

ADVOCATE • DEVELOP • ENGAGE

Utah  
**PTA**<sup>®</sup>

**LEADERSHIP**  
CONVENTION

**2024**

MAY 8 & 9, 2024  
DAVIS CONFERENCE CENTER  
LAYTON, UTAH



RESOURCE FAIR BOOTH  
INFORMATION AND APPLICATION

To qualify for resource booth rates, an organization must be a non-profit, charitable, or educational organization who works with a Utah PTA commissioner.

2024 RESOURCE FAIR PROSPECTUS

## ABOUT UTAH PTA



- Utah PTA's mission is to make every child's potential a reality by engaging and empowering families and communities to advocate for all children.
- 77,000+ members, 650 units, and 800 convention attendees
- Hosts one of the largest state PTA conventions in the country

## WHY HAVE A UTAH PTA RESOURCE FAIR BOOTH?

- Reach thousands of education and child advocate minded people
- Share your company messaging with parents from all over the State of Utah

## EVENT INFORMATION

### UTAH PTA LEADERSHIP EXHIBIT HALL MAY 8 & 9, 2024

Davis Conference Center  
1651 North 700 West, Layton, UT 84041  
801-416-8888  
[Davis Conference Center](#)

### PARKING INFORMATION

Free on site parking. Parking is north and east of the conference center on 700 West.

## DATES TO REMEMBER

### MARCH 29, 2024

- Leadership Convention program information due to Utah PTA by this date to ensure inclusion in the program.

### APRIL 18, 2024

- Last day for booth application submission to Utah PTA.
- Name badge information is due to Utah PTA
- Last day to cancel booth application with Utah PTA and receive a refund.

## HOTEL INFORMATION

### HILTON GARDEN INN SALT LAKE CITY/LAYTON

762 Heritage Park Blvd, Layton, Utah 84041  
801-416-8899  
Utah PTA Group rate \_\_\_\_\_ Book by 4/16/2024  
[PTA Rate for Hilton Garden Inn in Layton](#)

### CANDLEWOOD SUITES

755 W. Heritage Park Boulevard Layton, Utah 84041  
385-4468788  
Utah PTA Group Rate \$129/night | Book by 4/16/2024  
[Book your group rate for Utah PTA 2024](#)

### MARRIOTT TOWNPLACE SUITES

1743 Woodland Park Drive, Layton, Utah 84041  
855-990-5465  
Utah PTA Group Rate \$119-169/night  
Book by 4/16/2024  
[Book your group rate for Utah PTA 2024](#)

### HOME 2 SUITES BY HILTON

803 West Heritage Park Blvd., Layton, Utah 84041  
801-820-9222  
Utah PTA Group rate \$114/night | Book by 4/16/2024  
[Book your group rate for PTA convention](#)

### COURTYARD SALT LAKE CITY/LAYTON

1803 Woodland Park Drive, Layton, Utah 84041  
801-217-2300  
Utah PTA Group Rate \$114/night | Book by 4/16/2024  
Book your group rate for PTA convention

## CONTACT INFORMATION

### UTAH PTA

5192 S Greenpine Dr, Murray, UT 84123  
801-261-3100 | [kids@utahpta.org](mailto:kids@utahpta.org)

### CONVENTION CHAIR

Julie Cluff  
[juliec@utahpta.org](mailto:juliec@utahpta.org)

### CONVENTION VICE CHAIR

Jen Wadsworth - On-Site  
[jennifer@utahpta.org](mailto:jennifer@utahpta.org)

Heidi Grimshaw - Facilitation  
[heidi@utahpta.org](mailto:heidi@utahpta.org)

### RESOURCE FAIR CHAIR

Kristina Pexton  
[kristina@utahpta.org](mailto:kristina@utahpta.org)

# EXPO HALL RULES & REGULATIONS

*These Rules and Regulations become a part of the contract between the applicant and Utah PTA. Utah PTA respectfully asks the full cooperation of the Vendor/Resource Fairs in this observance. All points not covered are subject to the decision of Utah PTA or its Expo Hall Coordinator.*

## SELECTION OF VENDOR/RESOURCE FAIRS

Utah PTA reserves the right to decline or prohibit any Vendor/Resource Fairs. This reservation is all-inclusive as to persons, things, printed matter, products and conduct. To ensure this, we request that the applicant provide copies of printed material and a list of hand-out items be sent with your application.



## LOCATION

All exhibits, workshops, and general sessions will be held at the Davis Conference Center (DCC). The address is 1651 North 700 West, Layton, Utah 84041. Exhibit booths will be located in the Expo Hall at the North End of Davis Conference Center in the Utah PTA Expo Hall.

## BOOTH SHARING

Two companies may not occupy the same booth without written permission of the Utah PTA president. No exceptions to this rule.



## BOOTH SPECIFICATIONS

Booths are eight feet deep by eight feet wide and are pipe and draped. Booth space includes one 6' table with skirting and two chairs and waste basket. Power outlets can be ordered through Utah PTA. All other materials (i.e., easels, microphones, TV, video player, refrigerator, extension cords, screens, etc.) and supplies will need to be furnished by your organization.

## INSTALLATION AND DISMANTLING

Installation will be on Tuesday, May 7 from 1 PM to 5 PM The expo hall area will not be ready for installation before that time. Booths can also be set up on Wednesday, May 8 from 7 AM until 10 AM. The applicant expressly agrees not to dismantle the exhibit or to do any packing before the final closing hour of the exhibit on Thursday, May 9 at 3 PM. All exhibits must be removed by 4 PM on Thursday, May 9. The applicant must carry their equipment in and out. Neither Utah PTA nor DCC will provide staff or volunteers to help with the exhibits.

## NAME BADGES

Utah PTA will provide up to six printed name badges for those working at your booth. Names must be submitted to Utah PTA by April 18, 2024 for the name badges to be printed, otherwise you will receive blank badges that may be handwritten by you.

## BOOTH SALE INFORMATION

If you would like to sell items from your booth, you will need to bring your own credit card capturing device. Utah PTA WILL NOT be responsible for collecting payment and will not provide cashiering services for selling of items.



## DOOR TO DOOR SALES

PTA and school district policies specify that school children not be involved in door to door sales. When speaking with our convention attendees, we encourage you to promote your products or services in other ways.

## LISTING IN CONVENTION PROGRAM

A map of the Expo Hall with booth numbers will be in the Leadership Convention Program. The applicant whose application is received and accepted no later than March 15, 2024, will be listed along with the organization name, address, phone number, e-mail and website that you provide on our application. The applicant will also be featured on the virtual vendor hall in the event app that each attendee will have access to. More information will be given to each applicant as the app becomes live.

## USE OF SPACE

All demonstrations, signs, promotional material, or other activities must be confined to the limits of the booth. Distribution of circulars or promotional material may be made only within the booth assigned to the applicant presenting such material. Non-exhibiting firms will not be permitted to canvas, solicit, hold conferences, or distribute literature or other promotional devices during the convention, unless they are an official Leadership Convention Sponsor.

## CANCELLATION POLICY

If an applicant finds it necessary to cancel its company's participation at the Utah PTA Leadership Convention, a refund will be made only if Utah PTA receives cancellation in writing no later than April 18, 2024. In such an event, Utah PTA will refund to the applicant the total amount, which the applicant has paid to date, less the sum of \$50, which Utah PTA shall retain as a cancellation charge. Any cancellations received after April 18, 2024 will not receive a refund.



## RESTRICTIONS IN OPERATIONS OF EXHIBITS

Utah PTA reserves the right to restrict, at its sole discretion, exhibits which, because of noise, method of operation, materials, or any other reason, become objectionable. Utah PTA also reserves the right to prohibit or evict any part of or all of an exhibit which, in the opinion of Utah PTA, may detract from the general character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which Utah PTA determines is objectionable to the exhibition. In the event of such restriction or eviction, Utah PTA is not liable for any refunds or rentals or other exhibit expenses.

## DRAWINGS/RAFFLES

Drawings are permitted subject to any applicable requirement of local law. Raffles and lotteries are not permitted. Utah PTA asks that each Vendor/Resource Fair consider donating an item as a prize for the bingo card. Donations can be given at booth set up.

## MEMBERSHIP LISTS, FUNDRAISING, AND CONTRACTING

Utah PTA does not provide membership lists to outside organizations. Exhibiting at or sponsoring of the Utah Leadership Convention and programs is the only way to reach the statewide membership. They are the most cost-effective ways to reach PTAs eager for products, services, and information that will help them attain their objectives. Please remember that each PTA local unit President, as stipulated by PTA bylaws, must obtain voted approval from their local membership before signing any contract binding that PTA unit. A local unit PTA President may only sign a contract binding the PTA unit for the period of her/his term of office (typically one year). PTAs also work with their local school boards and abides by district policies that are set for fundraising.

## SPACE ASSIGNMENTS

You will receive your booth number at set-up on Tuesday, May 7, 2024.

## LOBBYING/ENDORSEMENT

No applicant may request PTA delegates to lobby any governmental agency or official. Participation in the Leadership Convention does not constitute endorsement of any product, service, or position by Utah PTA. No Vendor/Resource Fair may use the PTA name or logo without prior written approval of Utah PTA. Utah PTA reserves the right to reject any Vendor/Resource Fair if, in its sole judgment, a proposed exhibit is not in keeping with Utah PTAs charitable and educational purposes.

## FIRE PROTECTION

Flammable or other dangerous or hazardous fluids, substances, materials, equipment or other items may not be used in any booth. The exhibitor booth must use flame-resistant decorative material.

## CATASTROPHE

In the event of war, fire, strike, government regulation, public catastrophe, act of God or a public enemy or other cause, the Leadership Convention or any part thereof is prevented from being held, or if the Leadership Convention is canceled by Utah PTA, Utah PTA shall determine and refund to the applicant its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting all convention-related fees, costs, and expenses, but in no case shall the amount of the refund to the applicant exceed the amount of the booth rental fee paid.

## LIABILITY AND INSURANCE

Neither Utah PTA nor the Davis Conference Center will be responsible for the safety of the property of the applicant from theft, damage by fire, accident or other causes. Vendor/Resource Fairs are advised to consult their respective insurance brokers for proper coverage of display material from the time it leaves their company's premises until its return. In most cases, a rider can be added to current policy for a nominal cost. As part of the application process, proof of insurance must be sent to Utah PTA along with the Application.

## INDEMNIFICATION

Applicant agrees to indemnify and hold Utah PTA, Davis Conference Center and their respective officers, employees and agents (each as "indemnified person") harmless and blameless from and against any and all claims of liability, fees (including legal fees), expenses, costs, damages, suits, or injury of any kind and nature or threat of the same, brought by any third party which may have originated at or on, or resulted from, or which may otherwise be incurred by the Applicant's presence, equipment, or other use of the premises and property, or enjoyment of the facilities of Davis Conference Center. Applicant agrees that each indemnified person is now and hereafter relieved of any and all responsibility and liability for any and all injury, loss or damage that the Applicant or its employees, agents and invitees or their property, may incur as a result of or during Applicant's use of the premises, property, equipment and facilities of Davis Conference Center. Therefore, Applicant on its own behalf and on behalf of its members, employees, agents and invitees, hereby releases and indemnifies each indemnified person and against any and all costs, damages, fees, expenses or liability or any type or nature related to the same. The release and indemnification provisions in this paragraph shall apply even in the event of an indemnified person's negligence, but shall not apply in the event of an indemnified person's gross negligence.

*\*Applicant further covenants and agrees to indemnify and to fully pay and reimburse Davis Conference Center and all cost of replacement of damaged Davis Conference Center property, and for the restoration and repair of the premises, damaged, destroyed, or otherwise defaced or injured by the Applicant's use, including its members, employees, agents, and invitees of the same.*

# RESOURCE BOOTH GENERAL INFORMATION

- ▶ Two companies may not occupy the same booth. No exceptions to this rule. Each company must have their own booth.
- ▶ Utah PTA will accept no materials except for those which are to be distributed in the participant bags (see application for more information).

## FEE INFORMATION

Payment of fees are due to Utah PTA by April 18, 2024.



Your space at the Leadership Convention will be guaranteed when payment is received in full and you receive confirmation from Utah PTA.



This form may also be filled out and paid for online at [UtahPTA.org/Information-Sponsors-Vendors-Resource-Fair](https://UtahPTA.org/Information-Sponsors-Vendors-Resource-Fair)



Electrical Costs will be paid for at time of booth reservation and payment to Utah PTA.



To arrange merchandise shipping and delivery, please contact [jennifer@utahpta.org](mailto:jennifer@utahpta.org).

## BOOTH HOURS

### TUESDAY, MAY 7

1:00 PM - 5:00 PM Expo Hall Booth Set Up

### WEDNESDAY, MAY 8

7:00 AM - 10:00 AM Expo Hall Booth Set Up

10:00 AM - 3:00 PM General Expo Hall

11:20 AM - 1:20 PM Expo Hall Specific Time and Lunch

### THURSDAY, MAY 9

8:00 AM - 8:45 AM Expo Hall Specific Time

10:00 AM - 3:00 PM General Expo Hall Hours

11:40 AM - 1:30 PM Expo Hall Specific Time and Superintendent Lunch

3:00 PM - 4:00 PM Booth Dismantling

\*During Expo Hall Specific Times, no other meetings or workshops will be in session to give time for attendees to visit the Expo Hall.



# RESOURCE FAIR OPTIONS

<b>\$150</b>	<b>INFORMATION BOOTH</b>
<b>\$215</b>	<b>BOOTH WITH MERCHANDISE SOLD</b>
	<p>Cost includes in-person booth, WiFi, and a virtual expo booth in the Utah PTA Event platform.</p> <p>Upon payment, you will be given log in and instructions on how to personalize your virtual expo booth. You will be able to add the following with pictures: Promotional Offers, Company Showcase, Company Information, and Primary Contact. This will be a great way to connect with our virtual attendees. You will also be able to add up to 4 virtual booth workers who can help within the app.</p> <p>Booth registration and payment are due <b>April 18, 2024</b>. Please note the different deadlines for additional items.</p>
<b>\$200</b>	<b>1/4 PAGE AD</b> in printed convention program
<b>\$400</b>	<b>1/2 PAGE AD</b> in printed convention program
<b>\$800</b>	<b>FULL PAGE AD</b> in printed convention program
	<p>Option available until <b>March 29, 2024</b>.</p> <p>Once ordered, specifics for the ad will be emailed to Representative's contact information. Ad must be received in the Utah PTA Office NO LATER than March 29. Earlier is preferred. for best placement.</p> <p>Information received later than this date will NOT be included in the program.</p>
<b>\$200</b>	<b>PRINTED COMPANY BROCHURE</b> included in the Leadership Convention participants bags
	<p>Option available until <b>April 18, 2024</b>.</p> <p>Brochures are to be supplied by company. (Approximately 1,000 PTA members attend Leadership Convention each year.)</p> <p>Information is due to Utah PTA office NO LATER than April 18, 2024. Information received later than this date will NOT be included in the bags. This is the ONLY material that may be sent to Utah PTA, no others will be accepted.</p>
<b>\$25</b>	<b>LUNCHEES PER DAY PER PERSON</b>



## CRITERIA FOR APPLICATION ACCEPTANCE

- The applicant is responsible for printing distribution of handouts for attendees.
- The applicant agrees to pass out materials ONLY in the assigned booth.
- The programs and services provided by applicant must be available statewide.
- The applicant must stay during the scheduled times or designate someone to cover the booth during times exhibits are open to attendees.
- The applicant will provide own transportation, lodging, and meals.
- The applicant will do own installation and dismantling.
- The applicant will submit all handouts to be used at the Convention with their Booth Application for approval by the Utah PTA.

## LUNCH INFORMATION

A boxed lunch will be available for purchase with this application. Please mark the number of lunches you would like when you make payment. Lunch cost is \$25 per person, per day. All lunches include canned soft drink or bottled water and a dessert. Lunch can also be purchased off site. There will also be concessions available but will be in limited supply.

### WEDNESDAY:

- Club Sandwich
- Southwestern Grilled Chicken Salad
- Gluten free Roast Beef and Cheddar sandwich
- Grilled Portobello and Veggie Sandwich

### THURSDAY:

- Roast Beef and Cheddar Sandwich
- Grilled Chicken Caesar Salad
- Gluten free Ham and Gouda sandwich
- Grilled Portobello and Veggie Sandwich.



# RESOURCE FAIR BOOTH APPLICATION

**2024 UTAH PTA LEADERSHIP CONVENTION**

**MAY 8-9, 2024**

**DAVIS CONFERENCE CENTER**

**THE FOLLOWING IS THE INFORMATION THAT WILL BE PRINTED IN THE CONVENTION MATERIALS. PLEASE FILL IT IN COMPLETELY AND PRINT CLEARLY OR [COMPLETE ONLINE APPLICATION](#).**

Name of Organization		
Address		
City	State	Zip
Phone	Website	
Email		
Utah Sales Tax #	IRS Tax Exempt # <i>*Attach a copy of determination letter</i>	
Representative's Name		
Phone 1	Phone 2	Fax
Email		
Description of exhibits, programs or services offered <i>*Attach copies of printed material and a list of handout items that will be given at the Convention</i>		
Proof of Insurance <i>*Attach verification of insurance</i>		
Please identify electrical items you will be using at your booth (supplied by vendor)		
Television	Computer	Other
Convection Oven	Refrigerator	
Additional Booth Fees		
Electricity - Pre-ordered by 04/21 \$65 p/d	Electricity - late order \$85 p/d	
Wired Internet - Pre-ordered by 04/21 \$25 p/d	Wired Internet - late order \$50 p/d	
Extra chairs      tables      trash cans - \$5 each		
If you are bringing food to hand out, please indicate what kind. All food items brought into the Davis Convention Center for distribution to participants must be approved as required by Davis County. If the vendor will be distributing food to the participants to be consumed on property, please fill in the food items below with the size and description of the food items.		



## NAME BADGE REQUESTS

Badges are required for entrance into the expo hall. Utah PTA will provide name badges for those working at your booth. Names must be submitted to Utah PTA by April 13, 2024 for the name badges to be printed, otherwise you will receive blank badges that may be handwritten by you. It is requested to not have more than six people working in your booth at any given time.

Company	
Names of Attendees	email address (required for whova)

## LUNCH REQUESTS (PRE-ORDERED BY APR 21)

DAY	QTY	CHOICE: All lunches include canned soft drink or bottled water and a dessert.
WEDNESDAY		▶ Club Sandwich
		▶ Southwestern Grilled Chicken Salad
		▶ Gluten free Roast Beef and Cheddar sandwich
		▶ Grilled Portobello and Veggie Sandwich
THURSDAY		▶ Roast Beef and Cheddar Sandwich
		▶ Grilled Chicken Caesar Salad
		▶ Gluten free Ham and Gouda sandwich
		▶ Grilled Portobello and Veggie Sandwich.
TOTAL		
X \$		

## BOOTH REQUEST

Information Booth		x QTY	
Booth with Merchandise sold		x QTY	
Electricity • Pre-ordered by 04/24		x DAY	
Electricity - LATE		x DAY	
Wired Internet • Pre-ordered 04/24		x DAY	
Wired Internet • LATE		x DAY	
Extra chairs, tables, trash cans		x ITEM	
		TOTAL	

## MARKETING

Quarter Page Ad	\$200	
Half Page Ad	\$400	
Full Page Ad	\$800	
Brochure	\$200	
	TOTAL	

## TOTAL COSTS

	BOOTHS	
	MARKETING	
	LUNCHES	
	TOTAL	

**PLEASE REMEMBER YOUR SPACE AT THE LEADERSHIP CONVENTION  
WILL BE GUARANTEED WHEN PAYMENT IS RECEIVED IN FULL AND  
YOU RECEIVE CONFIRMATION FROM UTAH PTA.**

I have read the above criteria and agree to comply with the conditions stated:

\_\_\_\_\_  
Signature of Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name of Representative

1. Apply online: [Information for Sponsors, Vendors, and Resource Fair](#)
2. or fill in this application and email to [kids@utahpta.org](mailto:kids@utahpta.org)
3. or print and mail to the Utah PTA office

**UTAH PTA RESOURCE FAIR  
5192 SOUTH GREENPINE DRIVE  
SALT LAKE CITY, UTAH 84123**

**PHONE: 801-261-3100  
FAX: 801-261-3110**

