

The 94th Annual West Virginia PTA Convention will be held March 24 and 25, 2017 at the Lakeview Golf Resort in Morgantown, West Virginia. West Virginia PTA is seeking vendors and exhibitors to be a central part of our annual convention. Each year our convention hosts more than 100 individuals representing their local PTA units from across West Virginia. In trying to improve our exhibitor experience at convention, we asked for your suggestions and are going to listen! We are excited to promote some wonderful opportunities for our vendors including:

- **Dedicated Exhibit Hall time (with no competing activities!)**
- **Extended hours!**
- **Accept credit cards to pay for registration!**
- **More time to socialize with delegates (1st Annual Vendor Dinner and Reception)!**
- **Our new Virtual Exhibit Hall!**

That's right! We have expanded the Convention Exhibit Hall hours and will be devoting a "**dedicated time**" for our members to visit with you, without any other competing workshops or activities going on at the same time! The overall Exhibit Hall times will be Friday, March 24, 2017 from 9:00 am to 5:00 pm and Saturday, March 25, 2017 from 8:00 am to 12:00 pm. We have expanded our times through Saturday because it's an election year and many delegates won't arrive until Saturday morning so we want to make sure that every guest has the opportunity to see what you have to offer! You may set up one hour prior to the exhibit time, and tear down within one hour after the conclusion of the exhibit. We are also now accepting credit cards to pay for your registrations to make the process as convenient as possible!

New this year, we want to give our exhibitors even more of a chance to socialize with our delegates so we will be hosting our **1st Annual Vendor Dinner and Reception** on Friday evening. As our dinner guest, this will allow you the entire evening to socialize with our PTA members and an opportunity to visit with everyone in attendance!

As a salesperson, you know the benefit of having face-to-face time with your customers and is the best way to sell what you have to offer. Attending the convention itself is a wonderful way to do so! But what about the thousands of other PTA members that can't attend our convention? We need to be able to promote your businesses throughout the year to each and every PTA member in our state. So we have created an additional service for you! **A new "virtual exhibit hall!"**

Our state PTA website is highly visited by our members because it's the main source of all communications and resources. We wanted to provide them a central location to find the perfect vendor for their school without spending hours searching on the internet. All the work will be done for them on our website! This additional service will give a great amount of visibility to your company throughout the year! Of course for the best exposure, sign up for both our Virtual Exhibit Hall as well as be a vendor at our State Convention in March!

At our upcoming convention, each vendor or exhibitor may purchase as many table spaces as they like and will be listed in the convention program. Additionally we are offering the opportunity to display information only or provide inserts for the convention tote bag that is provided to each delegate. The Convention Registration and Virtual Exhibit Hall Registration forms are provided on the following pages. All spaces are reserved on a first come, first served basis.

Additionally, if your budget permits, a door prize from your company is always appreciated. Again this year, West Virginia PTA is offering convention program advertising. If your organization is interested in advertising in the convention program, information can be found on the enclosed forms.

West Virginia PTA has secured a convention rate at the Lakeview Golf Resort and Spa for our event. You may contact the hotel at (304) 594-1111 and request the West Virginia PTA rate of \$89.00 for a double or \$95 for a king before February 20.

On behalf of the West Virginia PTA and the thousands of PTA members across the state, I appreciate your support of the West Virginia PTA convention and hope you consider being a vendor this year or participate in our new Virtual Exhibit Hall! I look forward to working with you!



Janelle Sperry
West Virginia PTA President