

# PTO Today Expos

## Meet and Network with School 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 for the 2026-2027 school year.



Location	Event Details	
<b>Novi (Detroit), Michigan</b>	<b>Feb. 25, 2026</b>	9am - 1pm Local Time
<b>Mesquite (Dallas), Texas</b>	<b>March 12, 2026</b>	9am - 1pm Local Time
<b>Conroe (Houston), TX</b>	<b>March 17, 2026</b>	9am - 1pm Local Time
<b>Edison, NJ</b>	<b>March 24, 2026</b>	9am - 1pm Local Time
<b>Oakbrook Terrace (Chicago), IL</b>	<b>April 2, 2026</b>	9am - 1pm Local Time
<b>Marlborough (New England), MA</b>	<b>April 15, 2026</b>	9am - 1pm Local Time

## 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, local, and a limited number of remote 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

### National Remote Sponsorship includes:

For companies and organizations unable to attend in-person, we are offering three unique remote sponsorships at each Spring 2026 PTO Today Expo event. Highlights include:

- Opt-in attendee list
- Option to include literature in attendee tote bags at all Expo events\*
- Sponsor-program "call out" at all Expo events

**Cost** starting at \$6,500

*\*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.

# Offsite Expo Sponsorship



## Volunteer MVP Award

**Cost (6 shows):** \$9,000  
(includes cost of prizes)

**Details:** This award celebrates one outstanding expo attendee who embodies the spirit of a parent group leader. During the expo, attendees will have the opportunity to nominate fellow members. One winner will be chosen and announced at a designated time, honoring their dedication and impact.

**Prize:** \$250 Visa gift card and opportunity to provide an incremental prize (1 per show)



## Parent Group Appreciation Award

**Cost (6 shows):** \$9,000  
(includes cost of prizes)

**Details:** This award recognizes one group of attendees who attend the Expo together with three or more fellow volunteers, celebrating their commitment to teamwork and community involvement.

**Prize:** \$500 Visa gift card  
(1 per show)



## Teacher Appreciation Award

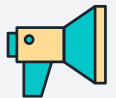
**Cost (6 shows):** \$6,500

**Details:** This award supports parent groups in creating a memorable Teacher Appreciation event at their school. Whether it's a cash prize to fund a teacher luncheon or products that teachers will enjoy, the prize is tailored to the sponsor's preference.

**Prize:** Varies based on sponsor. Prize must be valued at a minimum of \$200. (1 per show)



## Sponsorship Exposure Opportunities:



- **Prominent Logo Placement:** Linked logo on the expo landing page, featured logo on all event marketing emails, visible on-site signage, and displayed on winner certificates.
- **Brand Recognition:** Your company name is mentioned throughout the live event, ensuring consistent visibility and engagement with attendees.

*\*Sponsors will also receive the complete opt-in attendee list from each show.*

## Assets required:



- **Web logo:** Full-color vector RGB EPS file
- **Printed signage logo:** Full-color vector file

## Questions?

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