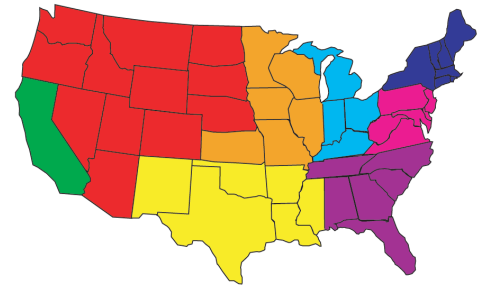


# Jump-start Your Spring and Connect With PTO and PTA Decisionmakers Across the Country

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



- California
- Midwest  
IL, MO, IA, MN, WI, KS
- Southeast  
AL, FL, GA, NC, SC, TN
- Central  
IN, KY, MI, OH
- Mid-Atlantic  
DC, DE, MD, NJ, PA, VA, WV
- Northeast  
NY, CT, MA, ME, NH, RI, VT
- Southwest  
AR, MS, OK, LA, TX, NM
- West  
AZ, CO, ID, MT, ND, NE, NV, OR, SD, UT, WA, WY

Region	Event Details	Registration Close Date
California	2/10/21 3 - 7 pm PT	2/3/2021
Midwest	2/17/21 3 - 7 pm CT	2/10/2021
Southeast	3/3/21 3 - 7 pm ET	2/19/2021
Central	3/10/21 3 - 7 pm ET	2/26/2021
Mid-Atlantic	3/17/21 3 - 7 pm ET	3/5/2021
Northeast	3/24/21 3 - 7 pm ET	3/12/2021
Southwest	4/13/21 3 - 7 pm CT	4/1/2021
West	4/21/21 3 - 7 pm MT	4/9/2021

## Reserve Your Booth Space Now!

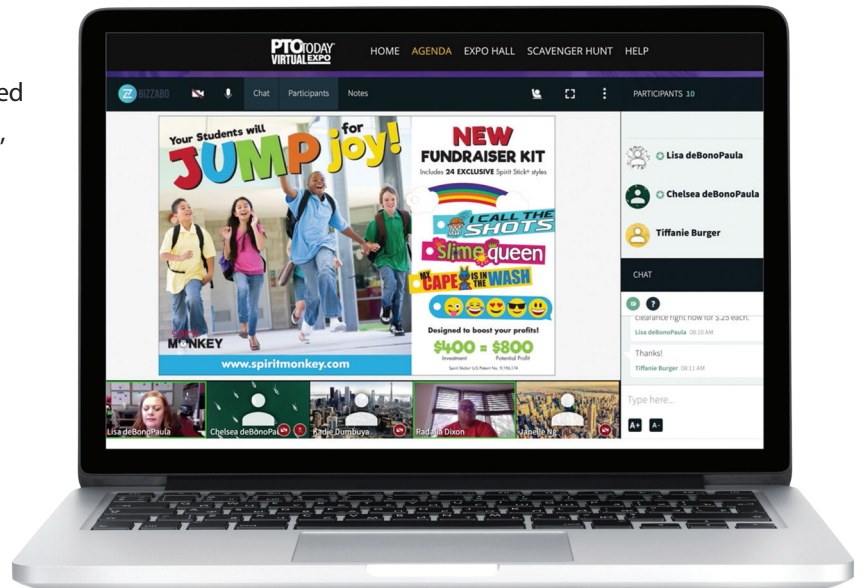
At the live virtual event, your company will have a dedicated “virtual booth” page on our platform. In your virtual booth, you can create engaging moments for attendees.

### Interactive Features:

- Live chat
- Attendee face-to-face conversations
- Presentations (video, filesharing)
- Breakout rooms
- Screensharing

### Enhancements for 2021!

- Presentations limited to two to allow for even more exhibitor engagement time
- Upgraded attendee user interface instruction
- Later time to accommodate working and homeschooling parents



Visit [SchoolFamilyMedia.com/expo](https://www.SchoolFamilyMedia.com/expo) for more details and to reserve your booth today!

Pricing *	1-3 Expos	4-7 Expos	8 Expos
Sponsor (Tiered)	\$3,500	\$3,250	\$2,900
Exhibitor	\$500	\$500	\$500
A&E/Nonprofit	\$325	\$325	\$325

\*Pricing is per Expo

Virtual Booth Options	Sponsor	Exhibitor	A&E/Nonprofit
Onboarding/training for virtual platform	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo placement on expo hall page	Top	Second	Third
Interactive virtual booth portal on company page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inclusion of one downloadable attachment/ flyer on company page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Unique login access for up to four speakers in virtual booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post-event list of opt-in visitors to your virtual booth	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post-event list of all opt-in registrants	<input checked="" type="checkbox"/>	—	—
Logo inclusion on event home page	<input checked="" type="checkbox"/>	—	—
Logo inclusion on reminder emails to registered attendees	<input checked="" type="checkbox"/>	—	—
Inclusion in PTO Today Facebook posts	<input checked="" type="checkbox"/>	—	—
<b>New!</b> Promotion of sponsor giveaways/offers	<input checked="" type="checkbox"/>	—	—
<b>New!</b> Option to provide a prerecorded 3-minute commercial or presentation on session page	<input checked="" type="checkbox"/>	—	—

## Questions?

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

Visit [SchoolFamilyMedia.com/expo](https://SchoolFamilyMedia.com/expo) for more details and to reserve your booth today!

