



# EXHIBIT SPACE APPLICATION

## Florida PTA Leadership Conference

The Innisbrook Resort and Golf Club  
36750 U.S. Highway 19 North  
Palm Harbor, FL 34684

July 16, 17, and 18, 2010

Firm or Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
City State Zip Phone

Name of person signing contract: \_\_\_\_\_

Title: \_\_\_\_\_

Description of product or service (Attach sample of literature to be given out): \_\_\_\_\_

Name of person to be responsible for exhibit:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Do you require electrical outlet? If so, you are responsible for making arrangements with Suncoast Convention Services, Inc., 4800 U. S. Highway 301 N., Tampa, Florida 33610 or call (813) 628-8301.**

Does the exhibitor plan to stay in the headquarters hotel? Yes \_\_\_\_\_ No \_\_\_\_\_

Please complete and return this form with the signed offer and \$450.00 or \$500.00 if past June 1, 2010 deadline. Upon acceptance of your offer and receipt of payment a signed copy will be returned to you for your files.

**Make checks payable to: Florida PTA**

**Mail to:**

Florida PTA  
Linda Applegate, Exhibits Chair  
1747 Orlando Central Parkway  
Orlando, FL 32809

Florida PTA Office: (407) 855-7604

-over-



## Exhibit Space Contract

The undersigned offers to rent exhibit space from the Florida PTA at its annual Leadership Conference to be held at: **The Innisbrook Resort and Golf Club** 36750 U.S. Highway 19, North, Palm Harbor, FL 34684.

**1. Terms of Payment**

The undersigned does understand that no definite assignment of space will be made without the required fee. The under signed hereby contracts for \_\_\_\_\_ exhibit space(s) with a 2' x 8' skirted display table and 2 folding chairs at a fee of \$450.00 per space during the Florida PTA Leadership Conference on July 16, 17, and 18, 2010. **EXHIBITS WILL BE CONFINED TO ASSIGNED BOOTH SPACE ONLY!** Offers sent after the deadline should include \$500.00 per space.

**2. Setting up and removing exhibits:**

- a. Exhibits will be located in Inverness Hall. Check in with Exhibitor Chair before entering Hall.
  - b. Exhibitors may begin to set up at 5:00 PM to 7:00 PM, Thursday, July 15 and 7:30 AM to 9:00 AM on Friday, July 16 and will be completed by 9:00 AM.
  - c. Exhibit areas will be open from 9:00 AM to 1:45 PM and 3:00 PM to 7:00 PM on Friday, July 16. On Saturday, July 17, exhibits will be open 9:00 AM to 4:00 PM.
  - d. Exhibits will close at 4:00 PM on Saturday, with breakdown immediately following.
3. Exhibit space will include one table and two chairs. All labor setting up and dismantling exhibits will be supplied by exhibitor, none by Florida PTA or Resort. There is no refrigeration provided in the exhibit hall. **Exhibitors will be responsible for any electrical costs. Arrangements must be made with Suncoast Convention Services, Inc.**
4. The Florida PTA and The Innisbrook Resort and Golf Club shall not be responsible for any loss, damage or injury to the exhibitor company, its employees or property for any cause whatsoever prior to the period covered in the contract, and upon signing contract, exhibitor expressly releases Florida PTA and The Innisbrook Resort and Golf Club from and agrees to indemnify same against, any and all claims for loss, damage and injury of any kind. Reasonable care will be exercised to protect the exhibit area during the hours it is closed to the delegates.
5. Exhibitors will be responsible for any damage to resort property. **Nothing will be pasted on, tacked, nailed, screwed or otherwise fastened to partitions, walls, floors or other parts of building or furniture.**
6. Exhibitors will use materials conforming to fire regulations of area.
7. **CANVASSING OR DISTRIBUTING ADVERTISING DATA OUTSIDE OF ASSIGNED EXHIBIT SPACE WILL NOT BE PERMITTED.**
8. A PTA representative will be in the exhibit area during open hours to assist exhibitors.
9. Exhibitors agree to include a brief description of product or services.
10. There will be no smoking in the exhibit areas.
11. **"PTA" is a registered Trademark of the National PTA and may not be used as part of any promotion or promotional material without the express written consent of the National PTA or the Florida PTA acting on behalf of the National PTA.**
12. Each exhibitor space is limited to use by the undersigned vendor only and this limitation includes any and all parent, subsidiary or ancillary entities of that vendor. Any vendor found in violation of this limitation, without express written permission to waive this requirement, may be asked to forfeit their assigned space.
13. Exhibitors are responsible for distributing prizes drawn at their own booth.
14. **ANY ACTIVITIES SCHEDULED OUTSIDE THE EXHIBIT HALL TIMES MUST BE CLEARED WITH THE FLORIDA PTA TO ENSURE ACTIVITIES WILL NOT BE IN CONFLICT WITH SCHEDULED PTA ACTIVITIES.**

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Your compliance in all rules will be greatly appreciated.

This offer will be considered binding upon receipt of the signed offer with payment in full of \$450.00 and the acceptance by the FPTA, evident by a FPTA representative signing below. A copy of this document will be provided to you when accepted by the FPTA. Offers sent after the June 1, 2010 deadline will be \$500.00 per space. There will be a \$25.00 fee for returned checks by the bank. The Florida PTA reserves the right to accept or reject all applicants wishing exhibit space if for any reason they do not conform to our basic policies or in the event no space remains available. In the event of rejection, fee will be returned. **No other refunds.**

The undersigned has read and understands the rules and regulations that are part of this agreement.

This offer is executed the \_\_\_\_\_ day of \_\_\_\_\_

Executed by \_\_\_\_\_  
(Signature and title)

Amount enclosed \$ \_\_\_\_\_

Name of Company: \_\_\_\_\_ Email: \_\_\_\_\_

Please return this contract along with the application

Accepted by PTA Representative: \_\_\_\_\_ Date: \_\_\_\_\_



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# Exhibitor Hotel Reservation Form 2010 Annual Florida PTA Leadership Conference July 16, 17, and 18, 2010

Mail directly to: **The Innisbrook Resort and Golf Club**      **Check-in**      **3:00 PM**  
**36750 U.S. Highway 19 North**      **Checkout**      **12:00 Noon**  
**Palm Harbor, Florida 34684**  
Phone: (727) 942-2000  
Fax: (727) 942-5577

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

\_\_\_\_\_ Club Suite (maximum 2 persons)      @      \$129. Single      \$129. Double  
\_\_\_\_\_ Two Bedroom Suite (Maximum 4 persons)      @      \$234. Single      \$234. Double

**The above rates are subject to a daily \$11.00 per person (plus 7% Florida State Sales Tax/not including children under 18) service charge which covers all guest service except food and beverage. All food and beverage purchases are subject to 21% service charge and 7% tax. Room rates are subject to 7% Florida State Sales Tax, and 5% Pinellas County Tourism Tax.**

All reservation requests must be received in writing by Innisbrook no later than June 10th, 2010. One night's payment is required in order to guarantee reservations, all deposits apply to last night's stay and are fully refundable upon 14 days written notice of cancellation. Any adjustments to the original reservation must be submitted in writing 14 days prior to arrival.

For your convenience, Innisbrook accepts American Express, Visa, Master Card, Discover and Diner's Club as a means of deposit to hold your reservation. Please provide the information listed below if you wish to take advantage of this method.

- The Innisbrook Resort and Golf Club is a Non-Smoking Facility. Smoking is permitted outside on the balcony and patios but NOT in the suites. Please be respectful of the property and abide by these rules\****

Card Holder's Name: \_\_\_\_\_

American Express      Visa      Master Card      Discover      Diners Club      (circle one)

Card No: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Reservations should be made before **June 10, 2010.**

Name(s): \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_



*Florida Congress of Parents and Teachers*

1747 Orlando Central Parkway

Orlando, Florida 32809

800.373.5782

407.855.7604

*Linda Applegate*  
Leadership Conference  
Exhibits Chair

Dear Exhibitor:

The Florida PTA welcomes your cooperative participation in our upcoming Leadership Conference in July. However, due to difficulties arising in prior conferences, the Florida PTA urges you to take note of the following concerns:

1. Each company and/or subsidiary company must be listed for each individual booth. (Contract #12)
2. Only one company or subsidiary company at any one booth. (Contract #12)
3. **No** posting of advertisements permitted in the exhibit area or anywhere else at the conference facility. (Contract #7)
4. Out of professional courtesy, please do not photograph other exhibitors' booths.
5. Any events scheduled outside the exhibit hall times must be cleared with the Florida PTA to ensure such activities will not be in conflict with scheduled PTA functions. (Contract #14)

Vendors should make arrangements for their children, by either enrolling them in Camp Innisbrook or keeping them at their booth. Please do not leave your children unattended.

This year every participant will receive a ticket in their packet. They will sign it and put it in a box located at the rear of the Exhibit Hall. This will encourage them to visit your booth. The ticket will be used for the drawing of gifts donated by the exhibitors.

We look forward to a mutually beneficial event. On the last day of our conference, the Florida PTA will have an Exhibitors Drawing. We welcome any donations from your company to make this a success. Each exhibitor's donation will be given individual recognition.

Thank you in advance for your participation and cooperation.

Sincerely,

*Linda Applegate*

Linda Applegate  
Exhibits Chair

# Sponsorship Packages

## **Platinum Level Sponsorship - \$10,000**

Sponsor overall FPTA Events: (Convention/Leadership Conference/Legislative Conference/Program)\*

Full-page recognition insert in Event Program

Company name and logo displayed on large poster/easel in Event General Session Room

Recognition from the General Session dais

¼ page black & white recognition in Convention Advance Program

Acknowledgement as Platinum Level Sponsor in FPTA Monthly E-Newsletter and Website

2 Exhibit Booth spaces (8ft x 10ft)

One Year Subscription to the Florida PTA E-Newsletter

Two Meal Function Tickets

## **Gold Level Sponsorship - \$5,000**

Sponsor one (1) of the following type events: Meal Function, Workshops, Registration Tote Bags (company name & logo on tote bag), Keynote Speaker, technology/AV equipment\*.

½ page recognition insert in Event Program

Recognition from the General Session dais

Acknowledgement as Gold Level Sponsor in FPTA Monthly E-Newsletter and Website

1 Exhibit Booth space (8ft x 10ft)

One Year Subscription to the Florida PTA E-Newsletter

One Meal Function Ticket

## **Silver Level Sponsorship - \$2,500**

Sponsor one of the following: Printing Event Program, Workshops\*

¼ page recognition in Event Program

Recognition from the General Session dais

Acknowledgement as Silver Level Sponsor in FPTA Monthly E-Newsletter and Website

1 Exhibit Booth space (8ft x 10ft)

One Year Subscription to the Florida PTA E-Newsletter

## **Bronze Level Sponsorship - \$1,000**

Sponsor one of the following: Event Welcome Table (company logo on poster at table),

Recognition in Event Program

Recognition from the General Session dais

Acknowledgement as Bronze Level Sponsor in FPTA Monthly E-Newsletter and Website

1 Exhibit Booth space (8ft x 10ft)

\*For individual events, see Legislative, Leadership, Convention or Program Information Packet

# 74<sup>th</sup> Annual Florida PTA Leadership Conference Sponsorship Commitment Form

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_ FAX Number \_\_\_\_\_

Email Address \_\_\_\_\_

Please check below to commit to the following level of partnership:

	Platinum Level Sponsorship	\$10,000.00
	Gold Level Sponsorship	\$5,000.00
	Silver Level Sponsorship	\$2,500.00
	Bronze Level Sponsorship	\$1,000.00

**Please make all checks payable to:**  
Florida PTA (Federal Tax ID #59-0637851)

**Mail check to:**  
Florida PTA  
1747 Orlando Central Parkway  
Orlando, Florida 32809

If you have any questions regarding this form or conference sponsorships, please contact Matt Young at matt@mattyong.com or 813-267-5597.

\_\_\_\_\_  
**Authorized Signature  
(required)**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Date**

**TO RECEIVE THE MAXIMUM BENEFIT OF SPONSORSHIP  
PLEASE RESPOND BY MAY 1, 2010  
THANK YOU!**

Florida PTA ♦ 1747 Orlando Central Parkway ♦ Orlando, Florida 32809  
Phone: 407-855-7604 ♦ Fax: 407-240-9577 ♦ Toll Free: 800-373-5782  
Email: info@floridapta.org