



*everychild.onevoice.®*

108<sup>th</sup> ANNUAL CONVENTION



*Ensuring Every Child's Future  
by  
Engaging Each Child's Community*

Holiday Inn Select Naperville  
1801 Naper Boulevard  
Naperville, IL 60563  
March 12 - 14, 2010

**COMMERCIAL EXHIBITOR INFORMATION**

Exhibiting at this convention will give you the opportunity to inform the PTA community about your products and services.



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**EXHIBITOR INSTRUCTION SHEET**

**EXHIBIT SPACE:** one (1) 6-foot table and two (2) chairs

**SET-UP HOURS:** Friday, March 12, 2010, 8:00a.m. - 10:30p.m.

**ALL EXHIBITS MUST BE READY FOR WALK-THRU  
BY FRIDAY, MARCH 12 AT 11:00A.M.**

**EXHIBIT HOURS:**

<b>FRIDAY,</b> March 12, 2010	11:30 a.m. - 1:30 p.m. 2:30 p.m. - 6:00 p.m.
<b>SATURDAY,</b> March 13, 2010	8:00 a.m. - 9:30 a.m. 11:30 a.m. - 5:00 p.m.

**TEAR DOWN AND REMOVAL:**

ALL EXHIBITS MUST BE REMOVED BY 7:00 P.M., SATURDAY, MARCH 13, 2010

**SECURITY:**

Illinois PTA is not responsible for exhibits or goods displayed.

**EXHIBIT SPACE PRICING:**

<b>IN EXHIBIT HALL</b>	
COMMERCIAL ORGANIZATION	\$ 550.00 (\$600 after Feb. 15, 2010)
PLUS A <u>SEPARATE CHECK</u> FOR	<u>\$ 150.00</u>
TOTAL AMOUNT DUE WITH CONTRACT	\$ 700.00

**If paying by credit card, contact the  
Illinois PTA at 217-528-9617.**

ELECTRIC WILL BE SUPPLIED AT NO COST, BUT EXHIBITORS MUST SUPPLY THEIR OWN EXTENSION CORDS, POWER STRIPS/SURGE PROTECTORS ETC.



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Dear Exhibitor:

The Illinois PTA invites you to be a participant in the 108<sup>th</sup> Annual Illinois PTA Convention, Friday, March 12 through Sunday, March 14, 2010 at the Holiday Inn Select, 1801 Naper Boulevard, Naperville, IL, 60563. Exhibits are scheduled to be open:

<b>Friday</b> , March 12	11:30 am-1:30 pm and 2:30 pm-6:00 pm
<b>Saturday</b> , March 13	8:00 am-9:30 am and 11:30 am-5:00 pm

The projected attendance is expected to be 200-400 delegates. These delegates come from all over the state; have diverse backgrounds and school/community needs. As always our delegates are our number one priority.

As an exhibitor you will not only have face-to-face access to the delegates, you will also be listed in the 108<sup>th</sup> Annual Convention Exhibitor Directory. This directory lists your company name, address, phone number and product information. The directory is part of the official convention tote bag, received by each registered delegate. It gives delegates the opportunity to take your information back to their local units and councils to share with other members. This directory will be viewed by thousands of PTA members.

The *Advertising Packet* has been a huge success. The packet consists of information submitted by exhibitors and non-exhibitors alike. This packet is enclosed in every delegate tote bag. The fee for this service will be \$100.00 for exhibiting companies or \$200.00 per page for non-exhibiting companies. Proposed flyers will have to be submitted for approval, no later than February 1. Once approved the participants must provide the printed information (minimum of 500 sheets) for distribution.

A layout of the exhibit area and space assignment will be emailed to you around March 1. Every effort will be made to assign exhibit space so the exhibitors of like products will NOT be in close proximity.

Interested exhibitors should contact the Illinois PTA at 217-528-9617 or go to [www.illinoispta.org](http://www.illinoispta.org) for the full exhibitor's packet and return their signed contract as soon as possible. Exhibit space is limited and will be assigned on a first come basis. Please submit two (2) separate checks; one check in the amount of \$550.00 (\$600 after February 15, 2010) for the exhibit space you are requesting and a second check in the amount of \$150.00 as a deposit. Make both checks payable to the Illinois PTA, and submit with your signed contract no later than February 1, 2010. The \$150.00 deposit check will be returned at the close of the show.

Please note:

1. Read and complete contract information carefully and precisely. This information will be used for the Illinois PTA Directory of Exhibitors.
2. Please read the Rules and Regulations form, sign it, make a copy for yourself and return the original with your contract.
3. If interested in a sponsorship opportunity, please contact Illinois PTA at the number provided on the form.
4. All materials for the ADVERTISING SPECIAL must be forwarded to the exhibits chairman by February 1, 2010.
5. Indicate if you will be donating a product or products to be used for the drawings for the delegates. Your firm will be acknowledged as the prizes are awarded. You are under no obligation to donate. Donated items should be given to the Exhibits Chairman on the first day of Friday, March 12, 2010.
6. Cancellation Policy - If written cancellation is received by February 13, 2010 a refund will be issued, less a \$75.00 (seventy-five dollar) cancellation fee.
7. A copy of all materials to be distributed must be received by February 1, 2010. Illinois PTA reserves the right to approve all materials to be distributed and displayed.
8. Proof of Insurance, including product liability, MUST be provided no later than February 13, 2010, to secure a space.
9. All exhibitors are required to maintain their exhibits during the exhibit hours. A list of representatives must be provided to the exhibits chairman. Exhibitors may not dismantle the exhibit or do any packing before the closing of the exhibit session on Saturday, March 13 at 5:00 pm. Dismantling your exhibit prior to this will result in the forfeiture of the \$150.00 deposit.

The Illinois PTA encourages all exhibitors to reserve a room at the Holiday Inn Select in Naperville. To make hotel reservations, call (630) 505-4900, no later than February 23. To get the special convention rate of \$99.00 per night plus tax, be sure to mention Illinois PTA when making your reservation.

Recognizing that local PTA units have fund raising projects, the Illinois PTA believes that children should not be used in fund raising projects in any manner that would cause them to solicit funds or sell items door to door or to persons unknown to them. Children should never be involved in any activity that might place them in an unsafe situation.

I am looking forward to meeting you at this year's convention. If you need assistance or additional information, please do not hesitate to contact me.

Sincerely,

Brenda Diehl  
Illinois PTA 2010 Convention Exhibits Chairman  
410 North McKinley Avenue  
Champaign, Illinois 61821  
[bdiehl2@juno.com](mailto:bdiehl2@juno.com)

**ILLINOIS PTA 108th ANNUAL CONVENTION**  
**MARCH 12 - MARCH 14, 2010**  
**RULES AND REGULATIONS - EXHIBITORS**

1. **CONTRACT FOR SPACE:** Applicants for exhibit space are required to return to the Illinois PTA the formal application/contract. To be valid each application must include payment in full, and must specify products scheduled for exhibition and/or distribution. The application for space, formal notice of assignment, acceptance by the Illinois PTA, and full payment of rental space constitute a contract for the right to use this space. A signed contract and payment in full will be required before any exhibitor will be allowed to set up.
2. **DATE AND HOURS:**

Friday, March 12, 2010	11:30 a.m. - 1:30 p.m.	and	2:30 p.m. - 6:00 p.m.
Saturday, March 13, 2010	8:00 a.m. - 9:30 a.m.	and	11:30 a.m. - 5:00 p.m.
3. **INSTALLATION AND DISMANTELING:**

Installation:	Friday, March 12, 2010	8:00 a.m. - 10:30 a.m.
Dismantling:	Saturday, March 13, 2010	5:00 p.m. - 7:00 p.m.

Any space not claimed and occupied by 8:00 a.m., Friday, March 12, 2010, will be reassigned without refund. THE EXHIBITOR AGREES NOT TO DISMANTLE THE EXHIBIT OR DO ANY PACKING BEFORE THE CLOSING OF THE EXHIBIT AT 5:00 P.M., SATURDAY, MARCH 13, 2010. A separate check in the amount of \$150.00 is required to be sent with the signed contract. This check will be returned to the exhibitor AT THE CLOSE OF EXHIBITS. If the exhibitor dismantles the exhibit prior to the scheduled closing time, the Illinois PTA will retain the \$150.00.
4. **ADDITIONAL EQUIPMENT:** Additional fees contracted with the Holiday Inn Select, Naperville, Illinois, for equipment such as, but not limited to, electrical work, DSL set up etc. must be paid before setting up.
5. **USE OF SPACE:** All demonstrations or other sales activities must be confined to the limits of the exhibit space. Exhibitor shall not assign, share, or sublet any space allotted without the written consent of the Illinois PTA. Exhibitor shall not be permitted to show goods other than those manufactured or sold by it in the regular course of business. Exhibitors shall not display or distribute any materials containing the Illinois PTA name, seal, or logo without written consent of the Illinois PTA.
6. **IRREGULAR CANVASING, SELLING, ACTIVITIES BEYOND EXHIBITOR'S SPACE:** Distribution of circulars or promotional material may be made only within the space assigned to the exhibitor presenting such material. Exhibitors may not place their materials on the Illinois PTA Take-One Tables. Non-exhibiting organizations will not be permitted to canvass, solicit, hold conferences, or distribute literature or other promotional devices during the convention.
7. **FIRE PREVENTION:** Exhibitors must use flame resistant decorative materials. Inflammable or other dangerous fluids, substances, materials, equipment and/or other items, the use of which is a violation of city, county, or state laws or regulations, may not be used in any exhibit space. Exhibits may not obstruct emergency/fire exits.
8. **SOUND DEVICES:** No sound-making equipment of any kind may be set up or used in exhibit spaces without prior approval of the Illinois PTA.
9. **RESTRICTIONS IN OPERATION OF EXHIBITS:** The Illinois PTA reserves the right to restrict exhibits for any reason, i.e. noise, method of operation, materials, etc. The Illinois PTA may also prohibit or evict any exhibit that becomes objectionable or in the opinion of the Illinois PTA may detract from the general character of the exhibits as a whole. This reservation includes person(s), things, conduct, printed matter or anything of a character, which the management determines, is objectionable to the exhibit. In the event such restriction or eviction is imposed, the Illinois PTA is not liable for any refunds or other exhibitor expense. Side show tactics, raffles and lotteries for monetary purposes are deemed inappropriate and are prohibited.
10. **CARE OF BUILDING AND EQUIPMENT:** Exhibitors, or their agent, shall not damage or deface the walls or floors of the building, the exhibit spaces, or the equipment in the exhibit spaces. When such damage occurs, the exhibitor is liable to the owner of the property so damaged.

**11. FAILURE TO PAY RENTAL FEE:** If any exhibitor fails to make payment due when specified, such exhibitor's rights to exhibit will be canceled by the Illinois PTA without further notice. The Illinois PTA shall be entitled to close an exhibit at any time for failure by any exhibitor or any of their officers, agents, employees, or other representatives to perform, meet, or observe any term or condition set forth herein, and such exhibit shall not be entitled to a refund of any part of any fee.

**12. CATASTROPHE:** In the event that because of war, fire, 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 Illinois PTA, the Illinois PTA shall determine and refund to the applicant its proportionate share of the balance of the aggregate exhibit fees received which remain after deducting expenses incurred by the Illinois PTA and reasonable compensation to the Illinois PTA, but in no case shall the amount of refund to the applicant exceed the amount of the exhibit fee paid.

**13. LIABILITY AND INSURANCE:**

The Illinois PTA, the Holiday Inn Select, Naperville management or any officers or staff members will not be 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 company's premises until it returns. In most cases, a rider can be added to a current policy for a very minimal cost. Neither the Illinois PTA or other representatives shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm, or injury to the person or any property of the applicant or any of its officers, agents, employees, or other representatives, resulting from theft, fire, water, accident, or any other causes and neither the Illinois PTA nor the Holiday Inn Select, Naperville management will obtain insurance against such damage, loss, harm, or injury.

**14. INDEMNIFICATION:** The applicant hereby agrees to indemnify, defend and protect the Illinois PTA and the Holiday Inn Select, Naperville management against, and hold and save the Illinois PTA and the Holiday Inn Select, Naperville management harmless from any and all claims, demands, suits, liability, damages, loss, costs, attorney fees, and expenses 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 of property, or from or out of any damage, loss, harm, or injury to the person or any property of the applicant or any of its officers, agents, employees, or other representatives.

**15. SELECTION OF EXHIBITS:** Only firms and organizations whose nonpartisan, nonsectarian services or products are appropriately related, in the sole judgment of the Illinois PTA, to children, youth and the charitable and educational activities of the Illinois PTA shall be permitted to exhibit. A copy of all materials to be distributed or exhibited must be provided by February 1. The Illinois PTA reserves the right to decline or prohibit any exhibit which, in its judgment, is inappropriate, with reservation being all-inclusive as to persons, things, printed materials, products, and conduct.

**16. CHARACTER OF PROGRAMS:** The Illinois PTA prohibits programs, products or services that entice un-chaperoned door-to-door fund raising by students. The Illinois PTA may forbid installation or request removal or discontinuance of an exhibit or promotion wholly or in part, that in its opinion is not keeping with the character and purposes of the Illinois PTA.

**17. OPERATION OF EXHIBITS:**

All exhibits should have a representative present during all exhibit hours. If the exhibitor leaves the exhibit unattended during the exhibit hours, the Illinois PTA will not be responsible for materials and/or equipment in that exhibitor's space.

These rules and regulations are a part of the contract attached hereto between the exhibitors and the Illinois PTA. The Illinois PTA respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of the Illinois PTA.

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Authorized Signature

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Company Name

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Date



Check #	_____
Deposit	_____
Insurance	_____
Date	_____
SPACE #	_____

COMMERCIAL EXHIBITORS  
 APPLICATION AND AGREEMENT  
 ILLINOIS CONGRESS OF PARENTS AND TEACHERS  
 108th ANNUAL CONVENTION  
 NAPERVILLE, ILLINOIS

By completing this contract we agree to exhibit our products/services on March 12, 2010 and March 13, 2010, and to abide by the terms, rules, regulations, and conditions set forth by the Illinois PTA, attached to and made a part of the application and agreement as though repeated herein in full.

EXHIBITOR INFORMATION: (PLEASE TYPE OR PRINT) THIS INFORMATION WILL BE USED FOR THE EXHIBITS DIRECTORY.

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

NAME of person in charge of exhibit \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

EXHIBIT SPACE RESERVATION : \_\_\_ Space(s) at \$550.00 (\$600 after February 15, 2010).  
 Each space includes one (1) 6-foot table and two (2) chairs.

Do not want the table, please indicate:  Yes  NO

Do you want the chairs, please indicate  Yes  NO

DSL Use:  Yes  NO

Electric Use:  Yes  NO

Electric Double Use:  Yes  NO (No additional charge)

**A SEPARATE CHECK IN THE AMOUNT OF \$150.00 IS REQUIRED TO GUARANTEE THAT YOU MAINTAIN THE EXHIBIT THROUGH THE CLOSE OF THE EXHIBITS AT 5:00 PM ON MARCH 13, 2010. YOUR CHECK WILL BE RETURNED AT THE CLOSE OF EXHIBITS.**

Products we will exhibit are: \_\_\_\_\_

\_\_\_\_\_ Initial

A copy of all materials to be distributed MUST be provided by February 1. Illinois PTA reserves the right to approve all materials distributed and displayed. INFORMATION ENCLOSED

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Exhibitor agrees to accept exhibit space assigned. Every effort will be made to assign exhibit spaces so that exhibitors of like products will not be in close proximity.

Exhibitor will donate a drawing prize  YES  NO

Exhibitor MUST furnish PROOF OF INSURANCE, INCLUDING PRODUCT LIABILITY, BY February 13, 2010.

PROOF OF INSURANCE: INCLUDED  WILL SEND SEPARATELY

Deadline for contracts and checks is February 1, 2010. Please make checks payable to the Illinois PTA and mail to:

Illinois PTA, Exhibits Chairman  
P.O. Box 907  
Springfield, IL 62705-0907

This application is not binding until and unless accepted on behalf of the Illinois PTA, and when so accepted, it shall constitute a binding contract upon the applicant and the Illinois PTA, subject to the terms, conditions, rules, and regulations of the Association.

\_\_\_\_\_  
Authorized Signature

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

\_\_\_\_\_  
Date

**CANCELLATION POLICY:** If an exhibitor finds it necessary to cancel participation in the Illinois PTA exhibits, a refund will be made if cancellation is received, in writing, no later than February 13, 2010. In such event, the Illinois PTA will refund to the exhibitor the amount paid less the sum of seventy-five dollars (\$75.00) which the Illinois PTA shall retain as a cancellation charge.

Return the original. Retain a copy for your file



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**IMPORTANT INFORMATION CONCERNING**  
**SHIPPING OF MATERIALS/BOOTHS**

Holiday Inn Select, Naperville will not accept any items more than three (3) business days prior to the exhibit date, no earlier than Tuesday, March 9, 2010

When sending items to the hotel, items need to be clearly labeled with:

HOLIDAY INN SELECT  
1801 NAPER BOULEVARD  
NAPERVILLE, IL 60563

ATTN: ILLIOIS PTA STATE CONVENTION  
NATHAN KARSTEN  
MARCH 12 - MARCH 14



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### DOOR PRIZE DONATION OPPORTUNITIES

The Illinois PTA will provide several opportunities during our 108th Annual Convention for you to promote your business. Door prizes will be awarded to convention delegates during our General Sessions for "On Time" and "Bitter Enders" drawings. Each time we award a prize; your organization will gain increased exposure, visibility, and recognition when we acknowledge donations.

Additionally, we encourage our delegates and guests to visit all exhibitors.

We would greatly appreciate your donation of a door prize item, with an estimated value of at least \$25.00. Thank you for your continuing support in making a difference in the lives of Illinois' children.

Please complete and return the lower portion of this form by February 13, 2010 to:

**Illinois PTA, Exhibit Chairman  
P.O. Box 907  
Springfield, IL 62705-0907**

### CONVENTION DOOR PRIZE OPPORTUNITIES



- Yes, we will be happy to donate a door prize(s).
- No, we do not choose to donate a door prize.  
"ON TIME AND BITTER ENDERS"

COMPANY /ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX: ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

Many of our events offer additional opportunities for sponsors. More sponsorship and advertising opportunities are enclosed in your packet.



everychild.onevoice.®

# 108th Annual Convention ADVERTISING SPECIAL

**Place your promotional materials in the  
hands of every 2010 Convention  
Attendee!**

Exhibitors at the 2010 Convention may place an 8 ½ X 11 flyer in the tote bag given to all registered attendees for the reduced rate of \$100.00 per page. Non-exhibitors rates are \$200.00 per page.

To take advantage of this offer, please fill out the form below with payment and a copy of the advertisement to:

**Illinois PTA Exhibits Chairman  
P.O. Box 907  
Springfield, IL 62705-0907**

Upon approval advertisers should provide 500 inserts to the exhibits chairman. No inserts will be accepted without payment in full. Please call 217-359-0943 or e-mail [bdiehl2@juno.com](mailto:bdiehl2@juno.com) for complete specifications and deadline information. Hurry and reserve your spot in the 2010 convention tote bag today!

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ FAX: ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

Payment Information:  Check enclosed Amount \$ \_\_\_\_\_

**THE ILLINOIS PTA**  
Welcomes Exhibitors to the  
**108<sup>th</sup> ANNUAL CONVENTION**

**MARCH 12 - MARCH 14, 2010**

**HOLIDAY INN SELECT  
1801 NAPER BOULEVARD  
NAPERVILLE, IL 60563  
1-630-505-4900**

**Call the Hotel for Reservations  
No Later than February 23.**

**Be sure to mention *ILLINOIS PTA*  
when making your reservation to get  
the special convention rate of  
\$99.00 per night plus tax.**