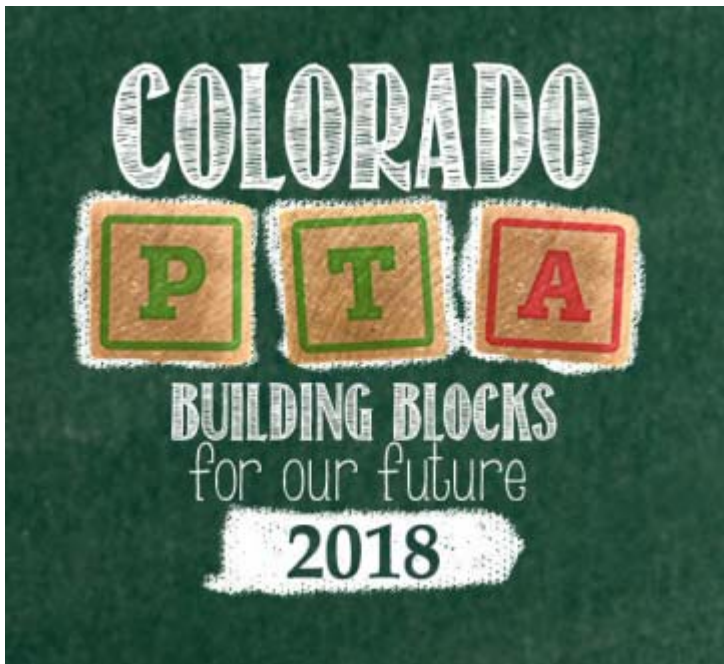




# 97th Annual Convention

**April 21 - 22, 2018**

Hotel Eleganté Conference & Event Center  
Colorado Springs, Colorado



## 2017-2018 Sponsorship Opportunities, Exhibitor Prospectus & Program Advertisements

Three Easy Ways to Apply:



**Online**

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



**Fax**

(720) 463-0660



**Mail**

Colorado PTA  
Attn: Convention Team  
7859 W. 38th Ave  
Wheat Ridge, CO 80033

# Colorado PTA

## 97th Annual Convention

### April 21-22, 2018

#### Hotel Elegante

#### Colorado, Springs, Colorado

Colorado Parent Teacher Association (PTA) will hold its 97<sup>th</sup> annual state-wide convention and we are excited to share a variety of opportunities for you and your business to partner with Colorado PTA.

### Annual Sponsorship Program

Colorado PTA is a 501(c)(3) non-profit organization committed to the well-being of all children. Our vision focuses on bringing all parties in a community together for a common cause – to advocate for and improve the lives of all children. We provide support to hundreds of local PTAs across the state of Colorado and a large part of that support comes in the form of training events such as the Annual Convention.

#### Why We Need You!

Colorado PTA's Annual Convention and Leadership training events are self-funded and staffed by volunteers. Success of these events is attributed directly to sponsor support and volunteers. By partnering with Colorado PTA, your business has the opportunity to demonstrate its support of the children of Colorado as well as to make contact with local PTA decision makers from across the state.

Sponsorships help fund Colorado PTA's statewide activities promoting effective parent involvement strategies and programs for school districts, local schools, and PTAs; providing *Reflections*, a cultural arts recognition program for students in grades K-12; awarding scholarships to graduating seniors from PTA high schools; and supporting our PTA members through customized training, resources, and educational programs.

#### Convention Sponsorship

Colorado PTA's Sponsorship Program offers a variety of partnership opportunities, such as:

- ⇒ 6 ft. exhibit table in an elite location at the Colorado PTA's Annual Convention.
- ⇒ Table (8 seats) for the Business Awards dinner during Colorado PTA's Annual Convention.
- ⇒ Premier full page advertisement in Convention Program distributed to all attendees.
- ⇒ Link to your website on Colorado PTA's website.
- ⇒ Donor may provide flyer to be included in the attendees Welcome Package

#### Exhibitor Opportunities

Become an exhibitor and have the opportunity to network and advertise to PTA representatives from all across the state of Colorado. Colorado PTA will do our part to encourage all invitees to participate to ensure that this event will be well attended. In return, we ask each exhibitor to donate a gift to be used as a door prize which helps to build excitement for this event.

#### Make a Monetary Donation

Your company's name will be listed as a donor in the Convention Program, and the donation may be tax deductible. *Please contact Colorado PTA for more information.*

#### Program Advertisements

The PTA Convention Program is read by PTA leaders and members in over 300 schools in Colorado which makes it a valuable tool for businesses and organizations trying to reach this market. Advertisements in the program range in price from a business card ad for \$35 to a full-page color ad for \$200. *Look for more information on page 7.*

**Contact Colorado PTA today to learn more about potential opportunities that best suit your business interest.**

**Non Profit Organizations: Please contact the Colorado PTA office for pricing.**



# 97<sup>th</sup> Annual Colorado PTA Convention

April 21-22, 2018

Hotel Eleganté, Colorado Springs, Colorado

## Exhibitor Information

### Location

All exhibits, workshops, and general meetings will take place at the Hotel Eleganté, 2886 S. Circle Dr., Colorado Springs, CO 80906.

Often members call the Colorado PTA office after the convention looking for a particular product or service. A list of the convention exhibitors will be kept in the office and each attendee will receive a list of all exhibitors in the convention program.

### **Exhibit Space**

All exhibit spaces are approximately 8' x 8' and include one 6' table with skirting and 2 chairs. If you cannot contain your display within this space, you must purchase two (2) spaces. All Spaces exhibit spaces are pre-assigned and shall not be moved.

### **Exhibitor Registration, Installation/Set Up**

***Times are tentative and will be finalized after April 1, 2018***

Saturday, April 21, 2018 - 6:30 a.m. – 8:30 a.m.

*In the interest of safety and for liability reasons, children under the age of 15 are not allowed in the exhibit hall during set up or tear down.*

### **Electricity**

All Exhibitors that need electricity at their table **MUST** make arrangements in advance by completing the Power Request form and faxing it to Hotel Eleganté. There will be **NO** opportunity to add electricity to your space after **Friday, April 6, 2018**.

### **Exhibitor Committee Walk-Through**

Saturday, April 21 8:30 a.m. – 9:00 a.m.

All products must be on display for the committee's examination. Any materials not seen by the committee prior to the exhibit hall opening will not be allowed. Exhibitor does not need to be present for the walk-through. Colorado PTA reserves the discretionary right to disallow any materials to be on display.

### **Exhibit Hours**

**Tentative:** Exhibit Hall hours are as follows:

Saturday, April 21, 2018 from 8:45 a.m.-12:15 p.m. and 2:30 p.m.-6:30 p.m. Exhibitors need to be present at their space during all Exhibit Hall open times.

### **Exhibitor Tear - down**

Saturday, April 21 6:30 p.m. – 8:00 p.m.

### **Exhibitor Meals**

Lunch on Saturday will served in the Exhibit Hall. All exhibitors will have the opportunity to purchase a lunch prior to the event.

### **Application for Space**

Application for space must be made on the enclosed application form or online.

The application and full payment must be returned to Colorado PTA. Faxes/Emails may be used to submit application, but the application will not be complete, and a space will not be reserved until payment is received. Space cannot be reserved over the phone. A letter confirming acceptance to exhibit will be sent to you within 30 days of receiving the application. If an incomplete application is received it will be returned to you requesting the necessary information or payment. Applications may then be resubmitted.

You must submit one (1) copy of any materials that will be distributed or displayed for review by the Exhibitors Committee. This includes any contracts or agreements that the Exhibitor requires its customer(s) to sign. These materials must accompany the application for space. If the materials are not included with the application, the application will be returned without processing. Space assignments will be made only after receipt of all materials, completed application, and payment. The Colorado PTA reserves the discretionary right to prohibit any materials from being displayed.

### **Space Assignments**

All applicants are assigned space based on several factors, including the date of receipt of the complete application package and a balanced distribution of products and services. No assignment will be made until full payment has been received. *Sponsors will receive priority space assignments.*

### **Exhibitors' Prize Drawing**

To encourage all attendees to visit your display they will be given an exhibitors' checklist. Exhibitors are asked to initial or stamp next to their business. The 100 percent completed exhibitors' checklists are entered into a prize drawing. **Each exhibitor is asked to donate a prize for the drawing.** Exhibitors **may also** conduct their own drawings and/or sell products at their space.

### **Convention Program**

Exhibitors whose applications are received and accepted no later than March 1, 2018 will be listed in the Convention Program. The program listing will include the business 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 convention materials listing those exhibitors whose applications were received and accepted after March 1, 2018, but no later than April 9, 2018. Any application received or accepted after April 9, 2018, cannot be guaranteed a listing in the program addendum.

### **Exhibitor Registration**

**You are limited to two (2) people per space.** You will receive two (2) Colorado PTA exhibitor nametags per table, you are welcome to wear your personal business nametag. All personnel will be required to wear a Colorado PTA nametag.

# 97th Annual Colorado PTA Convention

April 21-22, 2018

Hotel Elegaté, Colorado Springs, Colorado



## Rules & Regulations

- Application for Space** : Applicants must use the Colorado PTA "Application for Space" form to register. A completed and submitted form indicates applicants have received an exhibit packet and **agree** to the "Terms of Agreement," and exhibit "Rules and Regulations." To validate the registration application, each applicant must include full payment and specify products scheduled for exhibition and/or all materials to be distributed. The application for space, formal notice of assignment, acceptance by Colorado PTA, and full payment, constitute a contract for the right to use exhibit space. An Exhibitor with past due fees will be refused space until the fees are paid in full.
- Use of Space**: All demonstrations, signs, promotional materials or other sales activities must be confined to the limits of the exhibit space. Exhibit Hall participants shall not assign, share or sublet any space allotted, without the written consent of Colorado PTA. No Exhibitor shall show goods or services other than those manufactured, sold, or offered in the regular course of business. The Exhibitor shall not display or place any product, sign, partition, apparatus shelving, or other construction that extends more than ten (10) feet above the floor or more than four (4) feet in depth from the back wall. No interference with lighting or view of other exhibits will be permitted.
- Irregular Canvassing, Selling, and/or Activities beyond Exhibitor's Space**: Distribution of promotional material is permitted only within your assigned space. All non-exhibiting firms will not be permitted to canvas, solicit, hold conferences, or distribute literature/produce and/or other promotional devices during the convention.
- Fire Protection** : Flammable or other dangerous or hazardous fluids, substances, materials, equipment, or other items may not be used. Exhibitors must use flame-resistant decorative material.
- Sound Devices** No sound-making equipment, of any kind, may be set-up or used in the exhibit space without the prior written approval of Colorado PTA.
- Restrictions in Operation of Exhibits** : Colorado 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, as well as, prohibit or evict any part of or all of an exhibit that, in the opinion of Colorado PTA, may detract from the general character of the exhibition. This reservation includes persons, things, conduct, printed material, or anything of a character that Colorado PTA determines is objectionable to the exhibition. In the event of such restriction or eviction, the Colorado PTA is not liable for any refunds of rentals or other exhibit expenses. Exhibitors may conduct free drawings and/or sell products at their space. Drawings are permitted within the Exhibitor's space only, subject to any applicable requirements of local law. Raffles and lotteries are not permitted.
- Care of Building and Equipment**: Exhibitors, or their agents, shall not injure or deface the walls or floors of the building, or the table. When such damage occurs, the Exhibitor shall be liable to the owner of the property if damaged.
- 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 Colorado PTA. The Colorado PTA shall be entitled to close an exhibit at any time due to 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. Any such Exhibitor shall not be entitled to a refund of any part of any fee.
- 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 canceled by Colorado PTA, Colorado 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.
- Liability and Insurance** : Neither Colorado PTA, nor the management, officers, or staff members of Colorado PTA, or the facility, Hotel Elegaté, will be responsible for the safety of the property of the Exhibitor's 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 company's premises until it's returned. Colorado PTA shall not be held accountable or liable 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.
- Indemnification**: Exhibitor agrees to indemnify and hold Colorado PTA, Hotel Elegaté and their respective officers, employees, and agents (each an "Indemnified Person") harmless and blameless from and against any and all claims of liability, and fees, including legal fees, expenses, costs, damages, suits, or injury of any kind and nature or threat of the same, brought by any third party, which may have originated at or on, or resulted from, or which may otherwise be incurred by Exhibitor's presence, equipment, or other use of the premises and property. Exhibitor agrees that each Indemnified Person is now and hereafter relieved of any and all responsibility and liability for any and all injury, loss, or damage that the Exhibitor or its employees, agents, and invitees, or their property, may incur as a result of or during Exhibitor's use of the premises, property, equipment and facilities of the Hotel Elegaté. Therefore, Exhibitor on its own behalf and on behalf of its members, employees, agents and invitees, hereby releases and indemnifies each Indemnified Person from and against any and all costs, damages, fees, expenses, or liability of any type or nature related to the same. The release and indemnification provisions in this paragraph shall apply even in the event of an Indemnified Person's negligence, but shall not apply in the event of an Indemnified Person's gross negligence. Exhibitor further covenants and agrees to indemnify and to fully pay and reimburse Hotel Elegaté, any and all costs of replacement of damage to Hotel Elegaté's property, and for the restoration and repair of the premises, damaged, destroyed, or otherwise defaced or injured by the Exhibitor's use, including its members, employees, agents and invitees of the same.
- Selection of Exhibitors** : Only firms and organizations whose non-partisan and non-sectarian services or products are appropriately related, in the sole judgment of Colorado PTA, to children, youth, and the charitable and educational activities of Colorado PTA shall be permitted to exhibit. Colorado PTA reserves the right to decline or prohibit any exhibit, which in its sole judgment is inappropriate, this reservation being all inclusive as to persons, things, printed material, products, and conduct. Exhibitors, their employees, and their agents may not serve as voting delegates to the Colorado PTA convention.
- Rules/Regulations for the Hotel Elegaté**: In addition to the rules and regulations of the 96th Annual Colorado PTA Convention and Exhibit Hall Days set forth in the Exhibitor's Prospectus, Exhibitors shall comply with all rules and regulations of Hotel or the City of Colorado Springs. These rules and regulations become part of the contract between the Exhibitor and the Colorado PTA. The Colorado PTA respectfully asks the full cooperation of the Exhibitors in their observance.

# 97<sup>th</sup> Annual Colorado PTA Convention

April 21-22, 2018

Hotel Elegante, Colorado Springs, Colorado



## Rules & Regulations

### Lobbying/Endorsements:

No Exhibitor shall request PTA members to lobby any governmental agency or official. Participation in the convention does not constitute endorsement of any product, service, or position by Colorado PTA. No Exhibitor may use the PTA name or logo without the prior written approval of Colorado PTA. Colorado PTA reserves the right to reject any Exhibitor if, in Colorado PTA's sole judgment, a proposed exhibit is not in keeping with the Colorado PTA's charitable and educational purposes.

PTA does not provide lists of active PTAs or contact information for PTA members or officers to outside organizations. Exhibiting at the Colorado PTA Convention is the most cost-effective way to reach PTAs eager for products, services and information that will assist in furthering their objectives. When you reach PTA leaders at the Colorado PTA Convention, your message will also be shared with members across the state.

### **Screening Tips**

Colorado PTA requires all companies that submit an application for exhibit space and payment to also submit one (1) copy of their materials (any brochures, order forms, catalogs, contracts, merchandise for sale, etc. that will be displayed at the convention.) These materials will be reviewed by the Exhibitor Committee and must be approved before Colorado PTA will confirm exhibit space to a potential exhibitor. Each company must submit materials whether or not they have been screened and approved in the past.

### **How can you make sure your company's materials are compliant?**

1. Fundraising materials submitted cannot state that children, students or kids are doing the fundraising. This includes the collection of monies (whether for a charitable cause or not) and actual selling (whether door-to-door or just to friends, relatives, etc.). All fundraisers must be structured so that it is the PTA or another organization/entity that is doing the fundraising.
2. The acronym PTA or the names National PTA or Colorado PTA cannot be utilized in any exhibitor's materials. All of these names are copyrighted.
3. The use of Colorado PTA's logo or convention logo is not permitted. Any company utilizing Colorado PTA's logo or convention logo will be required to remove it from its materials and any materials in the exhibit hall including these logos will be confiscated.
4. Materials which ask delegates to lobby any governmental agency or official will not be approved.
5. All materials submitted must be of a non-partisan, non-sectarian nature.
6. Materials submitted must be in accordance with Colorado PTA's position statements and/or resolutions. Any company's products, services or materials which are in direct opposition to Colorado PTA's position statements or resolutions will not be approved.

7. Each company's product and/or services should be appropriately related to children, youth and the charitable and educational activities of the Colorado PTA.

The tips listed above are provided to potential exhibiting companies to clarify some of the main items for which the Exhibitor Committee will be screening.

### **Photography Release**

By registering for or attending the Colorado PTA Convention, you hereby grant and assign the Colorado 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 Colorado PTA Convention. By registering for or attending the Colorado PTA Convention you hereby release the Colorado 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 Colorado PTA Convention unless written consent is obtained prior to Convention activities commencing. Use of photographs, videos, or audio recordings after the end of the Colorado PTA Convention is subject to consent and approval by Colorado PTA.

### **Contact Information**

Colorado PTA  
7859 W. 38th Ave  
Wheat Ridge, CO 80033  
Phone (303) 420-7820  
Fax (720) 463-0660  
E-mail: office@copta.org  
Website: www.copta.org

### **Vice President of Convention**

Jennifer Burtis  
Phone (303) 519-3542  
E-mail: convention@copta.org

### **Convention Exhibitors Chair**

Christina Powell  
Phone (720) 840-6206  
E-mail: exhibitors@copta.org

### **Hotel/Location Information**

Hotel Elegante Conference & Event Center  
2886 S. Circle Dr.  
Colorado Springs, CO 80906  
(719) 576-5900

### **Hotel - Room Reservations**

If you would like to reserve a room, please contact the Hotel Elegante Conference & Event Center.

97th Annual Colorado PTA Convention

April 21-22, 2018

Hotel Eleganté, Colorado Springs, Colorado



**Convention Program Advertising**

High resolution (300 dpi) PDF files preferred.  
High resolution JPG, EPS, or TIF files are also acceptable.

**Deadline: March 1, 2018**

**Ad sizes and prices:**

**Full page ad 7 x 9" \$500**

**Half page ad (vertical)**

3 3/8 x 9"

**\$250**

**Half page ad (horizontal)**

7 x 4 3/8"

**\$250**

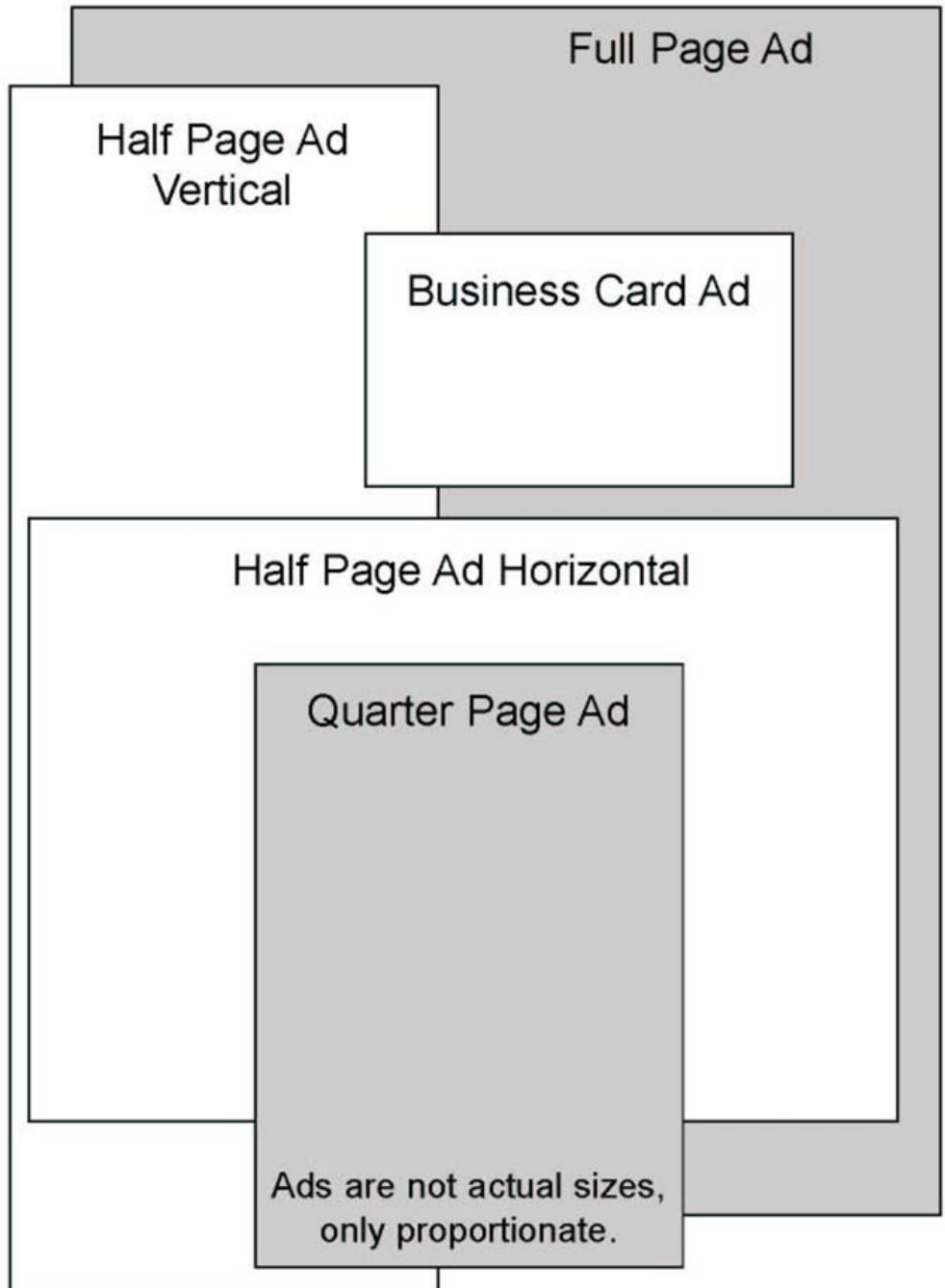
**Quarter page ad**

3 3/8 x 4 3/8"

**\$175**

**Business card ad**

3 3/8 x 2 1/8" **\$100**



# 97th Annual Colorado PTA Convention

April 21-22, 2018

Hotel Elegante, Colorado Springs, Colorado



## Application for Sponsorship and Exhibitors

Company: \_\_\_\_\_ Federal Tax ID# (required) \_\_\_\_\_

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

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

Company Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Website: \_\_\_\_\_ Email Address: \_\_\_\_\_

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

Contact Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Organization designation (select one) Commercial Non-Profit

Have you exhibited at the Colorado PTA convention before: Yes No Continuously since \_\_\_\_\_

Have your materials been approved by Colorado PTA before: Yes No

Are your products sold in a door-to-door promotion? Yes No

Have you included all the appropriate screening materials? Yes No

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

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

Name (Please Print): \_\_\_\_\_ Title: \_\_\_\_\_

### Sponsorship Opportunity Selection: (see details on page 3)

- Premier Sponsor (\$10,000)  Gold Sponsor (\$4,000)  Bronze Sponsor (\$1,200)  Bag Sponsor (\$2,600)  
 Platinum Sponsor (\$7,000)  Silver Sponsor (\$2,000)  Speaker Sponsor (\$2,000)

### Exhibitor Opportunity Selection: (see details on page 3 & 4)

- | Deadlines                    | One Space                       | Double Space                      |
|------------------------------|---------------------------------|-----------------------------------|
| Postmarked by March 15, 2018 | <input type="checkbox"/> \$ 650 | <input type="checkbox"/> \$ 1,200 |
| Postmarked by April 1, 2018  | <input type="checkbox"/> \$ 800 | <input type="checkbox"/> \$ 1,500 |

Yes, I need electrical. You will receive a hotel electrical request packet from Hotel Elegante upon approval of your application.

### Convention Program Advertisements Selection: (see details on page 7)

- Full Page Ad \$ 500  Half Page Ad (vertical) \$250  Half Page Ad (horizontal) \$250  
 Quarter Page Ad \$175  Business Card Ad \$100

Payment Option Visa Master Card Check Money Order **FULL PAYMENT MUST ACCOMPANY THIS APPLICATION**

Credit Card number: \_\_\_\_\_ Expiration Date: \_\_\_/\_\_\_

Total Amount \$ \_\_\_\_\_

Name on the Credit Card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Card Holder's Signature: \_\_\_\_\_

Please make check payable to Colorado PTA and mail to: Colorado PTA, Attn: Exhibitor Coordinator,  
7859 W 38th Ave., Wheat Ridge, CO 80033 • 303.420.7820 • 888.225.8234 • Fax 720.463.0660 • Email office@copta.org