

New Jersey
PTA[®]
everychild. onevoice.[®]



SPONSORSHIP & EXHIBITOR PROSPECTUS 2023



**Exhibits Open -
ONLY 1 Day!
April 22, 2023**

DoubleTree by Hilton
Monroe Township-Cranbury

390 Forsgate Drive
Monroe, New Jersey 08831

2023 LEADERSHIP CONVENTION



Fast and Easy way to apply:

www.njpta.org/convention

New Jersey PTA is pleased to share the Sponsorship & Exhibitor Prospectus for the 122nd Annual Leadership Convention

LEADERSHIP CONVENTION DATES: April 21 - 23, 2023

EXHIBIT HALL OPEN ONE DAY: April 22, 2023

The **2013 New Jersey PTA Annual Leadership Convention** offers you an opportunity to engage with PTA leaders, members, and supporters from throughout our state. This year we are excited to offer a new schedule, new convention format, in the **brand new DoubleTree by Hilton Monroe Township Cranbury**.

Our participants look forward to the opportunity to see the best in programs and fundraising, products, and services that your company or association may have to offer. Our leadership convention attendees represent children in preschools, elementary, middle, and high schools. They value the opportunity to see, meet and network with providers who will help them accomplish their 2023 - 2024 School Year goals.

This is going to be an engaging, informative, and fun convention, filled with all the things our participants love – including a dynamic exhibit hall! Additional opportunities are available through our sponsorship program. (See Page 4 for more information.)

The sponsorship and exhibitor registration process is now live and ready for you to claim your spot at www.njpta.org/convention.

Thank you, and we look forward to seeing you in Monroe Township!!

Sincerely,
New Jersey PTA
Leadership Convention Team



SPONSORSHIP OPPORTUNITIES

Get Your Business Noticed
Become A Sponsor!

Help New Jersey PTA positively impact the lives of children and families!

New Jersey PTA connects families, communities, and is the largest child advocacy association in the state.

Serving as a sponsor and partner is a great way to show your support for all children, teachers and families throughout New Jersey. Your participation in our convention will help us collaborate to offer guidance for the education issues that affect them most.



The New Jersey PTA Annual Convention is the premier place to connect with hundreds of parents and PTA leaders throughout the state. Your generous contribution and participation enable us to provide leadership convention participants with top-quality training and networking experiences. It also helps you connect directly with thousands of dedicated, volunteer parents who serve as members and leaders in their local communities.

Become a sponsor today!

Sponsor acknowledgements vary according to the sponsorship level. For a detailed list of packages at each level, check the next page.



Become a 2023 New Jersey PTA Sponsor or Exhibitor

Complete your sponsorship or exhibitor contract online:

<https://2023njpta.cheddarup.com>

	Gold	Silver	Bronze	Exhibitor
<u>Benefits at a Glance:</u>	\$5,000	\$3,500	\$2,500	\$500
Recognition in a General Business Session	X	X	X	X
Company Logo and Link on NJPTA Website	X	X	X	X
Complimentary Exhibit Hall Space for the duration of the Convention	Premium	Single		Single
Logo displayed in Convention Program and on Signs throughout the Convention	X	X	X	
Participant Tote Bag Insert (Materials provided by Company)	X	X	X	
Company Ad in Convention Program	FULL	FULL	HALF	
Sponsor specific social media post	3 Posts	2 Posts	1 Post	
Opportunity to Welcome Delegates at a General Business Session of Convention	5 MINUTES	3 MINUTES		
Sponsor a pre-chosen Event to include signage, recognition and two complimentary tickets	X (Meal or Awards Event)	X (General Meeting)	X (Group Event)	

Questions? Contact the New Jersey PTA Office at 609-587-0100 or njpta@njpta.org.

SPONSORSHIP & EXHIBITOR FEES

Gold Sponsorship with Complimentary Premium Exhibit Space	\$5,000
Silver Sponsorship with Complimentary Exhibit Space	\$3,500
Bronze Sponsorship	\$2,500
Exhibitor	\$500
Exhibitor (Non-Profit)	\$300

To get the best table location, be sure to register TODAY.
EXHIBITOR REGISTRATION IS NOT AVAILABLE ONSITE.

Exhibitor Registration is open at www.njpta.org/convention.
(Click the "Exhibitor Registration" button.)

Registration closes Friday, March 24, 2023 or when space is full.

Make your check or money order payable to "**New Jersey PTA**". You may also pay by Credit Card or eCheck through the application/contract. Your application/contract must be signed.

Note: Sponsorship/Booth Confirmation will be sent via e-mail to the contact person on the application form.

All Packages that include Exhibit Space includes:

- Table Top with 2 Chairs
- Name Badges for up to Four Individuals
- Free Company Listing in the Exhibitor Directory and NJPTA Website
- Organization identification name on all convention materials

Note: Booth assignment is first come, first served. Priority booth selection is given to convention sponsors. See sponsorship opportunities for details.

Electricity: Exhibit fees do not include electricity. If your booth will need electrical access, please contact NJPTA at 609-587-0100 or njpta@njpta.org.

HOW TO APPLY!

To get the best table location, be sure to register TODAY. Space is at a premium.

EXHIBITOR REGISTRATION IS NOT AVAILABLE ONSITE.

Exhibitor Registration is now open online at www.njpta.org/convention.
(Click the "Exhibitor Registration" button.)

Registration closes Friday, March 31, 2023
at 11:59 PM.

Make your check or money order payable to **"New Jersey PTA"**. You may also pay by Credit Card or eCheck through the application/contract. Your application/contract must be signed.

Note: Booth Confirmation will be sent via e-mail to the contact person on the application form.

ACCOMODATIONS



DoubleTree by Hilton

Monroe Township-Cranbury

390 Forsgate Drive, Monroe, NJ 08831

BRAND NEW HOTEL!

FREE PARKING!

EASY TO GET TO!

Hotel Room Nights are **\$139.00** per night plus applicable taxes and fees.

Reservations for hotel rooms will be made directly through New Jersey PTA. After your sponsorship and exhibit application/contract is signed and completed you will receive a link to book your hotel rooms.

ADDITIONAL INFORMATION

Convention Dates and Sessions

Friday, April 21, 2023 -

3:00 PM - Delegate Registration Opens

4:30 PM - 9:00 PM - Workshop Sessions, Leadership Training & Dinner

Saturday, April 22, 2023 -

7:00 AM - Delegate & Exhibitor Registration Opens

7:30 AM - 8:45 AM - Diversity, Equity and Inclusion Breakfast

8:00 AM - 12:00 PM - Exhibitor Set-Up

9:00 AM - 10:00 AM - Workshop Sessions

10:15 AM - 12:30 PM - General Meeting #1

12:30 PM - 4:00 PM - Dedicated Exhibit Hall Hours with Lunch

4:00 PM - 5:30 PM - General Meeting #2

5:30 PM - 6:30 PM - Workshop Session #2

6:30 PM - 9:30 PM - Reception, Dinner, & Special Entertainment

Sunday, April 23, 2023 -

9:00 AM - 10:00 AM - Workshop Sessions

11:00 AM - 2:00 PM - A Celebration of A Year of Advocating
(Awards Celebration)

Exhibitor Set-Up

Saturday, April 22, 2023 from 8:00 AM - 12:00 PM

Exhibit Hall Hours (Subject to Change)

Saturday, April 22, 2023 from 12:30 PM - 4:00 PM.

This is dedicated Exhibit Hall Only Hours with Complimentary Lunch for all Attendees!

Exhibit Dismantling Schedule

Saturday, April 22, 2023 after 4:00 PM. *All exhibitor items must be removed immediately after the closing time.*

Contact Information

Pre-Convention Exhibitor Coordinator:

Robert Acerra, racerra@njpta.org

Sponsorship Coordinator:

Cathy Lindenbaum, clindenbaum@njpta.org

Convention Chair:

Nancy Wallace, nwallace@njpta.org



POLICIES AND PROCEDURES

- **SMOKING:** Smoking in the hotel is strictly prohibited
- **ALCOHOLIC BEVERAGES:** Alcoholic beverages are not permitted in the Exhibit Hall at any time
- **FOOD SAMPLES:** Exhibitors may dispense refreshments/samples from their booth
- **COMPLIANCE WITH LAWS AND REGULATIONS:** Participants shall comply with all federal, state and local laws, ordinances and regulations now or hereafter in effect, and obtain all permits and licenses, bonds and insurance required and comply with rules and regulations regarding use of the facility established by the hotel director, as amended from time to time, and with the instructions of hotel director or authorized township employees
- **CONTRACT FOR SPACE:**
 - a. Applications/Contracts must include full payment or submit payment within five business days
 - b. The Application/Contract for space, 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
 - c. Booth space is assigned on a first-come, first-served basis, upon approval of New Jersey PTA
 - d. All exhibitors must have their own booth space – no sharing booth space
 - e. All demonstrations or other promotional activities must be confined within the limits of the exhibit booth
 - f. The exhibitor shall not display or place any product sign, partition, apparatus, shelving or other construction which extends more than eight (8) feet above the floor
 - g. Exhibitors occupying both end spaces of a row MAY NOT extend back display greater than four feet from either side of center line of booth
 - h. No interference with the lighting or view of other exhibitors is permitted
 - i. The New Jersey PTA and Fire Marshall will walk through the Exhibit Hall prior to opening for a safety check
 - j. New Jersey PTA reserves the right to prohibit any materials from being displayed
 - k. Any space not claimed or occupied by 11:00 AM on Saturday, April 22 is forfeited without refund of rental paid
 - l. The exhibitor expressly agrees not to dismantle the exhibit or start packing before the final closing hour of the Exhibit Hall at 4:00 PM on Saturday, April 22
 - m. Exhibiting company name or owner change must be forwarded immediately to New Jersey PTA
- **FAILURE TO PAY RENTAL FEE:**
 - a. Exhibitors failing to make payments when due may be canceled by New Jersey PTA without notice
 - b. New Jersey PTA shall be entitled to close an exhibit at any time for failure by any participant or any of its officers, agents, employees or other representatives to perform, meet or observe any term or condition set forth herein, and such participant shall not be entitled to a refund of any part of any fee not for any consequential losses
- **SELECTION OF EXHIBITORS:**
 - a. New Jersey PTA reserves the right to decline or prohibit any exhibit which in its judgment is inappropriate. This reservation is all- inclusive as to persons, things, printed matter, products and conduct
 - b. Exhibitors who cause or caused New Jersey PTA a financial burden or harass other exhibitors, attendees, New Jersey PTA employees, or volunteers will not be permitted to exhibit at this or any future conventions
- **RESTRICTION IN OPERATION OF EXHIBITS:**
 - a. New Jersey PTA reserves the right to judge the noise level emitted by any exhibitor's sound-making devices at any time during the convention and may require the volume be lowered or silenced. New Jersey PTA will not reasonably withhold permission for sound-making devices if the volume is judged to be within acceptable limits. New Jersey PTA may also prohibit or evict any exhibitor, which in the discretion and judgment detract from the general character of the exhibit as a whole
 - b. In the event of such restriction or eviction, New Jersey PTA is not liable for any refunds of rental or other exhibit expense or for any consequential losses
 - c. Drawings may be held provided an exchange of money is not involved

Continued on next page.

POLICIES AND PROCEDURES

- **EXHIBITING:** The exhibit must be staffed at all times. No more than four staff members will be allowed per exhibit booth at any one time
- **CATASTROPHE:** If, in the event of war, terrorism, fire, power outage, earthquake, strike, government regulations, public catastrophe, act of God or the public enemy, or other cause, the convention or any part thereof is prevented from being held, or is canceled by New Jersey PTA, New Jersey PTA shall determine and refund to the applicant its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by New Jersey PTA and reasonable compensation to New Jersey PTA, but in no case shall the amount of refund to the applicant exceed the amount of the exhibit fee paid
- **CARE OF BUILDING AND EQUIPMENT:** Exhibitor is liable for any damage occurring from injury or defacing of the walls or floors of the building, the booths, or the equipment of the booths, caused by the exhibitor or their agents
- **FIRE SAFETY AND HEALTH:** The exhibitor assumes all responsibility for compliance with all township and state ordinances and regulations including those covering fire, safety and health. 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. The exhibitor must use flame-resistant decorative materials. Fire extinguisher equipment shall not be covered or obstructed in any manner. All aisles and exits must be kept clear at all times
- **IRREGULAR CANVASSING AND/OR ACTIVITIES BEYOND EXHIBITOR'S SPACE:** Distribution of materials may be made only within the booth assigned to the exhibitor presenting such material. Non-exhibiting firms are not permitted to canvas, solicit, hold workshops or distribute literature or other promotion devices during the convention
- **LIABILITY AND INSURANCE:** Neither New Jersey PTA nor the DoubleTree by Hilton Monroe Township Cranbury, nor the management or any officers or staff member of either, are 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 the exhibitor's premises until its return. Neither New Jersey PTA nor the DoubleTree by Hilton management, nor any of their officers, agents, employees or other representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for all damage, loss, harm or injury to the person or any property of the exhibitor and of all of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause, and neither New Jersey PTA nor the DoubleTree by Hilton, will obtain insurance against any such damage, loss, harm or injury.
- **INDEMNIFICATION:** The applicant hereby agrees to indemnify, defend and protect the New Jersey PTA nor the DoubleTree by Hilton management against, and hold and save the New Jersey PTA nor the DoubleTree by Hilton management harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney fees and expense 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 representatives, including but not limited to claims of damage or loss to property, or from any damage, loss, harm or injury to the person or any property of the applicant of any of its officers, agents, employees or other representatives
- **PUBLIC SAFETY:** Conduct activities with full regard to public safety. Observe and abide by all applicable regulations now in effect or as amended or promulgated from time to time, and requested by city and duly authorized governmental agencies responsible for public safety
- **PHOTOGRAPHY, VIDEO AND AUDIO SOUND DEVICES:**
 - a. No photography, videotaping, or audio recording of any delegate, participant or PTA-sponsored event unless written consent is obtained prior to convention activities commencing
 - b. Use of photographs, videos, or audio recordings after the end of the New Jersey PTA Annual Convention is subject to consent and approval by New Jersey PTA
 - c. All sound-making equipment shall be operated at a level which will not interfere with other exhibitors
- **TEXTING:** Exhibitors may NOT text any delegate or participant during workshop or general meeting time frames
- **CANCELLATION POLICY:** A refund is processed only if cancellation is requested in writing by March 25, 2023.

Note: These "Policies and Procedures" become a part of the contract between the exhibitor and New Jersey PTA. All points not covered are subject to the decision of the New Jersey PTA.