



January 20, 2010

Dear Friend of Nevada PTA:

Nevada Parent Teacher Association (PTA) will hold its 70<sup>th</sup> annual state convention on April 8-10, 2010 at the Student Union on the campus of the University of Nevada, Las Vegas (UNLV), located at 4505 S. Maryland Parkway. We are excited to share four different opportunities for you and your business to become involved with Nevada PTA:

### **Parent Resource Expo**

**On Saturday, April 10, Nevada PTA will host our third Parent Resource Expo which will be open to the public and we would like to extend the opportunity to you to participate as an exhibitor.** We are planning this ONE DAY - ALL DAY event and are inviting all principals, parent organizations and other non-profits statewide, including both PTA and Non-PTA schools. Nevada PTA will do our part to encourage all invitees to participate to ensure that this event will be well attended. In return, we ask each exhibitor to donate a gift to be used as a door prize which helps to build excitement for this event. Please see the attached Exhibitors' Contract for exhibit space pricing.

### ***The tentative schedule for exhibitors is as follows:***

#### **Saturday, April 10, 2010**

6:30 a.m. - 7:30 a.m.	Exhibitor Set Up
7:30 a.m. - 8:00 a.m.	PTA Staff Walk Through
8:00 a.m. - 3:00 p.m.	Parent Resource Expo
3:00 p.m. - 4:00 p.m.	Exhibitor Tear-Down

### **Special Event Sponsorship Program**

***Our Sponsorship Program offers exhibitors additional opportunities, such as:***

- Place promotional materials at each place setting (Platinum and Gold levels)
- Hang promotional signs at the Silver Star Banquet (Platinum and Gold levels)
- Have a preferred location for your booth at the Parent Resource Expo
- Receive up to eight seats for the Silver Star Banquet

Taking advantage of this opportunity has proven to be a great success for those who have done so in the past.

### **Program Advertisements**

The PTA Convention Program is read by PTA leaders and members in over 150 schools in Nevada which makes it a valuable tool for businesses and organizations trying to reach this market. Advertisements in the program range in price from a business card ad for \$35 to a full-page color ad for \$200. Look for more information and an order form in this packet.

### **Carry the Card Program – Year-Round**

The Nevada PTA Carry the Card Program is a further opportunity to deal directly with our local PTA leaders and over 20,000 members. Please consider joining this Nevada PTA Member Benefit Program, details of which are included in this packet.

We look forward to working with you during this important event; please feel free to contact the Nevada PTA office at (702) 258-7885 with any questions that you have regarding the wide variety of options that are available to you and to your business. Thank you for your support of Nevada's children through PTA!

**70<sup>th</sup> Annual Nevada PTA Convention**  
**April 8-10, 2010**  
**University of Nevada, Las Vegas**

**Exhibit Information**

**Space Prices**

All exhibit spaces are approximately 8' x 8' and include one 6' table with skirting and 2 chairs. If your organization has special exhibit space size requirements, please contact Nevada PTA office.

Not-for-Profit Organizations	\$200.00
Commercial Organizations	\$500.00
Refundable Security Deposit	\$50.00
Parking	\$10.00 per vehicle

---

Extra table	\$ 50.00
Electricity	\$ 25.00

**Exhibitor Registration, Installation/Set Up**

Saturday, April 10                      6:30 a.m. – 7:30 a.m.

**Exhibitor Committee Walk-Through**

Saturday, April 10                      7:30 a.m. – 8:30 a.m.

All products must be on display for the committee's examination. Any materials not seen by the committee prior to the exhibit hall opening will not be allowed. Exhibitor does not need to be present for the walk-through. Nevada PTA reserves the discretionary right to disallow any materials to be on display.

**Exhibit Hours**

Saturday, April 10                      8:00 a.m. – 3:00 p.m.

**Exhibitor Tear-down**

Saturday, April 10                      3:00 p.m. –4:00 p.m.

**Location**

All exhibits, break-out sessions, and general sessions will take place at University of Nevada, Las Vegas (UNLV) in the Student Union Ballroom. The address is 4505 S. Maryland Parkway, Las Vegas, NV 89119. Parking is limited and there is a charge of \$10 per vehicle for parking on campus.

**Application for Space**

Application for booth space must be made on the enclosed application form. The original is to be returned to Nevada PTA office with payment in full. Space cannot be reserved by phone. A letter or email will be sent to you confirming acceptance to exhibit and space assignment within 2-3 weeks of receiving the application.

Full payment is required with all applications. If payment in full is not received with the application, it will be returned without being processed and priority will be lost. (Government agencies may submit a purchase order in lieu of a payment.)

Nevada PTA requires all companies who submit an application for exhibit space and payment to also submit one (1) copy of each of their materials (any brochures, order forms, catalogs, contracts, merchandise for sale, etc.) that will be displayed at the convention. The materials will be reviewed by the Exhibitor Committee and must be approved by them before Nevada PTA will confirm exhibit space to a potential exhibitor. **Each company must submit screening materials whether or not the materials have been screened and approved in the past.**

**Space Assignments**

All applicants are assigned space based on several factors including the date of receipt of the complete application package and a balanced distribution of products and services. No assignment will be made until full payment has been received. *Special Event Sponsors will receive priority space assignments.*

### **Convention Program**

Exhibitors whose applications are received and accepted no later than Friday, February 26<sup>th</sup> will be listed in the convention program. The program listing will include the organization's name and contact information. There will be a program addendum listing those exhibitors whose applications are received after Friday, February 26<sup>th</sup> but no later than Thursday, March 11, 2010. Nevada PTA cannot guarantee a listing in the addendum for any application received or accepted after Thursday, March 11th.

### **Exhibitor Registration**

Exhibitors must pre-register all personnel by March 22, 2010. Name badges will be provided and must be worn by all personnel for access to the exhibit area. In the interest of safety and for liability reasons, children under the age of 15 are not allowed in the exhibit hall during set up or tear down.

### **Audience**

- PTAs are concerned about the well being of children; they influence school decisions and legislation.
- PTAs buy educational materials and publications for both children and parents.
- PTAs are constantly looking for the latest information and innovative program ideas.
- PTA members and guests are from throughout the state of Nevada.
- PTAs have delegates that assemble each year to discuss issues, exchange ideas, and hear your message. PTA members who attend the convention bring back ideas to implement in their own school/PTA.
- This year, more than 100 PTA decision makers are expected to attend the Nevada PTA Convention.
- Nevada PTA offers non-PTA schools the opportunity to come and visit the Exhibit Hall. Those expected to attend include principals, parents, club advisors and community leaders.
- You may wish to take advantage of our Sponsorship program, as it would be an excellent opportunity for you to make contact with many schools without having to make site visits to each school.
- This is your opportunity to reach this vital group representing Nevada's largest organization for child advocacy - Nevada PTA.
- PTA does not provide membership lists to outside organizations. Exhibiting at the Nevada PTA Convention is the most cost-effective way to reach PTAs eager for products, services and information that will assist in furthering their objectives. When you reach PTA leaders at the Nevada PTA Convention, your message will also be shared with members across the state.

**70<sup>th</sup> Annual Nevada PTA Convention  
April 8-10, 2010  
University of Nevada, Las Vegas (UNLV)**

<b>Exhibitor Registration Form</b>	
Space Reservation # _____	<b>Enter Fees</b>
Not for Profit Organizations: \$200.00 per space	
Commercial Organizations: \$500.00 per space	
Refundable Security Deposit.	<b>\$50.00</b>
Extra 6' Table \$ 50.00 per table	
Electricity Fee \$ 25.00 per space (if needed)	
Parking Pass \$10 per vehicle	
<b>TOTAL AMOUNT ENCLOSED</b>	
Name of Company	Phone
Address	Fax
City	State
E-mail	Cell phone
Business License #	Resale Certificate #
<b>Please Indicate Liability Insurance Information Below</b>	
Carrier Name	Policy #
Telephone	Fax
Coverage dates	
<b>Names of Representatives Attending Convention</b>	
Name	Contact phone #
Name	Contact phone #
Name	Contact phone #
Name	Contact phone #
Description of Product/Program:	
Special Requests	
Signature	
Please send your check payable to Nevada PTA along with your completed Exhibitor Contract and Exhibitor Registration form to: Nevada PTA, 6134 West Charleston Boulevard, Las Vegas, Nevada 89146-1127	



*everychild.one voice.*

**70<sup>th</sup> Annual Nevada PTA Convention  
April 8-10, 2010  
University of Nevada, Las Vegas (UNLV)**

**Exhibitor Contract**

The undersigned agrees to rent space from Nevada PTA at its annual convention to be held April 8-10, 2010, at the University of Nevada, Las Vegas, Nevada, under the following terms, conditions and rates:

**1. Terms of Payment**

The undersigned understands that space will not be assigned without payment of fee. The undersigned hereby requests the following exhibit spaces:

Number of Spaces: \_\_\_\_ (Each space is approximately 8' x 8', with one (1) 6-foot table, two (2) chairs, table cloth and skirt.)

Not for Profit Organizations:	\$200.00 per space
Commercial Organizations:	\$500.00 per space
Extra Table	\$ 50.00 per table
Electricity, if needed	\$ 25.00 per space
Refundable Security Deposit	\$ 50.00 per exhibit

**2. Exhibitor Installation/Set-Up and Dismantling of Exhibits**

- a. Exhibits will be located in the in the Student Union Building on the campus of the University of Nevada, Las Vegas, located at 4505 S. Maryland Parkway, Las Vegas, NV 89119
- b. Exhibits will be reviewed for content and for proper display of identification on products and employees prior to opening. Nevada PTA reserves the discretionary right to disallow any materials on display. (Please see page on Screening Tips for guidelines).
- c. Exhibitors may set up, Saturday, April 10, 2010, from 6:30 a.m. – 7:30 a.m.
- d. Exhibit space not occupied by 7:30 a.m. on Saturday, April 10, may be used or sold as Nevada PTA sees fit, unless prior arrangements have been made.
- e. The Exhibitor Committee shall conduct an inspection/walk through to verify compliance with content of this contract between 7:30 a.m. and 8:00 a.m., Saturday, April 10. Exhibits may remain open no later than 3:00 p.m.
- f. Exhibits will open at 8:00 a.m., Saturday, April 10 and shall close at 3:00 p.m., on Saturday, April 10.
- g. Exhibitor expressly agrees not to dismantle the exhibit and/or begin packing prior to 3:00 p.m. on Saturday, April 10. Failure shall result in automatic forfeiture of deposit.
- h. Exhibitor agrees to have at least one (1) representative present at exhibit at all times exhibitor hall is open.
- i. Exhibitor agrees to remove all products/materials from the exhibit hall by 4:30 p.m., Saturday, April 10.
- j. Exhibitor agrees to incur any and all costs for transportation, installation, staffing, disassembly, packing and shipping of their respective exhibits.

### **3. Space Assignment**

All applicants are assigned space based on several factors including the date of receipt of the complete application package and a balanced distribution of products and services. No assignment will be made until full payment has been received. *Convention Sponsors will receive priority space assignments.*

### **4. Space Description and Furnishings**

Exhibit spaces are approximately eight feet (8') by eight feet (8'), with 1 six-foot (6') table and two (2) chairs, table cloth and table skirt. If your organization has special exhibit space size requirements, please contact the Nevada PTA office.

### **5. Electricity**

Exhibitors who require electricity for their exhibit will be charged an additional fee of \$25.00. Only 110-volt power is available, and the amount of current is limited. Exhibitors will need to provide their own power strips and electrical cords. Electrical Power Needed  Yes  No

### **6. Use of Space, Sales and Advertising**

All demonstrations, signs, promotional materials or other sales activities must be confined to the limits of the rented exhibit space. Exhibitors shall not assign, share or sublet any space allotted without the written consent of Nevada PTA. No exhibitor shall show goods or services other than those manufactured, sold or offered by it in its regular course of business. Exhibitor further agrees to prevent interference with the light or view of any other exhibitor. Exhibitor expressly agrees not to sell any merchandise that may be in competition with the merchandise of the Nevada PTA.

Will your organization be selling merchandise?  Yes  No

### **7. Animals**

No animals, except those service animals that may be personally required for sight or hearing impairment, shall be allowed within the exhibit area.

### **8. Insurance Coverage, Permits and Liability**

A. Exhibitor agrees to provide liability insurance (and workman's compensation insurance coverage, if applicable) and to provide a copy of proof of insurance(s) to Nevada PTA prior to the Exhibitor Committee walk through on April 10<sup>th</sup>. Failure to provide these documents shall result in exhibit being closed and all fees paid forfeited.

B. Exhibitor expressly agrees to have operator's business licenses, health permits, permits to sell, and resale certificates as required by city, county and state law. Copies shall be provided to Nevada PTA prior to the Exhibitor Committee walk through on April 10<sup>th</sup>. Failure to provide these documents shall result in exhibit being closed and all fees paid forfeited.

C. Exhibitor further covenants and agrees to indemnify and to fully pay and reimburse University of Nevada, Las Vegas any and all cost for the restoration of the premises damaged, destroyed or otherwise defaced by exhibitors use, including its employees, agents, and representatives.

D. Neither Nevada PTA, University of Nevada, Las Vegas, nor the management, officers, members, or staff of either, will be responsible for the safety of or injury to the exhibitor, its property and/or the employees of the exhibitor from theft, damage by fire, accident or other causes prior to, during or after the period of this contract. Upon signing this contract, the exhibitor expressly releases Nevada PTA and the University of Nevada, Las Vegas from and agrees to indemnify same against any and all claims for damage, loss and injury of any kind.

E. Reasonable care will be exercised to secure and protect the exhibit area during the periods of time it is closed to the delegates.

F. Exhibitors are advised to consult their respective insurance brokers for proper coverage of display material from the time it leaves their company's premises until its return. Exhibitors understand that neither Nevada PTA nor University of Nevada, Las Vegas maintain insurance covering the exhibitor's property. It is the sole responsibility of the exhibitor to obtain such insurance.

## **9. Exhibitors Responsibility**

A. Exhibitor is responsible for any damage to the convention facility.

B. Nothing will be pasted on, tacked, nailed, screwed or otherwise fastened to the walls, floors or any other parts of the building or furniture without the express written permission of the University of Nevada, Las Vegas.

C. Nevada PTA requires all companies that submit an application for exhibit space and payment to also submit one (1) copy of their materials (any brochures, order forms, catalogs, contracts, etc. that will be displayed at the convention.) These materials will be reviewed by the Exhibitor Committee and must be approved by them before the Nevada PTA will confirm exhibit space to a potential exhibitor. **Each company must submit screening materials whether or not they have been screened and approved in the past.**

All materials will be required to be on display for the Exhibitor Committee walk-through on Saturday, April 10, 2010. Any materials not seen by the committee prior to the exhibit hall opening cannot be exhibited. Nevada PTA reserves the right to disallow any materials.

D. Exhibitor is responsible for receiving all materials at University of Nevada, Las Vegas and for packing and shipping of materials to and from convention, as well as any costs incurred in such. Storage space in the exhibit hall is limited, however University of Nevada will accept a limited amount of convention material and freight which **must be received at least three days before the event** and addressed as follows:

University of Nevada, Las Vegas  
Attn: Shawn Dewey – Nevada PTA Conference  
4505 Maryland Parkway  
Student Union MS 2008  
Las Vegas, Nevada 89154-2008  
Hold for: (Guest's name and event date)

Please contact the Nevada PTA office prior to shipping materials to allow us to inform UNLV to expect your shipment.

**E. Exhibitor agrees to furnish at least one (1) gift to be used as a door prize.**

F. Exhibitors must pre-register all personnel on the registration form. Exhibitors will be provided with name badges when they register at the site. Badges must be worn for access to the exhibit area. In the interest of safety and for liability reasons, children under the age of 15 are not allowed in the exhibit area during installation/set up or tear down.

## **10. Cancellation**

If an exhibitor finds it necessary to cancel its company's participation in the annual Nevada PTA Convention, a refund, less a \$50 processing charge, will be made only if the cancellation is received in writing, by Nevada PTA, no later than March 5, 2010. There will be no refunds, under any circumstances, for cancellations received after March 10, 2010.

## **11. Security Deposit**

It is understood that a full refund of the \$50.00 security deposit will be made to the exhibitor upon full compliance of all terms and agreements contained in but not limited to this contract between Nevada PTA and the person(s) and/or the company executing it. Funds may be returned from the time the exhibit hall closes to no later than thirty (30) days from the close of convention. Nevada PTA reserves the right to determine time of payment and further reserves the right to retain all or part of said deposit if in its sole judgment the undersigned did not faithfully make compliance.

## **12. Convention Program**

Exhibitors whose applications are received and accepted no later than Friday, February 26, 2010, will be listed in the convention program. There will be a program addendum listing those exhibitors whose applications are received after Friday, February 26, 2010, but no later than Thursday, March 11, 2010. Nevada PTA cannot guarantee a listing in the addendum for any application received or accepted after Thursday, March 11, 2010.

The Nevada PTA reserves the right to decline or prohibit any exhibit that in its judgment is inappropriate. This reservation shall be inclusive as to persons, things, printed matter, products and conduct.

.....  
The undersigned has read and understands the rules and regulations that are part of the Exhibitor Contract for the 70<sup>th</sup> Annual Nevada PTA Convention agreement:

Executed the \_\_\_\_\_ day of \_\_\_\_\_ 2010

By: \_\_\_\_\_ (signature)

Printed: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

**Nevada PTA State Convention**  
**April 8-10, 2010**  
**University of Nevada, Las Vegas**

**Screening Tips**

Nevada PTA requires all companies who submit an application for exhibit space and payment to also submit one (1) copy of their materials (any brochures, order forms, catalogs, contracts, merchandise for sale, etc. that will be displayed at the convention.) These materials will be reviewed by the Exhibitor Committee and must be approved by them before Nevada PTA will confirm exhibit space to a potential exhibitor. **Each company must submit screening materials whether or not they have been screened and approved in the past.**

**How can you make sure your company's materials are compliant?**

1. Fundraising materials submitted cannot state that children, students or kids are doing the fundraising. This includes the collection of monies (whether for a charitable cause or not) and the actual selling (whether door-to-door or just to friends, relatives, etc.) All fundraisers must be structured so that it is the PTA or another organization/entity that is doing the fundraising.
2. The acronym PTA or the names National PTA or Nevada PTA cannot be utilized in any exhibitor's materials. All of these names are copyrighted.
3. The usage of Nevada PTA's logo or convention logo is not permitted. Any company utilizing Nevada PTA's logo or convention logo will be required to remove it from its materials and any materials in the exhibit hall confiscated.
4. Materials which ask delegates to lobby any governmental agency or official will not be approved.
5. All materials submitted must be of a non-partisan, non-sectarian nature.
6. Materials submitted must be in accordance with Nevada PTA's position statements and/or resolutions. Any company's products, services or materials which are in direct opposition to Nevada PTA's position statements or resolutions will not be approved.
7. Each company's product and/or services should be appropriately related to children, youth and the charitable and educational activities of the Nevada PTA.

The tips listed above are provided to potential exhibiting companies to clarify some of the main items for which the Exhibitor Committee will be screening. Please refer to the Exhibitor Contract for further details.

If you have any questions, please contact:

Nevada PTA  
6134 West Charleston Blvd.  
Las Vegas, Nevada 89146  
Phone 702-258-7885  
Fax 702-258-7836  
E-mail: [office@nevadapta.org](mailto:office@nevadapta.org)



everychild.one voice.

## Nevada PTA's Annual Convention Sponsorship Program

### What We Do!

Many of the Nevada PTA activities center around Leadership Training events that occur in each region of the state and at the state office. Our greatest opportunity for promoting advocacy, training, mentoring and motivating is at our Annual Convention.

### Why We Need You!

PTA is the only organization offering training and development for the dedicated group of local parent volunteers here in Nevada. Nevada PTA's Annual Convention is self-funded and self-staffed by volunteers. Success is attributed directly to sponsor support, member dues and volunteers.

### Select Your Level of Support

**Platinum \$5,000**

- Five Minute Presentation opportunity during a General Session or Meal
- Display space/booth in a preferred location at the Parent Resource Expo during Nevada PTA's Annual Convention
- Table (8 seats) for the Silver Star Banquet during Nevada PTA's Annual Convention
- Donor may provide a banner or sign to be prominently displayed at the Silver Star Banquet
- Premier Full Page Color Ad in Convention Program
- Recognition in Press Release
- Website Listing under 2010 Convention as a Platinum Sponsor
- Donor may provide favors at each seat during a Session or Meal
- Donor may provide flyer to be included in the Delegate's Welcome Package
- Logo in Thank You Section of Post Convention Newsletter

**Gold \$3,000**

- 4 tickets for the Silver Star Banquet during Nevada PTA's Annual Convention
- Donor may provide a banner or sign to be prominently displayed at the Silver Star Banquet
- Display Space/booth in a preferred location at the Parent Resource Expo during Nevada PTA's Annual Convention
- Full Page Color Ad in Convention Program
- Recognition during a Session or Meal
- Website Listing under 2010 Convention as a Gold Sponsor
- Donor may provide flyer to be included in the Delegate's Welcome Package
- Logo in Thank You Section of Post Convention Newsletter

**Silver \$1,500**

- Display Space/booth in a preferred location at the Parent Resource Expo during Nevada PTA's Annual Convention
- 2 tickets for the Silver Star Banquet during Nevada PTA's Annual Convention
- Full Page Color Ad in Convention Program
- Recognition at a Session or Meal
- Donor may provide flyer to be included in the Delegate's Welcome Package
- Logo in Thank You Section of Post Convention Newsletter

**Bronze \$750**

- Display Space/booth at the Parent Resource Expo during Nevada PTA's Annual Convention
- 2 tickets for the Silver Star Banquet during Nevada PTA's Annual Convention
- Full Page Color Ad in Convention Program
- Logo in Thank You Section of Post Convention Newsletter

**Friends of Nevada \$250**

- Full Page Color Ad in Convention Program
- Logo in Thank You Section of Post Convention Newsletter

Name	Title		
Company	Mailing Address		
Email	City	State	Zip
Phone	Fax		

Mail check and completed application to: Nevada PTA, 6134 West Charleston Blvd., Las Vegas, NV 89146



everychild.one voice.

## 70<sup>th</sup> Annual Nevada PTA Convention Program Advertisements

Do you want to reach PTA leaders and members at over 150 schools in Nevada?  
Then advertise with us!

By securing one of the available ad spaces in the Nevada PTA Convention Program, your message will reach attendees from across the state as well as the many exhibitors and vendors in attendance at the convention. By purchasing an advertisement you will help us in our continued efforts and dedication to advocate for Nevada's children.

The cost for ads in our Convention Program is minimal; ranging from a **business card ad for only \$35.00** to a **full page color ad for just \$200**. This page reflects full page ad size and color. Samples of the other advertisement sizes are on the next page.

Act now! Select your preferred ad size and remit your payment to Nevada PTA to reserve your space.

### Program Advertisement Cost

- Full Page Color Ad           **\$200.00**
- Half Page Ad                   **\$150.00**
- Quarter Page Ad              **\$ 80.00**
- Business Card Size Ad       **\$ 35.00**

*Only full page ads will be printed in color.*

*All Ads must be publish ready*

### **Ad Copy Reservation Form**

**Complete this form and return, with payment and publish ready ad, to the Nevada PTA office by Friday, February 12, 2010.**

Please print		Check one	
Name		<input type="checkbox"/>	<b>\$35</b> Business Card Size Ad
Contact Person		<input type="checkbox"/>	<b>\$80</b> Quarter Page Ad
Phone #		<input type="checkbox"/>	<b>\$150</b> Half Page Ad
E-mail		<input type="checkbox"/>	<b>\$200</b> Full Page <i>Color</i> Ad

Mail check, completed reservation form and publish-ready ad to: Nevada PTA, 6134 West Charleston Blvd., Las Vegas, NV 89146

**Best Wishes  
For a Successful Convention  
From  
ABC Elementary School**

Home of the Eagles



**" WHERE KIDS SOAR "**

70<sup>th</sup> Annual  
Nevada PTA  
Convention  
Program  
Advertisement  
Size Samples

Sagebrush PTA  
wishes to acknowledge and thank  
***Ye Olde Ice Cream Shoppe***



— our Community Partner —  
for their generous support of our  
students and activities this year.



Half Page, black  
and white  
\$150

Quarter Page  
Black and white  
\$80

**A choice for  
every budget  
Full Page Color  
\$200**

Business Card  
Black and white  
\$35



**The Piano Man**  
Private Lessons, in my home  
Monday thru Saturday

Retired Music Teacher, with over forty years of teaching experience  
Please call for more information  
Jesse James at 702-456-7890.



everychild.one voice.

## Welcome to Nevada PTA's Carry the Card Campaign

Business owners that participate in this Member Benefit program agree to:

1. Submit a tax deductible contribution of \$25.00 each year to Nevada PTA
2. Display the "Carry the Card" sign in your place of business or on your web site.
3. Agree to offer PTA members who show a current, valid PTA card the pre-agreed benefit.

Nevada PTA agrees to:

1. Post the names, addresses and benefit provided to Nevada PTA members by the Carry the Card Campaign sponsors on its website.
2. List all new sponsors in the next issue of Nevada PTA's newsletter.
3. List all sponsors in the annual Nevada PTA Convention program.
4. Encourage Nevada PTA Members to carry their PTA membership card and take advantage of the Member Benefits offered.

Rules:

1. Sponsorship in the Carry the Card Campaign is good through June 30, 2010.
2. All benefits and agreements expire on June 30 of the membership year unless renewed.
3. The Carry the Card agreement can be canceled with a thirty day notice by either party.
4. Members of the Carry the Card Campaign will be subject to approval by Nevada PTA.

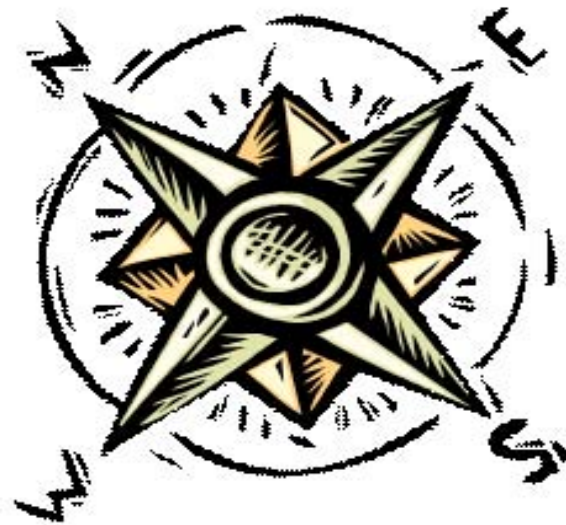
Name of Business			Type of Business
Address			Phone
City	State	Zip Code	Email
Member Benefit offered (attach additional sheet if necessary)			
Name of Authorized Agent (please print)			Signature of Authorized Agent
Website address			Date

If you have questions about Nevada PTA's Carry the Card Program, please contact the Nevada PTA Office at (702) 258-7885.

**Return completed form and check to:** Nevada PTA, 6134 West Charleston Blvd., Las Vegas, NV 89146

**70th Annual**  
Nevada Parent Teacher Association  
Convention  
University of Nevada, Las Vegas  
Student Union  
April 8 - 10, 2010

**Navigate Nevada's Future  
with PTA**



**Make Every Child's Potential a Reality**

# Guest Speakers

## Byron V. Garrett, National PTA CEO



One of the most compelling voices of our time, Byron V. Garrett became Chief Executive Officer of the National PTA in June of 2008. As CEO, Byron provides leadership for staff working in partnership with volunteer leadership to steward the nation's largest child advocacy association composed of more than five million members around the globe. Throughout his career, he has been a visionary agent of change promoting the idea that everyone has an obligation and opportunity to serve the best interests of our nation's most precious resource – children.

Byron brings to PTA a unique combination of experience from both the non-profit and governmental sectors, most recently serving as the chief of staff for the Office of Public Affairs at U.S. Customs and Border Protection (an agency of the U.S. Department of Homeland Security). Prior to this, Garrett served as national program leader for the National 4-H Headquarters at the U.S. Department of Agriculture—overseeing three mission areas (healthy living; citizenship; and science, engineering, and technology) for the program's seven million participants and 90,000 clubs. While at USDA he was appointed by The White House as co-convenor of the Helping America's Youth initiative, an interagency effort to address challenges facing youth and to promote successful solutions.

Earlier in his career, Garrett spent a decade in Phoenix as an education advocate and community leader. He served as a policy advisor for faith and community initiatives for then Governor Janet Napolitano (currently U.S. Secretary of Homeland Security); prior to that role, he was the director of the governor's Division for Community and Youth Development, where he administered multiple boards and commissions. Garrett is also a former K-8 school principal.

Formerly, Garrett served as a columnist for the Arizona Informant and is an author of several books including "The ABC's of Life." An accomplished speaker, Garrett has delivered presentations all across the U.S., Europe, Africa, and the Caribbean. He has also been a guest on MSNBC and the "Dr. Phil Show," and been featured in a number of publications, such as the Wall Street Journal, USA Today, and JET Magazine. In 2009, Ebony named Garrett to its "Power 150," an annual list of "The Most Influential Black Americans." Garrett is also a board member of the Mary J. Blige and Steve Stoute Foundation for the Advancement of Women Now, Inc.



## Punam Mathur, Vice President, Human Resources

### Work Experience

Mathur joined NV Energy, Inc. in April 2009 after 13 years in the gaming industry, most recently serving as senior vice president, corporate diversity and community affairs, for MGM MIRAGE.

During her tenure, MGM MIRAGE received numerous awards in her areas of responsibility, including being ranked among the "Top 50 Companies for Diversity" by DiversityInc magazine and one of the "Top Corporations in the U.S." for multicultural businesses by DiversityBusiness.com. Prior to joining Mirage Resorts in 1996, she had been with the Las Vegas Chamber of Commerce for six years, holding a variety of management positions, the last of which was Senior Vice President of Government Affairs.

### Education

Mathur attended the University of British Columbia in Vancouver, studying elementary education, from 1979-1982.

### Organizations

Mathur currently serves as chairperson of the Board of Trustees for Three Square, a non-profit organization dedicated to eradicating hunger in southern Nevada. She also is a member of the Leadership Las Vegas Council and a member of the Advisory Board of Habitat for Humanity- Las Vegas. An avid supporter of education, she is a member of the president's advisory task force on diversity at the University of Nevada, Las Vegas, co-chair of the Nevada Partnership for Inclusive Education, and is on the board of advisors for Nevada State College and the Clark County School District Superintendent's Education Network.

### Personal

Mathur resides in Las Vegas with her two sons and one daughter

# Tentative Schedule

## **Thursday, April 8, 2010**

Registration	4:00 pm – 7:00 pm
First Timers Orientation	4:30 pm – 5:30 pm
General Session I /Town Hall Meeting	6:30 pm – 8:00 pm

## **Friday, April 9, 2010**

Registration & PTA Store	8:00 am – 2 pm
General Session II	8:30 am – 10:30 am
Workshop Session 1	10:45 am – 12:15 pm
Lunch on your Own	12:30 pm – 2:00 pm
General Session III	2:00 pm – 4:00 pm
Region Caucus	4:00 pm – 5:00 pm
Workshop Session 2	5:00 pm – 6:30 pm

## **Saturday, April 10, 2010**

Registration & PTA Store	8:30 am – Noon
Parent Resource Expo	8:00 am – 3:00 pm
Workshop Session 3	9:00 am – 10:30 am
Round Table Discussions	11:00 am – Noon
Lunch on Your Own	Noon – 2:00 pm
General Session IV	3:00 pm – 5:00 pm
Silver Star Banquet	6:30 pm – 10:00 pm

The Parent Resource Expo will be open on  
Saturday from 8am - 3pm.

# FAQs

## **Why a Convention?**

This is the place to gain knowledge to lead your PTA, develop tools to improve your leadership skills, create successful PTA programs, network and see what your fellow PTA's are doing. Convention is the time to celebrate the many successes of our PTA's and to enjoy hard earned rewards.

## **Who Should Attend Convention?**

Did you know that one secret to a successful PTA is Convention? Why? The experience of participating in exciting workshops, listening to terrific speakers and conversing with other PTA delegates will leave you refreshed and renewed. You will walk away from Convention with ideas, information and exciting possibilities for next year.

**Your PTA is entitled to send your president plus one voting delegate for every 25 members. Additional attendees are welcome and would be non-voting.**

## **Is This a PTA Expense?**

Convention is a legitimate PTA budget expense. Every year, Nevada PTA reminds all PTAs of the importance of sending the maximum number of delegates possible to Convention and encourages them to budget accordingly. Even if you have attended Convention before, training is an ongoing process and an important component of success. Convention is your PTA professional development, and attending is the most valuable investment your PTA can make. You can't afford to miss it!

## **What Takes Place at Convention?**

Great workshops on a variety of topics are scheduled.

General Sessions are your chance to hear featured speakers, vote on proposed bylaw changes and participate in advocacy decisions that guide Nevada PTA.

## **What Do I Need To Bring?**

Your registration fee covers entrance into all general sessions, special events, workshops, the Silver Star Banquet and the exhibit hall. Meals will need to be purchased separately. If you have pre-registered you need to bring your PTA membership card and ID. Voting delegates will be issued a voting card upon presentation of a Delegate Authorization Card.

If you have not pre-registered you must have a Convention Delegate Authorization card from your PTA signed by the president and secretary, a completed registration form, and the proper fees. If you are planning to shop at the PTA Boutique, your personal, local PTA, council, and school checks, as well as cash and credit cards will be accepted.

Most importantly, bring a desire to seek and gain more knowledge, a thirst for new ideas, a willingness to meet new friends and the enthusiasm to make Convention all it can be for you.

If your PTA had a successful membership campaign, please submit an entry for the Nick Poulakidas Award. You can display your award entry using photos, fliers, science project boards or in a binder. Call the Nevada PTA office for additional information on how to apply for this award.

## **What Do I Wear?**

Dress comfortably in business casual clothes! The program is full and you will be very busy. We recommend business or party attire for the Silver Star Celebration Banquet.

Do remember to bring a lightweight jacket or sweater for the changing temperatures in the meeting rooms, which tend to be cool. Check the weather for southern Nevada!

# FAQs

## **Cancellations and Refunds**

If you register in advance and find that you are unable to attend Convention, you may either cancel or transfer your registration. While there will be no refunds for cancellations after registrations have been processed, transferring your registration to another PTA member is possible. Additional charges may apply.

A written request for a transfer, signed by the original registrant and the local PTA/PTSA president must be provided to Nevada PTA. No refunds or consideration will be given for "no shows".

## **Distribution of Materials**

Any and all materials to be distributed during the scheduled Convention must be submitted prior to the start of the Convention for approval by the president of Nevada PTA. This includes election material and any information relating to an emergency resolution. Two copies of said materials shall be furnished to Nevada PTA to be kept on file.

## **Delegate Cards**

Delegate Authorization Cards needed for voting will be issued upon receipt of your registration. They must be signed by your PTA president and secretary and brought to registration at which time a Delegate Voting Card will be issued to you. Lost delegate cards will not be replaced. It is each delegate's responsibility to keep track of this card. Under no circumstances should you give your voting delegate card to another delegate.

## **WHEN DO I NEED TO BE THERE?**

For you, your PTA/PTSA, and ultimately the children in your school to benefit the most from your attendance at Convention, it is recommended that you attend all events. Registration is always busy, so allow yourself enough time to check in and become oriented before the first event you plan to attend. If you live locally, it is not necessary for you to stay at a hotel.

## **Workshops, Speakers and Awards**

Convention is a growth experience. There will be interesting and informative workshops and one roundtable session. Local and national speakers will address a variety of subjects to inspire you to continue your interest in children, education and PTA. There will be awards presented celebrating a year of hard work by PTAs on behalf of children and the community.

## **Can I Bring My Family?**

You are welcome to bring your family.

## **Meals**

Your registration fee includes the Silver Star Banquet on Saturday night. You are on your own for the rest of the meals during the convention. There are restaurants available on the UNLV Campus and in the surrounding area. We encourage you to meet and talk to new people during your meal opportunities.

## **Parent Resource Expo**

The exhibitors will be present on Saturday. You will have multiple opportunities to visit with representatives from various community organizations and fundraising companies. This is an excellent way for your board to gather information on the many resources available to your school community and to find out about new and innovative programs and fundraising ideas.

# **Hotel Accomodations**

**Embassy Suites.....2 or 3 guests per room**  
**\$99.00 per night (negotiated Convention rate)**  
**4315 Swenson St.**  
**Las Vegas, NV 89119**  
**(702) 795-2800 or 1-800-Embassy**

The Embassy Suites is located across the street from UNLV and from the Hard Rock Hotel & Casino. They provide transportation to the airport and to the Planet Hollywood Casino. They do not provide pick up service from the airport. They provide a free made-to-order breakfast and free afternoon happy hour. Wi-Fi Internet and a 24 hour business center are also provided.

**Hyatt Place.....2 or 3 guests per room**  
**\$89.00 per night (negotiated Convention rate)**  
**4520 Paradise Rd.**  
**Las Vegas, NV 89119**  
**(702) 369-3366 or 1-800-HyattHP**

The Hyatt Place is located across the street from UNLV and the Hard Rock Hotel & Casino. Transportation is not provided to the campus. Transportation is provided to and from the airport and the Planet Hollywood Casino. They provide a free breakfast and have a Starbucks on the property. Wi-Fi Internet and a 24 hour business center are also provided.

**Hilton Homewood Suites.....2 or 4 guests per room**  
**\$139.00 - \$149.00 per night**  
**230 Hidden Well Rd.**  
**Las Vegas, NV 89119**  
**(702)407-0075 or 1-800-Call Home**

The Hilton Homewood Suites are located 4 miles from UNLV, across the street from the airport rent-a-car row. Transportation to and from the airport is provided. They also provide transportation to Mandalay Bay Resort. They provide a free breakfast and have a fully equipped kitchen in each room. Wi-Fi Internet and a 24 hour business center are also provided.

# Registration

One registration form is required for *each* delegate. This form may be duplicated as needed.

(Please Print)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: ( \_\_\_\_ ) \_\_\_\_\_ Email: \_\_\_\_\_

PTA/PTSA: \_\_\_\_\_ Y/N Newly Formed PTA (since 3/10)

Unit ID: \_\_\_\_\_ Region: \_\_\_\_\_ Council: \_\_\_\_\_

Emergency Contact: \_\_\_\_\_ Phone: ( \_\_\_\_ ) \_\_\_\_\_

I authorize Nevada PTA to use my image of likeness in promotional material and on the official web-site.

please circle one:

YES

NO

Check all that apply

- This is my first PTA convention.
- I am a unit officer (position?) \_\_\_\_\_
- I am a council officer (position?) \_\_\_\_\_
- I am a Nevada PTA Honorary Life Member.
- I am a National PTA Honorary Life Member.

## Ticket Prices

### REGISTRATION:

Full 3-day Registration \$ 100  
*including Silver Star Banquet*

Paid After 3/15/2009  
\$ 125

### PARKING:

UNLV full 3 days \$ 10

Total enclosed \$ \_\_\_\_\_

Make checks payable to:  
NEVADA PTA  
6134 West Charleston Blvd.  
Las Vegas NV 89146-1127  
702-258-7885 1-800-782-7201 fax 258-7836

Please return this form with payment by March 15, 2010 to receive the Early Bird prices.