

Pennsylvania Principals Conference



October 10-12, 2021 - The Penn Stater

[#PALEAD21](#) [#PAPRINCIPALS](#)

Exhibitor Information



#PALEAD21 #PAPRINCIPALS

Dear Exhibitor:

The **Pennsylvania Principals Association**, with approximately 3,500 members statewide, is holding its **LEAD21 Conference, October 10-12, 2021, at The Penn Stater Conference Center Hotel, State College, Pa.** On behalf of the association, we would like to extend an invitation to have you exhibit at this conference. **Payment must be received before your booth space is reserved. A booth number will be assigned by the PA Principals' staff in early August and sent to you via email at a later date. Please note our state office address change in bullet number 8 below.**

Please note the following information regarding exhibits has been revised from previous years to meet your needs. We hope that you'll be pleased with these changes!

- This year's fee (for an 8'x10' area consisting of a 6' covered table – no pipe and drape – with two chairs and a wastebasket) will be available at a new, discounted fee of \$450.**
- Exhibits are scheduled for **a half day on Monday, October 11, 2021 from 7:30 a.m. to 1:00 p.m. in Presidents Hall 1-4.** Set-up time begins at **6:00 a.m.** Tear down is after **1:00 p.m.**
- We have reduced the total number of booths to allow for more interaction. *First come, first served - so sign up early!***
- The Penn Stater will provide exhibit set-up, including AV/electric and shipping. **Contact them directly regarding your specific needs. [Click Here for the AV/Electric form.](#) [Click here for the Shipping form.](#)**
- Any charges for electric, phone or data lines **from the hotel are in addition to your registration fee.**
- In order to ensure adequate traffic through the vendor area, our association will do the following:
 - As per your evaluation suggestions, we've created a new booth arrangement with tables around the perimeter of the room and also booths located toward the center of the room (*no booths facing a wall*).
 - 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.
 - Lunch will be served around noon in the exhibit area. ***No sessions are scheduled during this time to maximize traffic in the vendor area.***
 - A longer a.m. break will be held in the exhibit area. **Please Note:** Participants will still turn in their vendor visit cards; however, the drawing will be held at the end of the conference (on Tuesday). Vendors are welcome to use the mic during lunch to do their own prize give-aways.
 - Breakfast, lunch and an a.m. break are provided to exhibitors as part of the discounted registration fee, allowing you to remain in close proximity to your booth.
- To register, complete the attached **form on page 4.** As the contact person, please indicate on the form if you are attending or coordinating the representative(s) who will attend the conference. The contact person is responsible for distributing any/all pertinent information provided by the PA Principals Association prior to the conference.
- Once the registration form is completed, mail it along with your payment to the PA Principals Association office (**please note address change**): **122 Valley Street, Enola, PA 17025, Attention: Mary.** Reservation forms and remittance must be sent as soon as possible, **but on/before August 6, 2021** (*if you want an early booth assignment and to be named in our conference materials*). **Please Note: Registrations are NOT FINAL and a booth number WILL NOT BE ASSIGNED until payment is received. Lock-in forms will no longer be sent to the previous year's vendors.**
- Please Note:** We no longer offer advertisements in a program booklet. However, you may purchase an ad on our **Conference App. See page 5 for details.**
- If hotel accommodations are required, please call the Penn Stater Hotel at **1-800-233-7505** on/or before **September 7, 2021** and specify you are with the Pennsylvania Principals Association group by using the **Group Code PAPER21A**, or to reserve a room online, visit <https://thepennstaterhotel.psu.edu>, click **BOOK NOW**, select your reservation criteria, and enter **Group Code PAPER21A**, Click **Check Availability**. *Group rate is based on availability and space is limited.*

We look forward to your participation at our conference. Questions? Please contact Mary Snyder (snyder@papprincipals.org) or Sheri Thompson (sherit@papprincipals.org)

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 space.

Dismantling: The exhibitor agrees not to dismantle or do any packaging before the final closing of the exhibition at **1:00 p.m. on Monday, October 11, 2021**.

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.

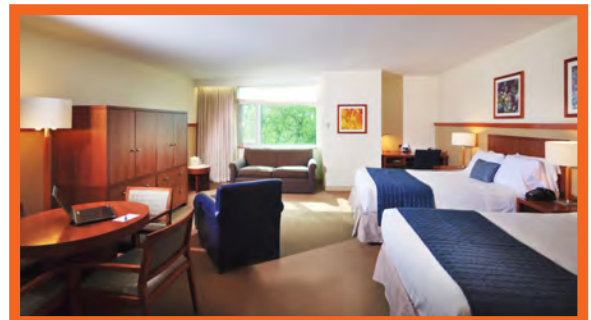
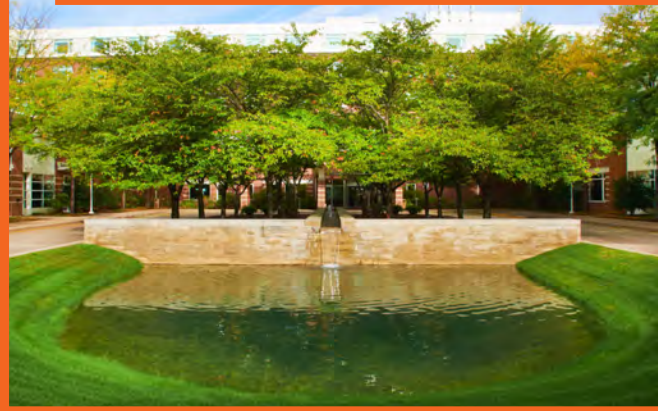
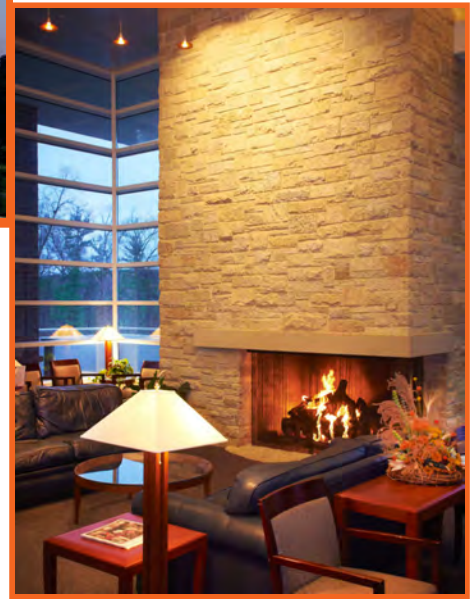
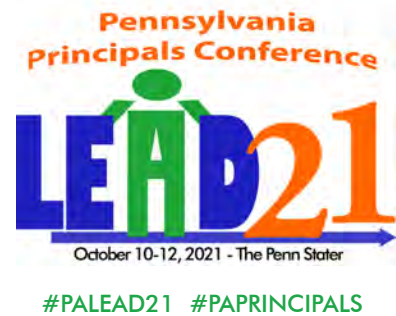
The Penn Stater Conference Center Hotel

We are happy once again to hold our LEAD21 Conference at the popular Penn Stater Conference Center Hotel, 215 Innovation Boulevard, State College, Pa., (800) 233-7505.

The exhibit area will be in **Presidents Hall 1-4**, an expansive space that can accommodate meetings, large banquets and public displays and exhibitions. This facility is a total of four adjoining halls with a combined seating of over 850 guests. A banquet drop-off/loading area is adjacent to the Hall making it extremely convenient for the vendors. Below are several photos of the facility.

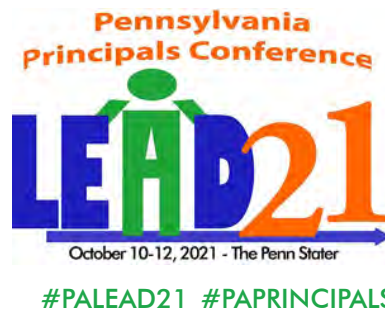
[Click here](#) for a Shipping and Delivery form from the The Penn Stater.

We hope to see you there!



PA Principals Association Exhibit Reservation Form

For Monday, October 11, 2021



Please reserve _____ 8'x10' booth area(s) at **\$450.00 each** consisting of an **6' covered table (no pipe & drape), two chairs and a wastebasket**. 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 _____

TYPE OF BUSINESS _____

CONTACT PERSON* _____ ATTENDING () or COORDINATING ()

ADDRESS _____

PHONE _____ FAX _____

EMAIL ADDRESS _____

(Needed for Booth Confirmation)

THERE WILL () WILL NOT () BE SOMEONE FROM OUR ORGANIZATION STAYING OVERNIGHT AT THE PENN STATER _____

(Please list names if known)

SIGNATURE _____

**Please notify Mary Snyder at PA Principals (snyder@papprincipals.org) if contact info. changes no later than Aug. 6, 2021 to assure you receive all information necessary for conference - especially booth assignment.*

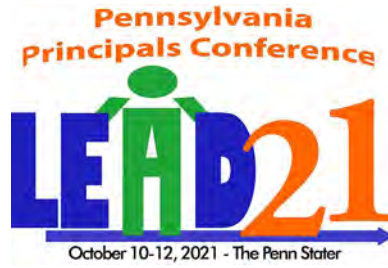
The contact person is responsible for distributing any/all pertinent information provided by the PA Principals Association prior to the conference.

FOR YOUR INFORMATION

- ◆ **Cancellation Policy:** more than 60 days before – refund all but a service charge of **\$50.00**; between 30-60 days out – **refund \$225.00**; between 15-30 days out – **refund \$125.00**; and less than 15 days – **No Refund**.
- ◆ *Not included in exhibitor fee is shipping and receipt of materials to the hotel, electricity, additional chairs and tables, data lines or other services. (See page 1 for a link to the Penn Stater's form.)*
- ◆ Reservation forms w/remittance must be sent as soon as possible, but **on/before Aug. 6, 2021**, if you want an early booth assignment and named in the conference pocket guide. **If 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 Street, Enola, PA 17025. (Please note address change.)**

For additional services and/or information, contact Mary Snyder (snyder@papprincipals.org) or Sheri Thompson (sherit@papprincipals.org)

Conference 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 **LEAD21 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
122 Valley Street
Enola, PA 17025
(Please note address change)
(717) 732-4999
sherit@paprincipals.org

APP AD RATES:
WITH BOOTH: \$250/full-page, color
NO BOOTH: \$500/full-page, color

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

APP AD DEADLINES:
All Ads Must Be Reserved With Ad Form and
Ad Received No Later Than Friday, August 13, 2021.

Contact Name _____

Company Name _____

Company Address _____

Phone Number _____ Email Address _____

Booth _____ No Booth _____ Total Amount Due \$ _____

Please Note: Payment must accompany your advertisement; however, it is acceptable to email your ad to 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