SPONSOR AND EXHIBITOR PROSPECTUS

98th Annual Oklahoma PTA State Convention & Expo
Renaissance Hotel and Conference Center, Tulsa, OK
July 10th-11th, 2020
PTAS, SCHOOLS, FAMILIES & YOU

Dear Prospective Exhibitors,

The 98th Oklahoma PTA Convention will be held July 10-11, 2020, at the Renaissance Hotel and conference Center, Tulsa, OK.

Over 350 local leaders from throughout the state will gather in Tulsa to learn about PTA management and leadership. They will also come to celebrate their accomplishments, share ideas with other leaders, and learn about programs and issues that affect children and youth in Oklahoma.

During our Convention, delegates will also visit the exhibit hall to find the best resources to help achieve their PTA goals. This has traditionally been one of the most popular features of Convention. Attendees will have the opportunity to explore a rich assortment of program providers, fundraising firms and not-for-profit informational booths that will give PTA and PTSA volunteers a chance to explore and compare resources from outside the association, a service the Oklahoma PTA is proud to provide for its Convention delegates.

We are pleased to invite your firm or organization to take advantage of this golden opportunity to meet and speak with PTA officers and members from around the state. Specifics and contact information are on the following pages.

Sincerely,

Alison Taylor
Oklahoma PTA President

Lori Wathen
President-Elect Oklahoma PTA

ACT QUICKLY TO SECURE YOUR SPOT!

Be part of OKLAHOMA PTA’s 98th Annual State Convention!
Submit your Contract and Screening Forms today.
Take advantage of this once-a-year opportunity to connect with PTA leaders from across the State.
PTA MISSION

The overall purpose of PTA is to make every child’s potential a reality by engaging and empowering families and communities to advocate for all children.

PTA VALUES

Collaboration: We work in partnership with a wide array of individuals and organizations to accomplish our agreed-upon goals.

Commitment: We are dedicated to promoting children’s health, well-being, and educational success through strong parent, family, and community involvement.

Accountability: We acknowledge our obligations. We deliver on our promises.

Respect: We value our colleagues and ourselves. We expect the same high quality of effort and thought from ourselves as we do from others.

Inclusivity: We invite the stranger and welcome the newcomer. We value and seek input from as wide a spectrum of viewpoints and experiences as possible.

Integrity: We act consistently with our beliefs. When we err, we acknowledge the mistake and seek to make amends.

PTA leaders who attend the OKLAHOMA PTA Convention:

- Influence school decisions and legislation affecting the well-being of children.
- Actively seek out products and services to help their PTAs and school communities.
- Buy educational materials and publications for both children and adults.
- Share ideas from the Convention to implement in their schools, communities and PTAs.

Exhibitors not only promote valuable products and Services; but also gain credibility as supporters of the leading advocacy group for children’s welfare and education.

Exhibiting at the OKLAHOMA PTA Convention a cost-effective way to reach PTA leaders eager to buy or recommend your products and services. But, your opportunities do not stop there. When you reach PTA leaders, your message will also be shared with PTA members and future PTA leaders across the state.

Mark your calendar today to participate in the 99th Oklahoma PTA Convention
Embassy Suites, Norman, OK
June 10-12, 2021

PTA HISTORY

In the summer of 1895, Alice McClellen Birney attended a “School for Parents” in Chautauqua, NY; she came away from the meeting inspired to share with other mothers the idea of working together for better homes, schools and communities for all children. In February of 1897, Mrs. Birney and Phoebe Apperson Hearst hosted a meeting for mothers in Washington, D.C. giving birth to the “National Organization of Mothers” now known as National PTA.

In 1970, the National PTA and the National Congress of Colored Parents and Teachers (founded by Selena Sloan Butler in 1926 in response to the mandated segregation of the Southern schools) merged. The PTA became a union of persons interested in the well-being of all children; the organization's strength lies in the variety and dedication of its members. The Oklahoma Congress of Parents and Teachers, Inc. is a not-for-profit organization incorporated under the laws of Oklahoma and serves as a branch of the National PTA who’s purposes it works to accomplish.
FEES

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<tr>
<th>STANDARD BOOTH</th>
<th>Early Bird, postmarked by May 15, 2020</th>
<th>Postmarked May 15-June 10 2020</th>
<th>Postmarked after June 10 2020</th>
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<td>Not-for-Profit, 501(c)(3) org.</td>
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BOOTH INFORMATION
Each booth space is 8' x 10'.
The price of each booth includes:

- 1 – 6’ draped table, 2 folding chairs
- One line sign and booth number
- Back-rail and side-rail draping

*Electricity and internet service are not included, but can be requested with additional fees.*

Upon receipt of your signed, approved contract, an event options packet will be sent to you electronically. You can then choose any extra options you want to customize your booth.

APPLICATION FOR BOOTH SPACE
Application for booth space must be made using the enclosed Exhibitor Contract, which is also available, online at www.okpta.org, and submitted to OKLAHOMA PTA with full payment. Acceptable forms of payment are check or credit card.

Exhibitors must also complete the Exhibitor Screening Form, which is a binding and integral part of the contract. Exhibitors will only be accepted if their products or services comply with the exhibitor rules and regulations (see page 7).

Exhibit space must be attended during exhibit hours by persons who are well-prepared to discuss all products and services presented.

LOCATION AND SCHEDULE
All exhibits, workshops and general meetings will take place at the Renaissance Hotel and Convention Center, Tulsa, OK. Limited Number

EXHIBIT DATES AND TIMES

Registration and Set-up
Thursday, July 9th 12:00 p.m. - 4:00 p.m.
Friday, July 10 8:00 a.m. – 9:00 a.m.

Exhibition Open
Friday, July 10 10:00 a.m. – 5:30 p.m.

Breakdown
Friday July 10 after 6:00 p.m.

SPACE ASSIGNMENTS
All booths, sponsorships, advertising and other items will be accepted on a first-come, first-served basis.
EXHIBITOR BENEFITS

- Access to hundreds of local, region and state leaders
- Participation in the Exhibitor drawing
- Exhibitor name badges
- Standard back- and side-rail booth drapes
- Standard identification sign

HOTEL RESERVATIONS

Reservations can be made through the hotel by calling at 800.264.0165 Group Code PTAN.
Room Rate: $112.00 Double Occupancy
Single rate: $112.00 (Check in 4:00 pm)

IMPORTANT NOTICE: Oklahoma PTA screens all Exhibitors participating in our Convention. However, it is ultimately the responsibility of every unit and council to carefully select those exhibitors/vendors they choose to do business with. Please refer to Rules & Regulations.

SAVE THE DATE

2021 ANNUAL STATE CONVENTION & EXPO

Embassy Suites, Norman, OK       June 10-12, 2021

For Further Information:
Sherry Riemer, Office Director
2801 N Lincoln Blvd Ste 214
OKC, OK 73105
Office: 405-681-0750
Fax: 405-681-0736
Website: www.okpta.org
Email: director@okpta.org
Sponsorships offer an outstanding marketing opportunity to reach hundreds of PTA leaders. Our members appreciate our sponsors and are loyal to those companies that support OKLAHOMA PTA. If you are interested in a Sponsorship Opportunity, please check the appropriate box on your Exhibitor Contract.

**LEVELS OF SPONSORSHIP**

- **Promotional Sponsor** $250: There can be more than one Promotional Sponsor
  1) Inclusion of one premium item supplied in the convention tote bag
     (All items for tote bags or giveaways must be approved by OKLAHOMA PTA).

- **Friend Sponsor** $400: There can be more than one Friend Sponsor
  1) Sponsor name will be cited on the sponsor list of the event materials given to each delegate.
  2) All benefits of a Promotional Sponsor

- **Product Sponsor** $2,000: There will be only one logo per product
  1) Your logo placed on the convention Lanyard, Tote Bag or Apparel.
  2) One complimentary corner exhibit space
  3) Your logo will be listed in event publicity
  4) Company information included in the registration materials (The sponsorship application must be received prior to March 31 to be included in the Registration Packet).
  5) All benefits of Promotional Sponsor and Friend Sponsor

- **Event Sponsor** $3,500: There can be more than one event sponsor
  1) Recognized as sponsor of: General Session, Friday evening dinner
  2) One complimentary corner exhibit space
  3) Your logo will be listed in and on all event publicity materials
  4) Your name and logo will be prominently displayed on a welcome sign in the registration area
  5) A 1/4 page recognition space in the program/delegate packet (The sponsorship application must be received prior to March 31 to be included in the Registration Packet).
  6) All benefits of Promotional, Friend and Product Sponsor

- **Elite Sponsor** $7,000: There can be more than one Elite Sponsor
  1) Exclusive Sponsorship for Celebrate PTA Lunch on Friday evening
  2) One complimentary corner exhibit space
  3) Two guest passes to attend the Friday evening Celebrate PTA dinner
  4) Sponsor’s name and logo on the sponsor page of each major event conducted by OKLAHOMA PTA for one year
  5) All benefits of an Promotional, Friend, Product and Event Sponsor
1. **APPLICATION AND CONTRACT:**

These Rules and Regulations, together with the Exhibitor Contract, and all information included in this Prospectus, constitute the entire agreement ("Contract") between OKLAHOMA PTA ("PTA") and your Organization ("the Exhibitor") and obligate the Exhibitor to pay for, and participate in, the event selected in the Exhibitor Contract. The Exhibitor agrees to comply with all of the terms and conditions set forth in the Contract. The prices set forth in the Exhibitor Contract and Prospectus represents full-priced standard list prices. Exhibitor understands that any amounts set forth in the Exhibitor Contract of this event is fully paid for by PTA and agrees to comply with all of the terms and conditions contained herein. Exhibitor further agrees that this Contract is binding upon its successors and/or assignees and can be amended only in writing, signed by the parties hereto. The Exhibitor agrees that upon signing this Contract by PTA, without any further payment, this Contract becomes a legally binding contract that is enforceable against the Exhibitor in accordance with its terms. By signing the Exhibitor Contract, the individual represents and warrants that he/she is duly authorized to execute this Binding Contract on behalf of the Exhibitor.

The PTA may, at its sole discretion, assign its rights and liabilities hereunder to a successor-in-interest to PTA, without the written consent of the Exhibitor, provided notice of the assignment is given.

2. **SELECTION OF EXHIBITORS:**

Only PTA members or organizations whose services or products are appropriately related to the education, health, welfare or personal development of children and youth shall be permitted to exhibit.

3. **APPLICATION REQUIREMENTS:**

Applicants are required to forward to the PTA the completed Exhibitor Contract provided. Each Exhibitor Contract must be submitted along with the full payment and must comply with all requirements and criteria that will be exhibited and/or distributed products, and a copy of materials that you plan to exhibit. Acceptance and signing of the aforementioned on behalf of the PTA shall entitle the exhibitor to exhibit space to be designated pursuant to the terms of the Contract.

4. **PAYMENT TERMS:**

Exhibitor fees will be invoiced, upon request, by the PTA in the manner outlined in the Exhibitor Contract. Payment of invoices is due upon receipt of the invoice. If invoices are not paid within 45 days, Exhibitor will pay all fees associated with collection efforts, including, but not limited to interest charges at the rate of 5% or at the highest rate allowed by law. The PTA reserves the right to deny exhibit space to any Exhibitor whose invoice is not fully paid prior to the event.

5. **HOTEL INFORMATION:**

Hotel registration may be made by the Exhibitor through the hotel. A rate of $122 double occupancy is available, group code PTA.

6. **ATTENDANCE:**

The PTA makes no representations or warranties with respect to the demographic nature and/or volume of exhibitors and/or attendees at any PTA event. All Exhibitors are solely responsible to determine suitability of each event for their particular purposes.

7. **EXHIBIT SPACE ASSIGNMENTS:**

Event reservations are made on a first-come, first-served basis according to receipt of a completed Exhibitor Contract. The assignment and location of exhibit space is solely subject to the discretion of the PTA and the Contract.

8. **SPACE REQUIREMENTS AND RESTRICTIONS:**

One display space will include a Booth Size of 8' x 10', 1 - 6" draped table, 2 folding chairs, back panel (if desired), and 1 line sign and booth number (7" x 44"). The Exhibitor is to display equipment and products that will conform to the limitations of the display space as stated above. Any additional services including electrical power and internet service, must be requested in advance, may be subject to an additional fee, and cannot be guaranteed.

9. **SET-UP, SHOW, AND BREAKDOWN:**

Unless otherwise specified in the Sponsor and Exhibitor Prospectus, the Exhibitor agrees to check in and set up display the 30 minutes prior to the beginning of the event and completely remove its display from the building or facility within 60 minutes following the completion of the event. Failure to check in by the start of the event may result in loss of space with the Exhibitor still being liable for full payment.

10. **PUBLICATION DISTRIBUTION:**

Exhibitors may distribute only their own written materials from their exhibit space unless permission is granted by the PTA. Publication bins, if available, are reserved to be used by the Exhibitor. Non-exhibitors will not be permitted to canvass, solicit, hold conferences or distribute literature or other promotional devices during the event.

11. **SOUVENIRS, PREMIUMS, SAMPLES, AND PRIZES:**

Distribution of souvenirs, premiums and samples of products is permitted, provided there is no interference with other Exhibitors. Consent to give away items, including contest prizes, may be granted at the sole discretion of the PTA and/or the Hosting Organization. The Exhibitor further acknowledges that some events Hosting Organizations prohibit giveaways of all kinds.

12. **SALES OF FOOD ITEMS AND PRODUCTS:**

The distribution or sale of any food item must be pre-approved by the PTA, and approval by the Hosting Organization may also be required. The Exhibitor must submit a list of said items with the Exhibitor Contract. Selling of products within the booth space permitted, provided that the Exhibitor has received the advance written approval of the products to be offered for sale from the PTA Event Coordinator and the Hosting Organization, if required. The PTA reserves the right to determine the sale of any items that have not been granted pre-approval.

13. **ENDORSEMENTS:**

Neither the PTA nor the Hosting Organization approves, endorses or recommends the use of any specific commercial product or service pursuant to this Contract. The Exhibitor acknowledges that this event Hosting Organizations prohibit endorsements or the use of the event Hosting Organizations name, logo, equipment, or other use of the premises, property, or endorsement of the Hosting Organization.

The Exhibitor agrees to indemnify and hold the PTA, the Hosting Organization, and all indemnified persons harmless from and against any and all claims of liability, fees (including legal fees), expenses, costs, damages, suits or injury of any kind and nature or threat of the same, brought by any third party that may have originated at or, or resulted from, which may otherwise arise out of, or in connection with the event, or any other use of the premises, property, or endorsement of the Hosting Organization.

The Exhibitor understands that neither the PTA, nor the Hosting Organization maintains insurance covering the Exhibitor’s property, and that it is the sole responsibility of the Exhibitor to obtain such insurance. (Exhibitors are advised to consult their respective insurance brokers for proper coverage of display material from the time it leaves their premises until its return.)

The release from liability and indemnification provisions in this Paragraph 20 shall apply equally to the PTA’s, Hosting Organizations, or Indemnified Person's negligence, but shall not apply in the event of the PTA’s, Hosting Organizations or Indemnified Person’s gross negligence.

21. **CANCELLATION BY EXHIBITOR:**

If Exhibitor wishes to cancel its exhibit space for which it has contracted, the Exhibitor must do so in writing. No verbal cancellations will be accepted – no exceptions. Written notice of cancellation received 31 days prior to the event date will receive a full refund; full credit if cancellation received 15 - 30 days prior; 50% credit if cancellation received less than fifteen (15) days prior to event date. Failure by the Exhibitor to attend an event for which it has contracted, obligates the Exhibitor to pay PTA 100% of the contractual amount. When a Contract is entered into less than fifteen (15) days before the event date, the Exhibitor waives its right to cancel.

22. **CANCELLATION BY PTA:**

The Exhibitor’s space may be canceled by the PTA for failure to make payments when due or failure to comply with the Contract. If space is canceled by PTA, the Exhibitor will be notified in writing. Upon such cancellation, the PTA may offer the canceled space to another Exhibitor at its discretion. The Exhibitor will not receive a refund or any other form of compensation from PTA.

23. **EVENT CANCELLATION:**

The主办的 Hosting Organization, at their sole discretion, reserve the right to cancel the event at any time. All fees paid by Exhibitor shall, at the sole discretion of the PTA, be either credited to future events or refunded. If an event or part thereof is cancelled for any reason beyond the control of the PTA, and not limited to, damage to or destruction of buildings or facilities as a result of war, riots, strikes, weather, or acts of government, then the PTA shall determine and refund to the applicant on a prorated basis after deduction of expenses incurred by the PTA in preparation for the event. In no case shall the amount refunded to the applicant exceed the amount of the fee paid. In all cases in which a credit is given, the credit must be used within twelve (12) months of the original postponement/cancellation date. After twelve (12) months, a credit on an account will be non-refundable.

24. **CONTRACT MODIFICATION:**

The Contract may not be orally modified. Only a modification in writing, signed by authorized representatives of both parties, will be enforceable.

25. **GOVERNING LAW AND JURISDICTION:**

This Contract shall be governed by and subject to the laws of the State of Oklahoma and all matters whether sounding in contract or in tort relating to the validity, construction, interpretation and enforcement of this Contract shall be determined exclusively in the courts of the State of Oklahoma. The Exhibitor hereby waives trial by jury.

26. **SEPARABILITY:**

If any portion of these Rules and Regulations, the Sponsor and Exhibitor Prospectus, and/or the Exhibitor Contract is determined by a court of law to be unenforceable, all other terms and conditions shall remain in full force and effect.

ANY ALTERATIONS OF THE RULES AND REGULATIONS ACCOMPANYING THE CONTRACT WILL VOID SAID CONTRACT.
This page left blank intentionally
 Organizations wishing to participate in the Exhibit Hall during the OKLAHOMA PTA Convention are required to complete the Exhibitor Screening Form. This form will be utilized in the process of approval and inclusion in the exhibition. Completion of the form does not denote approval. Each organization’s products and/or services should be appropriately related to children, youth, and the charitable and educational activities of PTA. Any company or organization whose products, services or materials are in direct opposition to Oklahoma PTA’s mission statement will not be approved. Companies wishing to participate may be required to submit materials for further review but should submit materials on request only. Read and check all boxes prior to signing. Questions about this form should be submitted via email to director@okpta.org

☐ We understand that our organization must abide by the Rules and Regulations.

☐ We understand that our organization cannot be involved in the following:
  • Tobacco / Vouchers / Firearms / Alcohol / Adult Content

☐ We understand that fundraising materials cannot state that students or children are participating in any way in the fundraising process. This includes the collection of money (whether for a charitable cause or not), the actual selling, and participation in the fundraising. We understand that all fundraisers must be structured so that it is the PTA or an adult who is doing the fundraising.

☐ We understand that our organization cannot ask PTA delegates to lobby any government agency or official.

☐ We understand that our organization’s products and/or services must be appropriately related to children, youth, and the charitable and educational activities of PTA.

☐ We understand that our organization’s products and/or services are not sponsored, supported, or endorsed by another organization.

☐ We understand that our organization’s products must be physically safe for people to handle (if applicable).

☐ We understand that our organization is subject to final approval upon exhibition opening and may be evicted from its rented space and further participation with PTA for not adhering to the above statements.

☐ We understand that prior consent is required to sell anything using the PTA or Oklahoma PTA logo during the Convention. We understand that consent must be given in writing prior to the event, and further understand that 10% of the profits from said sales will be remitted to Oklahoma PTA within 10 day following the close of the convention.

Restrictions in operation of exhibits: Oklahoma PTA reserves the right to restrict, at its sole discretion, exhibits that, because of noise, method of operation, materials or any other reason, become objectionable, and also to prohibit or evict any part of or all of an exhibit that in the opinion of PTA may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter or anything of a character that PTA determines is objectionable to the exhibition. In the event of such restriction or eviction, Oklahoma PTA is not liable for any refunds of rentals or other exhibit expenses.

I, the undersigned, understand that this form is an integral part of the application/contract for exhibit space at the 98th Oklahoma PTA Convention to be held July 10-11, 2020.

Signature __________________________________________ Date _______________________

Organization Name _________________________________
98th OKLAHOMA PTA CONVENTION • July 10-11, 2019
Renaissance Tulsa Hotel • 6808 S 107th, Tulsa, Oklahoma 74133

Please list your company information with the name and contact information of the person handling the entire set-up arrangements (please print clearly).

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<thead>
<tr>
<th>Organization Name</th>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
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<th>Mailing Address</th>
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What type of organization are you? (check one)
- [ ] Commercial
- [ ] Not-for-Profit (IRS Letter required)

Have you completed the Exhibitor Screening Form?
- [ ] Yes
- [ ] No

Have you exhibited at OKLAHOMA PTA Convention before?
- [ ] Yes
- [ ] No

Will you be providing food samples? If yes please list:
- [ ] Yes
- [ ] No

Number of Exhibitor Badges required: ______________________

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<tr>
<th>STANDARD BOOTH COSTS</th>
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Yes, I would like to be a sponsor of OKLAHOMA PTA at the following level:
- [ ] Elite Sponsor ($7,000)
- [ ] Event Sponsor ($3,500)
- [ ] Product Sponsor ($2,000)
- [ ] Friend Sponsor ($400)
- [ ] Promotional Sponsor ($250)

Booth Fee: Amount due and enclosed with this contract $______________

Sponsor Fee: Amount due and enclosed with this contract $______________

TOTAL due and enclosed with this Exhibitor Contract $______________

Your contract and payment can be mailed, faxed or emailed to:

Mail: OKLAHOMA PTA, 2801 N Lincoln Blvd Ste 214 OKC, OK 73105 Office: 405-681-0750 Fax: 405-681-0736 Email: director@okpta.org

Credit Card payment: Card Number ___________ Exp Date: ___________ Security Code: ___________

Name on Card: ________________________________

The undersigned desires to participate in the 98th Convention of the Oklahoma PTA to be held at the Renaissance Hotel, Tulsa, Oklahoma, subject to the terms and conditions set forth in the enclosed “Sponsor and Exhibitor Prospectus” and “Rules and Regulations”, which together constitute the full agreement (“Contract”) between Exhibitor and Oklahoma PTA as though repeated herein in full preceding the signature of the undersigned.

THIS CONTRACT IS NOT BINDING UNTIL AND UNLESS ACCEPTED AND SIGNED BOTH ON BEHALF OF THE EXHIBITOR AND ON BEHALF OF THE OKLAHOMA PTA. WHEN SO ACCEPTED AND SIGNED, IT SHALL CONSTITUTE A BINDING CONTRACT UPON THE APPLICANT AND THE OKLAHOMA PTA. CHANGES MAY NOT BE MADE TO THIS CONTRACT UNLESS IN WRITING SIGNED BY BOTH PARTIES.

PLEASE RETURN ONE SIGNED COPY OF THIS EXHIBITOR CONTRACT WITH YOUR PAYMENT TO THE ABOVE. This will constitute an acceptance of the Contract by the Exhibitor.

IN WITNESS WHEREOF, the Applicant has caused this Contract to be executed by an individual or by an office, agent or representative duly authorized to execute the same.

__________________________________________ (Exhibitor) __________________________ (OKPTA)

Office use only: pd date/amt ___________ check # ___________ cc ___________ deposit date: ___________