

# California State **PTA**<sup>®</sup>

*everychild.onevoice.*

**113<sup>th</sup> Annual Convention**  
**May 9 - May 12, 2012 • Anaheim**  
**Exhibits open May 9 - May 11, 2012**



**Setup May 8!**

## **EXHIBITOR PROSPECTUS**

**3 Easy Ways to Apply:**  
**February 1- April 15, 2012**

 **ONLINE**  
[www.capta.org](http://www.capta.org)

 **FAX**  
(916) 440-1986

 **MAIL**  
California State PTA  
2327 L Street  
Sacramento, CA 95816

 **Insurance Documents Required**

# BASIC INFORMATION

## CONTACT INFORMATION

### California State PTA Exhibit Chairman:

#### Sandra Allen-Gray

2327 L Street • Sacramento, CA 95816

916.440.1985 x325

Fax: 916.440.1986

Email: exhibitors@capta.org

### California State PTA Registration Company:

#### SMART-Reg International, Inc.

990 San Antonio Road • Palo Alto, CA 94303

888.999.9169 (for SMART-Lead Devices Info only)

### Hotel Reservations:

[www.capta.org](http://www.capta.org)

Click on the link to the Convention page, then

Click on the "Housing" button to access

### California State PTA Insurance Broker:

#### BB & T- Knight Insurance Services

535 N. Brand Blvd., 10<sup>th</sup> Floor • Glendale, CA 91203

Contact Person: Jennifer Burgh

818.662.4200

FAX: 818.662.4250

Email: CAPTA@BBandT.com

### Show Decorator:

#### GES Exposition Services

7050 Lindell Road • Las Vegas, NV 89118-4702

800.475.2098

Fax: 866.329.1437

Contact online: [www.ges.com/contact](http://www.ges.com/contact)

## PHOTOGRAPHY RELEASE

By registering for or attending the California State PTA Convention, you hereby grant and assign the California State PTA and its legal representatives the irrevocable and unrestricted right to use and publish for editorial, trade, advertising or any other purpose and in any manner and medium, including website and Internet promotion, all photographic, video, and digital images of you and your guests taken while in attendance at the California State PTA Convention.

By registering for or attending the California State PTA Convention you hereby release the California State PTA and its legal representatives from all claims and liability relating to said photographs, video and digital images.

## PHOTOGRAPHY, VIDEO AND AUDIO RECORDING

Exhibitors are **NOT** to photograph, videotape, or audio record any delegate, attendee or PTA sponsored event during the California State PTA Convention unless written consent is obtained prior to Convention activities commencing. Use of photographs, videos, or audio recordings after the end of the California State PTA Convention is subject to consent and approval by the California State PTA.

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## HOW TO APPLY

Exhibitors may register February 1 - April 15, 2012. Per booth non-refundable deposits of \$200.00 will hold a space temporarily, but payment in full must be received by April 15, 2012. Application/Contract deadline is April 15, 2012. Exhibitor registration is not available on site. Mailed and faxed applications received prior to February 1 cannot be processed and are either returned or held and input after February 1. PLEASE NOTE THAT FAX/MAIL APPLICATIONS ARE INPUT WITHIN APPROXIMATELY ONE WEEK.

### To get the best booth location, be sure to register online!

🔗 **ONLINE:** [www.capta.org](http://www.capta.org) (click on the convention button)

- Login: (Your Company Name)
- Password: **ex2012pta**
- Payment by credit card only.

- OR -

📠 **FAX:** Fax completed Application/Contract to 916.440.1986, include credit card information. Application/Contract must be signed; no checks by fax.

- OR -

✉ **MAIL:** Mail completed Application/Contract with credit card information or check/money order, payable to California State PTA, c/o 2327 L Street, Sacramento, CA 95816. Attention: California State PTA Exhibits.

NOTE: Exhibitor booth confirmation is sent via email to the contact person on the application form. Changes to exhibitor profile may be made using the username and password listed in the email.

Mark your calendar today for the 114<sup>th</sup> Annual California State Convention in San Jose, California, May 2-5, 2013.

Psst ....

Want to know how you can do some good for you AND for the children of California?

Join us at the California State PTA's 113<sup>th</sup> Annual Convention from May 9 to May 12, 2012 in Anaheim! We invite you to participate at this critical time for our children and our state.

This is the largest parent teacher convention in the nation. Thousands of parents and grandparents, teachers and administrators, and others working to improve the lives of children participate from throughout California.

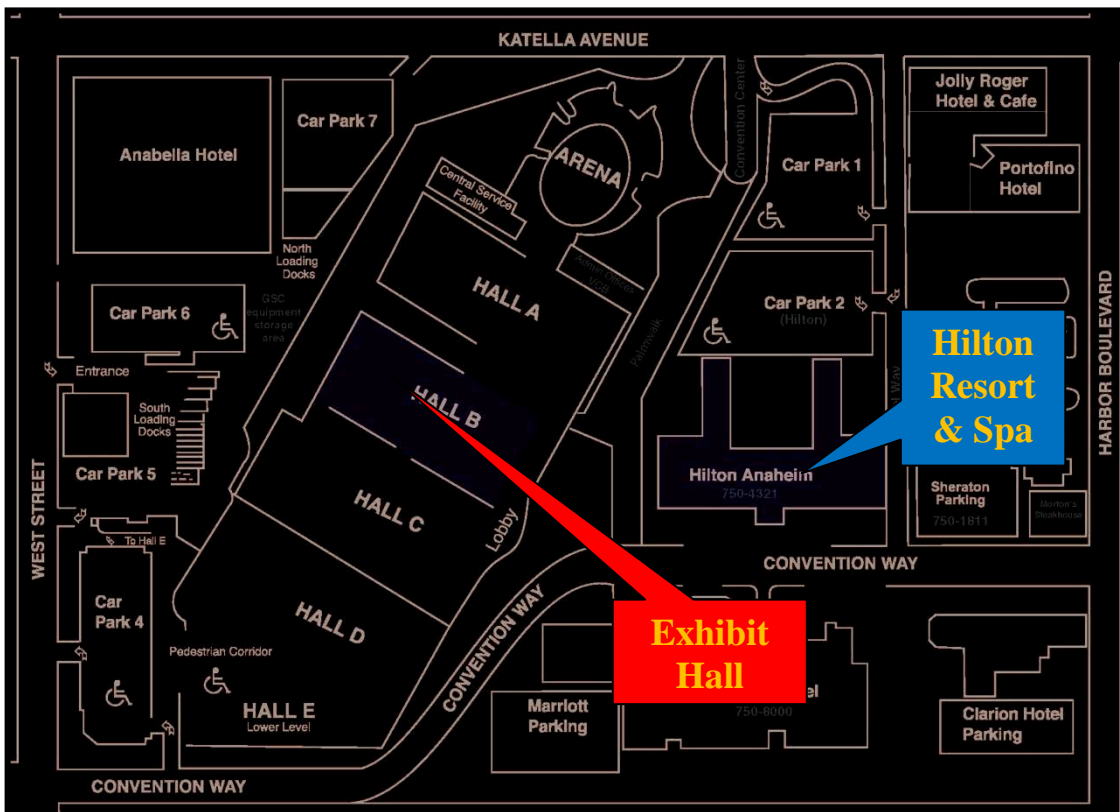
Attendees representing elementary, middle and high schools preview activities and fundraisers for the 2012-2013 school year. We offer more than 60 workshops and nationally acclaimed speakers. Exhibits open May 9-11.

**NEW THIS YEAR!** A special rebate is available for exhibitor staff staying at the Anaheim Hilton Resort & Spa. Please refer to page 12, Hotel Planning for details.

We invite you to take advantage of this excellent opportunity to meet and speak with incoming PTA and PTSA leaders from around the state.

I hope you can join these thousands of people who do extraordinary things to make a difference for California's children and families.

See you there!  
Carol Kocivar, President



## EXHIBITOR INFORMATION

Exhibit Hall hours are listed below. Exhibit Hall is open May 9-11, 2012. An effort was made by the California State PTA to accommodate changes and suggestions made by last year's exhibitors.

We have suggested all attendees bring sheets of address labels to use when requesting vendor materials in the event their card is unreadable. Children under 12 must be accompanied by an adult.

Promote your product through participation in the "Where is WOW!" bingo card activity. You will receive an item to display in your booth sporting the "WOW! PTA!" convention logo. When an attendee visits your booth and finds the "WOW! PTA!" logo, which you can display anywhere in your booth, stamp their bingo card. Attendees receive an incentive when 80 percent of their cards are stamped, and are also entered into an opportunity drawing for prizes that will be given away at the conclusion of the Fourth General Meeting. The California State PTA is accepting product donations as incentives for convention attendees to participate in this activity. Your participation in "Where is WOW!" bingo game assures attendees visit your booth. Your company name will be acknowledged at the Fourth General Meeting.

Sponsorship opportunities! Take advantage to ensure PRIME locations in the Exhibit Hall! See pages 8 for details.

### Booth rental costs

#### Commercial organizations:

Standard Booth.....	\$1,200.00
Corner Booth .....	\$1,350.00
3 Open Sides Booth.....	\$1,500.00

#### Nonprofit organizations:

 **A copy of 501 (c)(3) letter is required**

Standard Booth.....	\$600.00
Corner Booth .....	\$750.00
3 Open Sides Booth.....	\$900.00

### Booth information

Each booth space shown is 10' x 10' and includes a back-rail and side-rail draping and an organization identification sign.

Each 10' x 10' booth receives 200 lbs. of freight drayage at no charge. Other furnishings and services, including carpet, are available at an additional cost from GES. Exhibitor service kits are distributed by GES Exposition Services approximately sixty (60) days prior to convention. Note that facility, union, and GES work rules and other procedures may result in additional fees being charged to exhibitor, and exhibitor must agree to pay such amounts.

### Booth sales and selection

Exhibitor applicants may select from the Exhibit Hall floor plan the booth(s) in which they are interested. **Priority selection is given to convention sponsors.** Check out sponsorship opportunities on page 8. An online chart highlights sold-out booths in red and pending booths in yellow. As the cursor hovers over a sold or pending booth, a fly-out balloon identifies the exhibitor who secures that particular booth. Booth selection is not guaranteed until payment in full and Application/Contract is received and approved by the exhibits chair and the insurance broker approves your annual **Certificate of Liability Insurance, Additional Insured Endorsement and Hold Harmless Agreement.** Nonprofits must provide proof of nonprofit status at time of registration.

- The floor plan for exhibitor booths is on page 15 and on the California State PTA's website at [www.capta.org](http://www.capta.org) (click on the Convention Button)

### Lead generating machines

Each paid exhibitor at convention is issued a hand-held battery-powered appliance called a SMART-Lead-Device (SLD). All registered attendees are issued either a MagCard or RFID card that is read by the SLD. The SLD collects the contact and demographic information encoded with the attendee's card, creating a database of contact information for the exhibitor. Supplementary SLD's are offered at an additional cost to all exhibiting companies. At the end of the convention, exhibitors can visit the SMART-Reg booth and download the collected data to a personal flash drive, or elect to have SMART-Reg email the information to them. Flash drives are available for purchase through SMART-Reg. Data can be imported into virtually all contact management, database and spreadsheet software programs. An information sheet and order form for additional SLDs is included in the service kit sent by GES Exposition Services. All questions concerning these machines should be directed to SMART-Reg International, Inc., phone **888.999.9169**.

### Insurance requirements

Exhibitors are required to provide an annual **Certificate of Liability Insurance, Additional Insured Endorsement and Hold Harmless Agreement** when submitting an Application/Contract and must also provide such evidence when acting as a vendor at any PTA function.

A sample of the Hold Harmless Agreement is on page 11 and samples of Certificate of Liability Insurance and Additional Insured Endorsement may be found on pages 9-10. For more detailed information, see *Rules and Regulations* (number 12 on page 6).

**How to provide insurance verification:** (please send via one method only to avoid duplication): Send to the attention of Jennifer Burgh

- EMAIL: Send PDF copy to: CAPTA@BBandT.com
- FAX: 888-770-1883
- MAIL: BB & T- Knight Insurance Services, 535 N. Brand Blvd., 10th Floor, Glendale, CA 91203

**Questions?** Contact the California State PTA insurance representative at BB & T- Knight Insurance Services, Jennifer Burgh at 818.662.4207.

### Exhibitors listing

A listing of exhibitors whose Application/Contract, Certificate of Liability Insurance, Additional Insured Endorsement, Hold Harmless Agreement and full payment are received and accepted no later than April 15, 2012, are included in the delegate registration materials that are placed in each attendee's convention bag.

### Exhibitors lounge

An exhibitors lounge is conveniently located in the Exhibit Hall.

### Exhibits time schedule

Exhibitors can pick up their badges at the Exhibitor Registration booth in the Anaheim Convention Center. Badges are printed with staff and company name and must be worn for entrance into the Exhibit Hall. Exhibitors must pre-register staff online or on the form provided on page 13 no later than April 15. **There is a \$35 replacement fee to reprint a lost badge. No one is admitted without a badge.**

### Installation schedule

Tuesday May 8 10 a.m. – 6 p.m.

### Exhibitor check in

Tuesday May 8 4 – 7 p.m.  
Wednesday May 9 8:30 a.m. – 6:30 p.m.  
Thursday May 10 8:30 a.m. – 3:30 p.m.  
Friday May 11 8:30 a.m. – 3:30 p.m.

### Exhibits walk-through

Wednesday May 9 7 a.m.

The Exhibit Hall is open for exhibitors move-in at 2 p.m. on Tuesday, May 8. The California State PTA and Fire Marshall walk through on Wednesday, May 9, at 7 a.m. for a safety check. (See Rules and Regulations number 3 on page 5 for additional information.) Please contact California State PTA Exhibit Chairman (exhibitors@capta.org) for extenuating installation needs.

### Exhibit Hall Hours

Wednesday May 9.....9 a.m. – 3:30 p.m.  
Thursday May 10.....8:30 a.m. – 3:30 p.m.  
Friday May 11.....8:30 a.m. – 3:30 p.m.

### Dismantling schedule

Friday, May 11 ..... 4 p.m.

The decorator begins dismantling at 4 p.m. on Saturday, May 11. All exhibitor items must be removed immediately after the closing time. (See Rules and Regulations number 3.)

### Hospitality room/open house schedule

It is prohibited for an exhibitor to host a hospitality room or open house during the convention general meetings times.

### General meetings schedule:

Session 1: Wednesday May 9 3:30 – 6 p.m.  
Session 2: Thursday May 10 4 – 7 p.m.  
Session 3: Friday May 11 3:30 a.m. – 6 p.m.  
Session 4: Saturday May 12 9:30 a.m. – 12 p.m.

### Location of activities

All exhibits and general meetings are at the Anaheim Convention Center. All workshops are in the Anaheim Hilton Resort & Spa.

### Hotel accommodations

The Anaheim Hilton Resort & Spa is the California State PTA convention headquarters hotel, and is located steps away from the convention center. Hotel planning information can be found on page 12.

## RULES AND REGULATIONS

SMOKING IN THE CONVENTION CENTER IS STRICTLY PROHIBITED.

### 1. ALCOHOLIC BEVERAGES

Alcoholic beverages are not permitted in the Exhibit Hall at any time.

### 2. 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 any rules and regulations regarding use of the facility

established by the convention center director, as amended from time to time, and with the instructions of convention center director or authorized city employees.

### 3. CONTRACT FOR SPACE

This constitutes a contract for: exhibit space, organization identification sign, a Lead Generating Device and basic draping only. **Any additional items, including but not limited to carpet, furniture, electrical service, drayage >200 lbs., etc., are not provided and are the responsibility of the exhibitor. Arrangements for these items must be made with GES.** Applicants requesting exhibit space are required to forward the formal Application/Contract provided herein to California State PTA. Each Application/Contract must include full payment or a non-refundable deposit of \$200 per space, which shall be applied to the space rental fee and must specify products scheduled for exhibition, selling and/or distribution. The Application/Contract for space, formal notice of assignment and acceptance by California State PTA, and full payment of rental charges constitute a contract for the right to use this space.

Booth space is secured when full payment and the Application/Contract are received and approved by PTA, and Certificate of Liability Insurance, Additional Insured Endorsement and Hold Harmless Agreement are approved by the insurance company. Booth space is assigned on a first-come, first-served basis. Special consideration and prime placement is given to convention sponsors. Booth space must be paid in full by April 15, 2012. All exhibitors must have their own booth space. Sharing of booth space is not permitted. Exhibitors may not assign or sublet any portion of their booth(s), nor may they display or advertise goods or services other than those provided by them in the regular course of their business. Exhibitors are not permitted to occupy assigned space until all booth costs are paid in full.

All demonstrations, or other promotional activities, must be confined to the limits of the exhibit booth. Any item extending beyond the assigned space shall be subject to removal by the California State PTA. 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 or more than four (4) feet in depth from the back wall. **Exhibitors occupying both end spaces of a row MAY NOT extend back display greater than 4 feet from either side of center line of booth. Helium balloons are not permitted in the Exhibit Hall.** Displays not meeting these requirements must receive prior approval in writing from the California State PTA. **No interference with the lighting or view of other exhibitors is permitted.**

The California State PTA and Fire Marshall will walk through on Wednesday, May 9, at 7 a.m. for a safety check. All materials must be on display for examination. The California State PTA reserves the right to prohibit any materials from being displayed. Any space not claimed and occupied by 6 p.m., Tuesday, May 8 is forfeited without refund of rental paid. **The exhibitor expressly agrees not to dismantle the exhibit or start any packing before the final closing hour of the Exhibit Hall, Friday, May 11, at 3:30 p.m.**

If the exhibiting company has a name change or owner change, the California State PTA must be notified immediately so records can be updated.

Last date an Application/Contract can be submitted is April 15, 2012 on a space-available basis. Full payment must be submitted with the Application/Contract. An annual **Certificate of Liability Insurance, Additional Insured Endorsement and**

**Hold Harmless Agreement** must be forwarded to the insurance broker. Nonprofits must submit proof of nonprofit status at time of registration. Exhibitor registration on site is not available.

#### 4. FAILURE TO PAY RENTAL FEE

If an exhibitor fails to make payments when due, such exhibitor's rights to exhibit may be canceled by the California State PTA without notice. The California State 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 nor for any consequential losses.

#### 5. SELECTION OF EXHIBITORS

The California State 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. The California State PTA reserves the right to decline or prohibit any exhibitor, who in the sole and discretionary judgment of California State PTA does not fulfill any previous contractual obligations to unit, council, or district PTAs. This reservation is all-inclusive as to changes of company names and any attempt to subvert this prohibition. Exhibitors who cause or caused the California State PTA a financial burden or harass other exhibitors will not be permitted to exhibit at this or any future conventions.

#### 6. RESTRICTIONS IN OPERATION OF EXHIBITS

California State PTA reserves the right to restrict exhibits which, because of noise, method of operation, materials, or any reason, become objectionable, and also to prohibit or evict any exhibit, which in the discretion and judgment of the California State PTA, may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the California State PTA determines is objectionable to the display. In the event of such restriction or eviction, the California State PTA is not liable for any refunds of rental or other exhibit expense nor for any consequential losses. Sideshow tactics and lotteries are deemed inappropriate and are prohibited. Drawings may be held that do not involve an exchange of money. Order forms may be distributed for mail-order purchases, and products may be demonstrated from a booth. **Photography, videotaping, and audio recording are not allowed without the express written consent of the California State PTA.**

#### 7. EXHIBITING

All exhibitors who exhibit at the California State PTA Annual Convention must have a valid business license and have the number available upon request in their exhibit booth. A valid California Seller's Permit is required, if the exhibitor sells any item(s). It is the exhibitor's responsibility to pay sales tax to the California State Board of Equalization. A seller's permit may be obtained through the State Board of Equalization; proof of this permit must be submitted to the California State PTA. Contact the California State Board of Equalization in Sacramento at 800.400.7115 or visit [www.boe.ca.gov](http://www.boe.ca.gov) if you have questions. **It is also the exhibitor's responsibility to have secured permission for the use of any copyright or trademark materials displayed or sold. The acronym "PTA" or name "California State PTA" cannot be utilized in any exhibitor's materials.** Persons who are knowledgeable about all of the exhibitor's products and services must be present during exhibit hours. PTA does not encourage the use of children in any promotional activities. The exhibit must be manned at all times. The California State PTA does not provide any volunteers to manage any exhibit at any time.

#### 8. 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 the California State PTA, the California State 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 the California State PTA and reasonable compensation to the California State PTA, but in no case shall the amount of refund to the applicant exceed the amount of the exhibit fee paid.

#### 9. CARE OF BUILDING AND EQUIPMENT

Exhibitors, or their agents, shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

#### 10. FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with all city 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.

#### 11. IRREGULAR CANVASSING AND/OR ACTIVITIES BEYOND EXHIBITOR'S SPACE

Distribution of circulars or promotion material 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.

#### 12. LIABILITY AND INSURANCE

Neither the California State PTA, nor the Anaheim Convention Center, 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 California State PTA, nor Anaheim Convention Center 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 the California State PTA nor the Anaheim Convention Center will obtain insurance against any such damage, loss, harm or injury. Exhibitors are required to provide Certificate of Liability Insurance, Additional Insured Endorsement and Hold Harmless Agreement with their Application/Contract and also provide such evidence when acting as a vendor at any PTA function.

Application/Contract and payment, less \$200.00 nonrefundable deposit cancellation charge, are returned to the exhibitor if correct insurance is not submitted. If the exhibitor files its annual insurance with the California State PTA insurance broker, an annual Certificate of Liability Insurance and Additional Insured Endorsement need not be forwarded to the insurance broker. In addition, if the exhibitor files its certificate showing the annual term of coverage with the California State PTA insurance broker,

the exhibitor does not need to file separately with any individual unit, council or district PTA during the year for individual events. Proof of Insurance does NOT constitute an endorsement by the California State PTA (**See sample Certificate of Liability Insurance, Additional Insured Endorsement and Hold Harmless Agreement forms on pages 9, 10, and 11.**)

The Additional Insured Endorsement attached to the Certificate of Liability Insurance must name as additional insured:

**“California State PTA, all units, councils and districts of the California State PTA and all of their officers, directors, members and volunteers.”**

The Comprehensive General Liability policy must be for a minimum of \$1,000,000.00 combined single limit and cover, among other risks, the contractual liability assumed by exhibitor, personal injury coverage, premises liability coverage and products liability if exhibitor is providing a product or products. The certificate must allow for thirty (30) days notice of cancellation to the PTA. For additional information or clarification, please contact BB & T-Knight Insurance Services. (See contact information listing on page 2.)

### 13. INDEMNIFICATION

The applicant hereby agrees to indemnify, defend and protect the California State PTA and Anaheim Convention Center management against, and hold and save the California State PTA and Anaheim Convention Center 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.

**Exhibitors are required to have insurance in case their operations cause injury to anyone. The California State PTA has insurance to cover the California State PTA and its unit, council, and district PTAs if they are the cause of an injury.**

### 14. WORKERS' COMPENSATION INSURANCE

By entering into this Application/Contract, the exhibitor applicant certifies that it is aware of the provisions of the Labor Code of the State of California which require every employer to be insured against liability of workers' compensation or to undertake self-insurance in accordance with the provisions of that code, and certifies that it will comply with such provisions before commencing any activities in connection with this Application/Contract.

### 15. LIVE ANIMALS

Live animals must be **caged or in an enclosure** at all times. Live animals MAY NOT be removed from said enclosure at any time during Exhibit Hall hours.

### 16. PRODUCT SAMPLES

Exhibitors may dispense refreshments/samples from their booth. Items must not be substantial enough to compete with food service concessionaires. All food samples, liquid or solid, must be no larger than one (1) ounce. Exhibitors not conforming to sample size are prohibited from providing samples.

### 17. PUBLIC SAFETY

Participants shall conduct their activities with full regard to public safety, and shall 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.

### 18. PHOTOGRAPHY, VIDEO, AND AUDIO SOUND DEVICES

**Exhibitors may NOT photograph, videotape, or audio record any delegate, attendee or PTA-sponsored event during the California State PTA Convention unless written consent is obtained prior to Convention activities commencing.** Use of photographs, videos, or audio recordings after the end of the California State PTA Convention is subject to consent and approval by the California State PTA. All sound-making equipment shall be operated at a level that will not interfere with other exhibitors.

### 19. UNION REGULATIONS

Because of union contract rules and regulations, union labor may be required for certain aspects of your exhibit handling. If union labor is required, it is at the exhibitor's expense. A Union Labor Jurisdiction Sheet with a comprehensive list of "Do's and Don'ts" is provided to all confirmed exhibiting companies in the service kit sent by GES Exposition Services.

### 20. CANCELLATION POLICY

A refund is processed only if cancellation is requested in writing by March 1, 2012. The California State PTA will refund to the exhibitor the total amount which the exhibitor paid to date less the \$200.00 non-refundable per space deposit. **There are no refunds, under any circumstances, if a cancellation request is received by the California State PTA after March 1, 2012.**

***These "Rules and Regulations" become a part of the contract between the exhibitor and California State PTA. All points not covered are subject to the decision of the California State PTA.***

## SPONSORSHIP OPPORTUNITIES

California State PTA is the largest children's advocacy association in the state, representing nearly 1 million members. Our annual convention is one of the premier parent training and leadership events anywhere. We invite you to be a partner in our vital work to support and empower parents by becoming a 2012 convention sponsor. As a sponsor, you're helping to fulfill our mission to positively impact the lives of all children and families.

**Every sponsor receives recognition at the convention and afterwards in a variety of ways. Sponsors at all levels receive:**

- Choice of exhibit booth space in sponsor area. Sponsor banner to display in exhibit booth.
- Opportunity to place a flier or item in the convention tote bags provided to all attendees (subject to approval of the PTA President).
- Acknowledgment as a sponsor in convention-related publications, including the California State PTA newsletter, website and others.
- Acknowledgment on list of sponsors included in convention tote bags and in the **Convention Program Book**.
- Two (2) guest of the president badges allowing attendance to workshops on a space available basis and in general sessions at the convention.
- Acknowledgment slides on giant video screens prior to general sessions.

**In addition, additional acknowledgment and partnership opportunities are available at the following levels:**

### PREMIER SPONSOR \$50,000 and above:

- Press release acknowledging support as premier event sponsor.
- **Full-page** color back cover or inside cover (if available) recognition in the **Convention Program Book** received by all attendees.
- **Four** 10' x 10' exhibit spaces with one (1) table and two (2) chairs with official signage in specially designated sponsors' area.
- Primary signage in the Convention Hall.
- Dedicated time on stage at general session for presentation, as approved by the PTA president.
- **Opportunity to have a flier or item distributed at a general session** and in convention tote bags.
- Acknowledgment in pre-convention email to all registered attendees notifying them of your company's booth location in the Exhibit Hall.
- Acknowledgment and link on the website home page for **one year**.
- **Opportunity for additional partnering and communications during the year.**

### GOLD BENEFACTOR \$25,000:

- Press release acknowledging support at the Gold level.
- **Full-page** color recognition (inside cover if available) in **Convention Program Book** received by all attendees.
- **Three** 10' x 10' exhibit spaces with one (1) table and two (2) chairs with official signage in specially designated sponsors' area.
- Signage in the Convention Hall.
- Introduction on stage at a general session.
- **Opportunity to have a flier or item distributed at a general session** and in convention tote bags.
- Acknowledgment in pre-convention email to all registered attendees notifying them of your company's booth location in the Exhibit Hall.
- **Six-month** acknowledgment and link on the website home page and convention page.

### SILVER BENEFACTOR \$15,000:

- **Half-page** recognition in **Convention Program Book** received by all attendees.
- **Two** 10' x 10' exhibit space with one (1) table and two (2) chairs with official signage in specially designated sponsors' area.
- Acknowledgment on stage at a general session.
- Acknowledgment in pre-convention email to all registered attendees notifying them of your company's booth location in the Exhibit Hall.
- **Three-month** acknowledgment and link on the website home page and convention page.

### BRONZE BENEFACTOR \$10,000:

- **Quarter-page** recognition in **Convention Program Book** received by all attendees.
- **One** 10' x 10' exhibit space with one (1) table and two (2) chairs with official signage in specially designated sponsors' area.
- Acknowledgment in pre-convention email to all registered attendees notifying them of your company's booth location in the Exhibit Hall.
- **Two-month** acknowledgment and link on the website home page and convention page.

### KEY SUPPORTER \$2,500:

- Exhibit space in specially designated sponsors' area.
- Opportunity to have a flier or item distributed in the convention tote bags.

Please ask about additional opportunities to customize your sponsorship or to make in-kind sponsorship contributions by contacting [convention@capta.org](mailto:convention@capta.org).

**For full inclusion of acknowledgment in the *Convention Program Book*, sponsorship agreements must be arranged no later than February 15.**



# SAMPLE OF ADDITIONAL INSURED CERTIFICATE

POLICY NUMBER:

COMMERCIAL GENERAL LIABILITY  
CG 20 26 07 04

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

## ADDITIONAL INSURED – DESIGNATED PERSON OR ORGANIZATION

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART  
SCHEDULE

Name Of Additional Insured Person(s) Or Organization(s)
<p>Any person or organization that you are required to add as an additional insured on this policy, under a written contract or agreement currently in effect, or becoming effective during the term of this policy. The additional insured status will not be afforded with respect to liability arising out of or related to your activities as a real estate manager for that person or organization.</p> <p>California State PTA, all units, councils and districts of the California State PTA and all of their officers, directors, members and volunteers.</p>
Information required to complete this Schedule, if not shown above, will be shown in the Declarations.

**Section II – Who Is An Insured** is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:

- A. In the performance of your ongoing operations; or
- B. In connection with your premises owned by or rented to you.

California State PTA insurance does not cover vendors/concessionaires/service providers. Consequently, all vendors/concessionaires/service providers are required to provide Evidence of Insurance to each PTA unless annual Evidence of Insurance is filed with the California State PTA Insurance Broker.

## HOLD HARMLESS AGREEMENT

FOR PTA FUND RAISING VENDORS/CONCESSIONAIRES/SERVICE PROVIDERS

### Insurance Requirements:

- (a) Workers' Compensation Insurance, Required if you have employees engaged in the performance of work under the agreement.
- (b) Comprehensive General Liability, Required \$1,000,000 Combined Single Limit. This policy shall cover, among other risks, the contractual liability assumed by vendor/concessionaire/service provider under the indemnification provision set for in the agreement, and include Bodily Injury, Property Damage, Personal Injury.
- (c) Automobile Liability Insurance. Required only if you are providing transportation (e.g., limousine or bus service) at PTA event. \$5,000,000 limit required. \$1,500,000 for Limo's 15 and under passenger.

If you (vendor/concessionaire/service provider) fall under (b) or (c), a Certificate of Insurance showing policy limits and an endorsement to the policy **MUST** be submitted with your contract.

**Contract containing the following language **MUST** be added to the above policies (b) and (c) as an Additional Insured:**

The California Congress of Parents, Teachers, and Students, Inc. (California State PTA), including all unit, council and district PTAs and all their officers, directors, members and volunteers, c/o BB&T Insurance, 535 N. Brand Blvd. 10<sup>th</sup> Floor, Glendale, CA 91203. The insurance afforded by this policy shall be primary insurance to any other valid and collectible insurance available to PTA and

\_\_\_\_\_  
(Name of vendor/concessionaire/service provider)

I/We \_\_\_\_\_  
(vendor/concessionaire/service provider) agree(s) to defend and to indemnify and hold harmless, the California Congress of Parents, Teachers, and Students, Inc. (California State PTA), including all unit, council and district PTAs and all of their officers, directors, members and volunteers with respect to my/our liability for "bodily injury," "property damage" or "personal and advertising injury" to the extent caused by my/our acts or omissions or for the acts or omissions of those acting on my/our behalf:

- A. In the performance of my/our ongoing operations; or
- B. In the sale or distribution of my/our products; or
- C. In connection with my/our premises rented to you.

**NOTE:** The terms and conditions of this agreement shall apply with respect to Vendor's/Concessionaire's/Service Provider's operations for any unit, council, district or State PTA in California.

DATE: \_\_\_\_\_ SIGNED: \_\_\_\_\_  
(Vendor/Concessionaire/Service Provider)

NAME OF ENTITY: \_\_\_\_\_ TITLE: \_\_\_\_\_

**Vendor: If you wish to be included as an approved vendor on the PTA Insurance website forward this completed form, your insurance certificate and additional insured endorsement to our insurance broker. Email: [CAPTA@BBandT.com](mailto:CAPTA@BBandT.com) Fax: (888) 770-1883 Call the broker if you have questions (818) 662-4200.**

# HOTEL PLANNING

Hotel reservations must be accomplished online. Links to the designated convention hotels are on the California State PTA website ([www.capta.org](http://www.capta.org)). Click on the convention registration button to access the hotel links. Each official convention hotel has set up a special reservation section for California State PTA convention attendees.

The *Anaheim Hilton Resort & Spa* is the convention hotel, located within walking distance of the convention center, and is the official headquarters for the California State PTA 113th Annual Convention. It is located next to the Anaheim Convention Center. See the promotion special below for staying at the Anaheim Hilton Resort and Spa.

## ANAHEIM HILTON RESORT & SPA

777 W. Convention Way, Anaheim, CA 92802

Standard guestroom: King or 2 Queens.....\$189\*

Lanai guestroom: King or 2 Queens.....\$199\*

\* price includes double occupancy; \$30 each additional person

### Parking fees:

Self-parking .....\$10 per day

Valet parking .....\$19 per day

### *Guests only*

Self-parking (with in & out privileges)....\$15 per day

### Guest internet fees:

1 day .....\$12.95 + tax

3 day .....\$32.95 + tax

*Inquire at front desk when checking in.*

### Cancellation policy:

72 hours notice must be given to cancel a reservation. Make note of the cancellation number or you may be charged for one night (room plus tax). Reservations not cancelled prior to 72 hours before arrival will be billed one night (room plus tax). An early departure fee of \$50 is charged to the guest account.

## BOOKING DETAILS

Reservation made at:  Hilton Resort & Spa

Confirmation#: \_\_\_\_\_

Reservation Agent: \_\_\_\_\_

Occupancy:  Single  Double  Triple  Quadruple

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

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

Date of Arrival: \_\_\_\_\_

Date of Departure: \_\_\_\_\_

### What you need to know:

- ✓ Housing reservations open as of February 1.
- ✓ The group reservation rate is available online until April 20.
- ✓ After April 21, reservations must be made directly with the hotel.
- ✓ Have a credit card available to reserve your room.
- ✓ Payment is made directly to the hotel at the end of your hotel stay.
- ✓ Expect the hotel to require payment by credit card or cash, only.

### FAQ's

Do I have to make reservations online or can I call the hotel directly?

*Registering online is the preferred method. However, you may call the hotel directly at 1-800-222-9923 and ask for the California Congress of Parents and Teachers group rate.*

What if I have roommates? How do we indicate whom we want to room with?

*Designate one of the roommates to reserve the room, and indicate the number of individuals staying on the sign-up page. Upon arrival at the hotel, you will need to identify each guest who will be sharing the room.*

## PROMOTION

Stay 3 nights at the Anaheim Hilton Resort and Spa (May 9-11, 2012), and receive \$100.00 per room reimbursement. Reimbursement limited to 3 rooms/\$300 per exhibitor. California State PTA will refund after proof of Hilton stay.

Contact Sandra Allen-Gray at [exhibitors@capta.org](mailto:exhibitors@capta.org) for further details and how to receive reimbursement.

**If you need further information please contact the California State PTA, 916.440.1985, ext. 315.**

# STAFF PRE-REGISTRATION FORM

113<sup>th</sup> California State PTA Annual Convention  
May 9 - May 12, 2012 at the Anaheim Convention Center

**Exhibits Open: May 9 - May 11**

- 
- Exhibitors must pre-register all staff.
  - Badges are printed with staff and company name.
  - Exhibitors may pick up badges at Exhibitor Registration after 4 p.m., Tuesday, May 8.
  - There is a \$35 fee to reprint a lost badge.
- 

**Contact Person:** \_\_\_\_\_

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

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

Please type or print clearly (up to 30 characters).

**Name of Company:** \_\_\_\_\_

**Staff:**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

**Registering Online** – Complete form online.

**Registering by Fax or by mail** – Complete form and submit with application to California State PTA.

FAX: 916.440.1986 • MAIL: California State PTA, 2327 L Street, Sacramento, CA 95816

# APPLICATION/CONTRACT FOR EXHIBIT SPACE

113<sup>th</sup> Annual California State PTA Convention, Anaheim Convention Center, May 9 - May 12, 2012  
Exhibit Hall is open May 9 - May 11, 2012

**ONLINE:** [www.capta.org](http://www.capta.org) (click on the Convention Button) ♦ **Login:** (*Your Company Name*) ♦ **Password:** **ex2012pta**  
FAX: 916.440.1986 ♦ MAIL: California State PTA, 2327 L Street, Sacramento, CA 95816

Please type or print; complete ALL areas below:

Date: \_\_\_\_\_ Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Federal Tax ID # (Required): \_\_\_\_\_ Insurance on file with BB&T-Knight Insurance?  Yes  No

Insurance Company: \_\_\_\_\_ Name of Insured: \_\_\_\_\_

Agent's Name: \_\_\_\_\_ Agent's Phone: (\_\_\_\_) \_\_\_\_\_

**Type of Company:**  Commercial  Nonprofit - must provide copy of 501 (c) 3 letter  Allied Agency

Type of Product: \_\_\_\_\_

Will any item be sold or orders taken in the booth?  Yes  No If yes, attach the required copy of your valid California Seller's Permit.

**By checking this box I am aware the acronym "PTA" or name "California State PTA" cannot be utilized in any exhibitor's materials.**

Will food/drink samples be provided?  Yes  No (Sample must be limited to one (1) ounce or less.)

Will live animals be displayed in booth?  Yes  No (Live animals must be in enclosure at ALL times.)

## Booth Rental Costs:

# Commercial standard booth(s)	_____x	\$1200	=	\$_____
# Commercial corner booth(s)	_____x	\$1350	=	\$_____
# Commercial 3 open sides booth(s)	_____x	\$1500	=	\$_____
# Nonprofit standard booth(s)	_____x	\$ 600	=	\$_____
# Nonprofit corner booth(s)	_____x	\$ 750	=	\$_____
# Nonprofit 3 open sides booth(s)	_____x	\$ 900	=	\$_____

Sponsorship amount (**Check ONLY**) \_\_\_\_\_ = \$\_\_\_\_\_

Special Ribbon Pack (5 ribbons/pack) \_\_\_\_\_x \$20 = \$\_\_\_\_\_

TOTAL \$\_\_\_\_\_

Payment/Deposit \$\_\_\_\_\_

Balance Due by April 15, 2012 \$\_\_\_\_\_

Booth Choices: 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

Contact me. I am open to sponsorship opportunities.

## Information for Exhibitor List Given to Delegates:

Contact name: \_\_\_\_\_

Phone #: \_\_\_\_\_

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

## Product Description for Exhibitor List (25 words or less - mini-ad):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The undersigned exhibitor applicant desires to participate in the California State PTA Convention to be held in the City of Anaheim, CA, May 9 - May 12, 2012 subject to the terms, conditions, rules and regulations governing said convention which are set forth on the attached Rules and Regulations and which are expressly made a part of this Application/Contract as though repeated herein in full, preceding the signature of the undersigned. **An Annual Certificate of Liability Insurance, Additional Insured Endorsement and Hold Harmless Agreement is required to exhibit and must be sent to the California State PTA's insurance broker at the time of payment and Application/Contract.**

**Contract is not valid until exhibitor's participation is approved by the California State PTA and contract is countersigned.** Booth(s) are secured when Application/Contract, Certificate of Liability Insurance, Additional Insured Endorsement, Hold Harmless Agreement and full payment is received, approved and verified. **Full payment must be received by April 15, 2012.** If a deposit is made, the balance is due prior to booth guarantee. The exhibitor applicant understands that the booths may be reassigned as deemed necessary by California State PTA. Application/Contract, payment of booth fee(s) and insurance documents are date stamped when received. Applicant agrees to pay the space rental fees allocated to the booths assigned. **No refund, UNDER ANY CIRCUMSTANCES, if cancellation is received by the California State PTA after March 1, 2012.**

In witness whereof, the exhibitor applicant has caused this Application/Contract to be executed individually or by an officer, agent, or representative duly authorized to execute same and agrees that, if granted, exhibitor and all of its representatives will abide by all rules and regulations as stated within this *Exhibitor Prospectus*.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

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

**Payment Options:**  Check  Money order  Visa  MasterCard  American Express Amount to be charged: \_\_\_\_\_

Credit card number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Expiration date: \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

Make check/money order payable to **California State PTA**. Mail payment with Application/Contract to California State PTA, 2327 L Street, Sacramento, CA 95816, Attention: California State PTA Registration. ♦ Online and FAX registration payment is by credit card only.

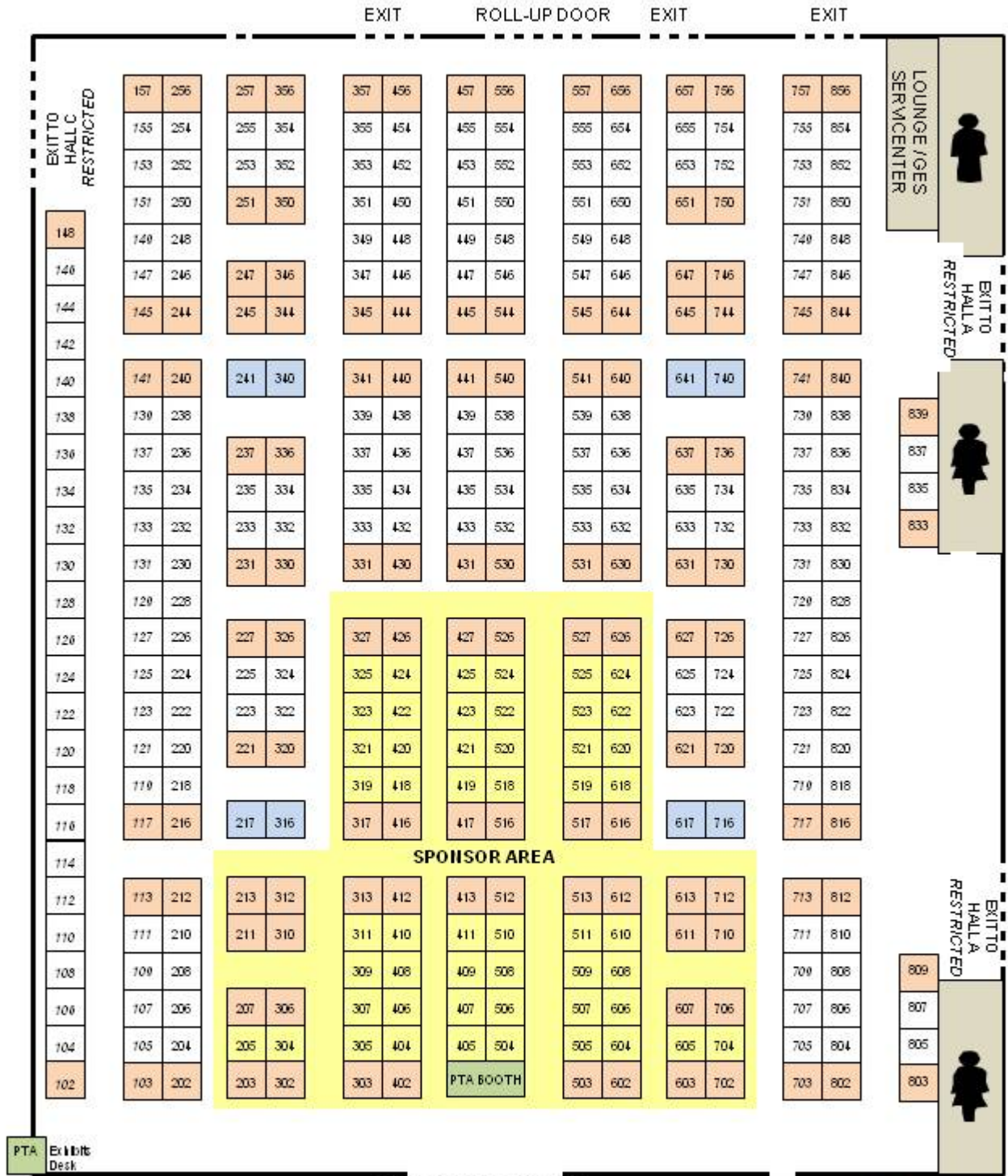
**NOTE:** Certificate of Liability Insurance, Additional Insured Endorsement and Hold Harmless Agreement **must** be sent to BB & T - Knight Insurance Services; FAX: 888.770.1883; Contact Person: Jennifer Burgh.

**Contract is not valid until exhibitor's participation is approved by the California State PTA and contract is countersigned.**

CALIFORNIA STATE PTA USE ONLY

APPROVED BY: \_\_\_\_\_, CALIFORNIA STATE PTA PRESIDENT DATE: \_\_\_\_\_

**2012 CALIFORNIA STATE PTA CONVENTION  
ANAHEIM CONVENTION CENTER  
EXHIBIT HALL – HALL B**



**ENTRANCE TO EXHIBITS**

**10 x 10 BOOTH/SPACE RENTAL COSTS AT 2012 CONVENTION:**

	Commercial	Nonprofit
Standard Booth	\$1,200	\$600
Corner Booth	\$1,350	\$750
3 Sided Booth	\$1,500	\$900
Allied Agency/District PTA		Free



**Golden State**  
**PTA**<sup>®</sup>  
*everychild. one voice.*

*Everyone who cares  
 about children  
 is invited to  
 join  
 Golden State PTA!*

[www.capta.org/sections/membership](http://www.capta.org/sections/membership)

# Special Ribbon Pack

**\$20** for a pack of **5** very special ribbons.

Order ONLINE with  
 your Registration

Quantity is Limited

*Your donation supports  
 the Mission of the  
 California State PTA*

Colors and phrases are subject to change

**California State**  
**PTA**<sup>®</sup>

*everychild. one voice.*  
 2327 L Street  
 Sacramento, CA 95816-5014

**CALIFORNIA STATE PTA**  
**CONVENTION DATES**

*May 9-12, 2012  
 Anaheim*

*May 2-5, 2013  
 San Jose*

*May 1-4, 2014  
 Los Angeles*

*April 30 - May 3, 2015  
 Sacramento*