PV PARENT EXPO

Tuesday, February 10, 2026
6:00 p.m.-8:00 p.m.
Desert Shadows Middle School
5858 East Sweetwater Avenue, Scottsdale, AZ 85254

Dear Local Business Owner,

We cordially invite you to participate in **UPC's 2026 PV Parent Expo!** The Paradise Valley United Parent Council (UPC) is a district-wide parent group that uses school representatives, monthly meetings, online communications and other resources to help parents stay informed and involved in educational issues that impact the students. UPC is an independent 501(c)(3) organization and is separate from PVUSD. A key aspect of UPC's mission is to collaborate with parents in our district.

The PV Parent Expo will provide local businesses and organizations with the opportunity to introduce themselves directly to parents and families in our community. Businesses at the 2026 PV Parent Expo will have their information listed on UPC's Expo webpage (pvupc.org) and will include the business's logo, website link and brief description. This information will also be included in advertisements for the event and will be emailed to all registered attendees after the event. Your business can participate by registering in advance and exhibiting at the event as well as by donating a door prize for the Expo.

This year's event will be held at Desert Shadows Middle School, 5858 E Sweetwater Ave, Scottsdale, AZ, 85254. **The cost to exhibit at this year's PV Parent Expo is $200 for all businesses that register before January 23, 2026. Early bird registration ends on January 23, 2026 and the fees will then increase to $250.** Your registration fee provides you with the following:

- A designated space at the event (if you will need electricity, please let us know)
- Inclusion in promotional materials for the event (flyers, website, Expo e-invite sent to 1700 recipients, etc.)
- A list of email addresses of registered attendees
- A listing on UPC's Website through August 31, 2026 (Logo, link to website, brief description of your company)
- At least 3 Facebook posts between February and August that will direct people to the UPC Expo page. No individual social media advertising will be included. Individual advertising is limited to our Sponsors (Sponsors receive a complimentary space at the Expo - learn more about Sponsor benefits at pvupc.org/sponsors).

If you would like to participate, please register at: **pvupc.org/parent-expo**. You will also find the link to pay the registration fee online using Zeffy. The deadline for event registration is February 3, 2026. Once registration and payment have been received, you will receive a confirmation letter with additional event details.

We appreciate your support of this special UPC event. We received overwhelmingly positive feedback from previous events and we plan on making the new PV Parent Expo a successful event that benefits both the participating businesses and the attendees. Please feel free to contact me directly with any questions. Thank you for your support of UPC and your participation in the PV Parent Expo.

Sincerely,
Kea Carota
United Parent Council PV Parent Expo Chair, 2025-2026
expo@pvupc.org