

CALLING ALL EXHIBITORS, ADVERTISERS, AND SPONSORS...

The Hawaii State PTSA (Parent Teacher Student Association) is pleased to announce that we are hosting our 94th Annual Convention on April 30, 2022. In keeping with the current times, we have transformed this year's convention to an online virtual event. We would like to personally invite you to participate and connect with our local unit leaders.

The Hawaii State PTSA Convention is our premier event and business meeting, attracting leaders and members from across the state. This year, our delegates will attend virtually to find those connections that help them be better leaders, parents/guardians, and community members, as we work towards our goal of improving the lives of Hawaii's keiki.

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

- **Exhibitors** to make connection with convention delegates
- **Advertisers** to promote products and services in our digital convention program
- **Sponsors** to connect with convention delegates and support Hawaii's keiki and the ongoing advocacy efforts of the Hawaii State PTSA and its 85+ local PTA units and approximately 6,000 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 6,000 strong
- Opportunity to reach PTA leaders from Hawaii schools in one place
- Opportunity to increase your customer base, generate new leads, and solidify your relationship with existing customers
- Showcase your products, services, and resources

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 30, 2022.** For more information, please email sponsors@hawaiistateptsa.org or visit our website at <https://www.hawaiistateptsa.org/convention-2022.html>.

We are excited for this year's convention and look forward to hearing from you and hope you're able to participate one way or another.

Mahalo from the Hawaii State PTSA

CONVENTION PARTICIPATION LEVELS – Which is best for you?

BE AN EXHIBITOR...	
For only \$200**	<p>As an exhibitor, you will receive:</p> <ul style="list-style-type: none"> • Direct contact with our delegates through a pre-recorded video (up to 3 minutes) played during virtual convention. Video to be provided by sponsor. • Acknowledgement in digital convention program distributed to all delegates • Inclusion on the 2022 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 - \$200**	<p>As an advertiser in our virtual convention program, you will receive:</p> <ul style="list-style-type: none"> • A full page, 1/2 page, 1/4 page, or business card size advertisement in the digital convention program, distributed to each convention attendee (Price breakdown below.) • Acknowledgement in the digital convention program distributed to all delegates • Inclusion on the 2021 convention advertiser’s list of the Hawaii PTSA website 			
	Full Page Ad	Half Page Ad	Quarter Page Ad	Business Card Size Ad
	\$200	\$150	\$100	\$50

BE A CONVENTION SPONSOR...	
“High School” Level Sponsor - \$1,000	“Middle School” Level Sponsor - \$500
<ul style="list-style-type: none"> • Full page ad in digital convention program • 1 year sponsorship recognition on our website, with direct link to your website • Pre-recorded video (up to 7 minutes) played during virtual convention. Video to be provided by sponsor. • Recognition verbally throughout the convention • Two (2) informational email blasts to convention attendees • Recognition verbally throughout the convention • Three (3) shared posts on the Hawaii State PTSA Facebook page • Inclusion in two (2) Hawaii State PTSA newsletters • Certificate of acknowledgement as official “High School” Level Convention Sponsor 	<ul style="list-style-type: none"> • Half page ad in digital convention program • 6 month sponsorship recognition on our website, with direct link to your website • Pre-recorded video (up to 5 minutes) played during virtual convention. Video to be provided by sponsor. • Recognition verbally throughout the convention • One (1) informational email blast to convention attendees • Two (2) shared posts on the Hawaii State PTSA Facebook page • Inclusion in one (1) Hawaii State PTSA newsletters • Certificate of acknowledgement as official “Middle School” Level 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 – 94th Annual (Virtual) Convention – April 30, 2022

Section A - Must be completed by all Participants (Exhibitors, Advertisers, & Sponsors)

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	\$200.00 fee*	\$ _____
	*Add \$25 for optional business card ad	\$ _____
() Advertiser	Ad size: _____	\$ _____
() Sponsor	() High School Level Sponsorship \$1,000	\$ _____
	() Middle School Level Sponsorship \$500	
TOTAL PARTICIPATION COST		\$ _____
Only <u>Approved</u> 501(c)(3) Organizations** – Less 25% of Total		\$ (_____)
AMOUNT ENCLOSED (Checks payable to Hawaii State PTSA)		\$ _____

Please mail all required forms and full payments to:

Hawaii State PTSA – Convention 2021, PO Box 459, Pearl City, HI 96782

POSTMARK DEADLINE: March 30, 2022

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

HAWAII STATE PTSA – 94th Annual Convention – April 30, 2022

Section B - Must be completed by all Exhibitors, Advertisers & Sponsors

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 94th 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 Agreement "Section B" must be attached for this contract to be valid.

LIABILITY INSURANCE & INDEMNIFICATION:

All exhibitor, sponsors, and advertisers agree to defend, indemnify, and hold harmless the Hawaii State PTSA, National PTA, 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 their participation in the 94th Annual Hawaii State PTSA Convention.

RESTRICTIONS IN OPERATION:

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.

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.

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.

*** 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 participate in the 94th Annual Hawaii State PTSA Convention if a fully executed copy of this agreement is not returned to Hawaii State PTSA with completed sections A & B of the convention prospectus. **Postmark deadline is 3/30/22.**

Signature & Title

Company or Organization

Date