

# 89<sup>TH</sup> Annual Convention and Exhibition



**Children are Oceans of Possibilities**

*Sea Mist Oceanfront Resort  
Myrtle Beach, SC  
April 20-21, 2012*

## ***Welcome from the President***

Dear Exhibitor:

The 89th Annual Convention of the South Carolina PTA will be held April 20 – 21, 2012, at Sea Mist Oceanfront Resort, Myrtle Beach, South Carolina. The South Carolina PTA would like to invite you to be part of the 2012 Convention Hall of Exhibits. PTA leaders from throughout the state will come together to learn about PTA management and leadership. We are working to expand our reach by partnering with agencies that promote parent, school and community involvement for the success of children and hope that this will make our convention appealing to educators, community members, and stakeholders as well.

This year we have opened up the exhibits to the local schools, churches, and the general public in the Myrtle Beach and surrounding areas. We hope that you will also consider supporting this event as a sponsor of one of the many activities that are being planned to make our convention one that celebrates successful connections in the areas of parent, family and community partnerships.

I hope that you will consider joining us for this special event of celebrating the hard work of our local units and their members!

Sincerely,

Martha C. Knight  
SCPTA President



### **PURPOSE OF PTA**

- ◆ To promote the welfare of the children and youth in home, school, community, and place of worship.
- ◆ To raise the standards of home life.
- ◆ To secure adequate laws for the care and protection of children and youth.
- ◆ To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth.
- ◆ To develop between educators and the general public such united efforts as will secure for all children and youth

### **PTA MISSION**

- ◆ A powerful voice for all children;
- ◆ A relevant resource for families and communities, and
- ◆ A strong advocate for the education and well-being of every child.

### **PTA VISION**

- ◆ Making every child's potential a reality.

## EXHIBITOR INFORMATION

### LOCATION AND TENTATIVE SCHEDULE

All exhibits, workshops, and general sessions will take place in the Sea Mist Conference Center at 12th Avenue South, Myrtle Beach.

### EXHIBIT HOURS

Friday, April 20, 2012 10:00 am—6:00 pm (SCPTA and Open to Public)

Saturday, April 21, 2012 8:00 am—2:00 pm (SCPTA delegates and members only)

#### Booth

- ◆ 8' x 10' open spaced piped and draped
- ◆ 8' draped and skirted table with 2 chairs
- ◆ Listing in the SCPTA Convention Booklet
- ◆ Friday Lunch tickets (2)
- ◆ Saturday Continental Breakfast tickets (2)

#### Location

- ◆ Willow Hall, Sea Mist Conference Center  
12th Avenue South, Myrtle Beach SC 29577  
800-200-8687

#### Registration Fee

- ◆ For Profit Exhibitor \$500
- ◆ Non-Profit Exhibitor \$50
- ◆ Additional adjoining booths \$300

*Note: Booth assignments made on first-come, first serve basis.*

### EXHIBIT SET UP

Thursday, April 19, 2012 6:00—9:00 pm

### EXHIBIT WALK-THROUGH

Friday, April 20, 2012 9:30 am All materials must have the approval of the South Carolina PTA Board of Directors and must be on display during the walk-through.

### TEAR DOWN SCHEDULE

Saturday, April 21, 2012 2:00 pm No exhibits removed prior to 2:00 pm.

### LODGING INFORMATION

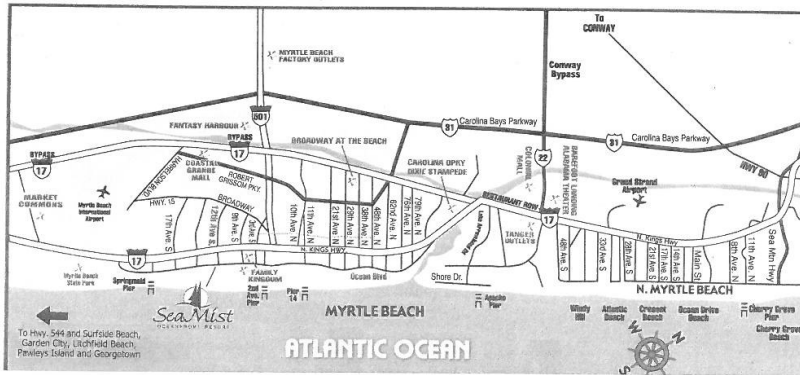
A block of sleeping rooms have been reserved. The rate is \$75 a night. Family rates for 2 nights (\$241.69) and 3 nights (\$362.55) are also available.

Reservations can be made by calling 800-732-6478 (7am—11pm daily) or online at [www.seamist.com](http://www.seamist.com). The group number is 540903.

South Carolina PTA  
1826 Henderson Street  
Columbia, SC 29201  
Phone: 803-765-0806  
Toll Free: 800-743-3782  
Fax: 803-765-0399  
[www.scpta.org](http://www.scpta.org)  
[office@scpta.org](mailto:office@scpta.org)

## Children are Oceans of Possibilities

# Sea Mist Resort



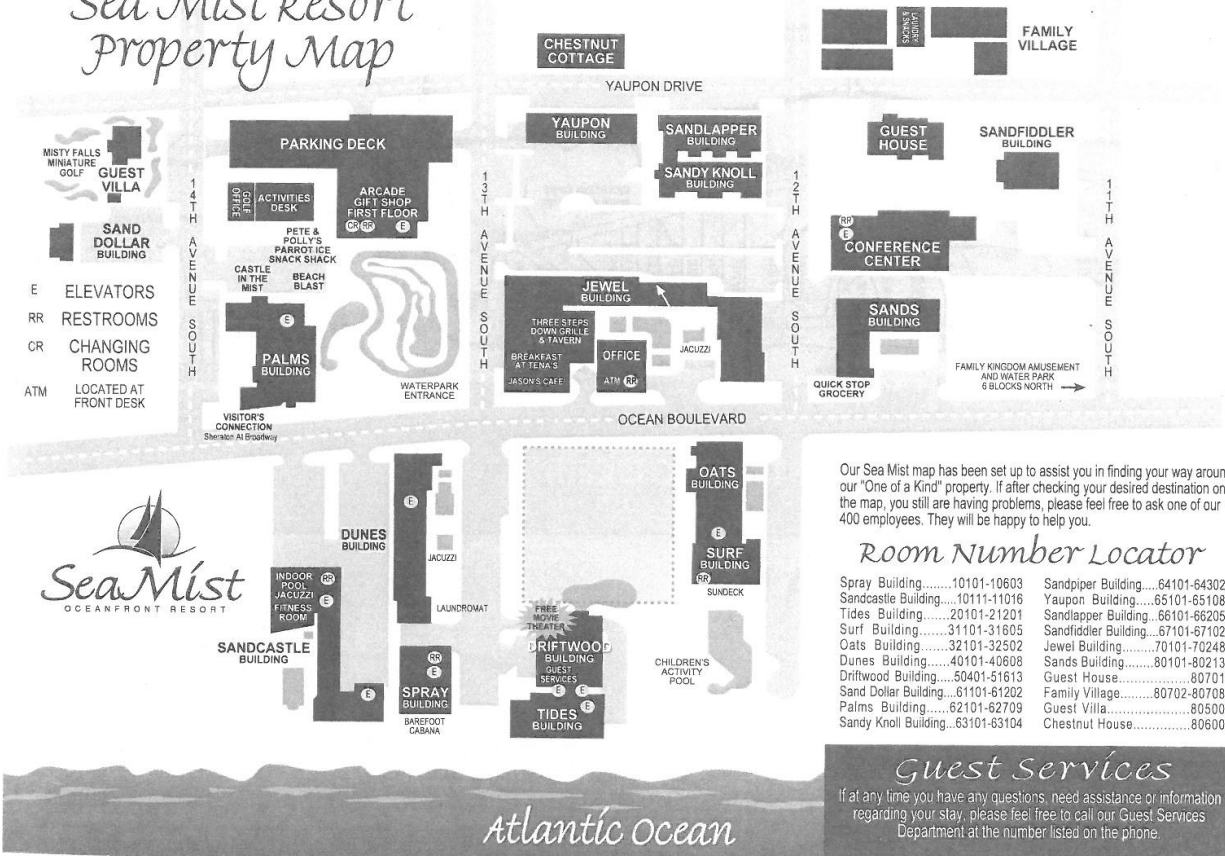
## GRAND STRAND AREA MAP



1200 South Ocean Blvd., Myrtle Beach, SC 29577 • 843-448-1551

KINGS HWY - US 17 BUSINESS

## Sea Mist Resort Property Map



Our Sea Mist map has been set up to assist you in finding your way around our "One of a Kind" property. If after checking your desired destination on the map, you still are having problems, please feel free to ask one of our 400 employees. They will be happy to help you.

### Room Number Locator

Spray Building.....10101-10603	Sandpiper Building....64101-64302
Sandcastle Building....10111-11016	Yaupon Building.....65101-65108
Tides Building.....20101-21201	Sandlapper Building...66101-66205
Surf Building.....31101-31605	Sandfiddler Building...67101-67102
Oats Building.....32101-32502	Jewel Building.....70101-70248
Dunes Building.....40101-40608	Sands Building.....80101-80213
Driftwood Building....50401-51613	Family Village.....80702-80708
Sand Dollar Building...61101-61202	Guest Villa.....80500
Palms Building.....62101-62709	Chestnut House.....80600
Sandy Knoll Building...63101-63104	

### Guest Services

If at any time you have any questions, need assistance or information regarding your stay, please feel free to call our Guest Services Department at the number listed on the phone.

## PTA REGULATIONS GOVERNING EXHIBITS

- ◆ No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted; nor permit any other person to exhibit therein any goods other than those manufactured or jobbed by the exhibitor in the regular course of his business; nor permit any representative or any company not exhibiting to solicit business or take orders in this space.
- ◆ SCPTA, its employees and representatives shall not be responsible or liable for the properties of any exhibitor, nor any loss, theft, damage, injury occurring to the exhibitor, its employees or representatives. PTA will, however, use every effort to protect exhibitors against such loss. In all cases exhibitors wishing to insure their goods, must do so at their own expense.
- ◆ All exhibits must be confined to the assigned space and must not be of such nature or arrangement as to obstruct the view of or interfere with the exhibits of others. Without consent of the Exhibit Chairman, no exhibits or other construction shall exceed a maximum of 8' in background or 3' division rail height, except that background height may extend out from the booth backline not to exceed 4'. All exhibit construction must be finished or covered so as not to be unsightly to neighboring exhibitors. All exhibits higher than 3' should be displayed in the rear 4' booth depth. Public address systems cannot be used if such use interferes or disturbs other exhibitors. Only fireproof materials can be used in exhibit decoration. All electrical equipment must be U.L. approved and all gas operating equipment must be G.A. approved.
- ◆ The policies of Sea Mist Oceanfront Resort will not allow anyone to nail, staple, tape, spray, hang or attach anything to the walls, ceilings, or floors; and all exhibitors shall assume responsibility for and hold PTA harmless and defend it against any said damages to the building.
- ◆ Show Hours: Friday, April 20, 2012, from 10:00 am to 6:00 pm. and Saturday, April 21, 2012, from 8:00 am to 2:00 pm.
- ◆ Removal of Exhibits: Exhibitors must dismantle and remove their exhibits after 2:00 p.m. on April 21, 2012.
- ◆ Booths: Approximately 8' x 10' open space piped and draped. Included in this booth charge is an 8' draped table, and two chairs. The South Carolina PTA will furnish nametags for the exhibitors. Exhibitors may use their own furniture and equipment.
- ◆ Payment: Payment for the space must be returned to SCPTA Office at 1826 Henderson Street, Columbia, SC 29201 with the Exhibit Registration Form.
- ◆ Insurance: Exhibitors must submit a copy of their liability insurance to the SCPTA Office at 1826 Henderson Street, Columbia, SC 29201 with the Exhibit Registration form.
- ◆ Refunds: A refund will be made if a written cancellation is requested by April 13, 2012. SCPTA will refund the total amount which the exhibitor has paid to date, less the sum of \$100 per space, which will be retained as a cancellation charge. No refunds under any circumstances will be made after April 13, 2012.
- ◆ Door Prize Drawings: South Carolina PTA will sponsor a drawing of prizes donated by exhibitors on Saturday, April 21 after 2:00 pm. Delegates must have their card stamped at each booth to be eligible. South Carolina PTA will provide cards and stamps.
- ◆ **Names and addresses of delegates will not be furnished by South Carolina PTA.** Names may be requested of delegates as they visit each booth.
- ◆ **Booth assignments will be made upon arrival.** No changes will be made unless an emergency situation develops. Every effort will be made to alternate exhibits so that competitors will not be side by side.
- ◆ If your booth requires an electrical outlet, etc., you **MUST** indicate that on the Exhibit Registration Form. Extension cords are not provided. Every effort will be made to accommodate your request.
- ◆ Smoking in Sea Mist Conference Center property is prohibited.
- ◆ Alcoholic beverages in Sea Mist Conference Center property is prohibited.
- ◆ SCPTA reserves the right to decline or prohibit any exhibit, which in its judgment is inappropriate. This reservation is all-inclusive as to persons, things, printed matter, products, and conduct.
- ◆ SCPTA reserves the right to decline or prohibit any exhibitor, who in sole and discretionary judgment of SCPTA has not fulfilled any previous contractual obligations to unit, council, or district PTAs. Exhibitors, who cause or have caused SCPTA a financial burden or harass other exhibitors, delegates, SCPTA staff or volunteers, will not be permitted at this or any future convention or leadership training.
- ◆ Exhibitors may ship exhibiting materials prior to arrival at convention. Ship to LeAnne McCulloch, Sea Mist Oceanfront Resort, 304 Ocean Boulevard, Myrtle Beach, SC 29577. All shipments must be marked with "2012 SCPTA Annual Convention". All shipments must arrive by Friday, April 13, 2012.

# ADVERTISING AND SPONSORSHIP

## ADVERTISING OPPORTUNITIES

South Carolina PTA will publish a convention program for all delegates. This is an additional promotion for your business to support South Carolina PTA. Advertising will allow your company wider recognition. All advertisements must be approved by South Carolina PTA. Please complete the appropriate section on the Exhibit Registration Form.

All ads must be received by March 30, 2012, and camera ready.

Full Page advertisement = \$500.00

Half Page advertisement = \$250.00

Quarter Page advertisement = \$100.00

## SPONSORSHIP OPPORTUNITIES

South Carolina PTA is a professional, non-profit volunteer organization committed to the well being of all children. We are committed to bringing all parties in a community together for a common cause and making connections – *to advocate and improve the lives of children*. You can share in our commitment through sponsorship of an event at our convention.

**Saturday Morning “Get Connected” Breakfast** **\$300.00 (minimum)**

Food and Beverage for delegates’ breakfast

**Saturday SCPTA Awards Program** **\$300.00 (minimum)**

Plaques and Certificates for Local Unit Achievement in the Areas of Parent Involvement, Communications, Programs, Advocacy, and Individual Service

**Helen Stokes Memorial Scholarship Awards** **\$200.00 (minimum)**

**SCPTA Reflections Ceremony** **\$500.00 (minimum)**

Food, non-alcoholic beverages, plaques and certificates  
For students in grades K4-12 that will be recognized for  
Artistic and Academic Achievement

*The ceremony will begin promptly at 6:00 pm. in the Magnolia I & II on Saturday, April 21.*

*Your company will receive acknowledgement in the South Carolina PTA Convention Program and the opportunity to provide one flyer or brochure and sample product in the convention tote bag received by delegates. Materials must be received at the Sea Mist Oceanfront Resort by Friday, April 13, to be put into the convention tote bag.*

# Children are Oceans of Possibilities

**South Carolina PTA 89<sup>h</sup> Annual Convention, April 20-21, 2012**  
**EXHIBIT REGISTRATION FORM**

**COMPANY NAME:**

COMMERICAL  NON-PROFIT

**CONTACT NAME:**

**MAILING ADDRESS:**

**TELEPHONE:**

**EMAIL:**

**POWER NEEDED:** YES  NO

**ATTENDING:** 1. \_\_\_\_\_ 2. \_\_\_\_\_

**PRODUCT/SERVICE:** \_\_\_\_\_

**REGISTRATION FEES**

- |   |                    |
|---|--------------------|
| <input type="checkbox"/> For Profit Exhibitor                       | \$500              |
| <input type="checkbox"/> Non-Profit Exhibitor                       | \$50               |
| <input type="checkbox"/> Additional adjoining booths                | \$300              |
| <input type="checkbox"/> Saturday Morning "Get Connected" Breakfast | \$300.00 (minimum) |
| <input type="checkbox"/> Saturday SCPTA Awards Program              | \$300.00 (minimum) |
| <input type="checkbox"/> Helen Stokes Memorial Scholarship Awards   | \$200.00 (minimum) |
| <input type="checkbox"/> SCPTA Reflections Ceremony                 | \$500.00 (minimum) |
| <input type="checkbox"/> Full Page advertisement                    | \$500.00           |
| <input type="checkbox"/> Half Page advertisement                    | \$250.00           |
| <input type="checkbox"/> Quarter Page advertisement                 | <u>\$100.00</u>    |

**AMOUNT ENCLOSED**

Exhibitors can begin registering online at [www.scpta.org](http://www.scpta.org) as of Wednesday, **January 11, 2012**, or complete and return this form to Lorene Welch, SCPTA Executive Director, [lwelch@scpta.org](mailto:lwelch@scpta.org) or SCPTA attention: Lorene Welch, 1826 Henderson Street, Columbia, SC 29201. Exhibit registration will end on Friday, March 30, 2012.

South Carolina PTA agrees to provide the above services for the indicated fee at the 2012 Annual Convention. The exhibitor will agree to adhere to all South Carolina PTA exhibit guidelines and decisions made by the SCPTA Board of Directors.

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

SIGNED: \_\_\_\_\_

DATE: \_\_\_\_\_

South Carolina Congress of  
Parents and Teachers

**SOUTH CAROLINA PTA OFFICE**  
1826 Henderson Street  
Columbia, South Carolina 29201

**Phone:** 800-743-3782  
803-765-0806  
**Fax:** 803-765-0399  
**Email:** office@scpta.org  
**Website:** www.scpta.org

NON-PROFIT ORG.  
US POSTAGE PAID  
COLUMBIA, SC  
PERMIT NO. 673

**Have a question about PTA? Don't know who to ask?**

Then contact the SCPTA office at 800-743-3782 and Lorene Welch will be happy to help you! The SCPTA Office is here to make your PTA life easier! The office hours are 9am - 5pm Monday through Friday.

**CHECK US OUT ON THE WEB! [www.scpta.org](http://www.scpta.org)**



## **Important Dates**

**February 8, 2012**—Legislative Conference, Clarion Hotel, Columbia, SC and Reflections Turn-In

**February 26, 2012**—Open House at SCPTA Office

**March 1, 2012**—Final Membership & Dues Report Date

**April 20, 2012**—SCPTA Vendor Fair, Myrtle Beach, SC— Sea Mist Oceanfront Resort. Open to Public.

**April 21, 2012**—89th Annual Convention, Myrtle Beach, SC— Sea Mist Oceanfront Resort

## **SCPTA Executive Committee**

**President:** Martha C. Knight, mknight3294@yahoo.com

**President Elect:** vacant

**Vice President for Legislation:** Clifford Fulmore, Clifford\_fulmore@hotmail.com

**Secretary:** Jerry Boozer, jerryboozer3@hotmail.com

**Vice President for Membership Field Services:** Tanya Robinson, krobinson20@sc.rr.com

**Vice President for Programs:** Connie Bush, conniebush@marykay.com

**Treasurer:** Jodie Keener, jkeener@pinnaclebanksc.com or mjkeener1@att.net

**District President Representatives:** Shawn Rearden, reardenshawn@yahoo.com and Susan Strohm, susanuga83@aol.com