



# LAUNCH

HOUSTON 2017 JULY 21-23

## Exhibitor Prospectus

### SHOW INFORMATION

LAUNCH 2017, July 21-22  
 George R. Brown Convention Center - Hall B3, Level 3  
 1001 Avenida De Las Americas, Houston, TX 77010  
 Phone: (713) 853-8000  
<http://www.grbhouston.com/>

### BENEFITS OF EXHIBITING

- Marketing opportunities – gain access to 3,000 PTA leaders in one venue representing approximately 800 to 1,000 PTAs.
- Company listing and product description in the Exhibit Hall Directory, a reference source for PTAs throughout the school year.
- Get a jump start on the 2017-2018 school year! Your competitors are likely to be there. Can you afford to miss it?

### TIMELINES

Set-Up	Thursday, July 20	3:00 pm – 7:00 pm
	Friday, July 21	7:00 am – 12:00 pm
Exhibit Hours	Friday, July 21	12:00 pm – 7:30 pm
	Saturday, July 22	9:00 am – 4:00 pm
Move-Out	Saturday, July 22	4:00 pm – 8:00 pm

### DEADLINES AND DUE DATES

Exhibitor application	
Company listing guaranteed in printed Directory	June 30
After June 30, company listing not guaranteed	no deadline date (availability withstanding)
Freeman discounted pricing	June 30
Hotel discounted room rate (availability withstanding)	June 28
3,000 tote bag inserts (if applicable)	June 20
Sponsor Graphics	In your Agreement

### CANCELLATION POLICY

Texas PTA has a no-refund policy after approval of application. Approval may take from one to ten business days.

### 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 (limited quantity)
<i>*with proof of exemption</i>	
20 x 20 Island Booth	\$4,500
20 x 30 Island Booth	\$6,300

### OPTIONAL ORDER ITEMS

Tote Bag Insert Service	\$500
Scholarship Fund Donation	varied

Non-Exhibitors are welcome to purchase the tote bag insert service with Texas PTA approval. Application form can be found on the Texas PTA LAUNCH web page.

Non-exhibitors may purchase a sponsorship with Texas PTA approval. Not all benefits will apply.

### BOOTH FURNISHINGS

- 10' x 10' booths are priced to include
- Company listing in the Exhibit Hall Directory (guaranteed if application is received by June 30 with paid booth fee)
  - 8' back drapes
  - 3' wing drapes
  - 6-ft. 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.

Different contractors provide different services. All order forms are included in the Exhibitor Service Kit. The contractor's contact information can be found on the order form. Orders must be placed and sent to the specific service provider.



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### Sponsorship Opportunities

#### DIAMOND SPONSOR

Diamond Level: \$25,000

**Talk of Texas Lunch Host** (1 available): A great speaking opportunity at our best attended Saturday luncheon honoring our 2016-17 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 2016-2017 Reflections Outstanding Interpretation recipients (PreK – 12<sup>th</sup> grade students) – Kick off the event by welcoming attendees, introduce your company and the event on stage. 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, with our Texas PTA President, Lisa Holbrook, who will address all attendees with updates on association happenings and future events. Recognition of your sponsorship will be visible on signage and décor. 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 check-in screens and area signage – talk about first impressions! You can personally welcome attendees from 12 noon to 2 p.m. on Friday, 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 **NEW!**
- Promotion of your booth activity prior to event
- Two (2) complimentary booths
- Full-page ad in Event Program book
- Full-page ad in Exhibit Hall Directory
- Inclusion in the Sponsor Bingo game
- Tote Bag insert service
- Sponsor signage & recognition in two event publications

#### PLATINUM SPONSOR

Platinum Level: \$15,000

**Tote Bag Sponsor** (1 available): Company name or logo displayed on thousands of totes travelling all over LAUNCH Houston and three On-the Road events in Lubbock, El Paso, and Harlingen 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 – 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 p.m. to 7:30 p.m.! 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 p.m. 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 **NEW!**
- Promotion of your booth activity prior to event
- Two complimentary booths
- Half-page ad in Event Program book
- Full-page ad in Exhibit Hall Directory
- Inclusion in the Sponsor Bingo game
- Tote Bag insert service
- Sponsor signage & recognition in two event publications



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## Exhibitor Prospectus

### Sponsorship Opportunities

#### GOLD SPONSOR

Gold Level: \$7,500

**Publications Sponsor** (1 available): With your full-page advertisement on the Back Cover of both publications – you will shine! These two publications provide the agenda for the weekend – workshops, schedules, exhibitor listings, floor plan, EVERYTHING! The Directory serves as resource for local PTA leaders all year long!

**Workshop / Notepad Sponsor** (2 available): With your logo prominently displayed on 3,500 custom notepads that are in every attendee tote bag, you will be noticed! The notepads also travel to three On the Road locations in Texas. 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 recognized on notepad.

**Leadership Sponsor** (2 available): 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.

#### Gold Sponsor Benefits

- One (1) scanner for lead retrieval service **NEW!**
- Promotion of your booth activity prior to event
- One complimentary booth
- Half-page ad in Event Program book (exception: Publications sponsor gets full-page)
- Half-page ad in Exhibit Hall Directory (exception: Publications sponsor gets full-page)
- Inclusion in the Sponsor Bingo game
- Tote Bag insert service
- Sponsor signage & recognition in two event publications

#### SILVER SPONSOR

Silver Level: \$5,000

**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! A live link to your website, too! A fantastic way to let members know you support PTA!

**LAUNCH Lunch Hosts** (2 available): Attendees get a head start on their weekend full of training 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 the LAUNCH Lunch sessions.

#### Silver Sponsor Benefits

- Quarter-page ad in Event Program book
- Quarter-page ad in Exhibit Hall Directory
- One complimentary booth ----- **NEW!**
- Inclusion in the Sponsor Bingo game
- Tote Bag insert service
- Sponsor signage & recognition in two event publications

#### BRONZE SPONSOR

Bronze Level: \$1500

**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 into a prize drawing at the end of the show. Sticker labels are provided by Texas PTA. Your paper flyer, trifold, or advertising item, etc., is included in every attendee tote bag, and you are recognized in two event publications as a supporter of PTA!

#### Bronze Sponsor Benefits

- Inclusion in the Sponsor Bingo game
- Tote Bag insert service
- Sponsor signage & recognition in two event publications



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### At-a-Glance Sponsor Benefits

	Diamond 25,000	Platinum 15,000	Gold 7500	Silver 5000	Bronze 1500
Speaking Opportunity	✓				
Logo on LAUNCH emails	✓				
Premium Booth Placement	✓	✓			
Social Media Posts	✓	✓			
Logo & Link on LAUNCH web page	✓	✓			
One (1) scanner for lead retrieval service (\$349 value)	✓	✓	✓		
Booth activity promoted prior to event	✓	✓	✓		
Complimentary Booth	✓ two	✓ two	✓ one	✓ one	
Ad in Event Program (8 ½ x11)	✓ full	✓ half	✓ half*	✓ qtr.	
Ad in Exhibit Hall Directory (5 ½ x 8 ½)	✓ full	✓ full	✓ half*	✓ qtr.	
Sponsor Bingo	✓	✓	✓	✓	✓
Tote Bag Inserts	✓	✓	✓	✓	✓
Sponsor Signage & Recognition	✓	✓	✓	✓	✓

\*Publications Sponsor receives full-page.

### Hotel Information

Hilton Americas  
1600 Lamar Street  
Houston, TX 77010  
Main phone number: (713) 739-8000

Single/Double occupancy discount rate - \$159

Book by June 28 for discounted rate.

[Reserve a room online](#) or call 1-800-236-2905

Group code for phone reservations: **1SU**

If the Texas PTA hotel block is full, full-price rates apply.

### Parking Information

**Hilton Americas** (if you are a guest)  
Self-parking: \$24.00  
Valet parking: \$36.00

**George R. Brown Convention Center**  
There are four parking garages at the convention center, as well as surface parking.

[View a map of the descriptions as well as parking rates.](#)

Texas PTA Exhibit Hall Coordinator  
Rosemary Tills  
[rtills@txtpa.org](mailto:rtills@txtpa.org)

Texas PTA Event Planner  
Darren Grissom  
[dgrissom@txpta.org](mailto:dgrissom@txpta.org)



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## Exhibitor Prospectus

### FAQs ...

#### ***When is the application deadline for exhibiting?***

There is no official deadline date to apply for space, as long as space is available. Your company listing may not be included in the Exhibit Hall Directory if application is received after June 30.

#### ***When will I know if my application is approved?***

Status of booth applications will be confirmed by email within 1-10 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 by Texas PTA after vendor is approved via email notification. Check payments are due within 14 days after approval, or immediately if application is received after July 4.

#### ***Can I request a specific location?***

You can input four desired locations during the application process. Location requests will be considered after payment is received. Booth numbers are subject to change at the discretion of Texas PTA.

#### ***Can I request to be away from or next to another vendor?***

Yes - during the application process. Texas PTA strives to place similar vendors apart but this is not always possible. Requests to be placed next to or away from a specific-named vendor will be considered (no generalities). This may affect your booth location requests.

#### ***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. Booth numbers are subject to change at the discretion of Texas PTA.

#### ***Can I purchase two front row booths?***

Texas PTA does not allow end-cap configuration of 10 x 10 booths in the exhibit hall. The booths are linear in direction from front to back of the hall.

#### ***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. You may also order carpet from the Exhibitor Service Kit for an additional fee.

#### ***What about Wi-Fi access and electricity?***

Order forms can be found in the Exhibitor Service Kit.

#### ***When will I receive the Exhibitor Service Kit?***

After you are assigned a booth number, the Freeman Company will be notified. Within a few days, you will receive a link where you can create an account for yourself, and have access to the 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 service from the Kit.

#### ***Will food be available for purchase?***

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

#### ***Are door prizes allowed?***

You may conduct your own door prizes or giveaways at your booth. A winners board will be in or near the exhibit hall where you can post your winners' names. Don't forget to indicate your name and booth number where they can collect their prize.

#### ***Can I share my booth cost with another vendor?***

This is not allowed. See Standards of Exhibition in the Exhibitor Prospectus.

#### ***I am a Sponsor. What do you need from me?***

As a Sponsor, you will receive a Sponsor Agreement document 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. We ask that you submit your cancellation in writing so as not to affect future opportunities.

## ¿Other Questions?

Email Rosemary Tills at [rtills@txpta.org](mailto:rtills@txpta.org) or call my direct line at 512-320-9820

## 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. All children must be accompanied by an adult at all times.

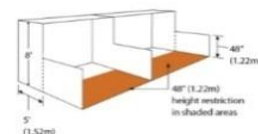
### Exhibit Space Guidelines

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. Following is a diagram showing these 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

### Exhibit Space Guidelines *(continued)*

#### *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 any and 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 any and 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 Hyatt Hotels, 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. In the event that 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.

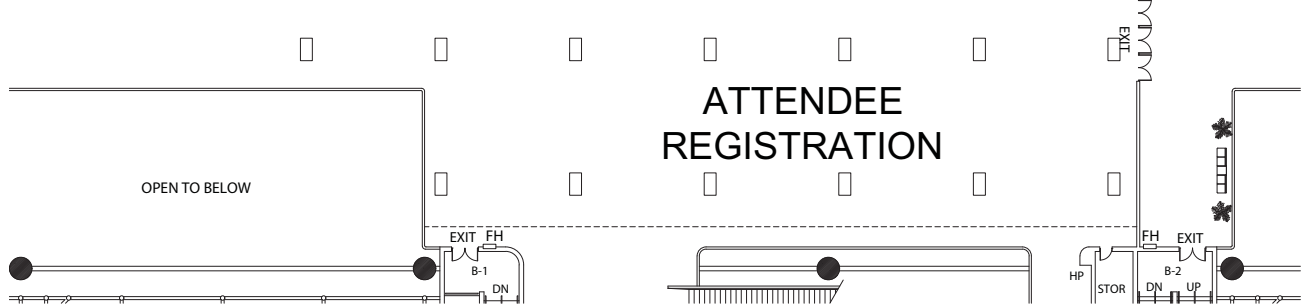
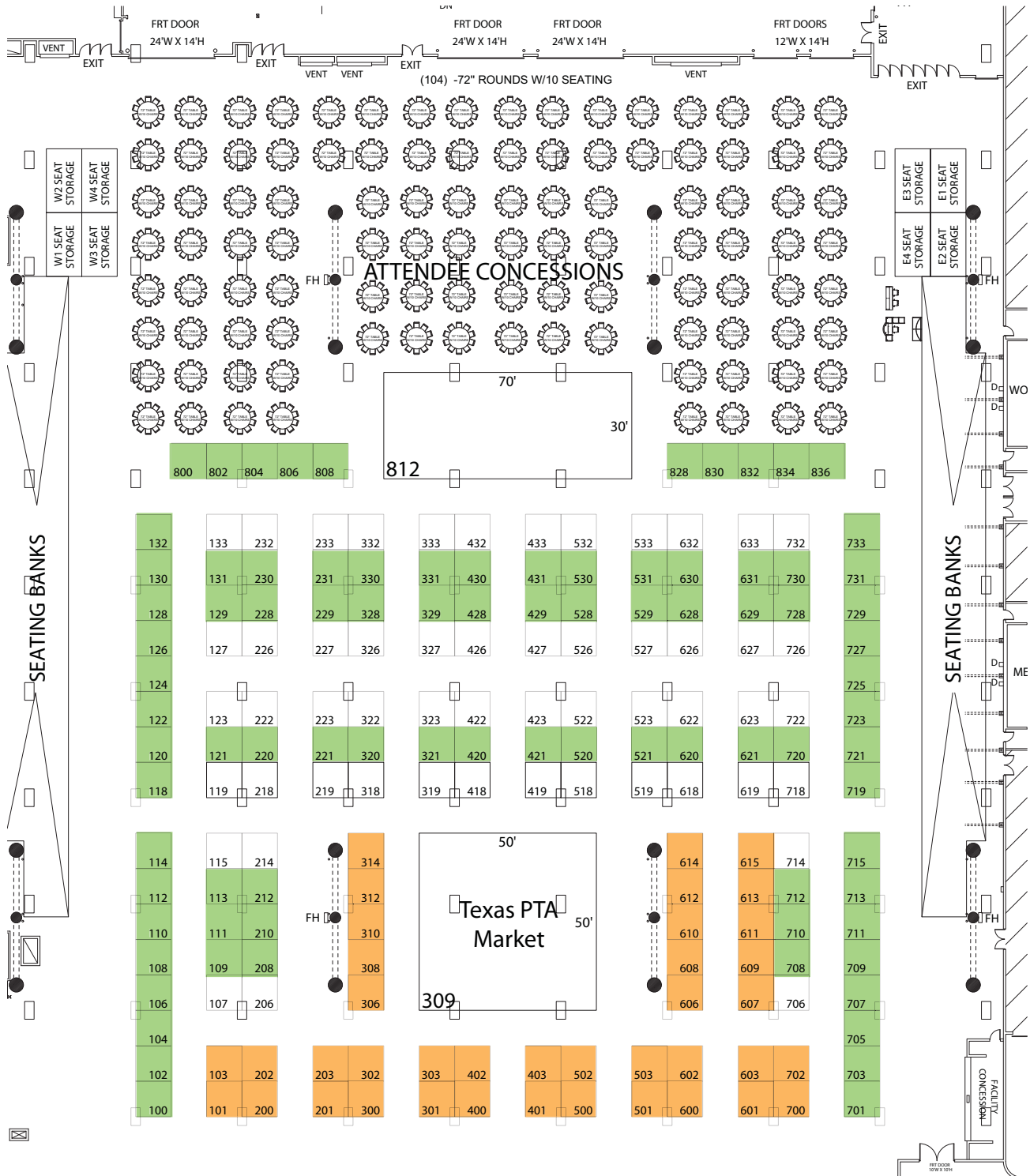
### Conditions of Agreement

The Standards of Exhibition are subject to all rules and regulations named herein, and also 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.





# TEXAS PTA LAUNCH 2017 EXHIBIT HALL

## JULY 21-22, 2017

GEORGE R. BROWN CONVENTION CENTER - LEVEL 3 - HALL B3 - HOUSTON, TEXAS



Green-In-Line or Perimeter Booth **\$900**



Orange-Reserved for Sponsors



White-Corner Booth **\$1200**