



# LAUNCH

PRESENTED BY



# YOUR BUSINESS WITH **PTA**<sup>®</sup>



*2019 Exhibitor Prospectus*

# LAUNCH <sup>2019</sup>




TEXAS PTA SUMMER LEADERSHIP SEMINAR

PRESENTED BY 

*Gaylord Texan Resort & Convention Center in Grapevine  
July 19-21*



## About Texas PTA

-  To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.
-  500,000 members and nearly 2,500 Local PTAs statewide
-  Second largest PTA in the country

## 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 2019-2020 school year! Your competitors are likely to be there. Can you afford to miss it?

## Event Information

### SHOW INFORMATION

-  LAUNCH Exhibit Hall, July 19-20
-  Gaylord Texan Resort & Convention Center  
1501 Gaylord Trail  
Grapevine, TX 76051
-  817-778-1000
-  [www.marriott.com/grapevine](http://www.marriott.com/grapevine)

## Local Airports



-  **DALLAS/FORT WORTH (DFW)**  
30 minutes/20 miles
-  **DALLAS LOVE FIELD**  
10 minutes/6 miles

## Room Rates

- Receive a discounted rate of **\$174.00** for single/double occupancy (inclusive of \$20 resort fee; visit [txpta.org/launch](http://txpta.org/launch) for breakdown of resort fee)
- Book by **Monday, July 1** for discounted rate.
- If the Texas PTA hotel block is full, published rates apply.
- Reserve a room online or call 877-491-5138 (ask for Texas PTA).

## Venue Parking

Gaylord Texan (if you are a guest)

-  **SELF-PARKING** \$17.00  
(all day; special Texas PTA rate)
-  **VALET PARKING** \$42.00  
(all day)



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EVENT PROSPECTUS • [TXPTA.ORG/LAUNCH](http://TXPTA.ORG/LAUNCH) .....

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## Timelines



### SET UP

Thursday, July 18  
3:00 PM - 8:00 PM

Friday, July 19  
8:00 AM - 12:00 PM



### EXHIBIT HOURS

Friday, July 19  
12:00 PM - 7:30 PM

Saturday, July 20  
9:00 AM - 4:00 PM



### MOVE-OUT

Saturday, July 20  
4:00 PM - 8:00 PM

## Deadlines & Due Dates

### EXHIBITOR APPLICATION

Applications are accepted as long as space is available. After Friday, June 28, exhibitor listing may not be included in the event program.

### 3,500 TOTE BAG INSERTS • FRIDAY, JUNE 21

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 21\*

Detailed information can be found in your sponsor agreement.

\*Workshop/Notepad Sponsor logo due Friday, May 31.

### FREEMAN DISCOUNTED PRICING • FRIDAY, JUNE 28

Turn to page 4 for more information.

### HOTEL DISCOUNTED ROOM RATE • MONDAY, JULY 1

Published rates apply if room block is sold out.



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## *Booth Pricing*

All single booths are 10' x 10'.

Call or email if you have special booth configuration needs.

**CORNER BOOTH** ..... \$ 1,200

Upgrade to **Premium Corner Booth** for an additional \$300

**IN-LINE / PERIMETER BOOTH** .... \$ 900

**NON-PROFIT BOOTH\*** ..... \$ 750

\*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 [txpta.org/launch](http://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.



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## *Booth Furnishings*

10' x 10' booths are priced to include:

- Company listing in the event program (guaranteed if application is received by June 28 with booth fee)
- 8' blue and yellow back drapes
- 3' blue wing drapes
- 6' x 30" table with white skirt
- Two chairs
- One wastebasket
- Company ID sign with booth number



An island booth includes floor space only. Exhibitor brings own set-up materials or can order furnishings and displays from the Exhibitor Service Kit. The link to the Kit will be emailed to you 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, literature stands, and many other items as well.



## *Load-In*

1) Load in quickly at the docking area, park your car, and return to retrieve your materials for the exhibit hall.

**OR**

2) Enter through the front doors of the Convention Center Circle Drive.

**Please note:** The front door and garage levels are one floor lower than the Exhibit Hall and will require a short elevator or escalator ride.



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## Event Contract Partners

### FREEMAN

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 additional 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 Friday, June 28 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 28 for discounted rates.



The Gaylord Texan is our venue host. They provide Wi-Fi and electricity. Order forms can be found in the Exhibitor Service Kit. Order by Friday, June 28 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.





# SPONSOR LAUNCH

*Diamond  
Platinum  
Gold  
Silver  
Bronze*

GET READY TO



Friday July 22

Saturday July 23

Sunday July 24

VISIT OUR COFFEE  
CART @ BOOTH #119  
FRESH BREADS  
& SNACKS!  
★  
RECU  
STAND!





# Diamond Sponsor

## \$25,000

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

A great speaking opportunity at our best attended Saturday luncheon honoring our 2018-2019 Outstanding Educator of the Year awardees! You will give the opening welcome – showing support for our state’s exceptional educators and PTA! Your company material may be distributed at the doors as guests arrive.

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

Truly inspirational – our signature Sunday event features performances by the top state awardees (PreK – 12th grade students) for the 2018-2019 Reflections arts program. Kick off the event by welcoming guests and introducing your company. Your company material may be distributed at the doors as guests arrive.

Your sponsorship also supports Texas PTA’s Emerging Leaders Academy, our future leaders!

### 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 doors as guests arrive.

### REGISTRATION HOST (1 AVAILABLE)

Every attendee passes through the registration line. Your company logo is featured on check-in 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 2019 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!

### 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, including 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 May 31 to be included on the notepad.

### MOBILE APP SPONSOR (2 AVAILABLE)

A very popular tool to guide attendees through their busy weekend of training! Over 2,200 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. 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
- ◆ Quarter-page ad in event program (exception: Publication Sponsor enjoys 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

- ◆ Eighth-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<br>\$25,000 | Platinum<br>\$15,000 | Gold<br>\$7,500 | Silver<br>\$5,000 | Bronze<br>\$1,500 |
|---|---------------------|----------------------|-----------------|-------------------|-------------------|
| <b>SPEAKING OPPORTUNITY</b>   | ✓                   |                      |                 |                   |                   |
| <b>LOGO ON LAUNCH EMAILS</b>  | ✓                   |                      |                 |                   |                   |
| <b>PREMIUM BOOTH PLACEMENT</b>  | ✓                   | ✓                    |                 |                   |                   |
| <b>SOCIAL MEDIA POSTS</b>   | ✓                   | ✓                    |                 |                   |                   |
| <b>LOGO &amp; LINK ON LAUNCH WEB PAGE</b>                             | ✓                   | ✓                    |                 |                   |                   |
| <b>ONE (1) SCANNER FOR LEAD RETRIEVAL SERVICE<br/>((\$349 VALUE))</b> | ✓                   | ✓                    | ✓               |                   |                   |
| <b>BOOTH ACTIVITY PROMOTED PRIOR TO EVENT</b>                         | ✓                   | ✓                    | ✓               |                   |                   |
| <b>COMPLIMENTARY BOOTH</b>  | ✓<br>TWO            | ✓<br>TWO             | ✓<br>ONE        | ✓<br>ONE          |                   |
| <b>AD IN EVENT PROGRAM<br/>(8.5" X 11")</b>                           | ✓<br>FULL           | ✓<br>HALF            | ✓<br>QUARTER ☀️ | ✓<br>EIGHTH       |                   |
| <b>BANNER AD IN MOBILE APP<br/>(MOBILE APP SPONSORS ONLY)</b>         |                     |                      | ✓               |                   |                   |
| <b>SPONSOR BINGO</b>  | ✓                   | ✓                    | ✓               | ✓                 | ✓                 |
| <b>TOTE BAG INSERTS</b>   | ✓                   | ✓                    | ✓               | ✓                 | ✓                 |
| <b>SPONSOR SIGNAGE AND RECOGNITION</b>                                | ✓                   | ✓                    | ✓               | ✓                 | ✓                 |

☀️ GOLD LEVEL PUBLICATION SPONSOR RECEIVES FULL-PAGE ON EVENT PROGRAM BACK COVER.





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## *Frequently Asked Questions*

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

There is no official deadline date if space is available. After Friday, June 28, 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.



### **WHAT METHODS OF PAYMENTS DO YOU ACCEPT?**

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 28 must be paid in full by Friday, July 12. 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 likely to guarantee 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 may affect the requested locations on your application.



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

Approved applicants will be notified of their booth assignment approximately three to four weeks after booth applications open. 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.

## **IS THE EXHIBIT HALL CARPETED?**

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.

## **WHEN WILL I RECEIVE THE EXHIBITOR SERVICE KIT?**

After you are assigned a booth number, either Texas PTA or the Freeman Company will email you with a link to create an account with access to the Exhibitor Service Kit and order forms.

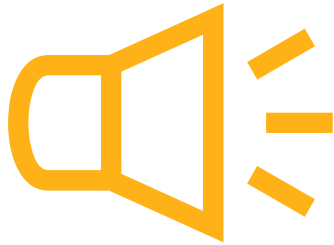


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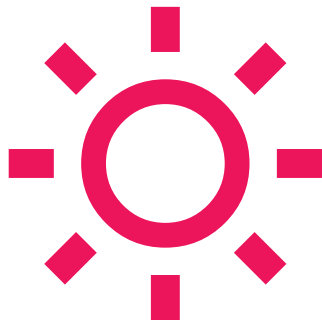


## **WILL CARTS OR DOLLIES BE AVAILABLE FOR MY USE WHEN I ARRIVE TO SET UP?**

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.

## **I AM A SPONSOR. WHAT DO YOU NEED FROM ME?**

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

☎ 512.320.9820

### **ASSOCIATE EXECUTIVE DIRECTOR**

👤 Darren Grissom

✉ dgrissom@txpta.org



# 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.





# GAYLORD TEXAN

HOTEL & CONVENTION CENTER

*Registration & Exhibit Hall*  
**LONGHORN EXHIBIT HALLS (LEVEL 1 • HALLS D, E, F)**

Parking Level (Lower Level 1)

**N** Convention Center Circle Drive

Parking Garage

LONE STAR ROOMS

RIVERWALK ROOMS

RESORT

HILL COUNTRY ROOMS

VINEYARD TOWER ROOMS



LAUNCH 2019

PRESENTED BY **H-E-B**

## Standards of Exhibition

### Show Management

Texas PTA (show management) reserves the right to restrict exhibits which, because of noise, method of operation, materials, promotion of door-to-door sales or other reasons, become objectionable. Texas PTA may forbid installation or request removal or discontinuance of an exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character and purposes of Texas PTA. Should there be any question on conforming to the following exhibit rules and guidelines final judgment will be made by show management.

### Exhibit Application & Payment

All exhibits and related demonstrations and presentations must serve the interests of association members. Submission of application does not constitute or imply approval to participate in any Texas PTA event. Show management reserves the right to determine eligibility of exhibitor for inclusion in the show prior to, or after, execution of the agreement. Status of applications will be confirmed by e-mail within ten (10) business days of submission.

**Space Assignment:** Texas PTA agrees to use best efforts to assign exhibitor the booth(s) requested, however Texas PTA cannot and does not guarantee assignment of space in accordance with exhibitor's request. Exhibitor agrees to accept the booth(s) assigned by Texas PTA. Show management reserves the right to relocate exhibitors or modify the floor plan should it be deemed necessary. Preliminary booth assignments will be emailed no later than the first week of May.

**Payment:** Payment information is required at time of application and will be processed once application is approved. Checks are accepted and must be received by Texas PTA within fourteen (14) days of approval notification. The exhibitor who fails to make payments when due shall automatically forfeit any rights, privileges and claims of any nature, including any payments previously made. If application is denied, payment will not be processed, and information will be destroyed.

**Cancellation:** Please consider your application carefully. Refunds are not available.

In case of cancellation of the Conference & Exhibition due to act of God, fire, strike, or any other circumstances beyond the control of Texas PTA, the exhibitor will be refunded any money paid for booth space, less the prorated share for the expenses incurred by Texas PTA in connection with the exhibition.

### Admission Policies

Exhibition admittance is restricted to exhibitor personnel and registered attendees displaying an official show badge. All exhibitor personnel must register and wear the official show badge at all times. Exhibitors will receive 5 show badges for exhibitor personnel for each standard exhibit space occupied. Additional badges may be requested, however no more than five (5) staff per standard booth can be present at one time. Badge switching or the transfer of a badge to an unauthorized individual is a violation of this contract and will be subject to confiscation of the badge and removal of the individuals from the exhibit hall.

Exhibitors are permitted access to the exhibit hall one hour before and 30 minutes after posted official show hours. Additional access may be arranged by requesting an off-hours entry pass, which will be granted solely at the discretion of show management.

To ensure access for registered attendees, exhibit personnel are not permitted to attend workshops, trainings, or general meetings without prior approval of show management. Ticketed events are available for purchase during application process.

### Minors

In the interest of safety and injury prevention, children under 12 years of age will not be permitted on the exhibition floor during installation and removal of exhibits. Children must always be accompanied by an adult.

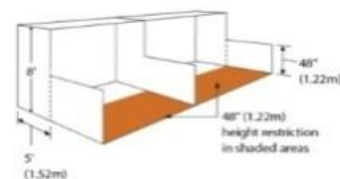
### Exhibit Space Guidelines

All exhibits must conform to these guidelines and may not extend beyond the boundaries of the exhibit space. Exhibitors with large equipment must reserve sufficient space to ensure that equipment which exceeds 4 feet in height and which, by virtue of its size, cannot be confined to the rear half of the exhibit space, is no nearer than 10 linear feet from any adjoining exhibit space.

Exhibitors are not permitted to sublet or share any portion of their exhibit space with another business or firm without the written consent of show management. Exhibitors may not display merchandise of other manufacturers or distributors where no direct business relationship exists between them.

### Display Guidelines

**Standard Booths:** The height of standard booth displays may not exceed 8 feet. Displays may not exceed 42 inches in height in the front half of the booth. No materials may be suspended from the ceiling or bridged across an aisle. See diagram showing height restrictions for standard booth space.



**Perimeter Booths:** Perimeter booths are defined as booths that back up to a wall of the facility rather than another exhibit. Displays in perimeter booths may be as high as 12 feet but may not exceed 42 inches in height in the front half of the booth. No materials may be suspended from the ceiling or bridged across an aisle.

**Island Booths:** Displays in island booths occupied by one exhibitor may be as high as 16 feet. Hanging signs are permitted in all island booths to a maximum height of 16 feet from the top of the sign to the floor. Hanging signs should be set back 10 feet from adjacent booths and hang directly over contracted space only. All hanging signs and booth layout plans must be approved by show management 30 days prior to show setup. No materials may be bridged across an aisle.



## Standards of Exhibition

### *Sound, Demonstrations, Literature/Giveaways*

The use of sound systems or equipment producing sound is a privilege, not a right. Show management reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

Exhibitors shall conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentations, audio visual presentations, and demonstration areas to ensure compliance. No activities should be planned, or products displayed in a manner that would require an audience to gather in the aisles. Show management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued.

Informational, promotional, educational or other giveaway matter may be distributed only at the exhibitor's display and must be related strictly to the products and/or services on display or eligible for display, and for products which are directly available from the exhibitor. Distribution from booth to booth or in the aisles is forbidden, and exhibitors must confine their exhibit activities to the space for which they have contracted. No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of show management.

Raffles, drawings, contests, and other such activities, if permitted by law, are allowed in an exhibitor's booth but will be regulated by show management. Show management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere. Exhibitors are required to notify show management 30 days prior to show setup of applicable activities.

### *Care of Exhibit Space*

Exhibitors must not place any refuse or any materials which will endanger public safety or cause inconvenience to other exhibitors on the floor during exhibit hours. Exhibitors shall not injure, mar, mark, paint, or in any manner deface the hall, or use nails, hooks, pins, screws, or tape on the building. The exhibitor is liable for all damages which he may

cause to the building or otherwise in connection with his exhibit. Helium balloons may be permitted with executed contract addendum.

### **Exhibitor Behavior & Hospitality Events**

Unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited. Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the event at the discretion of show management.

No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours.

### **Licensing & Permits**

Exhibitors are responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material. Exhibitors are liable for and shall indemnify and hold show management, its directors, officers, employees and agents, harmless from all loss, claims, causes of action, suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, its agents or employees, of any patent, copyright, trademark or other mark, trade secret rights or privileges.

Selling products on the exhibit floor: Exhibitors may sell products on the exhibit floor during regular exhibit hours. Exhibitors are responsible for all permits required by law or local ordinance. An exhibitor without a Texas location needs a use tax permit. Call the State of Texas Comptroller of Public Accounts at 800-252-5555 for any forms, rules, etc., or complete information can be found at <http://www.window.state.tx.us>.

Sampling food products: Exhibitors may sample food products on exhibit floor during regular exhibit hours. The facility's exclusive food and beverage vendor has a responsibility to strictly regulate any food and beverage activity. All food must be prepared and served from within the regulations of the city and county. Any exhibitor sampling products may need to submit a sampling form to the facility's exclusive vendor for review and to show management for acceptance or rejection. Food and non-alcoholic beverage samples may be distributed from an exhibitor's booth in 3 oz. portions.

### **Insurance and Liability**

Texas PTA is not responsible for the loss of property from theft, damage by fire, water, accident, or other causes.

Exhibitor assumes responsibility and agrees to indemnify and defend the Texas PTA and the Gaylord Texan Resort & Convention Center, the Hotel's Owner, and their respective owner, managers, subsidiaries, affiliates, employees and agents against any claims or expenses arising out of the exhibition premises.



## Standards of Exhibition

### *Insurance and Liability (continued)*

In addition, it is expressly understood and agreed that the exhibitor will make no claim of any kind against the Texas PTA, or any of its members, contractors, or employees, for any loss, damage to or destruction of goods, or for any injury that may occur to himself or his employees while in the exhibit hall, or for any damage of any nature or character whatsoever.

The Exhibitor understands that neither the Texas PTA nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

Exhibitor agrees, in displaying, marketing, promoting or completing any sales transactions on its goods or services, that it is compliance with the local, state and federal laws.

### **Exhibit Furnishings, Installation and Removal**

Each 10 x 10 booth includes 8' back drapes, 3' wing drapes, a sign displaying booth number and company name, one 6' draped table, one wastebasket, and two side chairs. Corner booths may not have 3' wing drapes on the aisle side. All other furnishings and displays will be at the exhibitor's expense. An exhibitor service kit with order forms for furnishings will be sent to exhibitors upon application approval and booth assignment.

All exhibits must be completely installed and ready for viewing by the date and hour the show is scheduled to begin. Exhibits or displays may not be removed from the show until the show has been officially closed.

Exhibitors may install and remove their own exhibits, or to appoint firms other than the official contractor, so long as these firms conform to all rules and regulations and do not disrupt the orderly installation and removal of exhibits.

There are certain exclusive contractors with specific responsibilities for services, such as electrical, drayage, cleaning, and catering, with which exhibitors must contract. An exhibitor service kit with designated contractors and their forms will be sent to each exhibitor upon approval by show management.

All exhibitor property must be removed from the exhibit hall by the end of the designated exhibitor move-out time. If exhibit space is not vacated by that time, show management is authorized to remove, at the exhibitor's expense, all goods and property of the exhibitor, and show management or its agents shall not be liable for any damage or loss to such goods or property by reason of such removal.

### **Use of PTA Trademark**

PTA is a registered trademark and cannot be used without written permission of show management and prior approval of proposed trademark use. Approval of an application does not carry Texas PTA's endorsement of the products or services of that exhibitor.

### **Conditions of Agreement**

The Standards of Exhibition are subject to all rules and regulations named herein, and to all conditions the exhibit facility has made available. Exhibitor agrees to abide by all applicable fire, utility, and building codes.

All points not covered herein are subject to settlement by show management, and show management reserves the right to make such changes, amendments, and additions to these rules and such further regulations as may become necessary. This agreement shall be governed by the laws of the State of Texas.

After application is approved, the Standards of Exhibition is in force and Exhibitor is bound by the agreement.






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