



# 100<sup>th</sup> ANNUAL CONVENTION

**April 1 - 2, 2022**

**DoubleTree - Denver Tech Center  
Greenwood Village, Colorado**



**2021-2022 Sponsorship Opportunities,  
Exhibitor Prospectus &  
Program Advertisements**

**JOIN US**

**Three Easy Ways to Apply:**



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



[convention@copta.org](mailto:convention@copta.org)



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

Colorado Parent Teacher Association (PTA) will hold its 100th 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. 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 for 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
- Dinner and celebration party (2 tickets) 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 at 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 \$100 to a full-page color ad for \$500. Look for more information on page 8.

## LOCATION

**100th Annual Colorado PTA Convention**  
**April 1-2, 2022**  
**DoubleTree by Hilton - Denver Tech Center**

## Colorado PTA's Annual Sponsorship Program

You may choose from one of the pre-designed packages, or use the menu to select items you want. Spend up to the Sponsorship amount, you will be considered that level of sponsor. Some benefits require a minimum sponsorship level.					*NEW*				*NEW*		
		Premiere Sponsor	Platinum Sponsor	Gold Sponsor	100th Celebration Sponsor	Silver Sponsor	Bronze Sponsor	Speaker Sponsor	Bag Sponsor	Lanyard Sponsor	Exhibit
		\$10,000	\$7,000	\$5,000	\$3,500	\$2,500	\$1,500	\$2,000	\$2,600	\$1,200	\$650
Benefits at a Glance	Value	\$13,400 value	\$5,500 value	\$5,800 value	\$5,750 value	\$3,050 value	\$2,350 value	\$3,450 value	\$3,200 value	\$2,600 value	\$1,100 value
Premier status on all acknowledgements and opportunity to customize sponsorship. (Must be a Premier Sponsor)	\$1,000	✓									
Opportunity to host a convention workshop or activity (must have written prior approval of content by CO PTA) (Must be a Premier Sponsor)	\$1500	✓									
Introduction of a CO PTA selected Keynote speaker & brief presentation. (Must be a Premier or Platinum Sponsor)	\$500 - \$1,000	15 Mins (Premier Only)	10 Mins (Premier or Platinum)								
Opportunity for one table drop (two meals available) (Must be a Premier or Platinum Sponsor)	\$1500	✓	✓	✓							
Company logo and sponsorship level recognition on CO PTA website with link (Must be at least a 100th Celebration Sponsor)	\$1,000	✓	✓	✓	✓						
On-screen recognition w/ your logo at all General Sessions during Convention. (Must be at least a Silver Sponsor)	\$250	✓	✓	✓	✓	✓			✓	✓	
Bag inserts for all attendees (brochures, pamphlets, special offers, promotional items and/or business cards) (Must be a Sponsor)	\$250	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Recognition from CO PTA President, a certification and photo w/ CO PTA President at the Convention (Must be a Sponsor)	\$600	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Business Ad in Convention Program	\$150-\$1000	Full Page	Full Page	Full Page	1/2 page	1/2 page	1/4 page	1/2 page	1/2 page	1/4 page	1/4 page
Tickets to the 100th Celebration Party	\$400 - \$1,600	8	6	5	4	3	2	2	2	2	Available
Meet local PTA leaders from across CO at the Exhibit Hall during Convention											
2 Days, Elite Location (Limited Availability) Must be at least a Platinum Sponsor	\$2,000	✓	✓								
Table at 100th Celebration	\$1,500	✓			✓						
2 Day Exhibit Space	\$650				✓	✓	✓			✓	✓
Recognition of Sponsorship Level or as Exhibitor in Program and on website	\$100	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity to introduce the speaker and give a 5 minute presentation to all attendees (two Available)	\$1,500							✓			
Company logo and name on tote bag on opposite side of CO PTA logo. (Only one available, must select Bag Sponsor Package)	\$1000								✓		
Become a CO PTA Business Partner	\$100	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Highlight in one newsletter to All Members <sup>1</sup>	\$1,500	N/A									
Highlight in one newsletter to Local Unit officers <sup>2</sup>	\$1,000	N/A									
Logo on one All Member newsletters <sup>1</sup>	\$1,000	N/A									
Logo on Local Unit officer newsletter w/link to website <sup>2</sup>	\$750	N/A									
One Facebook post and Tweet on CO PTA Facebook & Twitter	\$750	N/A									

<sup>1</sup> 17,000 email subscribers <sup>2</sup> 1,700 email subscribers

## EXHIBITOR INFORMATION

### Location

All exhibits, workshops, and general meetings will take place at the DoubleTree by Hilton - Denver Tech Center, 801 E Orchard Rd, Greenwood Village, CO 80111.

Often members call the Colorado PTA office after the convention looking for a particular product or service. A list of the convention sponsors and exhibitors will be kept in the office and each attendee will receive a list of all the sponsors and 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 exhibit spaces are pre-assigned and shall not be moved.

### Exhibitor Registration, Installation/Set Up

Times are tentative and will be finalized after March 15, 2022

**Friday, April 1, 2022 - 10:30 am – 11:30 am**

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 indicate so on the registration form** so that arrangements can be made in advance with DoubleTree. There will be **NO** opportunity to add electricity to your space after **March 15, 2022**.

### Exhibit Hours

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

**Friday, April 1, 2022 from 11:30 am-12:30 pm and 2:15 pm- 6:45 pm | Saturday, April 2, 2022 8:00 am-1:15 pm. Exhibitors need to be present at their space during all Exhibit Hall open times.**

**JOIN US**

**FOR OVER 10 HOURS OF EXHIBITOR TIME!**

### 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 giveaways at their own exhibitor space.

### Exhibitor Tear - Down

**Saturday, April 27, 2022 - 1:15 pm – 2:00 pm**

### Exhibitor Meals

All exhibitors will have the opportunity to purchase a box lunch during booth application process.

## 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 also wear your personal business nametag. However, all personnel will be required to wear a Colorado PTA nametag.

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 may 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.

### Convention Program

Exhibitors whose applications are received and accepted no later than **March 1, 2022** 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, 2022, but no later than March 15, 2022. Any application received or accepted after March 15, 2022, cannot be guaranteed a listing in the program addendum.

## TERMS & CONDITIONS

- 1. 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.
- 2. 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.
- 3. 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.
- 4. 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.
- 5. 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.
- 6. 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.
- 7. 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.
- 8. 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.
- 9. 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 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.
- 10. Liability and Insurance:** Neither Colorado PTA, nor the management, officers, or staff members of Colorado PTA, or the facility, DoubleTree, 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.

**11. Indemnification:** Exhibitor agrees to indemnify and hold Colorado PTA, DoubleTree 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 DoubleTree. 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 DoubleTree, any and all costs of replacement of damage to DoubleTree 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.

**12. 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.

**13. Rules/Regulations for DoubleTree by Hilton:**

In addition to the rules and regulations of the 98th 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. All points, not covered, are subject to the discretion of the Colorado PTA President and/or the Vice President for Convention.

**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 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](mailto:office@copta.org)  
Website: [www.copta.org](http://www.copta.org)

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### **Vice President of Convention**

Christina Powell  
Phone (720) 840-6206  
E-mail: [convention@copta.org](mailto:convention@copta.org)

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### **Convention Exhibitors Chair**

Heidi Dool  
E-mail: [exhibitors@copta.org](mailto:exhibitors@copta.org)

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### **Hotel/Location Information**

DoubleTree by Hilton - Denver Tech Center  
801 E Orchard Rd  
Greenwood Village, CO 80111  
(303) 779-6161

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### **Hotel - Room Reservations**

If you would like to reserve a room, please contact the DoubleTree by Hilton - Denver Tech Center.

## CONVENTION PROGRAM ADVERTISING

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

# Deadline: March 1, 2022

### Ad sizes and prices:

#### Full page ad

7 x 9"

**\$1,000**

#### Half page ad (vertical)

3 3/8 x 9"

**\$500**

#### Half page ad (horizontal)

7 x 4 3/8"

**\$500**

#### Quarter page ad

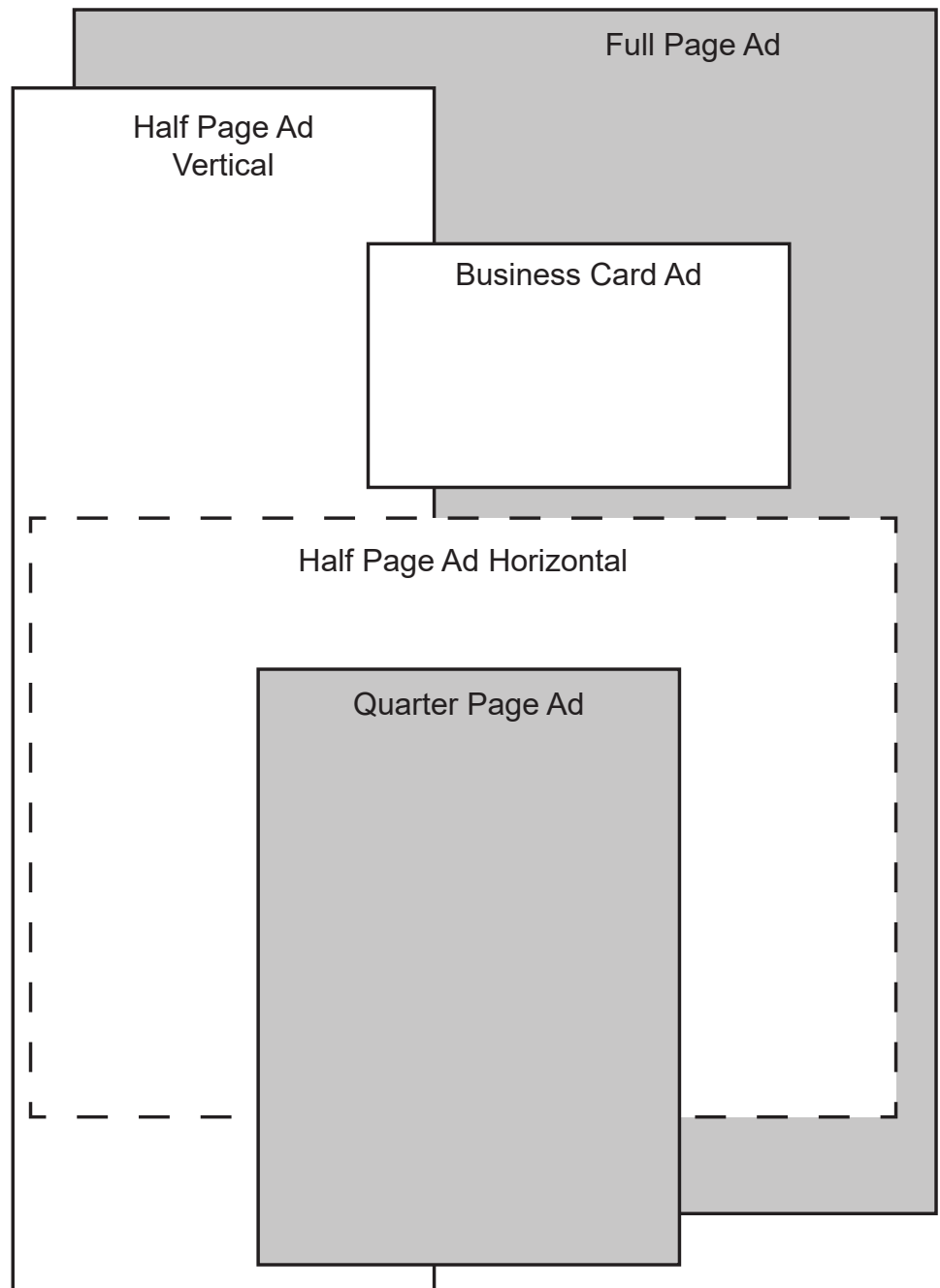
3 3/8 x 4 3/8"

**\$250**

#### Business card ad

3 3/8 x 2 1/8"

**\$150**



*Ads are not actual sizes, only proportionate.*