

CALLING ALL EXHIBITORS, ADVERTISERS, AND SPONSORS...

We are pleased to announce that the Hawaii State Parent Teacher Student Association (PTSA) will hold its 93rd Annual Convention, on **April 18, 2020, at the Ala Moana Hotel**, on Oahu. We invite you to join us for this very special annual event and in our goal of improving the lives of Hawaii's keiki.

WHY PARTICIPATE? The Hawaii State PTSA Convention is an opportunity for:

- **Exhibitors** to make direct contact with convention delegates
- **Advertisers** to promote their products and services in our convention program
- **Sponsors** to support Hawaii's keiki and the ongoing advocacy efforts of the Hawaii State PTSA and its 90+ local PTA units and approximately 7,000 members

YOUR AUDIENCE: Our convention delegates are....

- Parents, teachers, students & community members representing schools across the entire state of Hawaii
- Concerned about the well-being of children
- Advocate on behalf of children and influence school decisions and legislation
- Purchase educational materials and publications for school (and even personal) use
- Desire new and innovative educational program and fundraising ideas to take back to share with their local unit leaders and membership

OPPORTUNITY AND BENEFITS

- Affiliation with Hawaii State PTSA, the state's largest, not-for-profit, all volunteer child advocacy organization with a statewide membership that is approximately 7,000 strong
- Opportunity to reach PTA leaders from Hawaii schools in one place
- Opportunity to increase your customer base and generate new leads, since many of our attendees are first-time delegates
- Solidify your relationship with existing customers
- Showcase all of your products, services, and resources

In order to best fit your organization's needs, we are offering **three levels of participation** for you to choose from. Full details are contained in the attached prospectus. **The postmark deadline is March 18, 2020.** For more information, email convention@hawaiistateptsa.org, call our state office at 808-943-2042, or visit our website at <https://www.hawaiistateptsa.org/convention-2020.html>.

We look forward to your participation and hope you will take advantage of this opportunity to connect with our convention delegates. Again, please join us this year as we celebrate 93 years of enhancing the lives of Hawaii's keiki. We believe it will be worth your while.

Mahalo,
Hawaii State PTSA

CONVENTION PARTICIPATION LEVELS – Which is best for you?

BE AN EXHIBITOR...	
For only \$175.00**	<p>As an exhibitor, you will receive:</p> <ul style="list-style-type: none"> Direct contact with our delegates through an assigned booth space in the exhibitor hall Acknowledgement in convention program distributed to all delegates Opportunity to provide a single promotional item in each delegate bag Inclusion on the 2020 convention advertising sponsors list of the Hawaii PTSA website
<i>Exhibitor Bonus</i>	<i>For only \$25, you can include a black and white business card size ad in convention program or take \$25 off any of the larger advertisement options below.</i>

BE AN ADVERTISER...				
\$50 - \$250**	<p>As an advertiser, you will receive:</p> <ul style="list-style-type: none"> A full page, 1/2 page, 1/3 page, or business card size advertisement in the convention program, handed out to each convention attendee (See price breakdown below) Acknowledgement in convention program distributed to all delegates Opportunity to provide a single promotional item in each delegate bag Inclusion on the 2019 convention advertising sponsors list of the Hawaii PTSA website 			
Full Page Ad (inside/outside back or inside front cover)	Full Page Ad	Half Page Ad	One-Third Page Ad	Business Card Size Ad
6.5" x 9"	6.5" x 9"	6.5" x 4.75"	6.5" x 3"	3.5" X 2"
\$250	\$200	\$150	\$100	\$50

BE A CORPORATE SPONSORSHIP...		
“College” Level Sponsor \$2,000	“High School” Level Sponsor \$1,000	“Middle School” Level Sponsor \$500
<ul style="list-style-type: none"> Two (2) premium booth spaces in the exhibit hall Full page ad (inside/back cover or center) in convention program 1 year sponsorship recognition on our website, with direct link to your website Your banner displayed throughout the event Your promotional materials in all delegate bags Two complimentary seats at Reflections Awards Ceremony Certificate of acknowledgement as official convention sponsor Use of “Official Convention Sponsor of the Hawaii State PTSA” for one year 	<ul style="list-style-type: none"> One (1) booth space in the exhibit hall Full page ad in convention program 1 year sponsorship recognition on our website, with direct link to your website Your banner displayed during all general sessions Your promotional materials in all delegate bags Two complimentary seats at Reflections Awards Ceremony Certificate of acknowledgement as official convention sponsor 	<ul style="list-style-type: none"> One (1) booth space in the exhibit hall Half page ad in convention program 6 month sponsorship recognition on our website, with direct link to your website Your banner displayed during one or more of our leadership training workshops Your promotional materials in all delegate bags Certificate of acknowledgement as official convention sponsor

**** FOR OUR NOT-FOR-PROFIT PARTNERS**

Charitable, tax-exempt 501(c)(3) organization's serving children and the community, whose goals and mission are consistent with those of the Hawaii State PTSA, are invited to participate at reduced rates. Without exception, a valid 501 (c)(3) IRS letter of determination must accompany your application. We reserve the right to limit the number of discounted opportunities. Acceptance will be on a first-come basis.

HAWAII STATE PTSA – 93rd Annual Convention – Ala Moana Hotel, April 18, 2020

**Section A - ALL PARTICIPANTS (SPONSORS/EXHIBITORS/ADVERTISERS) –
Please complete this section.**

Business Name: _____

Contact Person: _____ Title: _____

Mailing Address: _____

City, State, Zip: _____

Phone Number: _____ Fax Number: _____

Email Address: _____ Website: _____

Federal Tax ID # (Required): _____ Hawaii General Excise #: _____

What type of entity are you? (check one) _____ Commercial _____ Non-profit

<u>PARTICIPATION LEVEL</u>	<u>COST/FORMS REQUIRED</u>	<u>TOTALS</u>
() Exhibitor	# of booth spaces ____ x \$175.00 Add \$25 for optional business card ad Complete, sign, and return Section A, D, & E	\$ _____ \$ _____
() Advertiser	Ad size: _____ Complete, sign, and return Section A & C	\$ _____
() Sponsor	() College Level Sponsorship \$2,000 () High School Level Sponsorship \$1,000 () Middle School Level Sponsorship \$500 Complete, sign, and return section A & B (and C, D, & E, if applicable)	\$ _____
TOTAL PARTICIPATION COST		\$ _____
Only <u>Approved</u> 501(c)(3) Organizations** – Less 25% of Total		\$ (_____)
AMOUNT ENCLOSED (Checks payable to Hawaii State PTSA)		\$ _____

() Yes, we will provide a promotional logo item for 100 delegate bags. Note: Items must be received by our office staff by no later than (1) full week before event.

Please mail all required forms and full payments to:

**Hawaii State PTSA – Convention 2020
PO Box 459, Pearl City, HI 96782**

POSTMARK DEADLINE: March 18, 2020 –

We are unable to guarantee inclusion in our program, if forms are received after this date.

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Section B - FOR CONVENTION SPONSORS - Please read and complete this section.

As a convention sponsor, you have the option of receiving both exhibitor and advertising space as outlined on page 2 of this convention prospectus. Should you choose to utilize these opportunities, please complete the appropriate exhibitor and advertisement sections below: B, C, and D.

Section C - FOR ADVERTISEMENTS - Please read and complete this section.

Have you advertised with the Hawaii State PTSA before? _____ Yes _____ No

Your Advertisement must be print ready. (An additional \$25 charge will be added for non-print ready ads.)

- Pricing is determined by ad size. Please note size limitations on page two (2) of this convention prospectus.
- If at all possible, we would prefer you email a jpg, gif, or pdf file of your ad to convention@hawaiistateptsa.org.
- If you must submit a hard copy only, please include it with this form (no staples - paper clips only).
- Feel free to call 808-943-2042 for assistance, if needed.

Section D - FOR EXHIBITOR SPACE - Please read and complete this section.

Hawaii State PTSA will provide the following: One (1) 6" x 2-1/2" draped table, two chairs, an electrical outlet (if requested in this application), and two printed name badges.

Please list names as you would like them to appear on badges:

(1) _____ (2) _____

Have you been an exhibitor with the Hawaii State PTSA before? _____ Yes _____ No

Have your products and materials been approved by us in the last 5 years? _____ Yes _____ No

Do you need an electric outlet? (Every effort will be made to accommodate this need.) _____ Yes _____ No

Do you need online access? (Please call us for related costs.) _____ Yes _____ No

CONTRACT RELEASE

For and in consideration of the privilege of exhibiting various products, materials, and/or services in connection with the Hawaii State Parent, Teachers, Students Association's 93rd Annual Convention & Exhibition, the undersigned does hereby acknowledge that he/she will pay said Association the agreed upon sum as shown in Section "A".

The undersigned understands and agrees that the Hawaii State PTSA has final approval of products, materials, and services to be displayed and that should any product, material, or service offered be deemed inappropriate by the Association, at any time, said product, material, or service will be removed from display.

We hereby further agree to hold said Association harmless from any liability in connection with the display or sale of products, materials, or services exhibited. The name **Hawaii Congress of Parents, Teachers, Students Association** and the **Hawaii State Parent, Teachers, Student Association (PTSA)** must not be used in any manner to endorse any commercial product or service.

A signed Exhibitor Agreement "Section E" must be attached for this contract to be valid.

In witness whereof, the Applicant has caused this application to be executed individually or by an officer, agent or representative duly authorized to execute the same and agree on behalf of the exhibiting organization, to abide by all terms, rules and regulations as stated within this prospectus.

Signature: _____ Print Name: _____ Date: _____

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Section E - REQUIRED FOR ALL EXHIBITORS (Pg 1) – Please read & complete this 2 page

CONTRACT FOR SPACE:

This agreement between the Hawaii State PTSA (hereinafter referred to as "HSPTSA") and the exhibitor whose name and signature are affixed hereto sets forth the terms and conditions for rental of booth space at the HSPTSA 93rd annual convention. This agreement, when signed and dated, is effective on receipt by the HSPTSA and is valid only if accompanied by a properly completed sections A, D, and E of the convention prospectus and full payment for convention participation. Exhibitor fees are non-refundable, but may be transferred upon approval by the HSPTSA.

HSPTSA CONTACT PERSON:

All questions & concerns regarding space rental or on-site needs should be directed to **Missy Hoesel**, the exhibitors' chairperson. She may be reached by calling **808-635-1630** or by email at Convention@hawaiistateptsa.org.

ASSIGNMENT OF SPACE:

The HSPTSA has the right to and will assign booth space based on a number of factors including, but not limited to, date of receipt of application and full payment, number of years exhibiting with the HSPTSA, and a balanced distribution of products, services, or programs throughout the exhibit area. The HSPTSA will make every attempt to assign exhibit space (s) as requested by exhibitors but cannot and does not guarantee an assignment based on that request. Exhibitors will receive their space assignments upon arrival and check-in at convention site.

EXHIBITOR'S SPACE RENTAL FEES:

Exhibiting sponsors agrees to pay a space rental fee of \$175.00 for each booth space consisting of a 6' x 2-1/2' draped table, 2 chairs, and 2 pre-printed exhibitor badges. Electrical outlets will be supplied only on request and on a first-come basis. The HSPTSA will not supply any additional equipment such as TV's, VCR's, or extension cords. Any arrangement for these items must be made directly between exhibitor & the Ala Moana Hotel.

USE OF SPACE:

All demonstrations, signs, promotional materials, or other sales activities must be confined to the limits of the exhibit space. Exhibitors shall not display or place any product, sign, partition, apparatus, shelving, or other construction that extends more than 10 feet above the floor or more than 4 feet in depth from the back wall. No interference with the light or view of other exhibitors is permitted.

EXHIBIT DATES AND HOURS:

Exhibits will be open to convention delegates and invited guests as follows:

SATURDAY, APRIL 18, 2020 7:30AM – 2:00PM

We will also be having an "Exhibitor's Blackout" game to encourage delegates to visit with each and every exhibitor. We will provide you with a sticker to place on the delegates' sheet as they visit your exhibit. All delegates who achieve "Blackout" will have their names entered in a special drawing for door prizes.

EXHIBIT SET-UP:

Exhibitors may begin setting-up their displays on Saturday, **April 18, 2020 between 6:00 am and 7:00 am**. Exhibitors must be ready to display at **7:30 am Saturday, April 18, 2020** when the exhibition hall opens to our convention delegates and invited guests. **Exhibit areas will not be accessible to delegates before 7:00 am Saturday, April 18th**. If exhibit area is not set-up by Saturday, **April 18, 2020** at 7:30 am, the HSPTSA has the right to use the space as it sees fit. We also ask that, during exhibit hours, persons who are well prepared to discuss products, services, or programs be present.

EXHIBIT DISMANTLING:

Exhibits must be removed by 3:00 p.m.

PARKING, UNLOADING & LOADING:

Exhibitors may park in the Ala Moana Hotel parking lot (based on availability). Use of the Ala Moana Shopping Center ramp is **not permitted**. Special parking rates are available, provided the parking stub is stamped with the banquet parking validation stamp provided to the Hawaii State PTSA. The special banquet parking rate is \$6.00 per car for the first 8 hours/\$8 per car for the first 10 hours, good for only one entry/exit for guests who self-park in the hotel's garage. Exit/entrance is located on the Mahukona Street side of the hotel.

Shipped materials should arrive no earlier than Friday, April 18, 2020. To insure proper handling of shipped materials, please send to:

Your Name / Company

Hawaii State PTSA 93rd Annual Convention

Ala Moana Hotel

c/o Catering Office, Candace Fujioka

410 Atkinson Drive, Honolulu, Hawaii 96814

Please mark boxes: **"HOLD FOR ARRIVAL ON (DATE)"**

(continued on page 2)

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Section E - REQUIRED FOR ALL EXHIBITORS (Pg 2) – Please read & complete this 2 page

(continued from Page 1)

RESTRICTIONS IN OPERATION OF EXHIBITS:

Only firms and organizations, whose non-partisan and nonsectarian products, services, or programs are appropriately related, in the sole judgment of the Hawaii State PTSA, to children, youth and the charitable and educational activities of the National PTA, shall be permitted to exhibit. The HSPTSA reserves the right to decline or prohibit any exhibit which, in its sole discretion, is inappropriate; this reservation being all inclusive as to persons, property, printed material, products, services, programs, and conduct.

Drawings are permitted within the exhibitor's space only, subject to any applicable requirements of local law. Raffles and lotteries are not permitted.

Edible samples that are distributed at the 93rd Annual Convention are limited to two (2) ounce portions. No other food or beverages may be brought into the hotel by exhibitors, its members, employees, or agents without express written consent of the Ala Moana Hotel. The hotel reserves the right to charge for the service of such items. No food or beverage purchased from the hotel may be taken from the banquet facilities.

IRREGULAR CANVASSING ACTIVITIES:

Exhibitors are not allowed to canvas the exhibit area, workshop or general session sites, or at meal functions. Distribution of all printed or promotional materials may be made only within the space assigned to the exhibitor presenting such material. Non-exhibiting firms or organizations will not be permitted to canvas, solicit, hold conferences, or distribute literature or other promotional materials at any time during the convention.

LOBBYING & ENDORSEMENTS:

No exhibitor may request HSPTSA convention delegates or invited guests to lobby any government agency or official. Participation in the Convention does not constitute endorsement of any product, service, program or position by the Hawaii State PTSA. No exhibitor may use the PTSA name or logo without prior written consent of the Hawaii State PTSA.

LOBBYING & ENDORSEMENTS (continued)

The Hawaii State PTSA reserves the right to reject any exhibitor if, in its sole judgment, a proposed exhibit is no in keeping with the Hawaii State PTSA's charitable and educational purposes or not appropriate for this exhibition.

LIABILITY. INSURANCE & INDEMNIFICATION:

Neither the HSPTSA, the Ala Moana Hotel, nor the management, officers, or staff members of either the HSPTSA, the National PTA, or the Ala Moana Hotel, will be responsible for the safety of exhibitors' property from theft, damage by fire, accident, or other causes. Exhibitors are advised to consult their respective insurance brokers for proper insurance coverage of display material from the time it leaves the company's premises until its return. Exhibitor understands that neither the HSPTSA, the National PTA, nor the Ala Moana Hotel maintains insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain said insurance. Neither the HSPTSA, National PTA, Ala Moana Hotel nor its management, officers, agents, employees, or representatives shall be held accountable or liable for, and the same are hereby released from accountability or liability from damage, loss, harm or injury to the person or any property of the exhibitor resulting from theft, fire, water, accident or any other cause.

Exhibitor agrees to indemnify and hold HSPTSA, National PTA, the Ala Moana Hotel and their respective officers, employees, and agents harmless and blameless from and against any claims of liability, 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 arise because of the exhibitor's presence, equipment, or other use of the premises, property, enjoyment of facilities of the Ala Moana Hotel.

Exhibitor further agrees to indemnify and to fully pay and reimburse the Ala Moana Hotel any and all costs of replacement of damaged hotel property, and for the restoration and repair of the premises, damaged, destroyed, or otherwise defaced or injured by the exhibitor's use or use by its members, employees, or agents.

*** PLEASE SIGN, DATE, AND RETURN A COPY OF THIS AGREEMENT ***

I have read and fully understand all the rules, terms, and requirements of this agreement as outlined above. I also understand that I will not be allowed to exhibit if a fully executed copy of this agreement is not returned to Hawaii State PTSA with completed sections A & D of the convention prospectus. **Postmark deadline is 3/18/20.**

Signature & Title

Company or Organization

Date