



LEADERSHIP CONVENTION 2023

JULY 13-16

#IMAGINEBELIEVEACHIEVE



WE ARE is > I AM

*Florida PTA
2023 Sponsor & Exhibitor Packet*



LEADERSHIP CONVENTION 2023

Registration Opens March 16, 2023 Omni Orlando Resort at Championsgate, Orlando

Greetings,

Florida PTA cordially invites you to join us for our annual Leadership Convention. Our theme for the 2023 Leadership Convention is *WE ARE is > I AM* and our theme for this term is *My Child, Your Child, Our Children!* We have exciting new opportunities for our exhibitors and sponsors!

For the past 100 years, the Florida Parent Teacher Association (PTA) has had the privilege to collaborate with businesses and community partners to meet the needs of our 175,000 plus members across the great state of Florida. Approximately 1,000 PTA leaders from across the great state of Florida attend our convention and look forward to visiting our Exhibitor Hall. This opportunity has repeatedly proven itself to be an exceptional value to our sponsors and exhibitors.

PTA leaders look forward to visiting the Exhibitor Hall to discover ways to meet their association's goals, which include, but are not limited to, fundraising, educational programming, and family-friendly activities. They look to build relationships with companies that are interested in having a positive impact on the needs of children in their homes, schools, and community.

Please consider joining us as a sponsor or exhibitor to demonstrate your commitment to helping our leaders meet their goals. We continue to offer quality time with attendees during our Exhibit Hall Preview Event (Thursday evening) and throughout the weekend. This year the Exhibit Hall is right in the middle of all the action!

As a major sponsor, your organization will have the opportunity to be featured during one or more of the following opportunities: our event platform, at our Exhibitor Preview Party, our Board of Directors Meet & Greet, the Florida PTA Awards Recognition Luncheon, the Diversity, Equity, Inclusion, & Justice Luncheon, or the PTA's Got Talent event. Please be sure to check out these and other great sponsor opportunities.

We look forward to seeing you in July and exploring ways we can work together throughout the year to meet the needs of our local units across the state.

Thank you,

Carolyn Nelson-Goedert, President 



Sponsorships are available at four levels – Platinum, Gold, Silver, Bronze – each at a distinct price point and with specific benefits. You can see a summary comparison of the four levels below and details on the pages that follow.

2023 SPONSORSHIP COMPARISON TABLE

Sponsorship Levels	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Onsite and virtual Exhibition booth (Booth details on page 4)	PLATINUM	GOLD	SILVER	BRONZE
Included Registrations	2	2	1	1
Logo in Florida PTA Newsletter	12 months	9 months	6 months	3 months
Speaking/video engagement opportunity	Three (3) minutes	Two (2) minutes		
Social Media mentions	Yes	Yes	Yes	Yes
Announcement of Sponsorship - Florida PTA Newsletter	Yes	Yes	Yes	Yes
Company logo on screen at five (5) General Meetings	Yes	Yes	Yes	Yes
Logo on Florida PTA Leadership Convention website page linking directly to company's	Yes	Yes	Yes	Yes
Ad in event program	Full page	Full page	½ page	1/4 page
Sponsor specific email to all attendees	Two (2)	One (1)		
Logo on Florida PTA Signage at event	Yes	Yes	Yes	Yes
Exhibitor Preview Party for registered exhibitors	Yes	Yes	Yes	Yes
Opportunity to participate in Passport Game	Yes	Yes	Yes	Yes
Goody Bag item (pre-approved)	Yes	Yes	Yes	Yes
If applicable, company in event app, including logo, links, videos and more!	Yes	Yes	Yes	Yes
One Coffee Break Sponsorship	Yes	Yes		
Company recognition from podium	Yes	Yes		
PTA's Got Talent tickets	Four (4)	Two (2)	Two (2)	

Add-on Sponsorships are also available for meals, receptions, and other attendee-facing functions for increased visibility. Florida PTA is also open to creating unique opportunities upon request which meet your specific marketing goals and budget.

Exhibitor Preview Party Sponsor	\$5000
PTA's Got Talent Sponsor	\$3000
Non-Alcoholic Beverage Sponsor	\$1000
Goody Bag/Event Folder insert	\$500

Details about each sponsorship are on the following pages.

If you have any questions or want to secure a sponsorship, please contact Polly DeLucia at SPONSOR.ENGAGEMENT@FLORIDAPTA.ORG

Florida PTA Leadership Convention Sponsorship Opportunities

Platinum Sponsor - \$10,000

- One exhibit booth at Leadership Convention
- Twelve (12) months Logo in newsletter
- Logo on event marketing materials
- eNewsletter & Social Media Announcements
- Company logo on screen at five (5) General Meetings
- Logo on Florida PTA website linking to company's website
- One page ad in event program
- Logo on Florida PTA signage at event
- Exhibitor Preview Party (registered exhibitors)
- Opportunity to participate in passport game
- Goody bag item (pre-approved)
- Company logo, links, video in event app
- Four (4)- PTA's Got Talent tickets
- Company recognition from podium at five (5) General Meetings
- Three (3) minute speaking engagement at LC
- Two (2) - Sponsor specific emails to all attendees
- One Coffee Break Sponsorship

Gold Sponsor- \$7,500

- One exhibit booth at Leadership Convention
- Nine (9) months Logo in newsletter
- Logo on event marketing materials
- eNewsletter & Social Media Announcements
- Company logo on screen at five (5) General Meetings
- Logo on Florida PTA website linking to company's website
- One page ad in event program
- Logo on Florida PTA signage at event
- Exhibitor Preview Party (registered exhibitors)
- Opportunity to participate in passport game
- Goody bag item (pre-approved)
- Company logo, links, video in event app
- Two (2)- PTA's Got Talent tickets
- Company recognition from podium at five (5) General Meetings
- Two (2) minute speaking engagement at LC
- One (1) - Sponsor specific email to all attendees
- One Coffee Break Sponsorship

Silver Sponsor - \$5,000

- One exhibit booth at Leadership Convention
- Six (6) -months Logo in newsletter
- Logo on event marketing materials
- eNewsletter & Social Media Announcements
- Company logo on screen at five (5) General Meetings
- Logo on Florida PTA website linking to company's website
- ½ page ad in event program
- Logo on Florida PTA signage at event
- Exhibitor Preview Party (registered exhibitors)
- Opportunity to participate in passport game
- Goody bag item (pre-approved)
- Company logo, links, video in event app
- Two (2)- PTA's Got Talent tickets

Bronze Sponsor - \$3,000

- One exhibit booth at Leadership Convention
- Three (3) months Logo in newsletter
- Logo on event marketing materials
- eNewsletter & Social Media Announcements
- Company logo on screen at five (5) General Meetings
- Logo on Florida PTA website linking to company's website
- ¼ page ad in event program
- Logo on Florida PTA signage at event
- Exhibitor Preview Party (registered exhibitors)
- Opportunity to participate in passport game
- Goody bag item (pre-approved)
- Company logo, links, video in event app



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About Florida PTA

- To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.
- 175,000 members and over 1,100 Local PTAs statewide
- Fourth largest state PTA in the country
- www.floridapta.org

Event Information

- Florida PTA Leadership Convention
- July 13-16, 2023
- Vendor dates are July 12-15, 2023
- Osceola County Conference Center
Omni Orlando Resort at Championsgate
1500 Masters Blvd, Championsgate FL 33896
407-390-6664
- <https://www.omnihotels.com/hotels/orlando-championsgate>

Local Airports

- Orlando International Airport
28 miles/40 minutes

Why Exhibit With Us?

- **Marketing opportunities!** Gain access to approximately 1,000 PTA leaders in one venue.
- Company listing and description in the event program, as a reference for PTAs throughout the school year.
- Get a jump start on the 2023-2024 school year! Your competitors are likely to be there.
- Can you afford to miss it?

Room Rates

- Receive a discounted rate of \$168 for single/double occupancy (inclusive of \$9 resort fee; visit <https://www.omnihotels.com/hotels/orlando-championsgate/things-to-do/resort-activities> for breakdown of resort fee)
- Highly recommend registration no later than Monday, May 22 for a discounted rate. If the Florida PTA hotel block is full, published rates apply.
- Reserve a room online or call 1-800-THE-OMNI
- <https://www.omnihotels.com/hotels/orlando-championsgate/meetings/florida-pta-2023-07082023>

Venue Parking

- Omni Championsgate (if you are a guest)
- Self Parking (all day)
 - FREE
 - Valet Parking (daily or overnight)
 - \$32



Exhibit Booth Information

Take advantage of the \$150 off prices listed below for early bird registration.

Early Bird Registration ends April 30th.

Refer to website or registration form for contract rules.

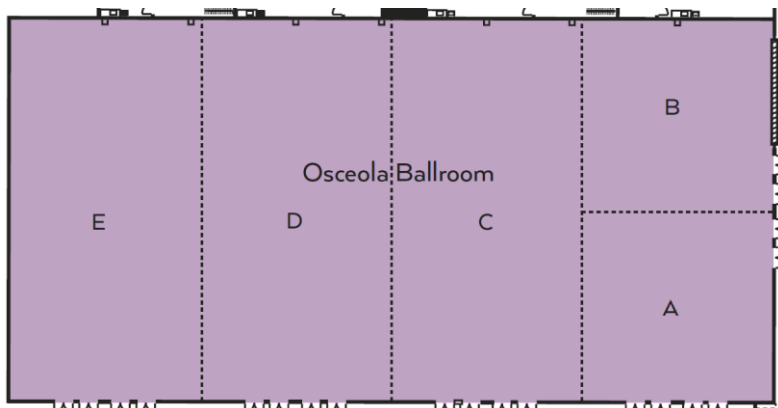
Early Bird	
Platinum Booth	\$1000
Gold Booth	\$800
Silver Booth	\$650
Bronze Booth	\$500

Regular Price	
Platinum Booth	\$1150
Gold Booth	\$950
Silver Booth	\$800
Bronze Booth	\$650

In addition to the two (2) attendee registrations included with each booth registration, Additional registrations are available for \$5 per person on a limited space available basis, should an exhibitor wish to have additional staff in attendance to staff their exhibition booth.

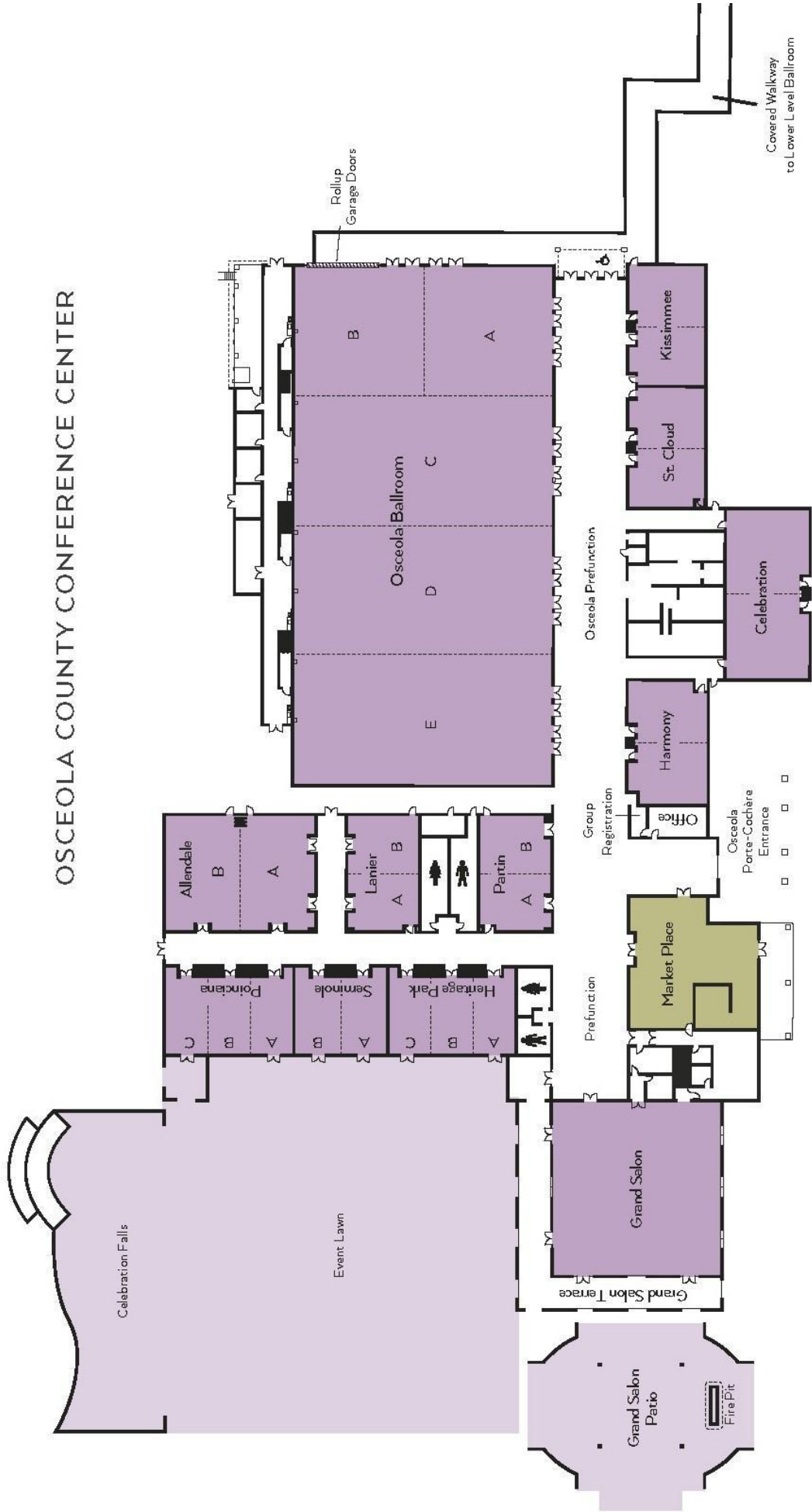
All exhibit booths include:

- 10' (width) x 8' (depth) exhibitor booth
- 10' (width) x 8' (heights) Back Drape
- 8' (depth) x 3'(height), side drape on each side
- 6' (width) x 2' (depth) draped table with 30' tall skirting
- One line exhibitor ID sign (7 ft x 44 inches)
- 2 Folding Chairs
- Wastebasket
- Drape color: Blue
- Full page in event app (may include name, contact, PDFs, company's video and much more)

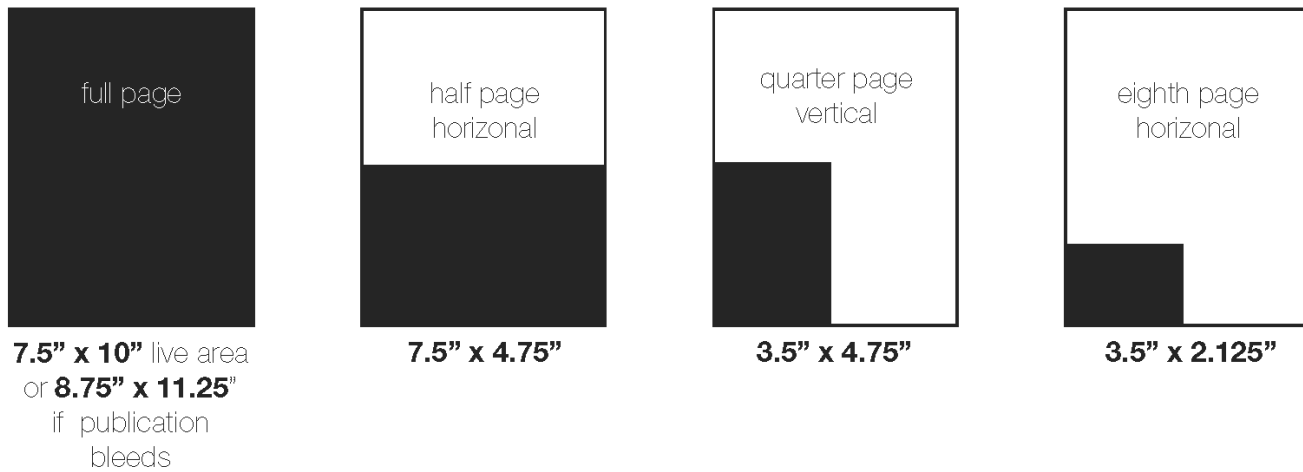


*Exhibit area is located in Osceola Ballroom A,B,C. Booth numbers will be assigned after July 5, 2023.

OSCEOLA COUNTY CONFERENCE CENTER



General information/specifications for print advertising based on a 8.5"x11" publication



The information contained herein is for general purposes only.

Publication sizes and specifications may vary. Please check before submitting advertising.

Print ad specifications:

Advertising copy must be formatted in EPS or PDF, 300 dpi, with embedded fonts or fonts converted to outlines in the case of EPS files; JPG, TIFF or BMP files. No MS Publisher or graphics in Word documents can be accepted. Ads should be submitted in color space of the final print job.

If it is necessary to submit ads in InDesign or Illustrator, all fonts and graphics must be included with the document.

Be sure to consult with Florida PTA leadership.convention@floridapta.org on specific details before submitting advertising.

Thank you.



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Frequently Asked Questions

WHEN IS THE APPLICATION DEADLINE FOR EXHIBITING?

The deadline for applications is May 12, 2023. After Friday, May 12, your company listing may not be included in the event program.

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

WHAT METHODS OF PAYMENTS DO YOU ACCEPT AND WHEN IS PAYMENT DUE?

Payment by check is preferred. Mastercard and Visa are also accepted. Payments are due May 12, 2023.

WHEN WILL I BE NOTIFIED OF MY BOOTH LOCATION?

Approved applicants will be notified of their booth assignment approximately one week prior to the event.

IS THE EXHIBIT HALL CARPETED?

Yes.

WHAT ABOUT WI-FI ACCESS AND ELECTRICITY?

Wi-fi and electricity are available. Additional information will be in the Exhibitor Service Kit.

WILL FOOD BE AVAILABLE FOR PURCHASE?

Yes, there will be food available for purchase at the venue location, as well as several restaurants located within the hotel.



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

Carts or dollies are not provided for setup or teardown.

ARE DOOR PRIZES ALLOWED?

Yes, please contact SPONSOR ENGAGEMENT. Contact info is below.

Need Help? Contact Us!

Polly DeLucia, Chair
Florida PTA Resource Development
For Sponsorships & Exhibitors
Sponsor.Engagement@FloridaPTA.org
407-314-5423 (text/call)



1747 Orlando Central Pkwy
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407-855-7604

www.floridapta.org



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