



New Mexico PTA's 111th
Annual Convention Exhibitor Showcase
and Reflections Celebration
April 24, 2026
Albuquerque Marriott Pyramid North Hotel
an in-person event and then posting on
NMPTA's website **Virtual MarketPlace** until mid-April 2027

What is an Exhibitor Showcase?

Our Exhibitor Showcase is a one-time only, two-hour period between 5 and 7 pm devoted to exhibitor interaction with the attendees. Space is limited!

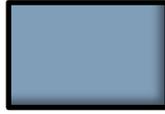
NMPTA's 111th Annual Convention and Exhibitor Showcase is the place you can meet and talk with PTA members. Our Convention attendees, including PTA leaders, families, and educators, return to their communities eager to share the ideas and information they gathered from the exhibiting companies.

Who Attends?

NMPTA's Annual Convention is for families, leaders, and educators from across the state. Over 9,000 PTA members and supporters in New Mexico are invited to attend. They influence school decisions and legislation and are continuously looking for the latest information and innovative program ideas. They have active members that assemble each year to discuss issues, exchange ideas, and hear your message. They attend the Convention to bring back ideas to implement in their school, their community, and their PTA.

The Reflections Celebration brings families and students from across the state. NMPTA celebrates student artwork and their artistic talents as part of National PTA's flagship arts program. The families that attend are active in their local communities and bring information back to the clubs and activities they participate in. Families from across the state attended last year's Reflections Celebration.





New Mexico PTA's Virtual MarketPlace:

After the Exhibitor Showcase in April, NMPTA will transfer your company information to NMPTA's Virtual MarketPlace page of our website, www.newmexicopta.org. Your company information will remain on this page from May 2026 through mid-May 2027. This also means that throughout the 2026-2027 school year, when New Mexico local PTA leaders and members are planning a new event or program, they can easily refresh their memory on some of the opportunities provided by you, the Exhibitor. It is the responsibility of the Exhibitor to notify NMPTA of any changes to your links and website information.

How Much Does It Cost and How Do You Register as an Exhibitor?

When you register for the Exhibitor Showcase during the *New Mexico PTA's 111th Annual Convention & Reflections Celebration*, the total cost is \$350, if registered before March 25, 2026. Cost after March 25, 2026, is \$400. **All exhibits must be paid for by Thursday, April 9, 2026.**

Land of Enchantment Business Members receive a \$25 discount. To become a Land of Enchantment Business Member visit <https://nmpta-loe.memberhub.com/store>.

- Please register to be an Exhibitor online at: <https://tinyurl.com/2026-ExhibitorRegistration>
- Please make your check or money order payable to New Mexico PTA and mail it to: New Mexico PTA, PO Box 14706, Albuquerque, NM 87191
- You may also pay by credit card by visiting: <https://tinyurl.com/2026ExhibitorPayment>. There is a small service fee to pay by credit card.



Scan to Register.



Scan to Pay.





Exhibitor Opportunities

	Exhibitor	Stuff the Bag (Non-Exhibitor)	Social Media (Non-Exhibitor)
Booths at Convention Exhibitor Showcase & Reflections Celebration	\$350 early registration before 3/25/26 \$400 regular registration after 3/25/26		
Product Information in Convention Attendee Bags	\$50	\$100	
One Social Media Appreciation Post (Instagram, Facebook, and X)	Included		\$100

All Stuff the Bag items must be received at the NMPTA Office by Thursday, April 9, 2026.

Sponsor Opportunities

These additional benefits, as well as year-round benefits, are available to NMPTA's Annual Sponsors. Contact us for more information about an Annual Sponsorship.

	Gold \$5,000+	Silver \$2,500	Bronze \$1,000
Sponsor Display table in the room at a specified convention general session	*		
Sponsor shall receive two exhibit spaces in premium sponsor location at an in-person Exhibitor Showcase or a premium location in the Virtual MarketPlace	*		
Speaking opportunity (pre-recorded video up to 5 minutes in length) during a Convention general session	*	*	
Logo in pre-event marketing emails and on Convention website	*	*	*
Sponsor materials in Convention participant SWAG bags; Sponsor may gift attendees branded SWAG to increase your visibility	*	*	*
Business logo (provided by Sponsor) displayed prior to all Convention general sessions	*	*	*
Recognition in the Convention program (ad provided by Sponsor)	Full-page color ad	Half-page color ad	Quarter-page color ad





Exhibitor Terms and Conditions

The celebration and exhibits will take place at the:
Albuquerque Marriott Pyramid North Hotel
5151 San Francisco Rd NE
Albuquerque, NM 87109
(505) 821-3333

Sponsor/exhibitor is responsible for their own accommodations. Limited space is available at the contracted convention hotel. Please request the NMPTA room rate of \$144.00 (+tax). The contracted rate is only good during the New Mexico PTA Annual Convention, April 24-25, 2026. Reservations must be made by Monday, April 13, 2026, at <https://tinyurl.com/2026ConventionHotel>.

1. Definitions

'Organizers' means New Mexico Parent Teacher Association (NMPTA) or their designated representatives. 'Exhibitor,' includes any person, firm or company, corporation, institution, association, or committee to whom space is allocated. 'Venue' refers to the location where the Exhibitor Showcases are being held.

2. Applications

Application for exhibition during the two Exhibitor Showcases should be made on the official online Exhibitor Registration Form at <https://tinyurl.com/2026-ExhibitorRegistration>. By submitting your online Registration Form, you agree to abide by all of the Exhibitor Terms and Conditions laid out here. All opportunities are allocated on a strictly 'first-come, first-served' basis. Applications are subject to NMPTA Board approval.

3. Cancellations

Sponsors and Exhibitors wishing to cancel participation must do so in writing to NMPTA. Receipt of such will be confirmed in writing by return. NMPTA incurs considerable costs prior to the Exhibitor Showcases including marketing, promotion, and administration expenses, so the following charges for cancellations will apply: a) 50% of total cost if cancelled prior to Tuesday, March 31, 2026; or b) no refunds will be given if cancelled between Thursday, April 9, 2026, and the day of the event.

4. Virtual Exhibits

Your Virtual Exhibit will be posted to NMPTA's Virtual MarketPlace website beginning in May 2026 and remain on the page until mid-April 2027. It is the responsibility of the Exhibitor to notify NMPTA of any changes to your links and website information.

5. Registration of Staff

Staff from sponsors/exhibitors who wish to attend the conference sessions must register as full conference attendees, unless a specific prior arrangement has been made with the Organizers. Meals and giveaways are only included for conference attendees, not for sponsors/exhibitors, unless they are also registered as full conference attendees.





Sponsors/exhibitors must pre-register all booth personnel on forms provided by NMPTA. Each sponsor/exhibitor will be provided with a badge. Sponsors/exhibitors will be able to pick up their badges at the Check-In Table. Badges must be worn for entrance into the Exhibitor space. Limit 2 people per registered exhibit space.

6. Table Top Exhibits

Standard exhibit tables are 6' long. Exhibits may not be more than 6' high. Included with the space is a table, cloth, and 2 chairs. A limited number of spaces with electrical service are available on a 'first-come, first-served' basis. All electrical extension cords shall be provided by and taped down by the sponsor/exhibitor at their own expense. Sponsors/exhibitors must abide by the set-up and breakdown times listed below.

Set-Up	3:00-5:00pm
Showcase	5:00-7:00pm
Breakdown	7:00-8:00pm

Under no circumstances can an exhibit be broken down before the above scheduled times. Sponsors/exhibitors shall not damage or deface the walls, exhibits or floors of the building. If such damage occurs, the sponsor/exhibitor shall be liable to the owner of the property. No sound-making equipment of any kind may be set up or used in exhibit spaces without the prior written approval of NMPTA. Drawings are permitted within the sponsor/exhibitor's booth space only and are subject to any applicable requirements of local law. Raffles and lotteries are not permitted.

7. Liabilities

While the Organizers shall endeavor to protect property at the Exhibitor Showcases, it must be understood that the management of the Venues, the Organizers and any Official Contractor cannot accept liability for loss or damage sustained, occasioned by any cause whatsoever. Sponsors/exhibitors agree to indemnify and hold NMPTA and its contractors harmless against all loss, liability, damage, costs, expense, claims, proceedings, and actions arising out of any negligent act or omission of sponsor/exhibitor or sponsor/exhibitor employees; including any breach of these terms and conditions by sponsor/exhibitor or sponsor/exhibitor employees. NMPTA's maximum liability shall not exceed the amount paid by the sponsor/exhibitor relating to the contract.

8. Insurance

Sponsors/exhibitors are responsible for arranging appropriate insurance cover regarding their attendance at the Exhibitor Showcases, including prevention, postponement, or abandonment. NMPTA or its contractors cannot be held liable for any loss, liability, or damage to personal property.

9. Fire and Safety

Sponsors/exhibitors must comply with any reasonable instructions given by any authority regarding fire precautions and safety. All decorations, displays, and exhibits, together with incidental fittings, must conform fully to the regulations and requirements of local authorities, and must be non-flammable or treated for fire prevention by an approved method.





10. Alterations and Disclaimer

NMPTA reserves the right to make alterations to the program, venue, and timings at any time. In the unlikely event of the Exhibitor Showcases being cancelled by NMPTA, a refund less \$50 will be made. Liability will be limited to the amount of fees paid by the Exhibitor. While the Organizers will make every effort to secure a high level of attendance, no guarantee of attendee numbers can be given, and no discounts or refunds are available if attendance numbers do not reach the projected levels.

11. Cancellation of the Exhibitor Showcase

In the event of it being found necessary for whatever reason that the Exhibitor Showcase shall be postponed, abandoned, or altered in any way in whole or in part, or if the Organizers find it necessary to change the dates of the Exhibitor Showcase, the Organizers shall not be liable for expenditure, damage, or loss incurred by the Exhibitor. In the event of a cancellation the Exhibitor will be refunded monies paid less \$50. If by re-arrangement or postponement of the period of the Event, or any other reasonable manner, the event can take place, the contract between the Organizers and the Exhibitor shall remain in force.

12. Force Majeure

In case the Exhibitor Showcases fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with because of any strike, lockout, injunction, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by NMPTA. In the event of such termination the Sponsor/Exhibitor waives all damages and claims for damages and agrees that the sole liability of NMPTA shall be to return to each Exhibitor payment, less a pro rata of all costs and expenses incurred and committed by NMPTA.

13. Information and Copyright

Information supplied by the Organizers in relation to the Exhibitor Showcases is accurate to the best of their knowledge and belief but shall not constitute any warranty or representation. Any inaccuracy, mistakes, or omission in such information shall not entitle the Sponsor/Exhibitor to cancel his contract. All information and data relating to the event is the copyright of NMPTA and its contractors and cannot be passed on to any third party for any purpose. Lists and information relating to participants may only be used in relation to the Exhibitor's "presence" at the event.

14. Websites and Links

The Exhibitor Showcase and associated NMPTA websites may link to other websites and networking tools, provided for the convenience of the users. The contents of these websites are maintained by their owners, for which NMPTA takes no responsibility; nor can responsibility be taken for contents of any website linking to this website.

