

Michigan PTA 104th Annual Convention

2022 Sponsorship Prospectus

Theme: *Innovative Leadership*

July 22-23, 2022

Best Western Premier Hotel Detroit Southfield

26555 Telegraph Rd, Southfield, MI 48033

www.michiganpta.org



You're Invited!

Your company is cordially invited to participate as a sponsor or exhibitor for the **104th Annual Michigan PTA Convention**, Friday and Saturday, July 22-23, 2022 at Best Western Premier Detroit Southfield Hotel. 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 100-150 registrants. On Saturday this year, we will hold the annual Reflection celebration highlighting talented youth artists from across the state in the exhibit space. This event draws an additional 200-300 parents and educators for a total of up to 450.

Space is limited!

There are only 25 exhibitor booths. To provide maximum exposure to our membership and to encourage participation, **we would like to publish the Sponsor and Exhibitor Lists by June 15**. Passport contests and raffles will incentivize attendees to visit all the exhibitors.

Get extra exposure by attending the exhibitor bonus day on Friday. All exhibitor booths will be in the same space as our general meetings. 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 Tonya Whitehead, Convention Chair, Michigan PTA

convention@michiganpta.org 517.712.8166

Exhibit Hall Information

Check-in / Set-Up

Saturday, July 23, 2022

6:00-9:00 am

Bonus Set-Up

Friday, July 22, 2020

8:00-11:00 am

Exhibit Time

Dedicated Exhibit Time

Saturday, July 23, 2022

9:00 am-10:45 am

12:30 pm-1:30 pm

Bonus Exhibit Time

Friday, July 22, 2022

Break Down

2:30 – 5:00 pm

All exhibitors must be out of the venue no later than 5:00 PM



Sponsorship Opportunities

Michigan PTA is offering 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 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	One (1) 8x10' table/booth in Exhibit Hall (both days) with one (1) 6' table	One (1) 8x10' table/booth in Exhibit Hall (both days) with one (1) 6' table
Online exhibit booth **	Online exhibit booth **	Online exhibit booth **
Prominent on-site signage	Prominent on-site signage	Prominent on-site signage
Full-page advertisement in Convention Program*	Half-page advertisement in Convention Program*	Quarter-page advertisement in Convention Program*
Link from company logo on Michigan PTA website to company website for 1 year	Link from company logo on Michigan PTA website to company website for 6 months	Link from company logo on Michigan PTA website to company website for 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 two (2) emails 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
Dedicated 40 minutes to speak to all convention attendees and two (2) break-out sessions	Dedicated 20 minutes to speak to all convention attendees and one (1) break-out session	Dedicated 10 minutes to speak to all convention attendees
Bag Insert Included	Bag Insert Included	Bag Insert Included

Hybrid Sponsor \$3,000	Youth Engagement Seminar (YES) Sponsor \$2,000	Convention Bags Sponsor \$1000
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) 8 x 10' booth in Exhibit Hall with one (1) 6' table	One (1) 8x10' booth in Exhibit Hall with one (1) 6' table	
Online exhibit booth **	Online exhibit booth **	Online exhibit booth **
Prominent on-site signage	Prominent on-site signage	Prominent on-site signage
Advertising in Convention Program*	Advertising in Convention Program*	Advertising in Convention Program*
Link from company logo on Michigan PTA website to company website	Link from company logo on Michigan PTA website to company website	Logo on bags for Convention attendees and link from company logo on Michigan PTA website to company website
One (1) print ads per year in Michigan PTA newsletter	One (1) print ads per year in Michigan PTA newsletter	One (1) print ads per year in Michigan PTA newsletter
Inclusion in one (1) emails to Michigan PTA members	Inclusion in one (1) emails to Michigan PTA members	
Admission for two (2) company representatives/guests	Admission for two (2) company representatives/guests	Admission for two (2) company representatives/guests
Bag Insert Included	Bag Insert Included	Bag Insert Included

Premium Exhibitor \$650 (1d) \$750 (2d)	Exhibitor \$500 (1d) \$600 (2d)	Non-Profit Exhibitor \$100 (1d) \$150 (2d)
One (1) 8x10' booth in Exhibit Hall with 6' table	One (1) 8x10' booth in Exhibit Hall with 6' table	One (1) 8x10' booth in Exhibit Hall with 6' table
Advertising in Convention Program*	Advertising in Convention Program*	
Double Booth \$100	Double Booth \$100	Double Booth \$50
Online Exhibit Booth**	Online Exhibit Booth \$50**	Online Exhibit Booth \$50**
Bag Insert \$50	Bag Insert \$50	Bag Insert \$25

*Sponsorship (including camera-ready artwork) must be confirmed by **May 31** for inclusion in Convention Program. Sponsorships received after May 31 will be published as an insert to Convention Bags.

** Only available if a hybrid sponsor is found.

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 the meal and general session room.
- ✓ There will be dedicated time on Saturday for attendees to visit Exhibits.
- ✓ Attendees must visit all Exhibits to be eligible for drawing (Exhibit Passport)

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)

Hotel Accommodations

Best Western Premier Hotel Detroit Southfield

26555 Telegraph Rd.
Southfield, MI 48033

248.358.7600

Group rate \$109 for King or \$119 for 2 Doubles per night use group code: MPTA

Complimentary parking

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