

PTA

EXHIBITOR PROSPECTUS

Reserve your space today!



YOUR BEST OPPORTUNITY TO EXHIBIT

AT THE 110TH ANNUAL

New Jersey PTA 2010 CONVENTION



**November 19 & 20
Bally's Atlantic City**

Atlantic City, NJ

Attended by PTA Delegates from
New Jersey & Surrounding States!

NJ PTA Exhibitor General Information

Join Us for the 110th Annual NEW JERSEY PTA CONVENTION!

Your Best Opportunity...

to communicate information about your product, program or service is at the NJ PTA 110th Annual Convention. PTA members and officers change annually and, as a totally volunteer organization, are difficult to reach. The approximately 500 PTA delegates that will attend the Convention represent PTA units from all over New Jersey and surrounding states. Information gathered at the exhibit program is shared with other members. Therefore, the NJ PTA 110th Annual Convention is YOUR BEST OPPORTUNITY to reach these members!

Exposition Management...

To serve you better and allow NJ PTA committees to concentrate on the convention program, we have engaged the services of D. Lawrence Planners, L.L.C. to manage the exposition part of our convention. They are available to answer questions, help you with problems and assist you in achieving a successful NJ PTA experience.

Once We Receive Your Application...

Make your booth request on the application. Space is assigned on a first-come, first-served basis with priority given to sponsors, multi-booth requests and long-term exhibitors. D. Lawrence Planners, L.L.C. will send notice of your booth assignments and other pertinent information via confirmation letter.

EXHIBITOR SERVICES KIT - The kit containing forms for furniture rental, electric and freight information will be sent by the official contractor, Vista Convention Services. All freight arrangements are to be made through the contractor.

Space is Limited...

It is important to complete and send your application early. All applications should be received no later than November 2, 2010.

No applications will be accepted without full payment. Please make checks payable to NJ PTA and send your application to:

**NJ PTA Exhibits, c/o D. Lawrence Planners, L.L.C.
1125 Atlantic Avenue, Suite 634, Atlantic City, NJ 08401.**

Applications with credit card payments only may be faxed to: 609-348-4433.

Bally's Atlantic City Hotel Arrangements...

The rooms are in the Main (Dennis) building. The cutoff date is November 3, 2010. Reservations are to be made by calling Bally's Reservations Dept. at 1-800-345-7253 between 9 AM and 5 PM, Monday through Friday. Callers should identify themselves as being with the New Jersey PTA to receive the rate. Reservations made after Nov. 3rd are on a space available basis at current rack

rates. Bally's requires a one-night room deposit to guarantee individual reservations. All major credit cards are accepted. Cancellations less than 72 hours prior to arrival and no-shows are subject to a forfeit of one night's room charge. Check-in time is 4 PM. Check-out time is 12 noon.

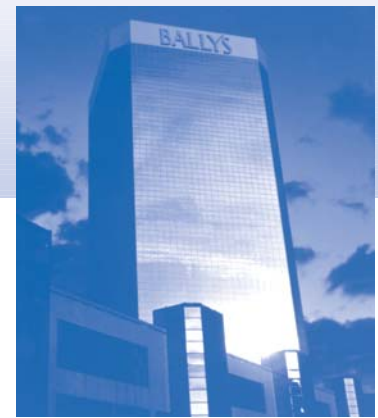
Room Rates:

Thursday: \$79

Friday: \$119

Saturday: \$159

Plus applicable fees and taxes.



Bally's is where you can experience the contemporary comforts that make our hotel second-to-none, embrace history and tradition, or step back in time to a Western mining town complete with a prairie sky.

Guests will enjoy our well-appointed rooms, while players flock to our spectacular casinos: Bally's, the Wild Wild West Casino, Claridge Casino and Coyote Kate's Slot Parlor. With so much to choose from, Bally's on the Boardwalk is the ultimate place to stay and play.

Tentative EXHIBITOR AGENDA*

FRIDAY, NOV. 19, 2010

Exhibitor Load In & Set-Up

8:30 - 11:30 AM

Exhibit Hall Open

12:15 - 2:15 PM

4:30 - 7:30 PM (*Special Event in Exhibit Hall 5:30 - 7:30 PM*)

Exhibit Area Secured

7:30 PM - 7:30 AM

SATURDAY, NOV. 20, 2010

Exhibit Hall Open

8:00 AM - 1:00 PM

Breakdown of Exhibits

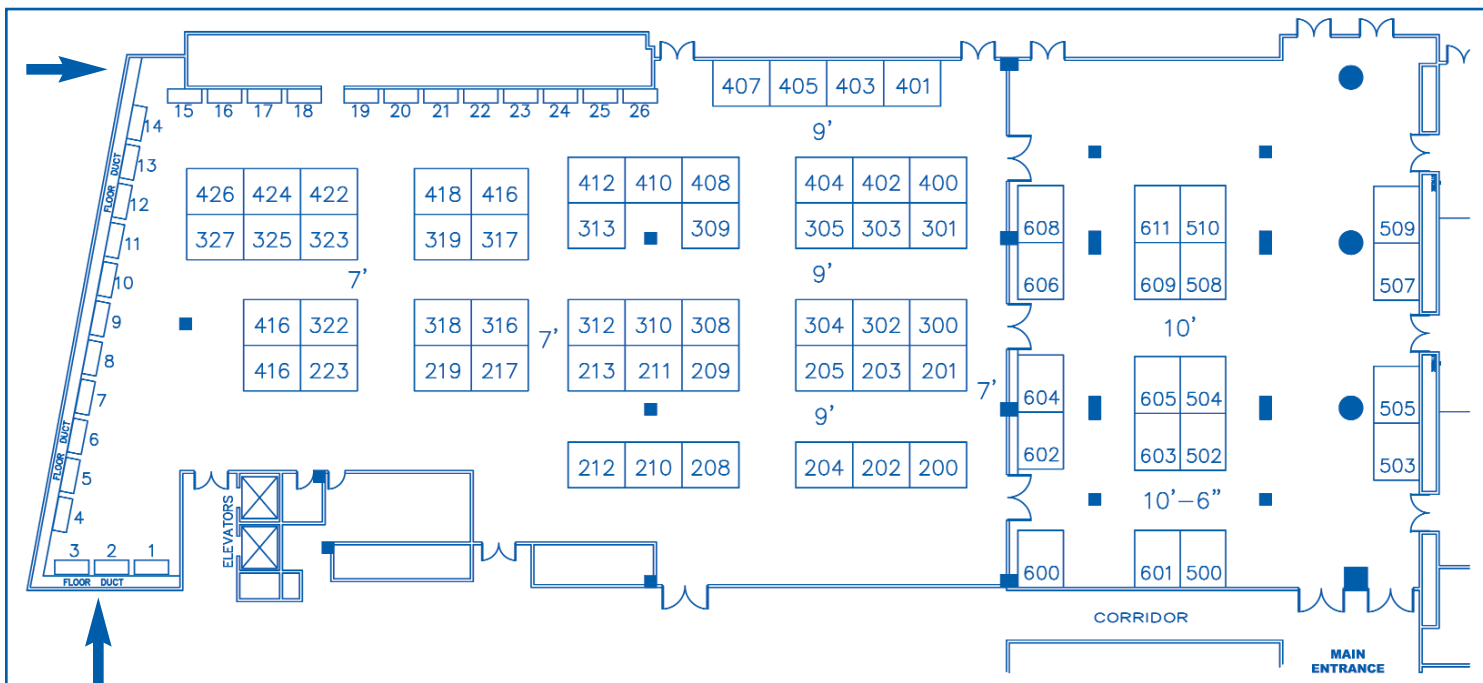
1:00 - 3:30 PM

NOTE: There will be *NO* load in or set-up on Thursday, Nov. 18, 2010.

* Schedule subject to change.

YOUR BEST OPPORTUNITY!

Get MORE LEADS in TWO DAYS than you get in a year!



Please Note: Tables 1- 26 are reserved for the Health Fair and are not available to exhibitors. Thank you.

Floor plan subject to change.

Exhibit Fees:

Single Booth: \$600

Double Booth: \$1,100

Triple Booth: \$1,500

Non-Profit Single Booth: \$400

(must provide IRS non-profit documentation with application. Limited number of non-profit booths available.)

* Direct sales of a product constitute a "Selling Booth." Exhibitors marketing a service or taking orders will be considered "Non-selling."

Please Note: Exhibit fees do not include booth furniture or electric.

Cancellations: There will be no refunds for cancellations after November 2, 2010. On or before November 2, 2010, 50% is refundable.

Booth Space Rental Fees Include:

- 8' x10' Booth
- Pipe and Drape for back and two low sides
- One Company Identification Sign
- Name Badges
- Free Company listing in the Program/Exhibitor Directory

Please Note: Electric is not included in booth package. An electrical order form will be included in your Exhibitor Services Kit.

Questions?

CONTACT:

D. Lawrence Planners, L.L.C.
1125 Atlantic Avenue
Suite 634
Atlantic City, NJ 08401

Telephone: 609-344-1333

Fax: 609-348-4433

E-mail: njpta@dlplan.com



NJ PTA Exhibitor Application Contract for Booth Space



Please check one:

- Single Booth** \$600 **Double Booth** \$1,100 **Triple Booth** \$1,500 **Single Non-Profit** \$400 **Single Selling** \$700 **Double Selling** \$1,200 **Triple Selling** \$1,600

The total exhibit fee must be returned with this application. There will be no refunds for cancellations after November 2, 2010.

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 (No guarantee of space or listing if application is received after November 2, 2010)

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ E-mail or Website Address: _____

Product or Service: _____

Booth Choices (see floor plan):

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, Nov. 19, 2010: 12:15 - 2:15 PM and 4:30 - 7:30 PM.

Saturday, Nov. 20, 2010: 8:00 AM - 1:00 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, November 19, 2010 at 8:30 AM and should be completed no later than 11:30 AM 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 1:00 PM Saturday, November 20, 2010. All exhibits must be removed by 3:30 PM Saturday, November 20, 2010. Exhibit Hall will open officially 12:15 PM Friday, November 19, 2010 and close 1:00 PM Saturday, November 20, 2010.

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. SELLING / NON-SELLING - Any exhibitor that directly sells its product, is deemed a "selling booth" and is required to pay the designated fee for same. Exhibitors that take orders or sell support services will be defined as "non-selling."

6. 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.

7. 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.

8. 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.

9. 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.

10. 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.

11. 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.

12. LIABILITY AND INSURANCE - The New Jersey PTA, D. Lawrence Planners, LLC and Bally's Atlantic City 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 Bally's Atlantic City 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 Bally's Atlantic City management will obtain insurance against any such damage, loss, harm, or injury.

13. INDEMNIFICATION - The applicant hereby agrees to indemnify, defend and protect the New Jersey PTA and

D. Lawrence Planners, LLC and Bally's Atlantic City and their officers, agents, employees or other representative against, and hold and save the New Jersey PTA and D. Lawrence Planners, LLC and Bally's Atlantic City 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.

14. 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 November 2, 2010, the fee is not refundable. On or before November 2, 2010, 50% is refundable. Purchase orders must be paid by Monday, November 15, 2010 or exhibitor will not be allowed to set up.

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, Nov. 19, 2010 at 11:45 AM. Any exhibitor that is not set up by this time may lose their assigned booth space.

15. 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 110th Annual New Jersey PTA Convention to be held at the Bally's Atlantic City, 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 110th Annual New Jersey PTA convention set forth in the Exhibitor's Prospectus and the rules and regulations of the Bally's Atlantic City, 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; Triple Booth \$1,500.00; Single Booth Non-Profit \$400.00, *Selling/Single \$700.00; * Selling/Double \$1,200.00; *Selling/Triple \$1,600.00
* Direct sales of a product constitute a "Selling Booth."

PAYMENT OF FEES - Applicant encloses a check payable to New Jersey PTA in the amount of the full payment for booth rental charges. Applicant understands if payment in full is not received with the completed application, THE APPLICATION WILL BE RETURNED UNPROCESSED AND WILL LOSE ITS PRIORITY. Application and payment should be mailed to D. Lawrence Planners, LLC in Atlantic City. FAXES WITHOUT CREDIT CARD INFORMATION WILL NOT BE ACCEPTED TO RESERVE BOOTH SPACE AND SPACE CANNOT BE RESERVED OVER THE PHONE.

CANCELLATION POLICY - If an exhibitor finds it necessary to cancel its company's participation in the 110th 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 November 2, 2010. 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 November 2, 2010 will not receive a refund under any circumstances.

EXHIBIT MATERIAL - If you are a new exhibitor, or you have materials which have not been previously screened, or your materials have not been screened in the past two years, you must submit three (3) copies of any materials that will be distributed or displayed at the New Jersey PTA convention for review by the Exhibits Screening Committee. This includes any contracts or agreements which

the exhibitor requires its customer(s) to sign. These materials must accompany the application for booth space. The New Jersey PTA reserves the right to request materials for screening at any time. IF THE NECESSARY SCREENING MATERIALS ARE NOT INCLUDED WITH THE APPLICATION THE APPLICATION WILL BE RETURNED UNPROCESSED. Tentative booth assignments will only be made after receipt of materials. Upon acceptance by the New Jersey PTA Exhibits Screening Committee, the Applicant will receive a confirmation letter indicating acceptance as an exhibitor. Booth assignment shall be considered tentative until acceptance by said committee. Only materials sent to the committee will be permitted to be displayed. Two (2) of the three (3) copies of materials will be returned with the confirmation letter. All materials will be required to be on display for the Exhibits Screening Committee walk-through on Friday, November 19, 2010. Any materials not seen by the committee prior to the exhibit hall opening will not be exhibited. 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.



NJ PTA EXHIBITS

c/o D. Lawrence Planners, L.L.C.
1125 Atlantic Avenue
Suite 634
Atlantic City, NJ 08401

EXHIBIT *at the* 2010 NJ PTA CONVENTION



November 19 & 20
Bally's Atlantic City
Atlantic City, NJ

A SAMPLING OF THE NJ PTA 2009 EXHIBITORS

Amazing Amusements and Entertainment Inc.
Arts Horizons
ASAH....serving the private special education community since 1974
Association Insurance Management
Atlantic City Aquarium
Barksdale School Portraits
Bergen County Cooperative Library System
Big Splash Productions
BNL School Pictures
Brain Injury Association of NJ
BRAX SpiritCups
Cabot Creamery Cooperative
Camp Speers Eljabar YMCA
Catalyst Prep, LLC.
Champions
Chapel Hill Academy
Circus Time Amusements
Coalition of Southern New

Jersey Private Special Education Schools
Count Basie Theatre
Currier's Magical Mania
Davis Studio
Disability Rights New Jersey
EAP School Photography
Educational Collaborations, Inc.
EFCA/Shop 4 Rewards
Ellison
Enjoy the City North Inc.
Fairview Lake YMCA Camps & Conference Center
Fun Flicks Outdoor Movies
George Ely Associates
Gertrude Hawk Chocolates
Gianni's Pizza & Dessert Fundraising
Green Marketing Fundraising
Harlem Wizards
IMAX Theatre
Interactive Productions

Kastle Kreations
Learn2Earn.com
Liberty Parks : Playgrounds
Lifetouch NSS
Mickey's Rides N More Inc.
Mixed Bag Designs
National Circus Project
New Jersey Education Association
New Jersey Partyworks
New Mystics Theater Co.
NJ Council of County Vocational Technical Schools
NJ HESAA
NJ State Library
NJ Transit
Party Perfect Rentals
Plans2succeed
Premium Marketing Group, Inc.
Prevent Child Abuse - NJ
Rainforest Exploration, Research & Education

Ranch Hope Inc. / Camp Edge
Rutgers University Press
Sahara Sam's Oasis Indoor Water Park
Sals Studio
Sendoutcards.com
Sophisticated Chocolates
Stand Up! Speak Out! with Sooz on Sax
Star Tellers Planetarium
Stay Fit Productions LLC dba Kid Power Programs
Surrey Brook Farms
The Brain Show
The Work-Family Connection
Traditional Earth Skills
Tree Ring Cooperation
US Sports Institute
What's What, LLC
YMCA Camp Ralph S. Mason
Zee Photography