

# PTO Today Expos

## Meet and Network with PTO and PTA Leaders This Spring

Every PTO Today Expo event attracts hundreds of active PTO and PTA decisionmakers who are looking to raise money and spend money on behalf of their schools. No matter what business you're in—fundraising, playground equipment, arts & enrichment programming, etc.—you can't afford to miss this opportunity to meet face to face with parent group leaders and impact their plans and purchasing decisions.



Location	Event Details	Registration Close Date
Conroe, TX	<b>February 27</b> 9am - 1pm Local Time	February 20
Pasadena, CA	<b>March 7</b> 9am - 1pm Local Time	February 29
Edison, NJ	<b>March 12</b> 9am - 1pm Local Time	March 5
Chicago, IL (Drury Lane)	<b>March 20</b> 9am - 1pm Local Time	March 13
New England (Marlborough, MA)	<b>March 27</b> 9am - 1pm Local Time	March 20
Novi, MI	<b>April 11</b> 9am - 1pm Local Time	April 4

## Reserve Your Booth Space Now at [PTOtoday.com/exhibitor](https://PTOtoday.com/exhibitor)

Pick one event location or exhibit at them all for broad reach exposure. Contact John Williams at 800-644-3561, ext. 201 or [jwilliams@ptotoday.com](mailto:jwilliams@ptotoday.com) to learn more about how PTO Today Expo events can grow your business.



### 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

### 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

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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.

## Event Sponsorship Opportunities

National and local event sponsorships are available at all PTO Today Expo event 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 Expo attendee registration outreach emails in event service area
- Logo on Sponsors and Exhibitors page of PTOtoday.com
- Opportunity to include literature in all tote bags at all events\*
- Opportunity to participate in Sponsor Raffle

**Cost** \$19,500 (includes all six 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 with link to your website on Sponsors and Exhibitors page of PTOToday.com
- Opportunity to participate in Sponsor Raffle

**Cost** \$3,500 per individual event

*\*All deliverables dependent on sponsor delivering related assets within set deadlines*

Visit [PTOtoday.com/exhibitor](https://ptotoday.com/exhibitor) to reserve your spot today!

## Exhibit at a Show

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



## Questions?



For information about sponsorships available, contact John Williams at [jwilliams@ptotoday.com](mailto:jwilliams@ptotoday.com) or 800-644-3561, ext. 201.