



**87th Annual
Convention
&
Exhibit
Extravaganza**
April 29, 2005

Exhibitor's Prospectus

Somerset Inn 

2601 West Big Beaver Rd.
Troy, Michigan 48084
Phone: 248-643-7800

Fax: 248-643-2220

Michigan PTSA ■ 1011 N. Washington Ave ■ Lansing, MI
Ph: 517.485.4345 ■ Fax: 517.485.0012 ■ communications@michiganpta.org

*Dedicated time... Hundreds of contacts...
Great price... One location...
This is the conference for you!*

Who:	700 Parent Leaders, Educators, and Administrators
What:	Michigan PTSA Exhibit Extravaganza
Where:	Somerset Ballroom, Somerset Inn, Troy, Michigan
When:	April 29, 2005 9:00 AM – 1:00 PM
Why:	PTAs raise an average of \$20,000 dollars a year- Let them know what you have to offer!

Refreshments

Exhibitor registration includes a continental breakfast provided during set up hours. Additionally, conference attendees will be directed to the cash and carry breakfast and lunch available for purchase in the hall during exhibit hours. Vendors are encouraged to adjust their sample offerings to the time of day.

Contacts

Exhibitors are encouraged to provide "lead sheets" for attendees to complete. Prize drawings make an ideal incentive. In order to ensure attendance at the exhibit, Michigan PTSA would like to hand out any prizes to your drawing winners during our Second General Meeting. Your company will be recognized from the podium for your donation.

Fees

*Booth Registrations received <u>prior to</u> February 28, 2005:	\$375.00
*Booth Registration received <u>after</u> February 28, 2005:	\$500.00
Additional booths:	\$200.00 each

Set Up & Tear Down

Exhibitors may set up their space from 7:00 AM – 9:00 AM, April 29, 2005. Tear down may not begin prior to 1:00 PM and must be completed by 2:00 PM.

Utilities

All electrical service must be ordered from Michigan PTSA and paid in advance.

Booth Assignments

Assignments will be distributed April 1, 2004. Assignments are determined by date received, past record of participation, amount of space in use, and type of exhibit. Every effort will be made to accommodate various types of exhibits and maintain flow of traffic.

Overnight Accommodations

Exhibitors are entitled to the PTA rate of \$95.00 if their housing form is received by March 28, 2005.

Rules & Regulations

CONTRACT for SPACE - Applicants for exhibit space are required to forward to the Michigan PTSA the formal Application and Agreement provided. To be valid each application must specify products scheduled for exhibition and/or distribution. The application for space and formal notice of acceptance by the Michigan PTSA and full payment of booth fees constitute a contract for the right to use this space pursuant to the terms, conditions, rules and regulations as stated herein.

DATES and HOURS - Exhibits will be open as follows, Friday, April 29, 9AM-1PM
Exhibits are to be attended during exhibit hours by persons who are prepared to discuss effectively all products and services presented.

BOOTH INFORMATION - Each single booth will be a minimum of 6 'x 10' with side dividers, a draped table, two chairs, a wastebasket, and I.D. sign.

APPLICATION FOR SPACE - Applicants for booth space must be made on the Application and Agreement forms contained in the Exhibitor Prospectus.

BOOTH ASSIGNMENT - It is understood that booth assignments are on a first come, first served basis, based upon date of receipt by the Michigan PTSA of the application and paid fees. Applicant agrees that it will accept the booth(s) assigned to it by the Michigan PTSA.

INSTALLATION and DISMANTLING - Set up time will be Friday, April 29 from 7:00AM. to 9:00AM. Any space not claimed and occupied by 8:00AM, April 29 may be reassigned without refund of fees paid. Exhibitor expressly agrees not to dismantle the exhibit or to do any packing before 1:00PM, April 29, 2005. All exhibits must be removed immediately after the exhibition.

USE OF SPACE - All activities must be confined to the limits of the exhibit booths. Exhibitor shall not assign, share or sublet any space allotted without the written consent of the Michigan PTSA. Exhibitor is not permitted to show goods other than those manufactured or sold by the Exhibitor in the regular course of business. No interference with the light or view of other exhibitors will be permitted.

SALES TAX LICENSE - Any exhibitor selling items during the convention must have a Michigan sales tax license and display it at all times during exhibit hours.

IRREGULAR CANVASSING, SELLING, 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. Employees from MPTSA are not able to accept gifts from Exhibitors.

FIRE PROTECTION - Flammable or other dangerous fluids, substances, materials, equipment, or other items, the use of which is in violation of city, county, township or state laws or regulations, may not be used in any booths. A solution of boric acid (4 oz.) and borax (9 oz.) is approved for flame proofing.

SOUND DEVICES - No sound making equipment of any kind may be set up or used in exhibit booths without the prior consent of the Michigan PTSA.

RESTRICTIONS IN OPERATION OF EXHIBITS - Michigan PTSA 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 opinion of the Michigan PTSA may distract from the general character of the exhibit as a whole. This reservation includes person, things, conduct, printed matter, or anything of character which the Michigan PTSA determines is objectionable to the exhibit. In the event of such restrictions or eviction, the Michigan PTSA is not liable for any refunds or rentals or other exhibit expense. The Michigan PTSA shall be entitled to close any exhibit at any time for failure by any exhibitor or any of their officers, agents, employees, or their representatives to perform, meet or observe any term or condition set forth herein, and such exhibitor shall not be entitled to a refund of any part of any fee.

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. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

Rules & Regulations (con't.)

CATASTROPHE - In the event that because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy or the cause, the show or any part thereof is prevented from being held, or is canceled by the Michigan PTSA, the Michigan PTSA 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 Michigan PTSA, but in no case shall the amount of refund to the applicant exceed the amount of the booth rental fee paid.

LIABILITY and INSURANCE - Neither the Michigan PTSA, the Somerset Inn, nor the management, officers, or staff members of the Michigan PTSA, will be responsible for the safety of the property of Exhibitor 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 their company premises until it returns. In most cases, a rider can be added to a current policy for a nominal cost. Neither the Michigan PTSA, the Somerset Inn, management nor any of their officers, agents, employees or other representatives will obtain insurance against any such damage, loss, harm or injury resulting from theft, fire, water, accident or any other cause.

SELECTION of EXHIBITORS - Only firms and organizations whose nonpartisan and nonsectarian services or products are appropriately related in the sole judgment of the Michigan PTSA, to children, youth and the charitable and educational activities of the Michigan PTSA, shall be permitted to exhibit. The Michigan PTSA reserves the right to decline any exhibit which in its sole judgment is inappropriate, this reservation being all inclusive as to persons, things, printed matter, products, and conduct.

DROP CLOTHS- Exhibitors will be responsible for their own drop cloths under engines, boards under tires, floor protection, covering and "in-booth lighting."

ENTRANCE- Exhibitors may not use the lobby entrance to the hotel for moving in exhibit materials. All exhibitors, equipment and materials must enter using the Ballroom Entrance. Exhibitors shall be solely responsible for delivery, handling, setup, and removal of its own displays and materials.

EARLY SHIPMENT- Somerset Inn will not accept shipments prior to April 26, 2005. Large atypical items should be brought in the day of show. **C.O.D. shipments will be refused.** Incoming shipments must include:

ATT: YOUR NAME
SOMERSET INN
HOLD FOR ARRIVAL DATE:
C/O MICHIGAN PTSA
2601 WEST BIG BEAVER RD.
TROY, MICHIGAN 48084

Outgoing shipments: Boxes must be labeled and sealed properly, with method of payment clearly marked. For questions, contact Bill at extension 248-643-2287.

Exhibitors will cooperate by not throwing refuse on the floor unnecessarily or committing any act, which may endanger public safety or inconvenience other exhibitors or the public. There will be NO SMOKING on the exhibit floor at anytime.

All pertinent fire codes and laws, ordinances, and regulations pertaining to health, fire prevention, and public safety shall be strictly observed. Fire exits cannot be blocked at any time -- no exceptions. Use of crepe paper is not permitted and all decorative materials shall be fireproof. No flammable liquids will be permitted within the building. The fuel tanks of internal combustion engines must be full and sealed. Engines must be diapered. Nothing shall be nailed, stapled or otherwise affixed to walls, floors, or any part of the exhibition area.

These rules and regulations become part of the contract between the Exhibitor and the Michigan PTSA. They have been formulated for the best interest of the exhibitors. The Michigan PTSA respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the Michigan PTSA.

Application for Exhibit Booth Space

Return Application:
Michigan PTSA
1011 North Washington Ave
Lansing, Michigan 48906

Company Name _____

Contact Persons Name _____ Title _____

Name of Individual(s) Attending Conference _____

Address _____ City _____ State _____ Zip _____

Phone # (____) _____ Fax # (____) _____ MI Sales Tax ID _____

Registration

Single Booth \$375.00 received by February 28, 2005 (Sorry- no exceptions!) \$ _____

Single Booth \$500.00 received after February 28, 2005 \$ _____

_____ Additional Booths @ \$200.00 each \$ _____ +

Additional Services

Electrical Connection (\$10.00) \$ _____ +

Telephone Line (\$25.00) \$ _____ +

High Speed Internet Connection (25.00) \$ _____ +

Total \$ _____

Please provide a brief description (no more than 25 words) of the products/services to be exhibited. Note: This description may be printed in the convention program book and will help to determine the location of your booth. Michigan PTSA reserves the right to change this description as it sees fit.

Special Needs/Requests:

(This includes requests regarding booth placement; every attempt will be made to accommodate your request.)

The Applicant has caused this application to be executed individually or by an officer, agent or representative authorized to execute the same agrees on behalf of the exhibiting organization to abide by all terms, rules and regulations as stated within this Exhibitor's Prospectus.

Signature _____ Date _____

Print Name _____ Title _____

Payment Information:

Payment may be via check or credit card and must be received in full prior to application processing. Checks should be made out to Michigan PTSA. Only exhibit applicants paying via credit card will be accepted by fax, 517-485-0012.

Card Information: Exp: ____ / ____ Name on card: _____

•Visa •Master Card # : _____

Processed payments will not be refunded.

MICHIGAN PTSA OFFICE USE ONLY

Date Payment Received ____ / ____ / ____

Amount \$ _____

Credit Card Approval: _____

Check # _____



87th Annual Convention Housing Form

Please type or print. Note: This form is for hotel accomodations only.

Name: _____

PTA/PTSA Name: _____

Address: _____

City, State, Zip: _____

Email: _____ Number of Adults in Party: _____

Phone Number: _____ Number of Children in Party: _____

Share With: _____ Flight # /Time: _____

Arrival Date: _____ Departure Date: _____

Accomodation Request: _____

How would you like to receive your confirmation? Email US Mail

All reservation requests must be received **by 3/28/05**. Requests made after 3/28/05 will be made based upon availability. Rates are based upon single or double occupancy.

Tower standard rooms consist of one queen or two double beds.

Tower Room \$95.00

Executive Wing \$115.00

Special Requests: _____

Room rates are non-commissionable, net rates, subject to state tax, which is currently 6% and convention and visitor's bureau assessment, which is currently 7%.

*Please include proof of tax exempt status and Federal ID Number in order to waive state sales tax.

*State Sales Tax Exempt?

*Federal Tax ID Number: _____

A credit card, money order, or check must accompany this form in order to guarantee your reservation. Checks and money orders should cover a minimum of first night's lodging and be made out to Somerset Inn Hotel.

Check/Credit Card Number: _____ Expiration Date: _____

Card Holder's Name: _____ Signature: _____

Total Amount of Payment: _____

If at time of check in, you wish to pay for your room with cash or check, we require the full amount for room and tax for your entire stay. In addition to the full amount, we also require a \$20.00 cash deposit for incidentals. Any unused portion will be refunded at time of departure. Guest room cancellations are not allowed and advance deposits are non-refundable.



Fax to: (248) 643-2220
Phone: (248) 643-7800
ATT: Reservation Dept
2601 W. Big Beaver Rd
Troy, MI 48004

