement and Sponsorship thank you in the PowerPoint Presentation running General Session

Acknowledgement as Gold Level Sponsor in June and July AZ PTA Newsletter and Website

1 Exhibit Booth Space limited to availability

### Silver Level Sponsorship - \$1,500

One quarter (1/4) page recognition in the Convention Program Company

Advertisement and Sponsorship thank you in the PowerPoint Presentation running during General Session

Acknowledgement as Silver Level Sponsor in June and July AZ PTA Newsletter and Website

1 Exhibit Booth Space, limited to availability

### Bronze Level Sponsorship - \$800

One eighth (1/8) page recognition in the Convention Program

Sponsorship thank you in the PowerPoint Presentation running during convention General Session

Recognition in the AZ PTA newsletter

### Workshop Sponsor - \$600

Special recognition during Convention Workshop session  
Workshop Host will read brief message from sponsor at the beginning of the workshop session (choice of workshops sponsored are given on a first come, first served basis).

Sponsorship thank you in the PowerPoint Presentation running during convention General Session

Prominent recognition in the Convention Program

# 2012 Convention Exhibitors Rules and Regulations

## 1. Contract for Space

The signed applicant hereby applies to participate in the Arizona PTA's Convention and Exhibition, to be held at the Hilton Phoenix East/Mesa, Mesa, Arizona, subject to the terms and conditions of this Application and Agreement. The Application must be accompanied by the full payment for the total booth rental charges and is not binding unless and until accepted by Arizona PTA via confirmation letter. If the Application is accepted by Arizona PTA, the Application, together with these Rules and Regulations of the Arizona PTA Convention and Exhibition set forth in the Exhibitors' Prospectus and the rules and regulations of the Hilton Phoenix East/Mesa, Mesa, Arizona, shall form the agreement between the applicant and Arizona PTA as to the terms and conditions of the applicant's participation in the Arizona PTA Convention and Exhibition. This Application and Agreement, and the parties' rights hereunder, shall be governed by Arizona law. Applicants for exhibit space are required to submit to Arizona PTA the Exhibitor Screening Approval Form, accompanied by the formal Application and Agreement provided. To be valid, each Application must include full payment for booth rental charges and must specify products scheduled for exhibition and/or materials to be distributed. The Application for Exhibit Space, formal notice of assignment and acceptance by Arizona PTA, and full payment of rental charges constitute a contract for the right to use this space. Exhibitors that have not paid past booth rental fees will be refused space until fees are paid in full.

## 2. Booth Rental Fees

The applicant agrees to pay the space rental fee allocated to the booth(s) assigned as follows: Commercial organizations—\$600 for exhibit space, plus \$75 for each corner assigned. Not-for-profit organizations, please contact AZ PTA.

## 3. Dates and Hours

Tentative exhibit hall, installation, and dismantling hours are as follows:

### Tentative Exhibit Hall Hours

Friday, June 1, 2012: 10:30 a.m. –5:00 p.m.

Saturday, June 2, 2012: 7:30 a.m.–2:30 p.m.

(During exhibit hall hours, exhibits must be staffed by those who are well prepared to effectively discuss all products and services presented.)

### Tentative Installation Schedule

Thursday, May 31 2012: 1:00 pm – 6:00pm

(Scheduling installation during non-published hours may result in overtime charges for labor utilized.)

If any exhibitor's freight, crates, or boxes are in their assigned booth space by 10:00AM, Friday, June 1 2012, but not set up or in the process thereof, Arizona PTA reserves the right to force set up with labor from the official show decorator at the exhibitor's expense. If booth space is not occupied by 9:00am, Friday, June 1, 2012, and advance arrangements have not been made with Arizona PTA, Arizona PTA has the right to use the space as it sees fit.

### Tentative Dismantling Schedule

Dismantling will take place Saturday, June 2, 2012, at 3:30 p.m. exhibitor expressly agrees not to dismantle the exhibit or conduct any packing before the final closing hour of the exhibit hall as published in the final schedule. Any exhibitor that dismantles its exhibit prior to the final closing hour of the exhibit hall will not receive priority in the next year's assignment of booth space. All exhibits must be removed by 3:30 p.m., Saturday, June 2, 2012.

## 5. Use of Space

All demonstrations, signs, promotional materials, or other sales activities must be confined to the limits of the exhibit booth. The exhibitor shall not assign, share, or sublet any space allotted without the written consent of Arizona PTA. No exhibitor shall show goods or services other than those manufactured, sold, or offered by it in the regular course of business. Animals of any kind shall be permitted in the exhibit hall only upon the express written approval of Arizona PTA, and only in accordance with the Hilton Phoenix East/Mesa, Mesa, Arizona they are service animals providing services to a person with disabilities. The exhibitor shall not display or place any product, sign, partition, apparatus, shelving, or other construction that extends more than 10 feet above the floor or more than four (4) feet in depth from the back wall. No interference with the light or view of other exhibitors will be permitted.

## 6. Irregular Canvassing, Selling, and/or Activities Beyond Exhibitor's Space

Distribution of circulars or promotional material may be made only within the booth assigned to the exhibitor presenting such material. Non-exhibiting firms will not be permitted to canvas, solicit, hold conferences, or distribute literature or other promotional devices during the convention.

## 7. Fire Protection

Flammable or other dangerous or hazardous fluids, substances, materials, equipment, or other items may not be used in any booth. The exhibitor must use flame-resistant decorative material.

## 8. Sound Devices

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

## 9. Restrictions in Operation of Exhibits

Arizona PTA reserves the right to restrict exhibitors from participation at its sole discretion. Exhibits that, because of noise, method of operation, materials, or any other reason, become objectionable may be closed. Arizona PTA may prohibit or evict any part of or all of an exhibit that in the opinion of Arizona 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 Arizona PTA determines is objectionable or contrary to the exhibition. In the event of such restriction or eviction, Arizona PTA is not liable for any refunds of rentals or other exhibit expenses. Drawings and raffles are permitted within the exhibitor's booth space only and are subject to any applicable requirements of local law. Edible samples that are distributed at the Arizona PTA Convention and Exhibition are limited to "bite size" portions of one (1) ounce. Beverage samples are limited to a maximum of two (2) fluid ounces. Items dispensed are limited to products manufactured, processed, or distributed by the exhibiting firm. Exhibitors are subject to the rules and regulations of the Hilton Phoenix East/Mesa catering service requirements.

## 10. Care of Building and Equipment

Exhibitors, or their agents, shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage occurs, the exhibitor shall be liable to the owner of the property so damaged.

## 11. Failure to Pay Rental Fee

If an exhibitor fails to make a payment when due, such exhibitor's rights to exhibit may be canceled by Arizona PTA without further notice. Arizona 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 of any part of any fee. Failure to pay a rental fee of contracted space in the current year will exclude an exhibitor from further participation in future years.

## 12. Catastrophe

In the event that war, fire, strike, government regulation, public catastrophe, act of God, the public enemy, etc., prevents the show or any part thereof from being held, Arizona PTA shall determine and refund to the applicant its proportionate share of the balance of the aggregate exhibit fees received that remains after deducting all show-related fees, costs, and expenses, but in no case shall the amount of the refund to the applicant exceed the amount of the booth rental fee paid.

## 13. Liability and Insurance

Neither Arizona PTA, its management, officers, or staff, the Hilton Phoenix East/Mesa, Mesa, Arizona nor the City of Mesa, Arizona, will be responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes. Exhibitors are advised to consult their respective insurance brokers for proper coverage of display material from the time it leaves their companies' premises until its return. In most cases, a rider can be added to a current policy for a very nominal cost. The exhibitor understands that neither Arizona PTA nor the Hilton Phoenix East/Mesa, Mesa, Arizona, or the City of Mesa, Arizona, maintains insurance covering the exhibitor's property, and it is the sole responsibility of the exhibitor to obtain said insurance. Neither Arizona PTA, its management, officers, or staff, the Hilton Phoenix East/Mesa, Mesa, Arizona nor the City of Mesa, Arizona, nor the management, officers, agent, employees, or their representatives of the Hilton Phoenix East/Mesa, Mesa, Arizona or the City of Mesa, Arizona, shall be held accountable or liable for, and the same are hereby released from accountability or liability for, any damage, loss, harm, or injury to the person or any property of the applicant resulting from theft, fire, water, accident, or any other cause.

## 14. Indemnification

The exhibitor agrees to protect, save, and hold Arizona PTA, the Hilton Phoenix East/Mesa, Mesa, Arizona, and the City of Mesa, Arizona, and all agents and employees, servants, and officials thereof (hereinafter collectively called Indemnittees) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor. Further, the exhibitor shall, at all times, protect, indemnify, save, and hold harmless the Indemnittees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, or business invitees, which arise from or out of or by reason of any action or omission of the exhibitor or its agents or said exhibitor's occupancy and use of the exhibition premises, the hotel, or any part thereof.

## 15. Selection of Exhibitors

Only firms and organizations whose nonpartisan and nonsectarian services or products are appropriately related, in the sole judgment of Arizona PTA, to children, youth, and the charitable and educational activities of Arizona PTA shall be permitted to exhibit. Arizona PTA reserves the right to decline or prohibit any exhibit that, in its sole judgment, is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct. Arizona PTA reserves the right to request corporate information during the approval process for exhibitors. Exhibitors, their employees, and their agents may not serve as voting delegates to the Arizona PTA Convention. However, they may be nonvoting registrants if they are members of a PTA. No exhibitor shall request PTA delegates to lobby any governmental agency or official. Participation in the Arizona PTA Convention and Exhibition does not constitute endorsement of any product, service, or position by Arizona PTA.

## 16. Cancellation/Reduction of Exhibit Space

The exhibitor shall have the right to cancel this Agreement at any time by written notice to Arizona PTA. Any booth space canceled prior to March 31, 2012, will receive a full refund of any payments made prior to that date less a \$100 transaction fee. After March 31, 2012, no refunds will be made. Under all circumstances, Arizona PTA retains the right to resell any booth space canceled by the exhibitor.

## 17. Rules and Regulations of the Hilton Phoenix East/Mesa, Mesa, Arizona

In addition to the Rules and Regulations of the Arizona PTA Convention and Exhibition set forth in the Exhibitors' Prospectus, the applicant shall comply with all rules and regulations of the Hilton Phoenix East/Mesa, Mesa, Arizona, and all of the unions working within the Hilton Phoenix East/Mesa, Mesa, Arizona, and/or Modern Exposition Services, as well as subcontractors for the exposition services.

## 18. Additional Rules

Arizona PTA reserves the right to establish and enforce additional rules and regulations to further the goals of the exhibition. An exhibitor agrees to comply with them.

## 19. ADA Compliant

The exhibitor agrees to ensure that its exhibit booth space is in compliance with the Americans with Disabilities Act (ADA). These rules and regulations become a part of the contract between the exhibitor and Arizona PTA. They have been formulated in the best interest of the exhibitors. Arizona PTA respectfully asks the full cooperation of exhibitors in their observance of these rules and regulations. All points not covered are subject to the decision of Arizona PTA or its designated show management. Arizona PTA Headquarters  
2721 N. 7<sup>th</sup> Ave  
Phoenix, AZ 85007  
Office (602)-279-1811  
Fax: (602) -279-1814  
E-mail: exhibit@azpta.org  
Website: www.azpta.org

# EXHIBITOR SCREENING APPROVAL FORM

## Arizona PTA Convention and Exhibition Hilton Phoenix East/Mesa , June 1 – 3, 2012 Exhibits: June 1 & 2, 2012

Companies and organizations wishing to participate in the exhibition or other activities held during the Arizona PTA Annual Convention & Exhibition are required to complete the Exhibitor Screening Approval 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 PTA's mission and purposes 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 e-mail to Cristina Hite at [exhibit@azpta.org](mailto:exhibit@azpta.org).

- We understand that the acronym "PTA" or name "Arizona PTA" cannot be utilized in any exhibitor's materials. Arizona PTA copyrights both of these names. We understand that only in such cases where a company has been provided a PTA sponsor logo will use of "PTA" or "Arizona PTA" be approved.
- 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 (whether door-to-door or to friends, relatives, etc.), and participation in the fundraiser (even if it's of an educational nature, such as a quiz bowl). We understand that all fundraisers must be structured so that it is the Arizona PTA or an adult who is doing the fundraising.
- We understand that the use of Arizona PTA's logo is not permitted and that any company utilizing PTA's logo will be asked to remove the logo from the company's materials.
- Our company will not ask Arizona PTA delegates to lobby any government agency or official.
- Our organization does not participate in disseminating information that is of a partisan or sectarian nature.
- We understand that materials must be in accordance with Arizona PTA's position statements and resolutions, and that any company whose products, services, or materials are in direct opposition to Arizona PTA's position statements or resolutions will not be approved.
- Our company's products and/or services are appropriately related to children, youth, and the charitable and educational activities of PTA.
- We understand that our company is subject to final approval upon show opening and may be evicted from its rented space and further participation with Arizona PTA for not adhering to the above statements.
- Our product/program is not sponsored, supported, or endorsed by another company. (If it is, please e-mail that information to Cristina Hite at [convention@azpta.org](mailto:convention@azpta.org) submitting this form.)
- Our organization is involved in the following (please check all that apply):
  - Tobacco  Vouchers  Firearms  Religion  Alcohol  Adult content
  - None of the above (Non-disclosure may result in rejection of application.)
- The products being sold are physically safe for people to handle.
- Canvassing or distributing advertising data outside of assigned exhibit space will NOT be permitted.

Restrictions in operation of exhibits: Arizona PTA reserves the right to restrict, at its sole discretion, exhibits that, because of noise, method of operation, offensive language, 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 Arizona 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 Arizona PTA determines is objectionable to the exhibition. In the event of such restriction or eviction, Arizona 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 Arizona PTA Annual Convention and Exhibition, to be held June 1 –3 2012.

Signature \_\_\_\_\_ Date \_\_\_\_\_  
For company \_\_\_\_\_

# Application/Contract for Exhibit Space and Advertising

Arizona PTA Convention and Exhibition  
Hilton Phoenix East/Mesa 1011 W Holmes Ave Mesa, AZ 85210

Exhibits: June 1 & 2, 2012

Complete ALL areas below. Please type or print legibly.

Company name \_\_\_\_\_ Contact person name \_\_\_\_\_  
Title \_\_\_\_\_ Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP code \_\_\_\_\_  
Phone number \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail address \_\_\_\_\_ Website address \_\_\_\_\_  
Federal tax ID # (required) \_\_\_\_\_

What type of organization are you? (check one)  Commercial  Not-for-profit  
Have you exhibited at an Arizona PTA Annual Convention before?  Yes  No  
Have you completed all of the exhibitor screening form?  Yes  No  
Do you plan on selling your product?  Yes  No

Only firms and organizations whose nonpartisan and nonsectarian services or products are appropriately related, in the sole judgment of the Arizona PTA organization, to children, youth, and the charitable and educational activities of PTA shall be permitted to exhibit. Refer to rules and regulations of this contract for more details.

Competitors that your company should not be located near\*: \_\_\_\_\_

**\*Note:** The Arizona PTA office will make every attempt to fulfill all requests but makes no guarantees, as booth assignment is dependent on booths available at the time the exhibitor's application is received and processed.

**Please provide a 25 word profile of your company and the products/services to be exhibited. Word carefully, your company profile is going in our convention program.**

\_\_\_\_\_  
\_\_\_\_\_

In witness whereof, the applicant has caused this application to be executed individually or by an officer, agent, or representative duly authorized to execute the same and agrees on behalf of the exhibiting organization to abide by all rules and regulations as stated within the Exhibitors' Prospectus and application.

Signature \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Date \_\_\_\_\_  
(Please print or type)

## Exhibit Booth Costs

- 8' x 8' Ballroom before May 11, 2012 \$600
- add \$75. for end of aisle/corner \$75
- 8' x 8' Ballroom after May 11, 2012 \$700
- not-for-profit contact AZ PTA

**Total booth cost: \$** \_\_\_\_\_

## Additional Badges (2 are included with booth cost)

- Each additional badge (before May 11, 2012) \$10
- Each additional badge (after May 11, 2012) \$15

**Total cost of additional badges: \$** \_\_\_\_\_

## Convention Program Advertising

- Full page full color ad (8" x 10.5") \$225
- Full page black & white ad (8" x 10.5") \$200
- 1/2 page full color ad (8" x 5") \$125
- 1/2 page black & white ad (8" x 5") \$100
- 1/4 page full color ad (3.75" x 5") \$85
- 1/4 page black & white ad (3.75" x 5") \$60
- Business card size full color ad \$50
- Business card black and white ad \$25

**Total cost (booth, advertising & badges) \$** \_\_\_\_\_

**Prize Donation for PTA Passport Challenge** \_\_\_\_\_ (yes or no)

**Payment Options:** FULL payment plus screening form plus any outstanding balances must accompany this application. Failure to include payment in full will cause the return of this application without processing. Checks are preferred

Credit Card Number: \_\_\_\_\_ Visa MasterCard American Express  
Expiration date: \_\_\_\_/\_\_\_\_/\_\_\_\_ CSC code \_\_\_\_\_ (3digit code on back )  
Cardholder's signature \_\_\_\_\_  
Name of card \_\_\_\_\_

**Check/money order:** Please make check payable to Arizona PTA, and mail it along with your application, screening approval form and profile of company and products to Cristina Hite, Arizona PTA, 2721 N 7th Ave, Phoenix, AZ 85007-1102. **If paying by credit card:** Mail your application, screening approval form and profile of company and products to the address above, or fax them to (602) 279-1814.

