

PTO Today Live Expos Fall 2021

Meet Hundreds of PTO and PTA Leaders Looking to Come Back Strong in 2021

Every PTO Today Live expo attracts hundreds of PTO and PTA decisionmakers who raise money and spend money on behalf of their schools. This fall, parent groups will need to rebound more than ever after the setbacks of the past year and a half. No matter what business you're in—fundraising, playground equipment, arts & enrichment programming, etc.—you can't afford to miss a PTO Today Live event—especially this year.

Date	Location
September 14, 2021	Edison, NJ
September 21, 2021	Dallas (Plano), TX
October 5, 2021	New England (Marlborough), MA

Reserve Your Booth Space Now!

Pick one targeted event or exhibit at them all for broadest exposure. Contact John Williams at 800-644-3561, ext. 201 or jwilliams@ptotoday.com to learn more about how PTO Today Live expos can grow your business.

PTOtoday.com/exhibitor



PTO TODAY LIVE EXPO

What attendees say:

98% of previous attendees found an exhibitor at the show that they would like to use in the future.*

"We met tons of vendors, got some great ideas and free stuff!! We have used two of the vendors that we met at the expo and I'm about to contact a third for a Christmas event. Thank you!"

—Shelley Taylor,
Northfield PTO, Sparta, TN

*Spring 2019 Attendee Survey

What exhibitors say:

91% of previous exhibitors say they'll exhibit at a show again.*

"PTO Today expos have more focused attendance than other shows. Everyone that came to our booth was a potential client."

—Ryan Thompson,
Mobile Ed Productions

*Spring 2018 Exhibitor Survey

Questions?



For information about sponsorships available, contact John Williams at jwilliams@ptotoday.com or 800-644-3561, ext. 201.

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Exhibitor and Sponsorship Opportunities

A wide range of exhibitor and sponsorship opportunities are available for every kind of business and budget. Choose from standard, premium, or double booths. For nonprofits and arts & enrichment organizations, we have a tabletop option.

Become a Sponsor!

National and local event sponsorships are available at all PTO Today Live locations. Space is limited.

National Event Sponsorship includes:

- Premium double booth space in the Sponsor Pavilion (best of floor positioning)
- Logo/company name on attendee tote bag*
- Opt-in email list of parent group attendees from all sponsored events
- Logo on PTO Today Live attendee registration outreach emails in event service area
- Logo on Sponsors and Exhibitors page of PTOtoday.com
- Logo and link in post-event email to those in attendance and those unable to attend (up to 3,000 in each area)
- Opportunity to include literature in all tote bags at all events*
- Opportunity to participate in Sponsor Raffle

Cost \$9,750 (includes sponsor participation at all three events)

Local Event Sponsorship includes:

- Premium double booth space in Sponsor Pavilion (limited availability)
- Opt-in email list of parent group attendees from each sponsored event
- Logo and link in post event email to those in attendance and those unable to attend (up to 3,000 in each expo event service area)
- Logo with link to your website on Sponsors and Exhibitors page of PTOtoday.com
- Opportunity to participate in Sponsor Raffle

Cost \$3,500 (includes sponsor participation at an individual event)

** All deliverables dependent on Sponsor delivering related assets within set deadlines*

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

Exhibit at a Show

Standard Booth	\$995
Premium Corner Booth	\$1,195
Double Standard Booth	\$1,490
Double Premium Booth	\$2,300
A&E/Non-profit Tabletop	\$300



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