California State PTA
CONVENTION 2020
EXHIBITOR PROSPECTUS
Riverside Convention Center
May 15-17, 2020

Exhibits Open: May 14-16, 2020
Riverside Convention Center
3637 Fifth Street
Riverside, CA 92501

APPLY EASILY ONLINE AT:
www.capta.org/convention/exhibitors

#AllChildren
California State PTA is pleased to present the *Exhibitor Prospectus* for the 121st Annual Convention in Riverside, California.

**CONVENTION DATES: MAY 15 – 17, 2020**

**EXHIBITS OPEN: MAY 14 – 16, 2020**

The California State PTA Annual Convention offers you an opportunity to engage with PTA leaders, members and decision makers from across the state. Our participants look forward to the opportunity to see the best in programs, products and services.

Our convention attendees represent children in preschools, elementary, middle and high schools. They value the opportunity to meet and network with exhibitors who will help them accomplish their future goals.

This is going to be an engaging, informative and fun convention, filled with all the things our participants love – including a dynamic exhibit hall! Additional opportunities are available through our sponsorship program (see page 6 for more information).

**The exhibitor application process opens March 3, 2020 online at Exhibitor Portal**

Thank you and we’ll see you in Riverside!

Sincerely,

*California State PTA*
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KEY DEADLINE DATES & LINKS

PTA Webpage for Exhibitors: www.capta.org/convention/exhibitors

Exhibitor Registration Open: March 3, 2020

Online Application Link: Exhibitor Portal

Vendor Insurance Due: April 15, 2020

Vendor Payment-in-Full Due: Upon completion of online registration

Accommodations/Housing Reservations Open: March 3, 2020

Mandatory Exhibitor Briefing: May 14, 2020 from 3:00 p.m. – 3:45 p.m.

Exhibitor Set Up: May 14, 2020 from 8:00 a.m. to 3:00 p.m.

Exhibit Dismantling: May 16, 2020 after 5:00 p.m. (must be out by 7:00 p.m.)

Cancellation Request Deadline: March 31, 2020
EXHIBIT HALL BOOTHs:

Booth Pricing (8 FT. X 10 FT.) & Inclusions

Commercial Organizations:

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Fee</th>
<th>Furniture Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corner Booth</td>
<td>$1,800</td>
<td>$65</td>
</tr>
<tr>
<td>Standard Booth</td>
<td>$1,650</td>
<td>$65</td>
</tr>
</tbody>
</table>

All Packages Include:

- Back-rail and side-rail draping
- Organization identification

Furniture Package Includes:

- Two chairs, table and trash can

Note: Booth selection is first come, first served. Priority booth selection is given to convention sponsors. See sponsorship opportunities for details.
**ADDITIONAL INFORMATION**

**Service Kit**

For any additional items, contact TriCord for pricing and more at [www.tricord.net/](http://www.tricord.net/)

**Note:** Facility, union and TriCord work rules and other procedures may result in additional fees being charged to the exhibitor, who will be responsible for those charges.

**Lead Retrieval Device Rentals (LRD)**


**Additional Exhibitor Staff**

Only five exhibitor staff members may work in the booth at the same time. This year, the first two exhibitor staff members registered in the online convention registration system will be free and each subsequent staff member will be charged $25.00 per person. This fee will be added to your bill if not prepaid and more than two staff members are found in your booth.

**Electricity**

If your booth will need electrical access, please contact Tricord at orders@tricord.net or (831) 883-8600.

**New Convention Mobile App**

New in 2020, exhibitors will have access to a mobile phone app they can use to navigate the exhibit hall map and get general information about the convention. More information to follow.

**Exhibitor Scavenger Hunt**

This year we are encouraging greater foot traffic to your booths by asking exhibitors to participate in an exhibit hall scavenger hunt. Participation is not mandatory, but interested exhibitors should bring a door prize with a minimum value of $25.00. Sign up to participate during your online registration process. Door prizes will be collected from enrollees during registration check-in at convention.
SPONSORSHIP OPPORTUNITIES:

Help California State PTA positively impact the lives of children and families!

California State PTA connects families, schools and communities, and is the largest children’s advocacy association in the state. Serving as a sponsor is a great way to show your support for all children and families and the issues most important to them.

The California State PTA Annual Convention is the premier place to connect with thousands of parents and PTA leaders throughout the state. Your generous contribution and participation enables us to provide convention participants with top-quality training and networking experiences. It also helps you connect directly with thousands of dedicated volunteer parents who serve as members and leaders in their local communities.

Become a sponsor today!

Sponsor acknowledgements vary according to the sponsorship level. For a detailed list of packages at each level, visit http://capta.org/programs-events/convention/sponsorship-opportunities/ or contact California State PTA at resourcedevelopment@capta.org.

Member Perks

Our Member Perks program is a great way to help advance the work of the PTA through exclusive discounts and special perks just for PTA members and leaders. Contact us to learn more about this great opportunity at: resourcedevelopment@capta.org

Have a Positive Impact on Your Company with California State PTA
EXHIBIT HALL INFORMATION:

The exhibit hall, general meeting and most workshops will be held at the Riverside Convention Center at 3400 Market Street, Riverside, CA 92501. Some workshops will also be held at the Marriott. Below is a map of the exhibit hall layout. View the full site map online at www.capta.org/convention/exhibitors.

Note:
-(100) 8’ x 10’ BOOTHS
-ALL AISLES ARE NOTED
**HOW TO APPLY:**

To get the best booth location, be sure to register online early!

**Exhibitor registration is not available onsite!**


- Login: Your organization’s name
- Payment: Credit card only

Choose your booth number(s) you want to purchase and hover over booth spaces to see what exhibitors are around you. The online chart highlights booth status (red = sold and yellow = pending).

The floor plan for exhibitor booths can also be found on the California State PTA website at [https://capta.org/programs-events/convention/exhibithall/](https://capta.org/programs-events/convention/exhibithall/)

Changes to your exhibitor profile may be made using the username and password. Updates can be made online until April 15, 2020.

*Note: Booth confirmation will be sent via email to the contact person on the application form.*

Other methods of registration applications will not be accepted.
Vendor **insurance** is due by **April 15, 2020**. If the insurance information is not received by the due date, you will not be allowed to be an exhibitor at the convention and you will not receive a refund for any fees paid.

1. Certificate of Insurance naming the California State PTA as the certificate holder and additional insured.

2. Additional Insured Endorsement CG 20 26 07 04.
   
   **Note:** Can be a **blanket form**.

3. Hold Harmless Agreement – Completed and signed by the vendor.
   
   **Note:** Please do not reference the convention or put dates of convention on the certificate. We want your business to work with the PTA all year, not just at convention.

Upload above required documentation only to online registration. Samples are included in this document.

**Note:** The wording highlighted in **yellow** in the subsequent pages within samples.

Questions about how to fill out insurance documents? Contact the California State PTA insurance broker Pamela Smith at AIM Association Insurance Management Inc. at psmith@aim-companies.com or call (214) 360-8734.

Questions about approval of insurance documents? Contact California State PTA Exhibit Chairperson Vandana Kaushal at vkaushal@capta.org or (408) 396-2524.

**Note:** Booth selection is guaranteed when online registration is submitted and required documents are approved by the Exhibit Chairperson, as well by the insurance broker.
The California State PTA insurance does not cover vendors/concessionaires/service providers. Consequently, all vendors/concessionaires/service providers are required to provide Evidence of Insurance to each PTA unless annual Evidence of Insurance has been filed with the California State PTA Insurance Broker.

HOLD HARMLESS AGREEMENT
FOR PTA FUND RAISING VENDORS/CONCESSIONAIRES/SERVICE PROVIDERS

Insurance Requirements:

(a) Workers’ Compensation Insurance: Required if you have employees engaged in the performance of work under the agreement.

(b) Comprehensive General Liability: Required $1,000,000 Combined Single Limit. This policy shall cover, among other risks, the contractual liability assumed by vendor/concessionaire/service provider under the indemnification provision set for in the agreement, and includes Bodily Injury, Property Damage, Personal Injury and Products Liability if applicable.

(c) Automobile Liability Insurance: Required only if you are providing transportation (e.g., limousine or bus service) at a PTA event. $5,000,000 limit required. $1,500,000 for Limo’s with 15 or less passengers. Limousines must be school bus certified if over 10 students per AB830. Other Autos at $1M (including Food Trucks). If you (vendor/concessionaire/service provider) fall under (b) or (c), a Certificate of Insurance showing policy limits and an endorsement to the policy MUST be submitted with your contract.

Endorsement containing the following language MUST be added to the above policies (b) and (c) as an Additional Insured:

The California Congress of Parents, Teachers, and Students, Inc. (California State PTA), including all unit, council and district PTAs and all their officers, directors, members and volunteers.

The insurance afforded by this policy shall be primary insurance to any other valid and collectible insurance available to PTA and

___________________________________________________________
(Name of vendor/concessionaire/service provider)

I/We (vendor/concessionaire/service provider) agree(s) to defend and to indemnify and hold harmless, the California Congress of Parents, Teachers, and Students, Inc. (California State PTA), including all unit, council and district PTAs and all of their officers, directors, members and volunteers with respect to my/our liability for “bodily injury,” “property damage” or “personal and advertising injury” to the extent caused by my/our acts or omissions or for the acts or omissions of those acting on my/our behalf:

A. In the performance of my/our ongoing operations; or
B. In the sale or distribution of my/our products; or
C. In connection with my/our premises rented to you.

Unless caused by the negligence of the California State PTA, unit, council or district PTAs.

NOTE: The terms and conditions of this agreement shall apply with respect to Vendor’s/Concessionaire’s/Service Provider’s operations for any unit, council, district or State PTA in California.

PRINT NAME OF ENTITY: ________________________________________________________________________________________

DATE: __________________________ SIGNED: __________________________

(Vendor/Concessionaire/Service Provider)

PRINT NAME: __________________________ TITLE: __________________________

Vendor: Upon approval of your evidence of insurance, you will automatically be included as an approved vendor on the PTA Insurance website.

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California State PTA, all units, councils and districts of the California State PTA and all of their officers, directors, members and Volunteers are named as Additional Insured per the attached Additional Insured endorsement.
Accommodations:

HOST HOTELS IN RIVERSIDE

Marriott Riverside at the Convention Center
3400 Market Street
Riverside, CA 92501

Rate: $160
Self-Parking: $16 per day with in/out privileges
For questions call: (951) 786-7113

The Mission Inn Hotel & SPA
3649 Mission Inn Ave.
Riverside, CA 92501

Rate: $106 (Deluxe)
Self-Parking: $17 per day
Valet Parking: $23 per night
For questions call: (800) 843-7755

RESERVATIONS

Hotel reservations can be made online at [www.capta.org/convention/exhibitors](http://www.capta.org/convention/exhibitors).

What You Need to Know

1. Housing reservations open March 3, 2020
2. The group reservation rate is available online until April 26, 2020 (Marriott Riverside) and April 21, 2020 (The Mission Inn)
3. After these deadlines, reservations must be made directly with the hotel and are subject to availability and price increase
4. Have a credit card available to reserve your room
5. Payment is made directly to the hotel at the end of your hotel stay
6. Expect the hotel to require payment by credit card or cash only
EXHIBITOR INFORMATION:

Register and upload your online registration materials no later than April 15, 2020 to be included in the exhibitor listing in the delegate registration materials:

- Register online only
- Certificate of Liability Insurance – upload during registration
- Additional Insured Endorsement – upload during registration
- Hold Harmless Agreement – upload during registration
- Food permit information, if applicable
- Seller’s permit, if applicable.

Contact the California State PTA insurance broker Pamela Smith at AIM Association Insurance Management Inc. at psmith@aim-companies.com or call (214) 360-8734.

Mandatory Exhibitor Briefing:

Thursday, May 14, 2020 from 3:00 p.m. to 3:45 p.m.

- Receive up-to-date information about convention
- Pick up your name badges; badges are printed with staff and company name and must be worn at all times.
- Pick up tote bag with program and lanyard.

All exhibitors (staff included) must sign in/register with the Exhibit Chairperson in the Exhibit Hall. A fee of $35 will be charged for replacing badges.

Exhibit Set Up Schedule:

Thursday, May 14, 2020 from 8:00 a.m. to 3:00 p.m.

Please contact California State PTA Exhibit Chairperson Vandana Kaushal at vkaushal@capta.org for extenuating installation needs.
Exhibitor Hall Hours (subject to change):

Thursday, May 14, 2020: from 4:00 p.m. to 7:00 p.m.
Friday, May 15, 2020: from 8:00 a.m. to 10:30 a.m. and 1:00 p.m. to 6:30 p.m.
Saturday, May 16, 2020: from 11:00 a.m. to 5:00 p.m.

Exhibit Dismantling Schedule:

Saturday, May 16, 2020 after 5:00 p.m. (Must be out by 7:00 p.m.).
All exhibitor items must be removed immediately after the closing time.

Hospitality Room Scheduling:

It is prohibited for an exhibitor to host a hospitality room or open house during convention general meeting times.
POLICIES AND PROCEDURES:

Tricord is the official show management group for the 2020 California State PTA Convention.

1. **SMOKING**: Smoking in the convention center is strictly prohibited.

2. **ALCOHOLIC BEVERAGES**: Alcoholic beverages are not permitted in the Exhibit Hall at any time.

3. **FOOD SAMPLES**: Exhibitors may dispense refreshments/samples from their booth. Liquids may not exceed 2 ounces and solids may not exceed 1 ounce.

4. **COMPLIANCE WITH LAWS AND REGULATIONS**: Participants shall comply with all federal, state and local laws, ordinances and regulations now or hereafter in effect, and obtain all permits and licenses, bonds and insurance required and comply with rules and regulations regarding use of the facility established by the convention center director, as amended from time to time, and with the instructions of convention center director or authorized city employees.

5. **CONTRACT FOR SPACE**:
   a) Must apply online and submit full payment at the time of registering;
   b) Registered/applications/contracts parties must specify products scheduled for exhibition, selling and/or distribution;
   c) The registered/applications/contracts for space, formal notice of assignment and acceptance by California State PTA, and full payment of rental charges constitute a contract for the right to use this space
   d) Booth space is assigned on a first-come, first-served basis, upon approval of California State PTA;
   e) All exhibitors must have their own booth space – no sharing booth space;
   f) All demonstrations or other promotional activities must be confined within the limits of the exhibit booth;
   g) The exhibitor shall not display or place any product sign, partition, apparatus, shelving or other construction which extends more than eight (8) feet above the floor or more than four feet in depth from the back wall;
   h) Exhibitors occupying both end spaces of a row MAY NOT extend back display greater than four feet from either side of center line of booth;
   i) Helium balloons are not permitted in the exhibit hall;
   j) No interference with the lighting or view of other exhibitors is permitted;
   k) The California State PTA and fire marshal will walk through the exhibit hall prior to opening.
for a safety check;
l) California State PTA reserves the right to prohibit any materials from being displayed
m) Any space not claimed or occupied by 1 p.m. (PST) on Thursday, May 14 is forfeited without refund of rental paid;
n) The exhibitor expressly agrees not to dismantle the exhibit or start packing before the final closing hour of the exhibit hall at 5:00 p.m. on Saturday, May 16;
o) Exhibiting company name or owner change must be forwarded immediately to California State PTA;
p) Registrations will not be accepted after April 15, 2020 at midnight (PST);
q) California State PTA shall be entitled to close an exhibit at any time for failure by any participant or any of its officers, agents, employees or other representatives to perform, meet or observe any term or condition set forth herein, and such participant shall not be entitled to a refund of any part of any fee for any consequential losses.

6. SELECTION OF EXHIBITORS:

a) California State PTA reserves the right to decline or prohibit any exhibit which in its judgment is inappropriate. This reservation is all-inclusive as to persons, things, printed matter, products and conduct
b) Exhibitors who cause or caused California State PTA a financial burden or harass other exhibitors, attendees, California State PTA employees, or volunteers will not be permitted to exhibit at this or any future conventions

7. RESTRICTION IN OPERATION OF EXHIBITS:

a) California State PTA reserves the right to judge the noise level emitted by any exhibitor’s sound-making devices at any time during the convention and may require the volume be lowered or silenced. California State PTA will not reasonably withhold permission for sound-making devices if the volume is judged to be within acceptable limits. California State PTA may also prohibit or evict any exhibitor, which in the discretion and judgment detract from the general character of the exhibit as a whole
b) In the event of such restriction or eviction, California State PTA is not liable for any refunds of rental or other exhibit expense or for any consequential losses
c) Sideshow tactics and lotteries are prohibited
d) Drawings may be held provided an exchange of money is not involved
8. **EXHIBITING:**

a) All exhibitors must have a valid business license and have the number available upon request in their exhibit booth

b) Exhibitors are responsible to secure permission for the use of any copyright or trademark materials displayed or sold. The acronym “PTA,” “CAPTA” or name “California State PTA” may not be utilized in any exhibitor materials

c) The exhibit must be staffed at all times. No more than five staff members will be allowed per exhibit booth at any one time

9. **CATASTROPHE:** If, in the event of war, terrorism, fire, power outage, earthquake, 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 California State PTA, California State PTA shall determine and refund to the applicant its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting expenses incurred by California State PTA and reasonable compensation to California State PTA, but in no case shall the amount of refund to the applicant exceed the amount of the exhibit fee paid

10. **CARE OF BUILDING AND EQUIPMENT:** Exhibitor is liable for any damage occurring from injury or defacing of the walls or floors of the building, the booths, or the equipment of the booths, caused by the exhibitor or their agents

11. **FIRE SAFETY AND HEALTH:** The exhibitor assumes all responsibility for compliance with all city and state ordinances and regulations including those covering fire, safety and health. Flammable or other dangerous fluids, substances, materials, equipment, or other items, the use of which is in violation of city, county or state laws or regulations, may not be used in any booth. The exhibitor must use flame-resistant decorative materials. Fire extinguisher equipment shall not be covered or obstructed in any manner. All aisles and exits must be kept clear at all times

12. **IRREGULAR CANVASSING AND/OR ACTIVITIES BEYOND EXHIBITOR’S SPACE:** Distribution of materials may be made only within the booth assigned to the exhibitor presenting such material. Non-exhibiting firms are not permitted to canvas, solicit, hold workshops or distribute literature or other promotion devices during the convention

13. **LIABILITY AND INSURANCE:**
a) Neither California State PTA nor the Riverside Convention Center, nor the management or any officers or staff member of either, are 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 exhibitor’s premises until its return. Neither California State PTA nor Riverside Convention Center management, nor any of their officers, agents, employees or other representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for all damage, loss, harm or injury to the person or any property of the exhibitor and of all of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause, and neither California State PTA nor the Riverside Convention Center will obtain insurance against any such damage, loss, harm or injury. Exhibitors are required to provide Certificate of Liability insurance, Additional Insured Endorsement and Hold Harmless Agreement with their registration/application/contract if not on the Approved Vendor List with an expiration date that falls after the last day of this year’s California State PTA Annual Convention (list available at: http://www.capta.org/Leaders/Insurance/)

b) Registration/application/contract and payment, are non-refundable for any reason other than that specified in the Cancellation Policy identified in section 20 below, including when correct exhibitor insurance is not submitted. If the exhibitor has already filed its annual insurance with the California State PTA insurance broker, and therefore, is on the Approved Vendor List with an expiration date that falls after the last day of this year’s California State PTA Annual Convention (list available at: http://www.capta.org/Leaders/Insurance/ then a separate annual Certificate of Liability Insurance and Additional Insured Endorsement need not be submitted for the convention. In addition, if the exhibitor files its certificate showing the annual term of coverage with the California State PTA insurance broker, the exhibitor does not need to file separately with any individual unit, council or district PTA during the term of the annual insurance certificate for individual events. Proof of Insurance does NOT constitute an endorsement by California State PTA. (See sample Certificate of Liability Insurance, Additional Insured Endorsement and Hold Harmless Agreement forms.) The Additional Insured Endorsement attached to the Certificate of Liability Insurance must name as additional insured: “California State PTA, all units, councils and districts of the California State PTA and all of their officers, directors and members and volunteers”

c) Comprehensive General Liability policy must be for a minimum of $1,000,000 combined single limit and cover, among other risks, the contractual liability assumed by exhibitor, personal injury coverage, premises liability coverage and products liability if exhibitor is providing a product or products. The certificate must allow for a 30-day notice of cancellation to the PTA.
For additional information or clarification, please contact AIM Association Insurance Management Inc. (For contact information, see Page 9.)

14. INDEMNIFICATION:

a) The applicant hereby agrees to indemnify, defend and protect the California State PTA and Riverside Convention Center management against, and hold and save the California State PTA and Riverside Convention Center management harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney fees and expense 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 to property, or from any damage, loss, harm or injury to the person or any property of the applicant of any of its officers, agents, employees or other representatives

b) Exhibitors are required to have insurance in the event their operations cause injury to anyone. California State PTA has insurance to cover the California State PTA and its unit, council, and district PTAs if they are the cause of an injury.

15. WORKERS’ COMPENSATION INSURANCE: By entering into the registration/application/contract, the exhibitor applicant certifies it is aware of the provisions of the Labor Code of the State of California which require every employer to be insured against liability of workers’ compensation or to undertake self-insurance in accordance with the provisions of that code, and certifies it will comply with such provisions before commencing any activities in connection with this registration/application/contract.

16. LIVE ANIMALS: Animals may not be brought into the Riverside Convention Center unless they are properly licensed and registered as a lawful service animal.

17. PUBLIC SAFETY: Conduct activities with full regard to public safety. Observe and abide by all applicable regulations now in effect or as amended or promulgated from time to time, and requested by city and duly authorized governmental agencies responsible for public safety.

18. PHOTOGRAPHY, VIDEO AND AUDIO SOUND DEVICES:

a) No photography, videotaping, or audio recording of any delegate, participant or PTA-sponsored event unless written consent is obtained prior to convention activities commencing

b) Use of photographs, videos, or audio recordings after the end of the California State PTA Annual Convention is subject to consent and approval by California State PTA

c) All sound-making equipment shall be operated at a level which will not interfere with other exhibitors

d) By registering for and attending the California State PTA Annual Convention, you hereby
grant and assign California State PTA and its legal representatives the irrevocable and unrestricted right to use and publish all photographic, audio, video and digital images of you and your guests (including minors) taken while in attendance at the California State PTA Annual Convention for editorial, trade, advertising or any other purpose and in any manner and medium, including website and internet promotion. By registering for or attending the California State PTA Annual Convention you hereby release California State PTA and its legal representatives from all claims and liability to said photographs, audio, video and digital images.

19. **TEXTING:** Exhibitors may NOT text any delegate or participant during workshop or general meeting time frames

20. **CANCELLATION POLICY:** A refund is processed only if cancellation is requested in writing by March 31, 2020. Additionally, no refunds of any fees paid if exhibitor does not meet all of the insurance requirements by April 15, 2020. There are no refunds, under any circumstances, if a cancellation request is received by California State PTA after March 31, 2020.

**Note:** These “Policies and Procedures” become a part of the contract between the exhibitor and California State PTA.

All points not covered are subject to the decision of the California State PTA.
LIST OF PREVIOUS EXHIBITORS:

#ICANHELP
6crickets
99Pledges
Angel Bins Fundraising
Apex Leadership Company
Aquarium of the Pacific
Association Insurance Management (AIM)
Book Source
California Teachers Association
Code for fun
Comcast
Dave Bang Assoc, inc
Deanan Gourmet Popcorn
Do Good. Be Kind.
Emerald Bay Outdoor Academy
ExpressTees.com / Graphic Tees, INC
Follett Book Fairs
Full Spectrum Educational Services
Fun Services
Gateway Fund Raising Service
Get Movin' Fundraising
Inspira, Inc.
Lifetouch
McDonald’s
Medical Data Carrier
Mrs. Fields Fundraising
Panda Express
Pro-Lite, Inc.
PTAEZ
Rich's Ice Cream
Safe Rx
SandCrafters
Scholastic Book Fairs
School Apptitude
School Life, a div. of imagestuff
School Smarts Parent Engagement Program
Schoolze, Inc.
SDI Innovations
See’s Candies
Signature/Cooper Fundraising
Simple Fund Inc
Spirit Sox USA, LLC.
SpiritwearHero.com
The Bottle Stand
The Ocean Adventure
USAgain
USTA Northern California
World's Finest Chocolate

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CONTACT INFORMATION:

CALIFORNIA STATE PTA EXHIBIT CHAIRPERSON

Vandana Kaushal
2327 L Street
Sacramento, CA 95816
(408) 396-2524
Fax: (916) 440-1986
Email: exhibitors@capta.org

REGISTRATION COMPANY

Convention Strategy Group
(exhibitor badge registration and lead retrieval devices only)
P.O. Box 2365
Germantown, MD 20874
Expoleads@cstrategy.com or (301) 576-3093

HOTEL RESERVATIONS

Marriott Riverside at the Convention Center
3400 Market Street
Riverside, CA 92501
(951) 786-7113
Rate: $160
Self-Parking: $16 per day with in/out privileges

The Mission Inn Hotel & SPA
3649 Mission Inn Ave.
Riverside, CA 92501
(800) 843-7755
Rate: $106 (deluxe)
Self-Parking: $17 per day for May 12 – 17, 2020
Valet Parking: $23 per night

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CALIFORNIA STATE PTA INSURANCE BROKER

Association Insurance Management Inc. (AIM)
Pamela Smith
214-360-8734 (for insurance questions only)
Email: psmith@aim-companies.com

SHOW DECORATOR

Tricord Tradeshow Services
738 Neeson Road
Marina, CA 93933
(831) 883-8600 Fax: (831) 883-8686
Contact online: www.tricord.net/
AUDIO AND PHOTOGRAPHY RELEASE

By registering for and/or attending the California State PTA Annual Convention, you hereby grant and assign California State PTA and its legal representatives the irrevocable and unrestricted right to use and publish for editorial, trade, advertising or any other purpose and in any manner and medium, including website and internet promotion, all photographic, audio, video and digital images of you and your guests taken while in attendance at the California State PTA Annual Convention. By registering for and/or attending the California State PTA Annual Convention you hereby release California State PTA and its legal representatives from all claims and liability relating to said photographs, audio, video and digital images.

PHOTOGRAPHY, VIDEO AND AUDIO RECORDING

Exhibitors may NOT photograph, videotape or audio record any delegate, participant or PTA-sponsored event during the California State PTA Annual Convention unless written consent is obtained prior to Convention activities commencing. Use of photographs, videos or audio recordings after the end of the California State PTA Annual Convention is subject to consent and approval by California State PTA.

Exhibitors may NOT text any delegate or participant to come to the exhibit hall during workshops or general meetings.
A successful exhibiting experience depends on managing sales leads

**CSG EXPOLeads Lead Retrieval** Ensures Exhibiting Success

EXPOLeads Lead Retrieval Scanners capture complete contact and demographic information ideal for identifying your top prospects. Make your exhibiting efforts pay off with a small investment that will yield huge returns.

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**EXPO LRS Classic**
- Quickly scan attendee badges
- Compact and ergonomic
- Holds up to 8,000 scans
- Inclusive standard lead qualifiers (custom are extra)
- Leads contain full contact and demographic information

**EXPO LRS Premier**
*Includes all the features of the EXPO LRS Mobile plus:*
- Full color display
- Ability to type in freeform notes
- Store leads on personal USB drive

**EXPO LRS Sidekick**
- View & sort leads anytime
- Plugs into your laptop
- Works with LRS Mobile
- Add custom notes easily

**EXPO LRS Mobile App**
- Scan or type in Attendee ID
- Review, add notes, qualifiers
- Fill out extended surveys
- Real-time leads list

Leads are also available 1 business day post-event at www.expodemand.com at no additional charge. All scanner orders include onsite & post show customer support.

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**EXPO LRS Rental Options**

<table>
<thead>
<tr>
<th>Custom Qualifiers</th>
<th>Live Leads!</th>
<th>Delivery/Support</th>
<th>Mailing Labels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualify ideal sales prospects for your organization.</td>
<td>Access lead files online in real-time as they are scanned by booth staff.</td>
<td>Save time onsite with Delivery, Support/Assist, Training and Pickup.</td>
<td>Quickly follow up with your sales leads. All sales leads are printed on labels and mailed to your office.</td>
</tr>
<tr>
<td>• Customize qualifying questions</td>
<td>• Monitor booth staff performance</td>
<td>• Saves time</td>
<td>• Saves time &amp; money</td>
</tr>
<tr>
<td>• Identify customer interests</td>
<td>• Follow up and qualify leads immediately</td>
<td>• Staff training</td>
<td>• Simplifies follow up process</td>
</tr>
<tr>
<td>• Simplify your follow-up</td>
<td></td>
<td>• Ability to message onsite tech staff with scanner</td>
<td>• Receive native print file for future mailings</td>
</tr>
</tbody>
</table>

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Save time and money by using lead retrieval services

**Ordering Help:** (301) 576-3093 or expoleads@cstrategy.com

**TO ORDER:** www.ExpoDemand.com or FAX (301) 560-8841

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Convention Strategy Group
PO Box 2365, Germantown, MD 20875 | (301) 656-7521 | Fax (301) 560-8841 | www.ConventionStrategy.com
**Individual Equipment Rental:**

<table>
<thead>
<tr>
<th>EXPO LRS Classic - Handheld &amp; Ergonomic</th>
<th>QTY</th>
<th>EARLY thru 4/24/20</th>
<th>ADVANCE thru 5/04/20</th>
<th>ONSITE thru 5/17/20</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bluetooth Thermal Printer - Add a Bluetooth printer for in-booth print out</td>
<td>□</td>
<td>$295</td>
<td>$339</td>
<td>$390</td>
<td></td>
</tr>
<tr>
<td>□</td>
<td>+$75</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPO LRS Premier - Touchscreen with Keypad</th>
<th>QTY</th>
<th>EARLY thru 4/24/20</th>
<th>ADVANCE thru 5/04/20</th>
<th>ONSITE thru 5/17/20</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bluetooth Thermal Printer - Add a Bluetooth printer for in-booth print out</td>
<td>□</td>
<td>$355</td>
<td>$408</td>
<td>$469</td>
<td></td>
</tr>
<tr>
<td>□</td>
<td>+$75</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPO LRS Sidekick - PC Solution</th>
<th>QTY</th>
<th>EARLY thru 4/24/20</th>
<th>ADVANCE thru 5/04/20</th>
<th>ONSITE thru 5/17/20</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPO LRS Mobile App - Lead Retrieval on Your Mobile Devices</td>
<td>QTY</td>
<td>EARLY thru 4/24/20</td>
<td>ADVANCE thru 5/04/20</td>
<td>ONSITE thru 5/17/20</td>
<td>TOTAL</td>
</tr>
<tr>
<td>Scan or type in attendee badge IDs for real-time lead information. LRS Mobile App features include custom qualifiers and surveys and the ability to work offline to avoid any roaming issues. Leads are available online during and after the event.</td>
<td>□</td>
<td>$285</td>
<td>$328</td>
<td>$377</td>
<td></td>
</tr>
<tr>
<td>Additional Licenses - Get a license for each smartphone in your booth</td>
<td>□</td>
<td>$225 for each license</td>
<td>□</td>
<td>□</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPO LRS Connect for your iPhone or Android phone!</th>
<th>QTY</th>
<th>EARLY thru 4/24/20</th>
<th>ADVANCE thru 5/04/20</th>
<th>ONSITE thru 5/17/20</th>
<th>TOTAL</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>EXPO LRS Rental Options</th>
<th>QTY</th>
<th>EARLY thru 4/24/20</th>
<th>ADVANCE thru 5/04/20</th>
<th>ONSITE thru 5/17/20</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery/Training/Pickup/Onsite Support</td>
<td>□</td>
<td>$75</td>
<td>$86</td>
<td>$99</td>
<td></td>
</tr>
<tr>
<td>Live! Access to Leads in Real-Time</td>
<td>□</td>
<td>$85</td>
<td>$85</td>
<td>$85</td>
<td></td>
</tr>
<tr>
<td>EXPO Custom Sales Lead Qualifiers</td>
<td>□</td>
<td>$65</td>
<td>$75</td>
<td>$86</td>
<td></td>
</tr>
<tr>
<td>1GB Flashdrive</td>
<td>□</td>
<td>$45</td>
<td>$45</td>
<td>$45</td>
<td></td>
</tr>
<tr>
<td>EXPO Mailing Labels</td>
<td>□</td>
<td>$125</td>
<td>$125</td>
<td>$125</td>
<td></td>
</tr>
</tbody>
</table>

Company: ___________________________  Booth #: _____________

Questions? Contact Sara Capistrant
301-576-3093  sara.capistrant@cstrategy.com

ORDER ONLINE!  www.expodemand.com

California State PTA
everychild. onevoice.

CONVENTION STRATEGY GROUP

NO REFUNDS ON ORDERS PLACED WITHIN 2 WEEKS FROM START OF EVENT. Early and Advance order cancellations will be subject to a $75 cancellation fee.
Company:  
Contact:  
Billing Address:  
City:  State:  Zip:  Booth #:  
Phone:  Fax:  
Web Address:  
Payment:  
Card #:  
Name on Card:  
Exp Date:  Ccv:  
Card Signature:  

Authorization  
Signature:  
Print Name:  Date:  

All orders include onsite and post event technical support.

All order confirmations will be sent by email. Convention Strategy Group will appear on statement.

Terms & Conditions

Early or Advance orders must be received on or before deadlines and paid in full. If orders are received after these dates and indicate Early or Advanced Order Pricing, Convention Strategy Group, LLC hereinafter called “CS” reserves the right to adjust the invoice to reflect when the order was received. All Early and Advance Order Cancellations will be subject to a $75 Cancellation Fee. CS must receive cancellation requests in writing, at the address on this agreement by the Advanced Order Date. Requests for cancellation that are received by this deadline will be refunded in the amount equal to seventy-five (75) percent of the total amount of the order. No cancellation requests or refunds will be accepted after this date.

Payment shall be in US$ funds payable at the time of the order for all EXPO LRS (LRS) equipment and services, and may be made by check or approved credit card. Checks will not be accepted at the show site.

The contact/user person has been informed that the LRS equipment can be used to collect information, provided by the attendees on their registration forms, from the registration database such as: Attendee Name, Title, Company, Address, Phone, Fax, Email, and any other pertinent demographic attendee information provided. Information included is subject to the information designated by show management.

By properly using the LRS equipment, the contact/user person will be able to scan and record encoded information available on the badges of individuals who are interested in the contact/user person’s product or service. Contact/user person understands and accepts that some badges issued by show management at onsite registration may not have encoded chips or barcodes. This is at the discretion of show management and is not a fault of CS.

LRS equipment must be picked up at show site from the lead retrieval services desk. Equipment not picked up within 4 hours after the start of the show may be re-rented without any refund. At the end of the rental period, the contact/user person will return the LRS equipment to the lead retrieval services desk. LRS equipment that is not returned within 1 hour of the close of the exhibits portion of the show will be subject to a charge of $150.00, and $150.00 additional every day thereafter until the LRS unit is returned to CS. Late charges are not to exceed $3,500.00. Loss of equipment costs are: LRS Mobile/Premier: $3,500.00; Bluetooth printer: $500; Printer power cord: $25 from the contact/user person to CS. Contact/user person hereby authorizes CS to charge the credit card any replacement costs indicated above for any damage or any loss of LRS equipment. If a check is submitted as payment, CS will invoice the exhibiting company for any damage to, lack of return, or loss of equipment which shall be payable on receipt. Equipment left in the exhibit area is the responsibility of the contact/user person.

Equipment inadvertently taken from show site must be returned to CS, at the address on this agreement and may be subject to late fees. If a credit card is submitted as payment, this card will be charged for any damage to, lack of return, or loss of LRS equipment. If the need should arise to charge this credit card and it comes back as declined or invalid, CSI will invoice the company on record for the corresponding charges and will add an additional six (6) percent interest charge accruing monthly for non-payment.

As with any technology and equipment, the LRS units must be handled properly and used as directed in order to achieve the desired results. The contact/user person acknowledges that CS has instructed him or her on the correct use and care of the LRS equipment and that they understand how to operate the LRS equipment. CS will provide at no extra cost initial and any additional instruction as requested by the contact/user person or authorized employee of the named company.

Improper use of the LRS equipment can result in the LRS unit’s failure to record the desired information. The contact/user person further acknowledges and agrees that, by this agreement, the liability to CS for the LRS unit’s failure to record and retain recorded information, for whatever reason, is limited to the return of the LRS equipment rental costs. The contact/user person and their company hereby waive all other rights and remedies that they have against CS if the LRS equipment does not record all information, which they attempted to obtain.

CS shall not be held responsible for any refunds in the event acts of God, war, government regulations, disaster, terrorism, strikes or threat of strikes, lockouts, civil disorder, curtailment of transportation facilities or services, fires, floods, epidemics, accidents, shortages, acts of any governmental authority or other catastrophic events hinder the ability to provide LRS equipment and services to the show site or show exhibitors.

Questions?
Contact Sara Capistrant
301-576-3093
sara.capistrant@cstrategy.com
Custom Lead Qualifiers

Personalize your qualifiers to meet your specific sales needs! Convention Strategy Group offers each exhibitor a complimentary list of standard qualifiers or, for an additional fee, you can personalize them. By selecting a personalized or standard barcode after each attendee badge, you are better able to qualify your sales leads. Fill out the template below and select Custom Qualifiers on your order form. To view the complimentary standard action codes provided, go to: www.conventionstrategy.com/downloads/standard_qualifiers.pdf

Customization Template

Please list the custom qualifiers below. Your codes will be installed on your equipment. Maximum 23 characters per code. Fax back to (301) 560-8841.

COMPANY_____________________________________________
1____________________________________________________
2____________________________________________________
3____________________________________________________
4____________________________________________________
5____________________________________________________
6____________________________________________________
7____________________________________________________
8____________________________________________________
9____________________________________________________
10___________________________________________________
11___________________________________________________
12___________________________________________________
13___________________________________________________
14___________________________________________________
15___________________________________________________
16___________________________________________________
17___________________________________________________
18___________________________________________________
19___________________________________________________
20___________________________________________________