

Michigan PTA 108th Annual Convention

2026 Sponsorship & Exhibitor Prospectus

Theme: *Strengthen our Branches*

April 17-18, 2026

Marriott East Lansing at University Place

300 M.A.C. Avenue, East Lansing, MI 48823, US

www.michiganpta.org

You're Invited!

Your company is cordially invited to participate as a sponsor or exhibitor for the **108th Annual Michigan PTA Convention**, Friday and Saturday April 17-18, 2026, at the Marriott East Lansing at University Place in East Lansing, MI. This event provides leadership training and workshops on relevant topics for our PTA leaders, parents, and the community. Michigan PTA has more than 300 local units representing nearly 25,000 members throughout the state. This is an opportunity to showcase your company's products and services to hundreds of Michigan schools. We expect the convention to draw 150-200 registrants.

Space is limited!

There are only 30 exhibitor booths. To provide maximum exposure to our membership and to encourage participation, **we would like to publish the Sponsor and Exhibitor Lists by March 10th.** Applications will still be accepted until March 30th. Passport contests and raffles will encourage attendees to visit all the exhibitors.

Get extra exposure by attending the exhibitor bonus day on Friday. Join us on Friday to be the first to interact with the attendees or select a premium booth location to be placed where attendees gather between sessions throughout the day.

If you are unable to join us for this event, there are many other opportunities to assist a Michigan PTA as we continue to support Michigan's children and public education.

Questions?

Contact Tiffany Vosburg, Convention Chair, Michigan PTA

eventsVP@michiganpta.org 734.673.3366



Exhibit Hall Information

Bonus Day Check-in / Set-up

Friday, April 17, 2026

7:00am - 8:00am

Check-in / Set-Up

Saturday, April 18, 2026

6:00am - 8:00am

Exhibit Time

Bonus Exhibit Time

Friday, April 17, 2026

8:00am-9:30am

11:30am-12:30pm

3:00pm-4:00pm

Dedicated Exhibit Time

Saturday, April 18, 2026

7:30am-8:30am

9:30am-10:00am

12:30pm-2:00pm

Break Down

2:30 – 4:30 pm Saturday

All exhibitors must be out of the venue no later than 4:30 PM

Sponsorship Opportunities

Michigan PTA offers several Sponsorship Levels which transcend the actual Convention experience. These Sponsorships also include exhibit space during the Convention and, depending on level, speaking segments in a general session. Please review each level for specifics.

[Register as a Sponsor or Exhibitor Now](#)

| Platinum | Gold | Silver |
|---|--|--|
| \$7,500 | \$6,000 | \$4,500 |
| Logo included in all direct mailings, email invitations, and on Michigan PTA website | Logo included in all direct mailings, email invitations, and on Michigan PTA website | Logo included in all direct mailings, email invitations, and on Michigan PTA website |
| One (1) 8x 18' premium location booth in Exhibit Hall (both days) with two (2) 6' tables included (both days) | One (1) 8x10' booth in Exhibit Hall with one (1) 6' table included (both days) | One (1) 8x10' booth in Exhibit Hall with one (1) 6' table included (both days) |
| Premium Exhibit Location | Premium Exhibit Location | |
| Prominent on-site signage individual | Prominent on-site signage Individual | Onsite Signage Grouped |
| Full-page advertisement in Convention Program | Half-page advertisement in Convention Program | Quarter-page advertisement in Convention Program |
| Website placement for 1 year | Website placement for 6 months | Website placement 3 months |
| Four (4) print ads <i>per year</i> in Michigan PTA newsletter | Two (2) print ads <i>per year</i> in Michigan PTA newsletter | One (1) print ad <i>per year</i> in Michigan PTA newsletter |
| Inclusion in four (4) emails to Michigan PTA members | Inclusion in two (2) emails to Michigan PTA members | Inclusion in one (1) email to Michigan PTA members |
| Admission for six (6) company representatives or guests | Admission for four (4) company representatives or guests | Admission for two (2) company representatives or guests |
| Two (2) break-out sessions | One (1) break-out session | One (1) break-out session |
| General Session Presentation 20 minutes | General Session Presentation 5 minutes | |
| Bag Insert Included | Bag Insert Included | Bag Insert Included |
| Bonus Exhibit Day (included) | Bonus Exhibit Day (included) | Bonus Exhibit Day (included) |

| Bronze \$3500 | Youth Engagement Summit (YES) Sponsor \$2500 | Convention Bags Sponsor \$1500 |
|---|---|---|
| Logo Included in convention Advertising (Email/Print) | Logo Included in Convention Advertising (Email/Print) | |
| One (1) 8x10' booth in Exhibit Hall with one (1) 6' table | One (1) 8x10' booth in Exhibit Hall with one (1) 6' table | One (1) 8x10' booth in Exhibit Hall with one (1) 6' table |
| Bonus Exhibit Day included | Bonus Exhibit Day included | Bonus Exhibit Day included |
| Website placement for 3 months | Website placement for 3 months | Website placement for 3 months |
| One (1) print ad per year in Michigan PTA newsletter | One (1) print ad per year in Michigan PTA newsletter | One (1) print ad per year in Michigan PTA newsletter |
| Onsite Signage Grouped | Onsite Signage Grouped | Onsite Signage on bags |
| Convention Program Ad Eighth page | Convention Program Ad Eighth page | Convention Program Ad Business Card |
| Admission for two (2) company representatives/guests | Admission for two (2) company representatives/guests | Admission for two (2) company representatives/guests |
| | One Break-out session for youth | |
| Bag Insert Included | Bag Insert Included | Bag Insert Included |

| Premium Exhibitor \$650 (Saturday) | Exhibitor \$500 (Saturday) | Non-Profit Exhibitor \$100 (Saturday) |
|--|--|---|
| One (1) 8x10' booth in Exhibit Hall with one (1) 6' table Included | One (1) 8x10' booth in Exhibit Hall with one (1) 6' table Included | One (1) 8x10' booth in Exhibit Hall with one (1) 6' table Included |
| Premium Exhibit Location Included | | |
| One (1) Large Exhibit Booth (18', (2) 6' Tables) (+\$150 add-on) | One (1) Large Exhibit Booth (18', (2) 6' Tables) (+\$150 add-on) | |
| Advertising in Convention Program* Business Card Size | Advertising in Convention Program* Business Card Size | |
| Bonus Exhibit Day (Friday) (+\$150 add-on) | Bonus Exhibit Day (Friday) (+\$150 add-on) | Bonus Exhibit Day (Friday) (+\$50 add-on) |
| Two (2) Lunch Tickets Included | Two (2) Lunch Tickets Included | Two (2) Lunch Tickets Included |
| Dinner Tickets for Friday \$45 Each | Dinner Tickets for Friday \$45 Each | Dinner Tickets for Friday \$45 Each |
| Bag Insert (+\$75 add-on) | Bag Insert (+\$75 add-on) | Bag Insert (+\$25 add-on) |
| Bag Insert \$200 | PTA Supporter \$600 | PTA Friend \$300 |
| | Convention Program Ad Listed | Convention Program Ad Listed |
| Bag Insert ONLY | | |
| | Dinner Tickets for Four (4) | Dinner Tickets for Two (2) |

*Sponsorship (including camera-ready artwork) must be confirmed by **March 12th** for inclusion in Convention Program. Sponsorships received after March 12th will be published as an insert to Convention Bags.

Michigan PTA is a 501(c)(3) organization. Your donations may be tax-deductible.

[Register as a Sponsor or Exhibitor Now](#)

Special Features

- ✓ Exhibits will be located in a dedicated exhibit hall near all conference activities.
- ✓ There will be dedicated time on Saturday for attendees to visit Exhibits.
- ✓ Bonus Day for attendees to visit Exhibit Hall on Friday.

Benefits for Sponsors/Exhibitors

- ✓ Face time with Michigan PTA leaders and members.
- ✓ Opportunity to introduce new products and services
- ✓ More direct access to Michigan PTA's membership network (approximately 25,000 people)
- ✓ Potential reach to over 100 schools

Hotel Accommodations

Marriott East Lansing at University Place

300 M.A.C. Avenue

Lansing, MI 48823

(517) 337-4440

Book at Group Rate (\$169/night + tax) until March 30th ([link](#))

Additional Sponsorship opportunities with Michigan PTA are available. Please contact us at eventsVP@michiganpta.org for additional information.