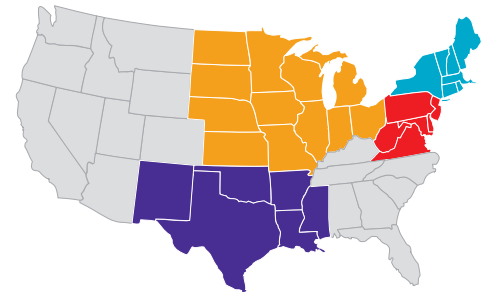


Connect With Hundreds of Parent Group Leaders in 32 States

The school environment will look very different this fall, making it an ideal time for your company to **interact in real time with school parent group decisionmakers!** PTO and PTA leaders and booster clubs throughout the country are looking for businesses like yours to help them with fundraisers, holiday shops, spiritwear, enrichment programs, events, and more.

PTOTODAY[®]
VIRTUAL EXPO



Midwest Virtual Expo
Thursday, Sept. 24, 2020
9 a.m. to 3 p.m. Central Time

Mid-Atlantic Virtual Expo
Wednesday, Sept. 30, 2020
10 a.m. to 3 p.m. Eastern Time

Southwest Virtual Expo
Tuesday, Oct. 6, 2020
10 a.m. to 3 p.m. Central Time

Northeast Virtual Expo
Thursday, Oct. 15, 2020
10 a.m. to 3 p.m. Eastern Time

Midwest
ND, SD, NE, KS, MN, IA,
MO, WI, IL, MI, IN, OH

Mid-Atlantic
PA, WV, MD, DC, VA,
NJ, DE

Southwest
NM, OK, TX, AR, LA,
MS

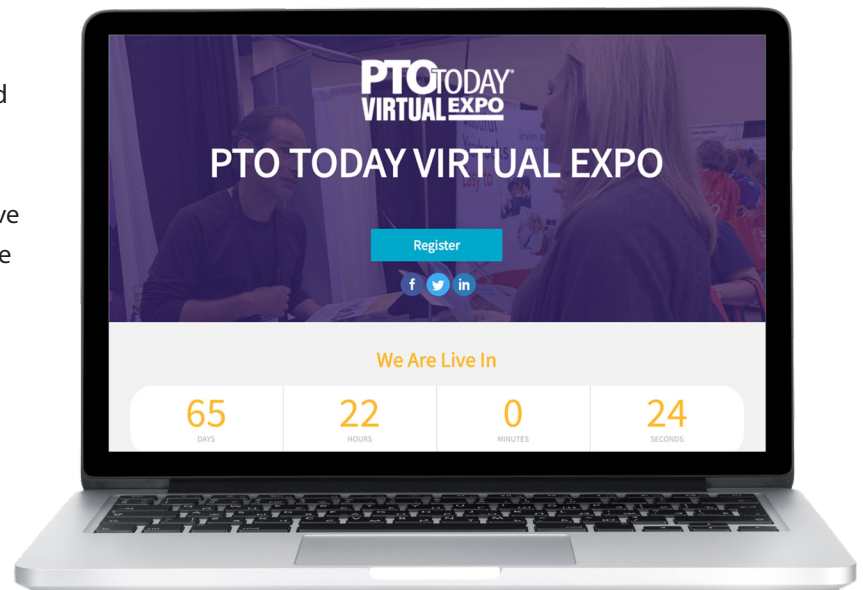
Northeast
NY, VT, NH, MA, CT,
RI, ME

Reserve Your Booth Space Now!

At the live virtual event, your company will have a dedicated “virtual booth” page on our platform. In your virtual booth, you can **create engaging moments for attendees** with real-time, face-to-face conversations, text chats, and even live presentations. You can also include video and downloadable collateral materials on your page.

Additional features:

- Attendee audio and video
- Live chat
- Q&A
- Whiteboard
- Breakout rooms
- Quizzes, surveys, and polls
- Screensharing



[SchoolFamilyMedia.com/expo](https://www.schoolfamilymedia.com/expo)

Virtual Booth Options (Pricing per show)

	Sponsor: \$3,500	Exhibitor: \$695	A&E/Nonprofit: \$295
Onboarding/training for virtual platform	✓	✓	✓
Logo placement on expo hall page	Top	Second	Third
Logo on exhibitor listing page linked to your website	✓	✓	✓
Interactive portal on company page	✓	✓	✓
Inclusion in additional attendee engagement (such as a virtual scavenger hunt or bingo)	✓	✓	✓
Post-event list of visitors to your virtual booth	✓	✓	✓
Logo inclusion on event landing page	✓	X	X
Opportunity to participate in giveaways during live event	✓	X	X
Logo inclusion in attendee emails	✓	X	X
Inclusion on PTO Today Facebook event page	✓	X	X
Post-event list of all registrants (name, email address, school name, school address)	✓	X	X

Questions?

For more information about virtual booth options or other ways to reach parent group leaders, contact John Williams at jwilliams@ptotoday.com or 800-644-3561, ext. 201.

Visit SchoolFamilyMedia.com/expo for more details and to reserve your booth today!

