

# Michigan PTA 101<sup>st</sup> Annual Convention

## Exhibitor and Sponsorship Packet

### *You're Invited!*

Your company is cordially invited to participate as a sponsor for the **101<sup>st</sup> Annual Michigan PTA Convention**, August 3-4, 2019 at Farmington High School in Farmington, Michigan. This event provides leadership training and workshops on relevant topics for our PTA leaders and guests. Michigan PTA has more than 340 local units representing nearly 40,000 members throughout the state. This is an opportunity to showcase your company and its products and services in our Convention exhibit hall and other methods of communication/publicity.

#### **Space is limited!**

To provide maximum exposure to our membership and to encourage participation, **we would like to publish the Sponsor and Exhibitor Lists by July 15<sup>th</sup>.**

Michigan PTA is excited to present this opportunity to partner for the benefit of our members and the support of public education in the state of Michigan.

If you are unable to join us for this event, there are many other opportunities to assist a Michigan PTA as we continue to support Michigan's children and public education.

#### **Questions?**

Contact **Conventions** at **734.975.9500** or via email at **membership@michiganpta.org**.

### **Exhibit Hall Information**

#### **Check-in:**

Sunday, August 4, 2019  
8:00-9:00 am

#### **Set-Up:**

Sunday, August 4, 2019  
8:00-9:30 am

#### **Exhibit Time:**

10:45 am-3:00 pm

#### *Dedicated Exhibit Time*

11:00 am-1:00 pm

#### *Supplemental Exhibit Time*

1:00 pm-3:00 pm

#### **Break Down:**

3:00 pm



**Connect. Commit. Champion.**

# Sponsorship Opportunities

Michigan PTA is offering several Sponsorship Levels which transcend the actual Convention experience. These Sponsorships also include exhibit space during the Convention. Please review each level for specifics.

<b>Platinum \$3,000</b>	<b>Gold \$2,000</b>	<b>Silver \$1,500</b>
Logo included in all direct mailings, email invitations, and on Michigan PTA website	Logo included in all direct mailings, email invitations, and on Michigan PTA website	Logo included in all direct mailings, email invitations, and on Michigan PTA website
One (1) 6' table/booth in Exhibit Hall	One (1) 6' table/booth in Exhibit Hall	One (1) 6' table/booth in Exhibit Hall
Prominent on-site signage	Prominent on-site signage	Prominent on-site signage
Advertising in Convention Program*	Advertising in Convention Program*	Advertising in Convention Program*
Link from company logo on Michigan PTA website to company website	Link from company logo on Michigan PTA website to company website	Link from company logo on Michigan PTA website to company website
Inclusion in three (3) emails to Michigan PTA members	Inclusion in two (2) emails to Michigan PTA members	Inclusion in one (1) email to Michigan PTA members
Admission for four (4) company representatives/guests	Admission for two (2) company representatives/guests	Admission for two (2) company representatives/guests
Dedicated exhibit time during event	Dedicated exhibit time during event	Dedicated exhibit time during event

<b>Meet &amp; Greet Sponsor \$2,000</b>	<b>Youth Engagement Seminar (YES) Sponsor \$2,000</b>	<b>Registration Lanyard Sponsor \$800</b>
Logo included in all direct mailings, email invitations, and on Michigan PTA website	Logo included in all direct mailings, email invitations, and on Michigan PTA website	
One (1) 6' table/booth in Exhibit Hall	One (1) 6' table/booth in Exhibit Hall	One (1) 6' table/booth in Exhibit Hall
Prominent on-site signage	Prominent on-site signage	Prominent on-site signage
Advertising in Convention Program*	Advertising in Convention Program*	Advertising in Convention Program*
Link from company logo on Michigan PTA website to company website	Link from company logo on Michigan PTA website to company website	Logo on lanyards for Convention name tags
Inclusion in two (2) emails to Michigan PTA members	Inclusion in two (2) emails to Michigan PTA members	
Admission for two (2) company representatives/guests	Admission for two (2) company representatives/guests	Admission for two (2) company representatives/guests
Dedicated exhibit time during event	Dedicated exhibit time during event	Dedicated exhibit time during event

\*Sponsorship (including camera-ready artwork) must be confirmed by **May 20, 2019** for inclusion in Convention Program. Sponsorships received after May 20th will be published in an insert to Convention Bags.

**Michigan PTA is a 501(c)(3) organization. Your donations are tax deductible.**

## Exhibitors Only: \$250

One (1) 6' table/booth in Exhibit Hall
Prominent on-site signage
Advertising in Exhibit Program*
Admission for two (2) company representatives/guests
Dedicated exhibit time during event

## Bag Insert Opportunity: \$100

Provide flyers for inclusion in Convention Bags

## Special Features

- ✓ Exhibits will be located in area where general (non-registered) attendees will be able to visit during the dedicated Exhibit Time.
- ✓ Attendees must visit all Exhibits to be eligible for drawing (Exhibit Passport)

## Benefits for Sponsors/Exhibitors

- ✓ Face time with Michigan PTA leaders and members.
- ✓ Opportunity to introduce new products and services
- ✓ More direct access to Michigan PTA's membership network (approximately 40,000 people)

## Hotel Accommodations

### Holiday Inn Farmington

Contact Michigan PTA for additional information.

*Additional Sponsorship opportunities with Michigan PTA are available. Please contact us at [membership@michiganpta.org](mailto:membership@michiganpta.org) for additional information.*



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## Exhibitor and Sponsorship Form

Company/Product \_\_\_\_\_

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

Company Address \_\_\_\_\_

Contact Phone \_\_\_\_\_ Email address \_\_\_\_\_

### Sponsorship Type:

- Platinum \$3,000
- Gold \$2,000
- Silver \$1,000
- Meet & Greet \$2,000
- Y.E.S. \$2,000
- Lanyard \$800
- Exhibit only \$250
- Insert only \$100

### Payment Information:

Method of Payment:

Visa       MasterCard       Discover       American Express

Check (Checks should be made payable to Michigan PTA)

Credit Card Number \_\_\_\_\_

CCW Code (3 or 4 digit code) \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City/State/Zip \_\_\_\_\_

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

### Names of representatives attending:

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

**Media Permission:** Be advised that this sponsorship form also serves as an agreement to appear in photos and/or video taken on site at the Michigan PTA Convention. All photos/video may be used for publicity or general information purposes and may be seen by the general public.

Please submit this form and camera-ready artwork to [membership@michiganpta.org](mailto:membership@michiganpta.org) by May 20, 2019 for inclusion in the Convention Program.