

# LAUNCH<sup>2</sup> 8

TEXAS PTA SUMMER LEADERSHIP SEMINAR

### **PROSPECTUS**

**DALLAS, TEXAS • JULY 20-22, 2018** 





### who we are

#### ESTABLISHED:

1909

#### **FOUNDER:**

Ella Caruthers Porter

#### MISSION:

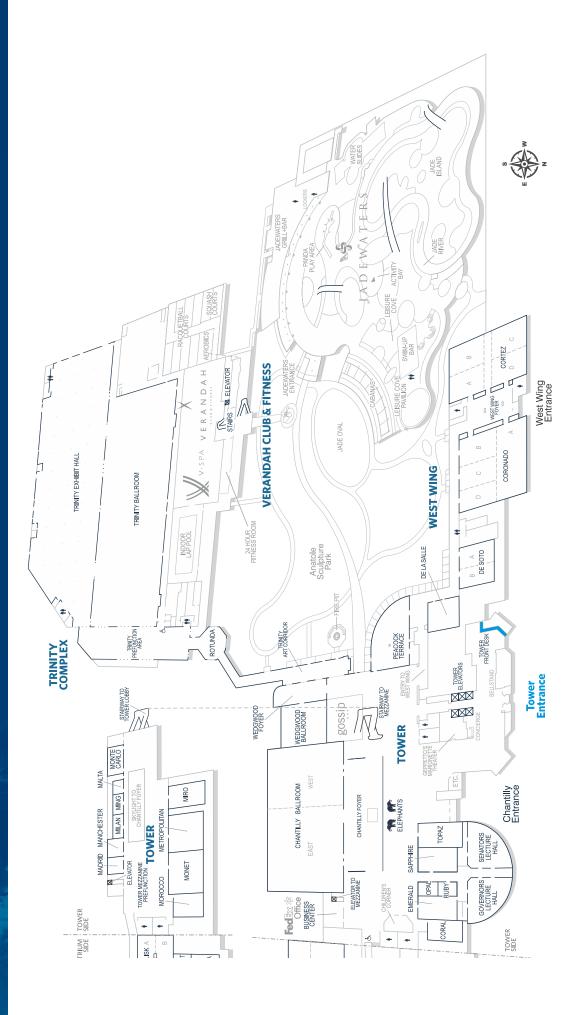
To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.

#### IMPACT:

500,000 members and nearly 2,500 Local PTAs statewide

#### INFLUENCE:

Second largest PTA in the country



**PROSPECTUS** 

### where?

#### SHOW INFORMATION

LAUNCH 2018, July 20-21

Hilton Anatole, Trinity Exhibit Hall 2201 N. Stemmons Freeway

Dallas, TX 75207

**6** 214.748.1200



www.hiltonanatolehotel.com

### why exhibit with us?

- · Marketing opportunities! Gain access to **2,500 PTA Leaders** in one venue representing approximately 1,000 PTAs.
- Company listing and product description in the event program, a reference for PTAs throughout the school year.
- Get a jump start on the 2018-2019 school year! Your competitors are likely to be there. Can you afford to miss it?

### venue parking

Hilton Anatole (if you are a guest)

Self-parking: \$11.00

• Valet parking: \$24.00 per day

\$31.00 overnight



### room rates at LAUNCH

- Receive a discounted rate of \$165.00 for single/double occupancy
- Book by Friday, June 22 for discounted rate.
- Reserve a room online or call 1-800-236-2905.
- Use group code PTA for phone reservations.
- If the Texas PTA hotel block is full, published rates apply.



### timelines

#### **SET UP**

Thursday, July 19 3:00 PM - 7:00 PM

Friday, July 20 8:00 AM - 12:00 PM

#### **EXHIBIT HOURS**

Friday, July 20 12:00 PM - 7:30 PM

Saturday, July 21 9:00 AM - 4:00 PM

#### **MOVE-OUT**

Saturday, July 21 4:00 PM - 8:00 PM

### local airports

**DALLAS LOVE FIELD • 10 MINUTES/6 MILES** 

DALLAS/FORT WORTH INTERNATIONAL AIRPORT •

20 MINUTES/14 MILES

### deadlines & due dates

#### **EXHIBITOR APPLICATION**

Applications are accepted as long as space is available. After Friday, June 29, exhibitor listing may not be included in the event program.

#### FREEMAN DISCOUNTED PRICING • FRIDAY, JUNE 29

Turn to page 4 for more information.

#### **HOTEL DISCOUNTED ROOM RATE • FRIDAY, JUNE 22**

Published rates apply if room block is sold out.

#### 3,500 TOTE BAG INSERTS • FRIDAY, JUNE 22

If you are an event sponsor or ordered this service, send 3,500 pieces to:

#### **Texas PTA**

ATTN: Inserts 408 West 11th Street Austin, Texas 78701

#### **SPONSOR GRAPHICS • FRIDAY, JUNE 22\***

Detailed information can be found in your sponsor agreement.

\*Workshop/Notepad Sponsor logo due Friday, June 1.







### booth pricing

All single booths are 10' x 10'.

Booths can be configured to your needs if space is available. Call or email for discounted pricing when ordering five or more booths or have special configuration needs.

CORNER BOOTH	. \$1200
IN-LINE BOOTH	. \$ 900
NON-PROFIT BOOTH*	. \$ 750
20 X 20 ISLAND BOOTH	. \$4,500
20 X 30 ISLAND BOOTH	. \$6,300
*With Proof of Exemption	. Limited Quantity

### optional order items

TOTE BAG INSERT SERVICE	. \$500
SCHOLARSHIP FUND DONATION	. Varied

Non-exhibitors may purchase the tote bag insert service with Texas PTA approval. The application can be found online at **www.txpta.org/launch**.

Non-exhibitors may purchase a sponsorship with Texas PTA approval. All benefits may not apply.

### cancellation policy

Texas PTA has a no-refund policy after approval of application. Approval may take from 1-10 business days from application submission.



## event contract partners

The Freeman Company is our event decorator who sets up the exhibit hall and provides the Exhibitor Service Kit. The Kit includes order forms for accessories and services such as carpet, monitors, literature stands, and much more, as well as materials handling and labor. The Freeman Company is your resource for receiving shipments for your booth display and return shipments. Order by June 29 for discounted rates.

SmartSource Rentals is our technology partner, providing lead retrieval software and scanners for exhibitors who order this service. Some sponsorship packages include this as a benefit. Order by Friday, June 29 for discounted rates.

Hilton Anatole is our venue host. They provide Wi-Fi and electricity. Order forms can be found in the Exhibitor Service Kit. Order by Friday, June 29 for discounted rates.

All order forms are included in the Exhibitor Service Kit. Orders must be placed with the specific service provider whose contact information can be found on the order form.



### FREEMAN





everychild.onevoice.® < < < < < < < < < < < < < < < 4







### booth furnishings

10' x 10' booths are priced to include:

- Company listing in the event program (guaranteed if application is received by Friday, June 29 with paid booth fee)
- 8' back drapes
- 3' wing drapes
- 6' table with skirt
- Two chairs
- Wastebasket
- · Company ID sign with booth number

An island booth includes floor space only. All other furnishings and displays are an additional fee and can be ordered from the Exhibitor Service Kit. You will receive the Kit from the Freeman Company once your booth assignment is confirmed.

Commonly ordered items include electrical service, Wi-Fi service, carpet, freight and delivery, lead retrieval service (scan attendee badges for contact info), monitors, and literature stands. Many other items are available as well.



DIAMOND **PLATINUM** GOLD **SILVER BRONZE** 



GET READY TO LEAS PLA SUMMER





### **△** diamond sponsor • \$25,000

#### **TALK OF TEXAS LUNCH HOST (1 AVAILABLE)**

A great speaking opportunity at our best attended Saturday luncheon honoring our 2017-2018

Outstanding Educator recipients – you will also welcome attendees to the presentation, showing support for our state's exceptional educators and PTA! Your company material may be distributed at the door.

#### **BACK THE FUTURE BRUNCH HOST (1 AVAILABLE)**

Truly inspirational, our signature Sunday event features performances by the 2017-2018
Reflections Outstanding Interpretation recipients (Pre-K – 12th grade students). Kick off the event on stage by welcoming attendees and introduce your company. Your sponsorship supports the Emerging Leaders Academy, our future leaders! Your company material may be distributed at the door.

#### **GENERAL SESSION HOST (2 AVAILABLE)**

Another great speaking opportunity! Reach all attendees in one place by welcoming them at one of two General Sessions, Friday or Saturday. Recognition of your sponsorship will be visible on signage and decor. Your company material may be distributed at the door.

#### **REGISTRATION HOST (1 AVAILABLE)**

Every attendee passes through the registration line. Your company logo is featured on checkin screens and area signage – talk about first impressions! You can personally welcome attendees during the busiest registration period!

#### **DIAMOND SPONSOR BENEFITS**

- Speaking opportunity
- · Logo on LAUNCH emails
- Preferred booth placement
- Social media posts prior to the event date
- Logo and link on LAUNCH web page
- One (1) scanner for lead retrieval service
- Promotion of your booth activity prior to event
- Two (2) complimentary booths
- Full-page ad in the event program
- Inclusion in the sponsor bingo game
- Tote bag insert service
- Sponsor signage
- Recognition in the event program

### **△ platinum sponsor • \$15,000**

#### **TOTE BAG SPONSOR (1 AVAILABLE)**

Company name or logo displayed on thousands of totes travelling all over LAUNCH Dallas and any On the Road events throughout the summer!

### BADGE AND LANYARD SPONSOR (1 AVAILABLE)

Company name or logo displayed on all attendee badges and neck lanyards that must be worn during the entire weekend – maximum visibility!

#### **COFFEE BAR HOST (1 AVAILABLE)**

Have your logo displayed on thousands of coffee cups and area signage at the coffee stations in the exhibit hall! Ever so popular, attendees grab a cup of joe and on to the next workshop they go. A great way to get noticed and give attendees a boost!

#### T-SHIRT SPONSOR (1 AVAILABLE)

Company name or logo displayed on nearly 900 t-shirts sold – a truly year-round promotion! A partially in-kind sponsorship with donation of t-shirts and \$5,000 sponsor investment!

#### **LAUNCH LIFT OFF! SPONSOR (1 AVAILABLE)**

Friday dinner in the exhibit hall from 5:30 pm to 7:30 pm! Exhibit hall is open to everyone during this time, with ticketed dinner in a designated area! Customized signage with your logo. Two hours of dedicated free time to visit the exhibit hall! Prize drawings will be held in the hall at 7:30 pm to entice attendees to stay!

#### **PLATINUM SPONSOR BENEFITS**

- Preferred booth placement
- Social media posts prior to the event date
- Logo and link on LAUNCH web page
- One (1) scanner for lead retrieval service
- Promotion of your booth activity prior to event
- Two (2) complimentary booths
- Half-page ad in the event program
- Inclusion in the sponsor bingo game
- Tote bag insert service
- Sponsor signage
- Recognition in the event program



### **△** gold sponsor • \$7,500

### WORKSHOP / NOTEPAD SPONSOR (2 AVAILABLE)

You will be noticed with your logo prominently displayed on 3,500 custom notepads that are in every attendee tote bag! The notepads also travel to any On the Road locations during the summer. Over 150 educational sessions will take place over the 3-day training weekend. Your logo will be featured on the presentation welcome slide and workshop signage. Payment and logo must be received by June 1 to be included on notepad.

#### **MOBILE APP SPONSOR (2 AVAILABLE)**

A very popular tool to guide attendees through their busy weekend training! Over 2,000 attendees downloaded the app last year to view workshop schedules and event happenings. Your rotating banner with your ad and logo will be the first thing they see plus a live link to your website, too. It's a fantastic way to let members know you support PTA.

#### **PUBLICATION SPONSOR (1 AVAILABLE)**

You will shine with your full-page advertisement on the back cover of the event program. This publication provides the agenda for the weekend – workshops, schedules, exhibitor listings, floor plan, EVERYTHING!

#### **GOLD SPONSOR BENEFITS**

- One (1) scanner for lead retrieval service
- Promotion of your booth activity prior to event
- One (1) complimentary booth
- Half-page ad in event program (exception: Publication Sponsor gets full-page)
- Inclusion in the sponsor bingo game
- Tote bag insert service
- Sponsor signage
- Recognition in the event program

### **△** silver sponsor • \$5,000

#### **LEADERSHIP SPONSOR (2 AVAILABLE)**

Make a lasting impression at our two MOST popular workshops – BASICS: Presidents and BASICS: Treasurers! Over 500 PTA Presidents and 400 Treasurers will attend these workshops. Make a brief announcement or welcome attendees to the session, and invite them to visit your booth in the exhibit hall. You will also be recognized by the facilitator at the beginning of the workshops.

#### **LAUNCH LUNCH HOSTS (2 AVAILABLE)**

Attendees get a head start on their weekend by attending several 90-minute sessions on Friday afternoon. Lunch is offered in these sessions and your company representatives are invited to welcome attendees at the lunch stations. All host companies will be recognized at the beginning of all LAUNCH Lunch sessions.

#### **SILVER SPONSOR BENEFITS**

- Quarter-page ad in event program
- One (1) complimentary booth
- Inclusion in the sponsor bingo game
- Tote bag insert service
- Sponsor signage
- Recognition in the event program

### **△ bronze sponsor • \$1,500**

#### **BRONZE SPONSORSHIP (10 AVAILABLE)**

Attendees are driven to your booth to obtain a coveted sticker to help complete their bingo card. A completed card entitles them to enter a prize drawing at the close of the exhibit hall on Saturday. Sticker labels are provided by Texas PTA. Your paper flyer, tri-fold, or advertising item is included in every attendee tote bag, and you are recognized in the event program as a supporter of PTA!

#### **BRONZE SPONSOR BENEFITS**

- Inclusion in the sponsor bingo game
- Tote bag insert service
- Sponsor signage
- · Recognition in the event program

### sponsor benefits at-a-glance

	Diamond \$25,000	Platinum \$15,000	Gold \$7,500	Silver \$5,000	Bronze \$1,500
SPEAKING OPPORTUNITY	✓				
LOGO ON LAUNCH EMAILS	✓				
PREMIUM BOOTH PLACEMENT	$\checkmark$	<b>√</b>			
SOCIAL MEDIA POSTS	✓	<b>√</b>			
LOGO & LINK ON LAUNCH WEB PAGE	✓	<b>√</b>			
ONE (1) SCANNER FOR LEAD RETRIEVAL SERVICE (\$349 VALUE)	<b>√</b>	<b>✓</b>	<b>√</b>		
BOOTH ACTIVITY PROMOTED PRIOR TO EVENT	$\checkmark$	<b>√</b>	<b>√</b>		
COMPLIMENTARY BOOTH	TWO	TWO	ONE	ONE	
AD IN EVENT PROGRAM (8 ½" X 11")	FULL	FULL	HALF*	QUARTER	
BANNER AD IN MOBILE APP (MOBILE APP SPONSORS ONLY)			<b>√</b>		
SPONSOR BINGO	✓	<b>√</b>	✓	<b>✓</b>	<b>√</b>
TOTE BAG INSERTS	✓	<b>✓</b>	<b>√</b>	<b>✓</b>	<b>√</b>
SPONSOR SIGNAGE AND RECOGNITION	✓	<b>✓</b>	<b>√</b>	<b>✓</b>	<b>✓</b>

<sup>\*</sup> PUBLICATION SPONSOR RECEIVES FULL-PAGE ON EVENT PROGRAM BACK COVER.



### frequently asked questions

#### WHEN IS THE APPLICATION DEADLINE FOR EXHIBITING?

There is no official deadline date if space is available. After Friday, June 29, your company listing may not be included in the event program.

#### WHEN WILL I KNOW IF MY APPLICATION IS APPROVED?

Status of booth applications will be confirmed by email within 10 business days of submission.



We accept MasterCard, Visa, and checks.

#### WHEN IS PAYMENT DUE?

Credit card payments are processed after vendor is notified of approval. Check payments are due within 14 days of approval. Applications received and approved after Friday, June 29 must be paid in full by Friday, July 13. Location requests are considered after payment is received.

#### **CAN I REQUEST A SPECIFIC LOCATION?**

You may enter up to four desired locations during the application process. Early submissions are more successful in being assigned one of your preferred locations. Requesting locations other than front and center are more assured of being assigned.

#### **CAN I REQUEST TO BE AWAY FROM OR NEXT TO ANOTHER VENDOR?**

Yes. Requests apply to specifically-named vendors only and and may affect the requested locations on your application.







#### WHEN WILL I BE NOTIFIED OF MY BOOTH NUMBER?

Approved applicants will be notified of their booth assignment beginning the first week of May, and within seven days if received after that date. Booth numbers are subject to change at the discretion of Texas PTA.

#### **CAN I PURCHASE TWO FRONT ROW BOOTHS?**

No. End-cap configuration of 10 x 10 booths is not allowed. You may purchase multiple linear booths.

#### WHAT IS INCLUDED IN MY BOOTH PRICE?

A 10 x 10 booth comes with a 6-foot table, two chairs. wastebasket, and a company ID sign. An island booth is floor space only.



No, the exhibit hall is not carpeted. You may bring your own carpet or mats, or you may order carpet from the Freeman Exhibitor Service Kit for an additional fee.

#### WHAT ABOUT WI-FI ACCESS AND ELECTRICITY?

Order forms can be found in the Exhibitor Service Kit. Additional fees apply.



#### WILL FOOD BE AVAILABLE FOR PURCHASE?

Yes, there will be food stations in the exhibit hall.



After you are assigned a booth number, the Freeman Company will be notified. Within a few days, you will receive a link to create an account with access to the Exhibitor Service Kit and order forms.





### WILL CARTS OR DOLLIES BE AVAILABLE FOR MY USE WHEN I ARRIVE TO SET UP?

No. Please bring your own or order from the Exhibitor Service Kit for an additional fee.

#### **ARE DOOR PRIZES ALLOWED?**

You may conduct your own door prizes or giveaways at your booth. Suggestion: Collect phone numbers so you can text the winner.

#### CAN I SHARE MY BOOTH COST WITH ANOTHER VENDOR?

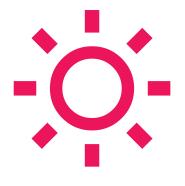
No. This is not allowed. See Standards of Exhibition.



As a Sponsor, you will receive a Sponsor Agreement to sign digitally and return to Texas PTA. Your benefits are listed, as well as what we need from you per your sponsorship.

#### WHAT IS THE CANCELLATION POLICY?

Please consider carefully when applying for space as we have a no-refund policy. If you are unable to attend, we ask that you submit your cancellation in writing prior to the event so as not to affect future opportunities.



### need help? contact us!

### TEXAS PTA EXHIBIT HALL COORDINATOR

△ Rosemary Tills

□ rtills@txpta.org

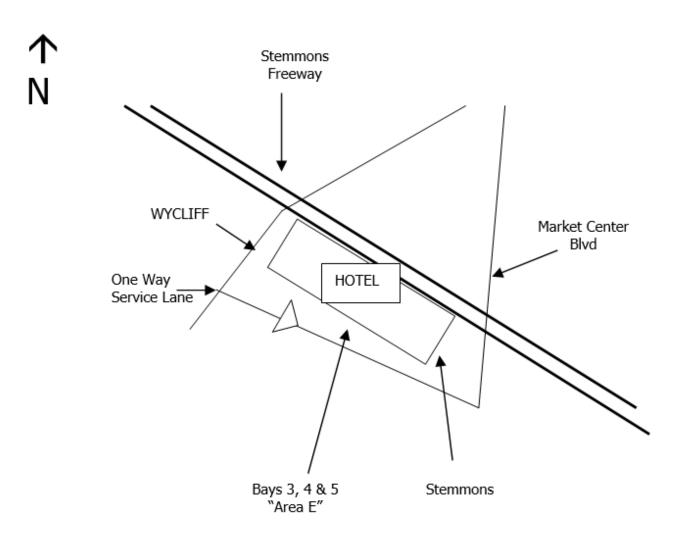
图 512.320.9820

### ASSOCIATE EXECUTIVE DIRECTOR

A Darren Grissom

□ dgrissom@txpta.org





### unloading directions

Exit Wycliff off of I-35 and head South. Make a u-turn around an island and turn right into the driveway just before the parking lot behind the Trinity Exhibition Area.

**NOTE:** The driveway runs parallel to a creek as far right as you can go.

FOR "AREA E": Look for Bays 4, 5 & 6 about halfway down the drive on the left.

FOR STEMMONS: It's at the end of the drive on the left.

PLEASE REMEMBER: All vendors must check in with Security (located in Area E) upon arrival and present identification prior to entering the building. All vendors will be issued a temporary Vendor ID badge.

### **WHAT CAN** YOU DO TO **STAND OUT?**

There are **more than 150 exhibitors** at LAUNCH. The statistics state that you have an average of three seconds to engage a visitor walking past your booth and an average of 10 minutes to market your company's product or service.

#### **Welcome Your Visitors** Most importantly, be friendly and inviting.

#### **Use Clear Branding** Make sure your name is visible as attendees approach your booth.

#### **Dress Up Your Display** A table skirt is supplied, but bring something, like a table runner, to add some depth.

#### **Bring a Board**

If your display space allows, use a stand-alone presentation board. Keep it simple and the right customer will come in.

#### "You Get a Pen!"

Have plenty of giveaways, such as pens, magnets, stress balls, buttons anything that has your company branding on it!

#### Lure with Food

Include a basket of cookies. hard candies, or M&Ms specially-packaged with your company branding on the table.

#### **Draw Prizes**

Offer a prize that in some way complements your business, if possible, and appeals to anyone. Collect phone numbers or emails!

#### Offer Gift Certificates

There's nothing better than getting a deal. Offer gift certificates for some of your services as a giveaway.

#### **Collect Information**

Badge scanners are available in the Exhibitor Service Kit for an additional fee. Use an online form, a notebook, or a tablet app\*!

#### **Show Off Your Work**

Have a portfolio of your best work available as part of your trade show display.

#### Go Team

The hours can be long. Be sure to have assistance, so you can take a break. If alone, put up a note that tells people how long your break will be.

#### **Be Courteous to Your** Neighbors\*

When attendees are walking the aisles in the exhibit hall, all exhibitors deserve to have their booth visible.

\*PLEASE NOTE: Displays in the front half of the booth must not exceed 4 feet in height so as not to block the sight line of your neighbor's booth. Move taller displays to the back half of your booth. Keep your booth set-up in mind when making your booth location requests during the application process. See Standards of Exhibition for more information.



408 West 11th Austin, TX 78701

1-800-TALK-PTA

www.txpta.org

programs@txpta.org



Texas PTA



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