



NJ PTA Exhibitor Application Contract for Booth Space

Please check one:

- Single Booth: \$600** **Double Booth: \$1,100** **Non-Profit Table-top: \$400**

The total exhibit fee must be returned with this application. There will be no refunds for cancellations after February 27, 2012.
PLEASE PRINT CLEARLY OR TYPE ALL INFORMATION REQUESTED.

EXHIBITOR CONTACT & MAILING INFORMATION (Person to contact regarding this application and send mail)

Company Name: _____ Exhibitor Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ E-mail: _____

FREE DIRECTORY LISTING & BOOTH SIGN INFORMATION

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail or Website Address: _____

Product or Service: _____

DO YOU WANT SPACE ADJACENT TO OR NEAR A COMPETITOR: YES NO

Competitor's name/product: _____

BADGE NAME(S): (Please print names as you wish them to appear on the badge):

SIGN HERE

The undersigned has read and is subject to the terms, conditions, rules and regulations governing the convention which are set forth on the enclosed pages and is an officer, agent, or representative of the exhibitor authorized to enter in this agreement.

Please Sign Here

Date

PAYMENT METHOD Payment in full must accompany application for it to be considered.

Enclosed is our check for \$ _____
made payable to NJ PTA (NJ PTA Tax ID # E-210-649-035)

Charge my payment to:
 Visa Mastercard American Express Discover

Credit Card No. _____

Expiration Date _____

Cardholder's Signature (Note: Credit card payments will appear on your statement as a purchase from D. Lawrence Planners, L.L.C. For more information, contact D. Lawrence Planners, L.L.C. at 609-344-1333; FAX: 609-348-4433)

Cardholder's Name (please print) _____

Billing Address if different from above _____

Total Amount Enclosed (check or credit card): \$ _____

PLEASE FILL OUT FORM AND SEND/FAX WITH PAYMENT TO: NJ PTA Exhibits c/o D. Lawrence Planners, L.L.C.
1125 Atlantic Ave., Suite 634, Atlantic City, NJ 08401 • Ph: 609-344-1333 • Fax: 609-348-4433
Please retain a copy for your records.



DID YOU SIGN THE APPLICATION?

NEW JERSEY PTA RULES AND REGULATIONS

1. CONTRACT FOR SPACE - Applicants for exhibit space are required to forward to D. Lawrence Planners, LLC the formal Application/Contract provided. To be valid, each application must include payment in full, and must specify products scheduled for exhibition and/or distribution. The application for space and formal notice of assignment and acceptance by New Jersey PTA and full payment of rental charges constitute a contract for the right to use this space.

2. DATES AND HOURS - Exhibits will be open as follows:
Friday, Mar. 23, 2012: 12:00 - 8:00 PM.
Saturday, Mar. 24, 2012: 9:00 AM - 12:45 PM.

Exhibits should be staffed during exhibit hours by persons who are well prepared to discuss effectively all products and services presented.

3. INSTALLATION AND DISMANTLING - Installation may begin Friday, March 23, 2012 at 9:00 AM and should be completed no later than 12:00 PM on the same day. The exhibitor expressly agrees not to dismantle his exhibit or to do any packing before the final closing hour of the exhibit at 12:45 PM Saturday, March 24, 2012. All exhibits must be removed by 4:00 PM Saturday, March 24, 2012. Exhibit Hall will open officially 12:00 PM Friday, March 23, 2012 and close 12:45 PM Saturday, March 24, 2012.

4. USE OF SPACE - All demonstrations, or other sales activities must be confined to limits of the exhibit booth. Exhibitor shall not assign, share or sublet any space allotted without the written consent of the New Jersey PTA. No interference with the light or view of other exhibitors will be permitted.

5. IRREGULAR CANVASSING, SELLING, ACTIVITIES BEYOND EXHIBITOR'S SPACE - Distribution of circulars or promotion material may be made only within the booth assigned to the exhibitor presenting such material. Non-exhibiting firms will not be permitted to canvass, solicit, hold conferences, or distribute literature or other promotion devices during the convention.

6. FIRE PROTECTION - Flammable or other dangerous fluids, substances, materials, equipment or other items, the use of which is in violation of city, county or state laws or regulations, may not be used in any booth. Exhibitor must use flame-resistant decorative materials.

7. RESTRICTION IN OPERATION OF EXHIBITS - New Jersey PTA reserves the right to restrict exhibits which, because of noise, method of operation, materials, or any reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of the management may detract from the general character of the exhibit as a whole. This

reservation includes persons, things, conduct, printed matter or anything of a character which the management determines is objectionable to the exhibit. In the event of such restriction or eviction, the New Jersey PTA is not liable for any refunds of rentals or their exhibit expense.

8. CARE OF BUILDING AND EQUIPMENT - Exhibitor, 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 is liable to the owner of the property so damaged.

9. FAILURE TO ABIDE BY TERMS - If an exhibitor fails to make payment due thereunder when they are due, such exhibitor's rights to exhibit may be canceled by the New Jersey PTA without further notice. The New Jersey PTA shall be entitled to close an exhibit at any time for failure by any exhibitor or any of their officers, agents, employees, or other representatives to perform, meet or observe any term or conditions set forth herein, and such exhibitor shall not be entitled to a refund of any part of any fee.

10. 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 show or any part thereof is prevented from being held, or is canceled by the New Jersey PTA, the New Jersey PTA shall determine and refund to the applicant its proportionate share of the balance of aggregate exhibit fees received which remains after deducting expenses incurred by the New Jersey PTA and reasonable compensation to the New Jersey PTA, but in no case shall the amount of refund to the applicant exceed the amount of the exhibit fee paid.

11. LIABILITY AND INSURANCE - The New Jersey PTA, D. Lawrence Planners, LLC and Ocean Place management or any officers or staff members will not 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 insurance broker for proper coverage on display material from the time it leaves their company's premises until its return. In most cases, a rider can be added to a current policy for a very nominal cost. Neither the New Jersey PTA nor D. Lawrence Planners, LLC and Ocean Place management nor any of their officers, agents, employees or other representative 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 or any of its officers, agents, employees or other representative resulting from theft, fire, water, accident of any or any other cause, and neither the New Jersey PTA nor D. Lawrence Planners, LLC and Ocean Place management will obtain insurance against any such damage, loss, harm, or injury.

12. INDEMNIFICATION - The applicant hereby agrees to indemnify, defend and protect the New Jersey PTA and D. Lawrence Planners, LLC and Ocean Place and their officers, agents, employees or other representative against, and hold and save the New Jersey PTA and D. Lawrence Planners, LLC and Ocean Place management and their officers, agents, employees or other representative harmless from, any and all claims, demands, suits, liability, damages, loss costs, attorney fees and expenses of whatever kind or nature which might result from or arise out of any action or failure to act of the applicant or any of its officers, agents, employees or other representative.

13. PAYMENT, CANCELLATION AND ACCEPTANCE - Space is limited to exhibit at this year's convention. Applications will be accepted on a first come, first served basis. No application will be accepted without full payment. If space is cancelled by applicant after February 27, 2012, the fee is not refundable. On or before February 27, 2012, 50% is refundable. Applicant agrees that it will accept the booth (or booths) assigned to it by New Jersey PTA. Exhibitor must be completely set up by the opening of exhibits on Friday, March 23, 2012 at 12:00 PM. Any exhibitor that is not set up by this time may lose their assigned booth space.

14. SELECTION OF EXHIBITORS - Only firms and organizations whose services or products are appropriately related to the education, health, welfare, or personal development of children and youth shall be permitted to exhibit. Exhibitors may only exhibit their own material not that of any parent company, subsidiary, or affiliated company.
A.) NJ PTA does not endorse any fund-raising company.
B.) PTA policy is very clear that children should never be exploited or used as fund-raisers.
C.) Children should not be removed from class for fund-raising presentations.
D.) No fund-raising incentive should be used except in the form of a better percentage of the profit to the PTA unit. The New Jersey PTA reserves the right to decline or prohibit any exhibit which in its judgment is inappropriate, this reservation being all including as to persons, things, printed matters, products and conduct. Exhibitors, their employees and their agents may not serve as voting delegates to the New Jersey PTA Convention. However they may be non-voting delegates. These regulations become a part of the contract between the exhibitor and New Jersey PTA. They have been formulated for the best interest of the exhibitors. The management respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the management.

TERMS OF AGREEMENT

TO THE NEW JERSEY PTA - The signed Applicant hereby applies to participate in the 111th Annual New Jersey PTA Convention to be held at the Ocean Place, subject to the terms and conditions of this Application and Agreement. The Applications must be accompanied by a check for the full payment for the total booth rental charges, and is not binding unless and until accepted by the New Jersey PTA via confirmation letter. If the Application is accepted by the New Jersey PTA, the Application, together with the Rules and Regulations and these Terms of Agreement of the 111th Annual New Jersey PTA convention set forth in the Exhibitor's Prospectus and the rules and regulations of the Ocean Place, shall form the agreement between the Applicant and the New Jersey PTA as to the terms and conditions of the Applicant's participation in the Annual New Jersey PTA Convention. This Application and Agreement, and the parties' rights hereunder, shall be governed by New Jersey law.

BOOTH ASSIGNMENT - It is understood that assignment of space will be determined by the New Jersey PTA on

several factors including the following: date of receipt of application and payment for full amount of the booth space and a balanced distribution of products and services throughout the exhibit hall. The New Jersey PTA agrees that it shall attempt to assign Applicant the booth(s) requested; however, the New Jersey PTA cannot and does not guarantee an assignment of space in accordance with Applicant's request. Applicant agrees that it will accept the booth(s) assigned to it by the New Jersey PTA.

BOOTH RENTAL FEES - Applicant agrees to pay the space rental fee allocated to the booth(s) assigned to it as follows: Single Booth: \$600.00; Double Booth: \$1,100.00; Non-Profit Table-top: \$400.00

CANCELLATION POLICY - If an exhibitor finds it necessary to cancel its company's participation in the 111th Annual New Jersey PTA Convention, a refund will be made only if cancellation is received in writing by D. Lawrence Planners, LLC no later than February 27, 2012. In such event,

the New Jersey PTA will refund to the exhibitor 50% of the total amount which the exhibitor has paid. Any cancellations received after February 27, 2012 will not receive a refund under any circumstances.

EXHIBIT MATERIAL - Please furnish materials upon request. The New Jersey PTA reserves the right to disallow any materials to be on display at its own discretion.

LOBBYING / ENDORSEMENT - No exhibitor shall request PTA delegates to lobby any governmental agency or official. Participation in the Convention does not constitute endorsement of any product, service or position by the New Jersey PTA. No exhibitor may use the PTA name or logo without the prior written approval of the National PTA. The New Jersey PTA reserves the right to reject any exhibitor if, in its sole judgment, a proposed exhibit is not in keeping with the New Jersey PTA's charitable and educational purposes.

PLEASE RETAIN A COPY FOR YOUR RECORDS.