

Pennsylvania Principals Conference

**LEAD18**

October 14-15, 2018 - Hershey Lodge

**#LEAD18 #PAPRINCIPALS**

**Exhibitor  
Information**



Dear Exhibitor:

The **Pennsylvania Principals Association** which consists of approximately 3,800 members statewide, is holding its annual conference **October 14-15, 2018 at the Hershey Lodge (325 University Dr., Hershey, PA 17033)**. On behalf of the association, we would like to extend an invitation to have you exhibit at this conference. **Only a limited number of booths are available this year, so we will take registrations on a first-come, first-served basis. Payment must be received before your booth space is reserved. A booth number will be assigned and sent to you via e-mail at a later date.**

**Please note the following information regarding exhibits has been designed to meet your needs.**

1. Exhibits are scheduled for **Monday, October 15, 2018 from 7:30 a.m. to 3:00 p.m.** Set-up time begins at **6:00 a.m.** Tear down begins at **3:00 p.m.**
2. **The Hershey Lodge uses its own drayage company, Hershey Exposition Services. You may contact them directly regarding your specific needs: 717-508-5926 or [Expositions@HersheyPA.com](mailto:Expositions@HersheyPA.com).**
3. Any charges for electric, phone or data lines *from the hotel* are in addition to your registration fee. [Click here for specific exhibitor information \(ordering electric, shipping your materials, etc.\)](#)
4. In order to ensure adequate traffic through the vendor area, our association will do the following:
  - Ø A breakfast will be held in the vendor area for all conference attendees and vendors. This will allow eating and meeting with you, the exhibitor.
  - Ø Lunch will be served around noon in the exhibit area. *No sessions are scheduled during this time to maximize traffic in the vendor area.*
  - Ø Breaks will be held in the exhibit area. The Vendor Door Prize Drawings will be held during the afternoon break.
  - Ø Breakfast, lunch and two breaks are provided to exhibitors as part of the registration fee, allowing you to remain in close proximity to your booth. *Tickets are not necessary.*
5. The fee for an 8' X 10' booth (pipe and drape with two chairs and wastebasket consisting of an 8' backdrop and a 6' draped table) will be **\$625**.
6. In order to register, complete the attached **reservation form on page 4** and mail it along with your payment to the PA Principals Association office: **P.O. Box 39, 122 Valley Road, Summerdale, PA 17093, Attention: Mary**. Reservation forms and remittance must be sent as soon as possible, **but on/before August 17, 2018** (*if you want an early booth assignment and to be named in our conference materials*). **Please Note: Registrations are NOT FINAL and booth number WILL NOT BE ASSIGNED until payment is received.**
7. Information regarding the purchase of a **conference advertisement** will be sent in a later e-mail. **Please Note:** We will no longer offer advertisements in our program booklet as we are going to a different format. However, you may purchase an ad on our Conference App (full page, color ad). *See page 5 for details.*
8. Participants are responsible for making their own hotel reservations. Please call the Hershey Lodge at **1-800-HERSHEY (437-7439)** on or before **September 12, 2018** and **specify you are with the Pennsylvania Principals Association group**, or [click here for online reservations](#). *Group rate is based on availability and space is limited.*

**We look forward to your participation at our conference. If you have any questions, please do not hesitate to contact Mary Snyder or Sheri Thompson at (717) 732-4999.**

# PA PRINCIPALS ASSOCIATION CONFERENCE VENDOR RULES

**Contract for Space:** It is understood that the PENNSYLVANIA PRINCIPALS ASSOCIATION will attempt to assign space(s) to fit your needs. Reservations are on a **first-come, first-served basis**.

**Use of Space:** All demonstrations or interviews must be confined to the limits of the exhibit booth.

**Dismantling:** The exhibitor agrees not to dismantle or do any packaging before the final closing of the exhibition at **3:00 p.m. on Monday, October 15, 2018**.

**Liability:** The exhibitor assumes complete responsibility and liability for all injury to any and all persons or property in any way connected with the exhibitor, agents, representatives or employees.

**ASCAP:** The exhibitor is solely responsible to assure proper licensing and payment of royalties to ASCAP (American Society of Composers, Authors and Publishers) and BMI (Broadcast Music Incorporated) for any copyrighted music used by the exhibitor during the trade show. The exhibitor indemnifies and agrees to hold harmless the PENNSYLVANIA PRINCIPALS ASSOCIATION for any copyright infringement by the exhibitor and/or failure of the exhibitor to properly license copyrighted music.

**Restrictions:** The PENNSYLVANIA PRINCIPALS ASSOCIATION reserves the right, through its Executive Director, to restrict any exhibits which for any reason become objectionable, and also prohibit or remove any exhibit which in the opinion of the PENNSYLVANIA PRINCIPALS ASSOCIATION's Executive Director may detract from the general character of the exhibition. In the event of such restriction or eviction, the PENNSYLVANIA PRINCIPALS ASSOCIATION will not be liable for any refunds or rentals or other related exhibit expenses. These rules become part of the contract between the exhibitor and the PENNSYLVANIA PRINCIPALS ASSOCIATION. The PENNSYLVANIA PRINCIPALS ASSOCIATION respectfully asks the full cooperation of the exhibitors. All points not covered are subject to the decision of the PENNSYLVANIA PRINCIPALS ASSOCIATION's Executive Director.

## **Important Exhibitor Instructions**

**All Exhibitors and Vendors attending our conference at the Hershey Lodge may ship their materials to the warehouse prior to the event (365 E. Derry Rd., P.O. Box 446, Warehouse 47, Bay 3, Hershey, PA 17033-0446, Phone: 717-508-5926; Fax: 717-298-1519). All shipments of common freight and crated/cartoned materials will be received at the warehouse. Warehouse hours for shipments are 7:30 a.m. - 5 p.m., Monday through Friday (excluding holidays). All shipments must be received 48 hours to 30 days in advance of the event load-in day/time, which is **6-7:15 a.m. on Monday, October 15, 2018**. [Click here for a Drayage Service Form](#).**

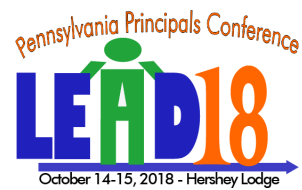
**To order electric and other booth supplies, please [click here](#). Download, complete and return the forms via fax to 717-298-1519 or call 717-508-5926.**

***Thank You and See You at the Conference!***

# Hershey Lodge, Hershey, Pennsylvania

*Hershey Lodge*, located in beautiful Hershey, Pa., the “Sweetest Place on Earth,” is a warm, welcoming and state-of-the-art facility venue for meetings/conferences. *Hershey Lodge*, 325 University Dr., Hershey, PA 17033, is the proud recipient of various awards and boasts the following amenities: 665 guest rooms and 18 suites; 100,000 sq. ft. of flexible meeting space; 35 meeting rooms, including Cocoa Suites, that can accommodate up to 2,000 people (the largest meeting space is 32,000 sq. ft.); Great American Hall is the region’s largest and most advanced meeting space; four on-property restaurants and additional dining options; access to distinctive golf on three resort courses; as well as the *The Spa At The Hotel Hershey*, featuring traditional and signature treatments.

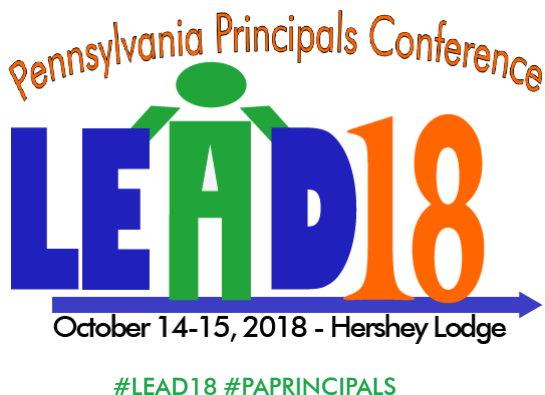
*We hope to see you there!*





# PA Principals Association Exhibits Reservation Form

## For Monday, October 15, 2018



Please reserve \_\_\_\_\_ 8' X 10' booth(s) at **\$625.00 per booth** (pipe and drape) consisting of an 8' backdrop and a 6' draped table, two chairs, a wastebasket and sign with exhibitor's name. By placing my signature below, I acknowledge and agree to follow the enclosed PA Principals Association conference vendor rules. **No booth(s)** will be reserved until a check is received.

**NAME OF COMPANY/ORGANIZATION** \_\_\_\_\_

**CONTACT PERSON** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**PHONE** (        ) \_\_\_\_\_ **FAX** (        ) \_\_\_\_\_

**E-MAIL ADDRESS** \_\_\_\_\_

**(Needed for Booth Confirmation)**

**SIGNATURE** \_\_\_\_\_

### FOR YOUR INFORMATION

- ◆ Part of your registration fee will be used for door prizes. Door prizes will be awarded only to conference attendees who enter the exhibit area and complete and return their Vendor Visit Cards.
- ◆ **Cancellation fee** – more than 60 days before - **\$50.00**; less than 60 days, but more than 30 days - **\$300.00**; more than 15 days, but less than 30 days – **\$400.00**; and less than 15 days - **No refund**.
- ◆ *Not included in exhibitor fee is shipping and receipt of materials to drayage company, electricity, additional chairs and tables, data lines or other services.*
- ◆ Reservation forms and remittance must be sent as soon as possible, but **on or before August 17, 2018**, if you want an early booth assignment and named in the conference pocket guide. **If the event is sold out, your check will be returned.**
- ◆ Make checks payable to: **PA PRINCIPALS ASSOCIATION CONFERENCE**.
- ◆ Please mail **registration** and **total remittance fee** to: **Mary Snyder, c/o PA Principals Association, 122 Valley Road, P.O. Box 39, Summerdale, PA 17093.**

*For additional services and/or information, call Mary Snyder or Sheri Thompson at (717) 732-4999.*

# PA Principals Association Advertisement Reservation Form



Since we will no longer offer a conference program booklet (*instead we will offer a smaller foldable pocket guide*), we are offering our vendors and sponsors a **new advertising opportunity** on our **2018 PA Principals Association Conference App**. To reserve space for an advertisement(s) on our **Conference App**, please complete the following form and return with **payment** to:

**Sheri Thompson**  
**Director of Communications**  
**PA Principals Association**  
**P.O Box 39, 122 Valley Road**  
**Summerdale, PA 17093**

**(717) 732-4999 (Phone)**  
**(717) 732-4890 (Fax)**  
**[sherit@paprincipals.org](mailto:sherit@paprincipals.org) (E-mail)**

## AD RATES:

**WITH BOOTH: \$250/full-page, color**

**NO BOOTH: \$500/full-page, color**

## AD SPECIFICATIONS:

**FULL PAGE, COLOR AD: 8 1/2 x 11 - Sent as a PDF**  
**(Ads will appear smaller on computer or other device.)**

## AD DEADLINES:

**Ad Space Must Be Reserved (With Ad Form) No Later Than Friday, August 3, 2018.**  
**All Ads Must Be Received By Friday, August 31, 2018.**

Contact Name \_\_\_\_\_

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

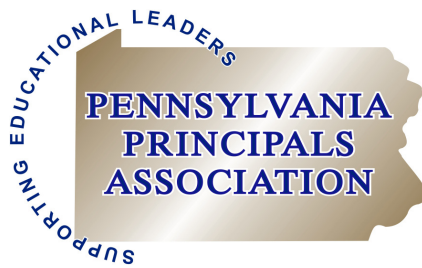
Company Address \_\_\_\_\_

Phone Number (    ) \_\_\_\_\_ E-mail Address \_\_\_\_\_

Booth \_\_\_\_\_ No Booth \_\_\_\_\_ Total Amount Due \$ \_\_\_\_\_

**Please Note:** Payment must accompany your advertisement; however, it is acceptable to e-mail your ad to [sherit@paprincipals.org](mailto:sherit@paprincipals.org) (as a PDF) prior to mailing your check. Booths should be paid for separately, but it is not required. A form **MUST** be completed and received with payment.

**Make check payable to:** PA Principals Association Conference.



**P.O. Box 39  
122 Valley Road  
Summerdale, PA 17093  
(717) 732-4999 (Office)  
(717) 732-4890 (Fax)  
[www.papprincipals.org](http://www.papprincipals.org)**