



**NEW!**  
**EXHIBITOR**  
**SPEED VENDING**

Dear Exhibitor,

You are invited to exhibit and participate in the new Exhibitor Speed Vending opportunity at the **Montana PTA Convention, September 19<sup>th</sup>, 2009** in Missoula, MT. The Montana PTA welcomes the opportunity to provide our convention delegates access to your different areas of expertise. During the Exhibitor's Speed Vending event, your representative will speak directly to ALL convention attendees for approximately three to four minutes.

The Montana PTA has set aside Saturday, September 19th from 7:30 am to 2pm for an intensive exhibiting opportunity when the MT PTA Convention is attended by ALL delegates! Exhibitors will have a booth to display information, be introduced at the General Session and then talk to all delegates during the Speed Vending event. Our delegates are also encouraged to visit exhibitor booths during program breaks.

All Exhibitors are welcome to serve as a sponsor of program/snack breaks for even more exposure!

Please consider expanding your exhibitor experience by advertising in our Convention Program and/or by becoming a Convention Sponsor with all of the benefits of each package detailed in this packet.

**Please review the attached:**

- **Exhibitor PAYMENT Form,**
- **Exhibitor Screening Approval Form,**
- **Exhibitor Table Information,**
- **Advertising Information,**
- **Convention Sponsorship Information,**
- **Virtual Exhibit Hall Information.**

To participate in this convention, please complete the Exhibitor PAYMENT Form and Screening Approval Form and return with payment by the required deadlines.

The Montana PTA will send a confirmation notice, a receipt for your payment and a tentative convention schedule when your forms and funds are received. Space will be allocated on a first-come, first-served basis.

Our Convention theme is "Tune In To PTA."

***Thank you***  
***The Montana PTA Board of Directors***

# **NON-PROFIT EXHIBITOR TABLE RESERVATION INFORMATION**

**MONTANA PTA CONVENTION INFORMATION  
September 19th, 2009**

## **LOCATION AND HOTEL INFORMATION**

Hilton Garden Inn  
3720 North Reserve Street  
Missoula, MT 59808  
Toll Free 1-877-STAY-HGI or  
Direct 406-532-5300

- x Room reservations must be made directly with the hotel
- x To obtain the MT PTA group rate, you must indicate you are with the Montana PTA Convention.
- x Room rates - \$89 single or double - plus tax
- x Hotel room check in is 3pm
- x Hotel room check out is 12 noon

## **NON-PROFIT EXHIBITOR TABLE AND SPACE RENTAL INFORMATION**

1 TABLE \$125.00  
(Includes 1 Saturday buffet lunch)

- x Extra Saturday lunch tickets may be purchased prior to August 15th. \$15.00 per ticket. Please see page 7 Exhibitor Table Reservation Section.
- x Exhibitor Payment Forms, Screening Approval Form and all fees must be received at the Montana PTA office by August 15th, 2009.
- x Receipt and Convention Schedule will be sent to Exhibitor when payment and forms are submitted to the MT PTA.
- x Reservations received after August 15th will incur a \$50.00 late fee per table.
- x Exhibitor convention check-in begins at 6:30am on Saturday, September 19th.
- x Exhibitor table should be set up no later than 7:30 am.
- x Exhibitor booths should remain open from 7:30am to 2pm Saturday.
- x Introductions of Exhibitors will take place during General Session II of the convention on Saturday morning/approximately 8:30 a.m.
- x Speed Vending from 11am to 12:15pm. Talk to ALL delegates for 3 to 4 minutes!
- x Skirting will be provided for each table
- x Electricity will be available, please indicate your electrical needs on the Exhibitor Payment Forms.
- x Available space will be reserved on a first-come, first served basis.
- x The Montana PTA will NOT provide electrical extension cords, audio or visual equipment.
- x Exhibitor information will be listed in the Convention Program if information is provided on the Exhibitor Payment Forms and received in the Montana PTA office by August 15th.
- x Exhibitors are required to vacate their booth space by 4:00 pm on Saturday.
- x No refunds after August 31, 2009.

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**Please fill out  
SECTION 1 -  
TABLE  
RESERVATION  
AND FEES  
of the Exhibitor  
PAYMENT Form on  
page 7 to reserve  
your Exhibitor  
Table needs.**

# **S P O N S O R S H I P**

## **CONVENTION SPONSORSHIP INFORMATION**

### **MONTANA PTA CONVENTION INFORMATION**

**September 19th, 2009**

Sponsorship packages provide sponsors with a variety of benefits in exchange for financial support, services, and/or goods that are necessary for organizing the annual PTA convention. The following pages outline complete information for the various sponsorship opportunities that we are offering for this year's event. We invite you to partner with Montana PTA in delivering this premier parental involvement training for members from all across Montana.

For questions or additional information on sponsorship opportunities available, please contact the Montana PTA Office at (406) 268-7475 or [montana\\_pta@gfps.k12.mt.us](mailto:montana_pta@gfps.k12.mt.us).

The deadline for all sponsorship opportunities is August 15th, 2009. To receive acknowledgement in the Convention program, Exhibitor PAYMENT Forms, Screening Approval Form, funds and logos must be received prior to the August 15th printing deadline. No refunds after August 31, 2009.

**See details for each sponsorship level on following pages.**

Sponsorships will be awarded on a first come, first served basis.

#### **Summary of Sponsorship Opportunities**

<b>Premier Convention Sponsorship</b>	<b>\$5,000</b>
<b>Gold Level Sponsorship</b>	<b>\$2,500</b>
<b>Silver Level Sponsorship</b>	<b>\$1,000</b>
<b>Bronze Level Sponsorship</b>	<b>\$750</b>
<b>Workshop Sponsor</b>	<b>\$500</b>
<b>Break Sponsor</b>	<b>\$250</b>

**Please fill out SECTION 3 - SPONSORSHIP FEES  
of the Exhibitor PAYMENT Form on page 7 to reserve your  
sponsorship level needs.**

# S P O N S O R S H I P

## **Premier Level Sponsorship — \$5,000**

### **Only 1 available**

- Full page recognition in the Convention Program
- Full page ad in Convention Program
- Company name and logo displayed on banner on dais throughout the event (Max size 3' x 8')
- Company Advertisement and Sponsorship thank you in the PowerPoint Presentation running during convention registration and breaks
- Recognition from the General Session dais
- Premier Sponsorship includes all benefits of Workshop Sponsorship (Premier Sponsor is given first choice of which workshops are sponsored)
- Company name and logo displayed on large poster/easel at Registration Table
- Acknowledgement as Premier Level Sponsor in September and October MT PTA *Bulletin* and Website
- 2 Exhibit Booth Spaces (2 - tables) and name badge recognition
- One year free listing in Virtual Exhibit Hall on MT PTA Website
- Four complimentary lunch and dinner tickets on Saturday

## **Gold Level Sponsorship — \$2,500**

- One half (1/2) page recognition in the Convention Program
- One half (1/2) page ad in Convention Program
- Company name and logo displayed on banner throughout the event (Max size 2' x 6')
- Company Advertisement and Sponsorship thank you in the PowerPoint Presentation running during convention registration and breaks
- Recognition from the General Session dais
- Acknowledgement as Gold Level Sponsor in September and October MT PTA *Bulletin* and Website
- 1 Exhibit Booth Space (1 - table)
- One year free listing in Virtual Exhibit Hall on MT PTA Website

## **Silver Level Sponsorship — \$1,000**

- One quarter (1/4) page recognition in the Convention Program
- One quarter (1/4) page ad in Convention Program
- Company name and logo displayed on large poster/easel in event General Session Room
- Sponsorship thank you in the PowerPoint Presentation running during convention registration and breaks
- Recognition from the General Session dais
- Acknowledgement as Silver Level Sponsor in September MT PTA *Bulletin* and Website
- 1 Exhibit Booth Space (1 - table)
- Six months free listing in Virtual Exhibit Hall on MT PTA Website

CONTINUED ON PAGE 5

# S P O N S O R S H I P

## **Bronze Level Sponsorship — \$750**

- One eighth ( $\frac{1}{8}$ ) page recognition in the Convention Program
- One eighth ( $\frac{1}{8}$ ) page ad in Convention Program
- Sponsorship thank you in the PowerPoint Presentation running during convention registration and breaks
- Recognition from the General Session dais
- Recognition in the MT PTA *Bulletin*
- 1 Exhibit Booth Space (1 - table)
- Three months free listing in Virtual Exhibit Hall on MT PTA Website

## **Workshop Sponsor — \$500**

### **Only 3 available**

- Special recognition during three consecutive Convention Workshop sessions
- Workshop Host will read brief message from sponsor at the beginning of the workshop session (choice of workshops sponsored are given on a first come, first served basis)
- Company name and logo displayed on large poster/easel in sponsored Workshop Session Room
- Sponsorship thank you in the PowerPoint Presentation running during convention registration and breaks
- Prominent recognition in the Convention Program
- Three months free listing in Virtual Exhibit Hall on MT PTA Website

## **Break Sponsor — \$250**

### **Only 3 available.**

Refreshments and snacks will be served during the three breaks. Break Sponsors each receive the following benefits:

- Special recognition placard displayed during the breaks
- Verbal recognition of the sponsor before and during break
- Sponsorship thank you in the PowerPoint Presentation running during convention registration and breaks
- Recognition in the Convention Program
- Three months free listing in Virtual Exhibit Hall on MT PTA Website



**NON-PROFIT EXHIBITOR  
PAYMENT FORM**

MT PTA Convention September 19th, 2009  
Hilton Garden Inn, Missoula, MT  
Theme: "Tune In To PTA"

Complete Pages 6, 7 and 8 of the EXHIBITOR PAYMENT FORM and the Exhibitor Screening Approval Form by August 15th, include payment and return to:  
**MONTANA PTA**  
PO BOX 6448, GREAT FALLS, MT 59406  
(FORMS & PAYMENT MUST BE RECEIVED BY THE REQUIRED DEADLINES)

NAME OF BUSINESS/ORGANIZATION: \_\_\_\_\_

\_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

NAME OF REPRESENTATIVES: \_\_\_\_\_

(Please print clearly for name badges)

\_\_\_\_\_

\_\_\_\_\_

**BRIEF DESCRIPTION OF EXHIBITOR BUSINESS:**  
(To be included in the Convention Program if received by August 15, 2009)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TO SELECT YOUR CONVENTION EXHIBITING OPTIONS  
CONTINUE ON PAGE 7**

Please see detailed NON-PROFIT EXHIBITOR TABLE RESERVATION, PROGRAM ADVERTISING, SPONSORSHIP and VIRTUAL EXHIBIT HALL INFORMATION for more details

<b>SECTION 1 - TABLE RESERVATION AND FEES:</b>	
<b>1 TABLE</b> (Includes 1 convention Saturday buffet lunch)	<b>\$ 125.00</b> _____
(Optional) Extra Saturday lunch tickets _____	@ \$15.00 per ticket _____
Table Reservations received after August 15th - late fee \$50.00 per table _____	
Special Needs:	
_____ YES , I need electricity for Display (limited outlets - allotted on a first-come, first served basis)	
_____ YES, I have sleeping room reservations at the Hilton Garden Inn	

<b>SECTION 2 - ADVERTISING COST AND AD SIZE</b>	
<b>Check the Advertising section that meets your needs. All Ads are in B&amp;W.</b>	
<input type="checkbox"/> \$ 300.00 Full Page-Back Cover	8 x 10½ _____
<input type="checkbox"/> \$ 275.00 Full Page-Inside Front Cover	8 x 10½ _____
<input type="checkbox"/> \$ 250.00 Full Page-Inside Back Cover	8 x 10½ _____
<input type="checkbox"/> \$ 225.00 Full Page-Facing Back Cover	8 x 10½ _____
<input type="checkbox"/> \$ 200.00 Full Page-random placement	8 x 10½ _____
<input type="checkbox"/> \$ 100.00 1/2 Page	5 x 8 _____
<input type="checkbox"/> \$ 50.00 1/4 Page	3¾ x 4¾ _____
<input type="checkbox"/> \$ 100.00 Full Screen Ad in PowerPoint Presentation running during Convention Registration & Breaks	_____

<b>SECTION 3 - SPONSORSHIP FEES</b>	
Premier Convention Sponsorship	\$5,000 _____
Gold Level Sponsorship	\$2,500 _____
Silver Level Sponsorship	\$1,000 _____
Bronze Level Sponsorship	\$750 _____
Workshop Sponsor	\$500 _____
Break Sponsor	\$250 _____

<b>SECTION 1 - TOTAL TABLE FEES</b>	<b>\$</b> _____
<b>SECTION 2 - TOTAL ADVERTISING FEES</b>	<b>\$</b> _____
<b>SECTION 3 - TOTAL SPONSORSHIP FEES</b>	<b>\$</b> _____
<b>VIRTUAL EXHIBIT HALL FEE</b>	<b>\$</b> _____
<b>GRAND TOTAL REMITTED TO THE MONTANA PTA</b>	<b>\$</b> _____

**No refunds after August 31, 2009**

# EXHIBITOR SCREENING APPROVAL FORM

Companies and organizations wishing to participate in the exhibition or other activities held during Montana PTA's annual convention are required to complete the Exhibitor Screening Approval Form. This form will be utilized in the process of approval and inclusion in the exhibition. Completion of the form does not denote approval. Each organization's products and/or services should be appropriately related to children, youth, and the charitable and educational activities of Montana PTA. Any company or organization whose products, services, or materials are in direct opposition to Montana PTA's position statements or resolutions will not be approved. Companies wishing to participate may be required to submit materials for further review but should submit materials on request only. Read and check all boxes prior to signing. Questions about this form should be submitted via e-mail to [montana\\_pta@gfps.k12.mt.us](mailto:montana_pta@gfps.k12.mt.us).

- We understand that the acronym "PTA" or name "National PTA" cannot be utilized in any exhibitor's materials. National PTA copyrights both of these names. We understand that only in such cases where a company has been provided a PTA sponsor logo will use of "PTA" or "National PTA" be approved.
- We understand that fundraising materials cannot state that students or children are participating in any way in the fundraising process. This includes the collection of money (whether for a charitable cause or not), the actual selling (whether door to door or to friends, relatives, etc.), and participation in the fundraiser (even if it's of an educational nature, such as a quiz bowl). We understand that all fundraisers must be structured so that it is the PTA or an adult who is doing the fundraising.
- We understand that the use of National or Montana PTA's logo is not permitted and that any company utilizing National or Montana PTA's logo will be asked to remove the logo from the company's materials.
- Our company will not ask PTA delegates to lobby any governmental agency or official.
- Our organization does not participate in disseminating information that is of a partisan or sectarian nature.
- We understand that materials must be in accordance with National and Montana PTA's position statements and resolutions, and that any company whose products, services, or materials are in direct opposition to National and Montana PTA's position statements or resolutions will not be approved.
- Our company's products and/or services are appropriately related to children, youth, and the charitable and educational activities of National PTA.
- We understand that our company is subject to final approval upon show opening and may be evicted from its rented space and further participation with Montana PTA for not adhering to the above statements.
- Our product/program is not sponsored, supported, or endorsed by another company. (If it is, please e-mail that information to [montana\\_pta@gfps.k12.mt.us](mailto:montana_pta@gfps.k12.mt.us) prior to submitting this form.)
- Our organization is involved in the following (please check all that apply):
  - Tobacco                       Vouchers                       Firearms                       Religion
  - Alcohol                       Charter Schools                       Adult Content                       Ultra group
  - None of the above    The products being sold are physically safe for people to handle.

Restrictions in operation of exhibits: Montana PTA reserves the right to restrict, at its sole discretion, exhibits that, because of noise, method of operation, materials, or any other reason, become objectionable, and also to prohibit or evict any part of or all of an exhibit that in the opinion of Montana PTA may detract from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that Montana PTA determines is objectionable to the exhibition. In the event of such restriction or eviction, Montana PTA is not liable for any refunds of rentals or other exhibit expenses.

I, \_\_\_\_\_, the undersigned, understand that this form is an integral part of the application/contract for exhibit space at the Montana PTA Annual Convention and Exhibition.

Signature \_\_\_\_\_ Date \_\_\_\_\_

For company \_\_\_\_\_  
(Please complete and return this form with your Exhibitor PAYMENT Form)

# CONVENTION PROGRAM ADVERTISING INFORMATION

## MONTANA PTA CONVENTION INFORMATION

# A D V E R T I S I N G

Montana PTA is delighted to offer an opportunity to promote your business. Advertising in our Annual Montana PTA Convention program gives you the visibility you need. The 2009 Convention will be held September 18th and 19th, in Missoula, Montana. Many delegates that attend convention save their convention programs as a reference throughout the year. What a wonderful way to show off your business and be a reminder of your resources throughout the year. Consider the possibilities of expanding your coverage by adding an advertising component to your Montana PTA Convention experience. The benefits will be immeasurable.

- X Advertising location will be on a first come, first served basis. We encourage early payment to ensure your business receives the ideal location in our convention program.**
- X All advertisements are printed in black and white.**
- X Deadline for convention program advertising is August 15th.**
- X Logo or Advertisement must be received on a CD or e-mailed directly to the Montana PTA at montana\_pta@gfps.k12.mt.us, no later than August 15th.**
- X No refunds after August 31st, 2009**

### COST AND AD SIZE

\$ 300.00 Full Page-Back Cover	8 x 10½
\$ 275.00 Full Page-Inside Front Cover	8 x 10½
\$ 250.00 Full Page-Inside Back Cover	8 x 10½
\$ 225.00 Full Page-Facing Back Cover	8 x 10½
\$ 200.00 Full Page-random placement	8 x 10½
\$ 100.00 1/2 Page	5 x 8
\$ 50.00 1/4 Page	3¾ x 4¾
\$ 100.00 Full Screen Ad in PowerPoint Presentation running during Convention Registration and Breaks	

**Please fill out SECTION 2 - ADVERTISING COST AND AD SIZE of the Exhibitor PAYMENT Form on page 7 to reserve your advertising needs.**

## Montana PTA Virtual Exhibit Hall Application

Reach the Montana PTA decision-makers 24 hours a day, 7 days a week by having your listing online in the Montana PTA Virtual Exhibit Hall on the Montana PTA website at [www.montanapta.org](http://www.montanapta.org)

Name of person completing this application: \_\_\_\_\_

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

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

*Please print clearly **exactly** what you want printed on your online advertisements below:*

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Company's web address: \_\_\_\_\_

30-word description of products/services: \_\_\_\_\_

*Category for product/service listing (please choose no more than two):*

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> Awards and Incentives | <input type="checkbox"/> Governmental Agency  | <input type="checkbox"/> Parenting Education     | <input type="checkbox"/> Spirit Wear         |
| <input type="checkbox"/> Educational Programs  | <input type="checkbox"/> Health & Safety      | <input type="checkbox"/> Playground Manufacturer | <input type="checkbox"/> Scholarship Program |
| <input type="checkbox"/> Fundraisers           | <input type="checkbox"/> Holiday Gift Program | <input type="checkbox"/> Professional Assoc.     | <input type="checkbox"/> Technology/Internet |
|  | <input type="checkbox"/> PTA Insurance        | <input type="checkbox"/> Recreation              | <input type="checkbox"/> Other               |

### Virtual Exhibit Hall Agreement

1. I understand that the virtual exhibit hall listing will include company name, contact person, address, telephone number and email address.
2. I understand that my organization's contact information will be added to the Montana PTA website by the 1<sup>st</sup> day of the month following receipt of application and payment.
3. I understand that presence on the Montana PTA Virtual Exhibit Hall does not constitute Montana PTA's endorsement of either products or services.
4. I understand that if any illegal or offensive content is part of my organization's website, the Montana PTA reserves the right to terminate the virtual exhibit space agreement without a refund.
5. The Montana PTA and/or their website provider are not responsible for lost virtual exhibit time in the event of a website service outage.
6. The Montana PTA will not refund any listing fees once your ad has appeared on the website.

\_\_\_\_\_  
Signature of Exhibitor

\_\_\_\_\_  
Date

#### For Montana PTA Office Use

Date Received: \_\_\_\_\_

Check Number: \_\_\_\_\_

Check Amount \$ \_\_\_\_\_

### **Rates and Deadlines**

New listings are added on the 1<sup>st</sup> of each month, running for 3 (three) months.

3-month Directory Listing	\$30
3-month Expanded Listing	\$50
6-month Directory Listing	\$50
6-month Expanded Listing	\$75
1 year Directory Listing	\$90
1 year Expanded Listing	\$125

### **Directory Listing**

A directory listing includes the following information in any two categories listed on the Virtual Exhibit Hall Application:

*Company Name – Contact Name –  
Mailing Address – Phone/Fax Numbers –  
Website/E-mail Address –  
A 30 word description of your product,  
program or service.*

### **Expanded Listing**

In addition to a directory listing as outlined above, advertisers purchasing an expanded listing will also receive a link from the directory listing to a pre-formatted Web site ad. Ads should be PDF formatted and no larger than 8 ½ x 11. If you would like an expanded listing but are unable to provide a PDF formatted ad, Montana PTA can create a PDF version from an 8 1/2" x 11" Word document that you provide.

### **Terms and Conditions**

Advertiser assumes full responsibility for all material submitted, including but not limited to accuracy. Advertiser does hereby agree to indemnify and hold Montana PTA harmless with respect to any claims or actions against Montana PTA for any cost, legal fees or related expenses for claims made or judgments rendered against Montana PTA resulting from publishing the advertising, including

but not limited to claims for unauthorized use of photographs, names, maps, illustrations, etc. or any claims for libel, slander, piracy, plagiarism, invasion of privacy, or infringement of copyright. None of the terms and conditions of this contract may be amended or altered unless authorized in writing and signed by an authorized representative of Montana PTA. Rates are subject to change. Publisher will honor all contract rates in effect for the duration of the contract. Execution of this contract indicates that the advertiser accepts the foregoing terms and rates.

### **Copy and Contract Regulations**

All advertising is subject to approval by the Montana PTA. Montana PTA reserves the right to reject any advertising it feels it not in keeping with the character, goals and purposes of Montana PTA. Advertisers assume responsibility for all content and for any claims arising from publishing the advertising. Political, alcohol, tobacco, weapons, and other related types of advertising will not be accepted.

### **Payment**

FULL payment must accompany Virtual Exhibit Hall Application. An application will not be processed until payment is received. Please mail the form on page 10 with the information completed and include your check or money order made payable to Montana PTA to:

Montana PTA  
PO Box 6448  
Great Falls, MT 59406

### **Don't Forget for Expanded Listing**

Along with your completed application form and payment, enclose your, enclose your expanded advertisement file on a CD in PDF format or a 8 ½" x 11" Word document.

**MONTANA CONGRESS OF  
PARENTS & TEACHERS ASSOC.  
P.O. BOX 6448  
GREAT FALLS, MT 59406**

**NON-PROFIT ORGANIZATION  
U.S. POSTAGE PAID  
GREAT FALLS, MT 59406  
PERMIT NO. 291**

ADDRESS SERVICE REQUESTED



## **INSIDE THIS EXHIBITOR PACKET**

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