



EveryChild CALIFORNIA

Fall Technical Assistance

October 16-18, 2019

Exhibitor and Sponsor Prospectus - 2019

The EveryChild California Annual Fall Technical Assistance is a 3-day event for new, emerging and experienced leaders of California's early education programs at all levels. This event features multiple keynote presentations on the ECE field's most prevalent hot topics, attendee's choice of plenary sessions and over 30 workshops presented by the California Department of Education and experienced members of the field on current issues that directly impact agencies.

Why Should You Sponsor or Exhibit with EveryChild California?

- Over 400 Directors & Administrators of early education programs in CA will attend.
- Meet face-to-face with the decision makers!
- Increase your visibility in the early education community in California!
- Direct exposure with your target audience!

What Products or Services Are We Looking for?

- Books & Literary Tools
- Career Advancement & Educational Opportunities
- Classroom Furniture & Equipment
- Consulting & Training Resources
- Educational Toys & Supplies
- Family & Community Resources & Outreach
- Home Business Vendors (Jewelry, Purses, Etc.)
- Insurance & Investment Strategies
- Marketing & Website Design
- Observation & Assessment Tools
- Payroll & HR Solutions
- Professional Software & Hardware
- Promotional Items
- Other ideas? Ask!

Tentative Exhibit Schedule of Events

Wednesday, October 16, 2019

Early Exhibit Set-Up: 6:00pm - 8:00pm

Thursday, October 17, 2019

Exhibit Set-Up: 7:00am - 8:00am

Exhibits Open: 8:00am - 4:45pm

Friday, October 18, 2019

Exhibits Open: 8:00am - 1:00pm

Break Down: 1:00pm - 2:00pm

Contact Information

Valerie Denero

Director of Policy and Education

valerie@everychildca.org

916-443-5919

2018 Fall TA Exhibitors & Sponsors

ABC Fun Phonics

CCR Analytics

Child360

ChildCare Careers

Controltec, Inc.

Defoe Furniture 4 Kids, Inc.

Discount School Supply

First 5LA

FrogStreet

Kaplan Early Learning Company

Lakeshore Learning Materials

Learning Genie

Monarch Link

Nice & Bella

NoHo Software, Inc.

Paychex

Premier Design

Tout About Toys

Transform Challenging Behavior

VanBeurden Insurance Services

Champion Sponsorship - \$3,500 and up - (over \$6,000 value at entry level)

Includes:

- Two 6' draped exhibit table with 4 chairs – Upgrades available!
- Three full Fall TA registrations for your staff or clients - registrations must be submitted by September 20, 2019
- **Full Page ad** in the event program
- Lunch on October 17th & 18th for your reps (up to 4 staff members)
- All event sponsors will be given time during their chosen event to address attendees and introduce the event
- Ability to distribute marketing materials during sponsored event on tables.

INCLUDES the SPONSORSHIP of one of the following (first come first serve basis)

- Opening Session & Keynote - 1 available
- Keynote Presentation - 1 available
- Networking Luncheon - 1 available
- Entertainment Sponsor - 1 available
- Reception Sponsorship - 1 available - **SOLD**
- Movie Night - 1 available
- Other Ideas? Contact Us!

Please contact us for more information about pricing for each choice.

Partner Sponsorship - \$2,500 - (Over \$4,000 Value!)

Includes:

- Two 6' draped exhibit table with 4 chairs – Upgrades available!
- Two full Fall TA registrations for your staff or clients - registrations must be submitted by September 20, 2019
- **Half-page ad** in the event program – Upgrades Available!
- Lunch on October 17th & 18th for your reps (up to 2 staff members)

INCLUDES the SPONSORSHIP of one of the following (first come first serve basis)

- Conference Bags - Provided
- Onsite Program - Provided
- Device Charging Station - Sponsor Provided
- Photo Booth - Sponsor Provided
- Rest & Relaxation Massage Chairs - Sponsor Provided
- Other Ideas? Contact Us!

Sponsors are responsible for set-up, delivery and expense of sponsor provided items

Friend Sponsorship - \$1,500 - (Over \$2,700 Value!)

Includes:

- One 6' draped exhibit table with 2 chairs – Upgrades available!
- One Full Fall TA registration for your staff or client - registrations must be submitted by September 20, 2019
- Lunch on October 17th & 18th for your reps (up to 2 staff members)
- **Quarter-page ad** in the event program – Upgrades Available!

INCLUDES the SPONSORSHIP of one of the following (first come first serve basis)

- Event Signage - Provided
- Name Tags - Provided
- 1-day Luncheon Centerpieces - Sponsor Provided
- Registration Décor - Sponsor Provided
- Other Ideas? Contact Us!

Sponsors are responsible for set-up, delivery and expense of sponsor provided items

Tabletop Exhibits

\$500 - Member / \$650 - Non-Member

One 6' draped exhibit table with 2 chairs.

We also offer exhibit space for HOME BASED VENDORS at reduced pricing - please contact for details.

Package Enhancements

Purchase an Additional Table - \$250 per table

Additional tables can be purchased by exhibitors and sponsors who need extra space for their displays above and beyond the tables included in their sponsorship package or exhibit purchase.

Purchase Lunch for Your Staff - \$120 for entire event per person

Join us for lunch! Exhibitors may purchase lunch tickets to participate in the buffet lunches on October 17th and 18th, 2019.

Conference Bag Inserts - \$250 per item/flyer

Unable to attend the conference in person or would like to add an additional promotional element? Include a promotional item or flyer in the conference bags. Reach all 400+ attendees with information about your company or include an item.

EveryChild California Industry Membership - \$500 per company

The Industry Membership is designated for businesses and organizations who feature products or services that benefit early care and education programs.

Benefits include:

- Discounted rates on event attendance & exhibit opportunities
- Access to our informational & legislative emails
- Information about all upcoming events & exhibit/sponsorship opportunities
- The ability to participate on our committees (Advocacy, Events, Membership, Professional Development)
- Access to the EveryChild California Membership Directory
- And so much more!

2019 Ad Rates & Requirements

Ad Pricing

- Color Quarter page - \$350 members / \$450 non-members
- Color Half page - \$600 members / \$700 non-members
- Color Full Page - \$1,000 members / \$1,100 non-members
- Color Back Page - \$1,500 members only

File Formats

All ad materials must be submitted in PDF or JPG format and should be HIGH RESOLUTION files.

File Submission

Please send all ads to valerie@everychildca.org

Receiving Deadlines

We must receive all advertising materials no later than **September 20, 2019**.

Full Page AD

7.75" (w) x 10.25" (h)

Half Page AD

7.75" (w) x 5.125" (h)

Quarter Page AD

3.87" (w) x 5.125" (h)

Hotel Information

Hyatt Regency Hotel

1209 L Street
Sacramento, CA 95814

Room Rate & Room Block Deadline

Please call the hotel directly at 916-443-1234 and mention EveryChild California to reserve your hotel room at the discounted rate of \$171 before September 25, 2019.

Parking

The Hyatt Hotel offers self and valet parking. Self-parking is \$17/day and valet is \$25/day.

Additional Information & Deadlines

Complimentary Conference Registrations

If your sponsorship entitles you to complimentary conference registrations for your staff or clients, please submit the names of the individuals who will be attending by **September 20, 2019** to valerie@everychildca.org

Company Logo

Please email us your HIGH-RES company logo for use on all applicable signage and/or advertising in the program or on our website in PNG format via email to valerie@everychildca.org by **September 20, 2019**.

Electricity & WIFI

If you will be needing power or WIFI for your exhibit table, please contact the Hyatt Regency directly at (916) 443-1234.

Vendor Marketplace Vendor Drawing

All vendors are asked to donate a gift basket with a value of at least \$75 for the Vendor Marketplace Drawing at lunch on Friday, October 18, 2019. Attendees will place their purchased raffle tickets into a basket on your table in order to be entered to win your prize. **Please bring a basket to collect the tickets at your exhibit table.** We will collect the baskets right before lunch on Friday and ask a representative from your company to join us in the lunch room to hand out your prize to the winner. **(Because of the number of vendors and time restraints, you will not be permitted to speak during this drawing)**

Exhibitor and Sponsor Prospectus - 2019

Contact: _____

Company: _____
 (For all signage/printed materials - list exactly as it should appear)

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Name Tag 1: _____

Name Tag 2: _____

Sponsorship Packages	Pricing	Total
(Sponsorship Items are chosen on a first come first serve basis)		
<input type="checkbox"/> Champion Sponsorship (Choice of one sponsorship item below)	Please contact us	\$ <u>TBD</u>
<input type="checkbox"/> Keynote <input type="checkbox"/> Luncheon <input type="checkbox"/> Entertainment <input type="checkbox"/> Plenary Session <input type="checkbox"/> Reception - SOLD <input type="checkbox"/> Movie Night		
<input type="checkbox"/> Partner Sponsorship (Choice of one sponsorship item below)	\$2,500	\$ _____
<input type="checkbox"/> Conference Bags <input type="checkbox"/> Onsite Program <input type="checkbox"/> Charging Station <input type="checkbox"/> Photo Booth <input type="checkbox"/> Rest & Relaxation		
<input type="checkbox"/> Friend Sponsorship (Choice of one sponsorship item below)	\$1,500	\$ _____
<input type="checkbox"/> Event Signage <input type="checkbox"/> Name Tags <input type="checkbox"/> Luncheon Center-Pieces <input type="checkbox"/> Registration		
<input type="checkbox"/> Table Top Exhibitor	\$500 – Member	\$650 - non-Member \$ _____

Package Enhancements	Member	Non-Member	
<input type="checkbox"/> I will need electricity for my exhibit table (Exhibitors must contact the hotel directly to set up power in advance. This check box is for layout purposes)			
<input type="checkbox"/> I would like to PURCHASE Lunches for my Staff	\$120/person	\$120/person	\$ _____
<input type="checkbox"/> I would like to PURCHASE Conference Bag Inserts	\$250/insert	\$250/insert	\$ _____
<input type="checkbox"/> I would like to PURCHASE an Additional Exhibit Table	\$250/table	\$250/table	\$ _____
<input type="checkbox"/> I would like to PURCHASE a QUARTER-PAGE AD	\$350	\$450	\$ _____
<input type="checkbox"/> I would like to PURCHASE a HALF-PAGE AD	\$600	\$700	\$ _____
<input type="checkbox"/> I would like to PURCHASE a FULL-PAGE AD	\$1,000	\$1,100	\$ _____
<input type="checkbox"/> I would like to PURCHASE a BACK-PAGE AD	\$1,500	N/A	\$ _____
<input type="checkbox"/> I would like to PURCHASE an EveryChild California Industry Membership	N/A	\$500	\$ _____
Total: Please total all lines above and list amount here:		Grand Total	\$ _____

Please contact us about event sponsorships, home based vendor space, ad space upgrades or with any questions at 916-443-5919 or valerie@everychildca.org

Payment:
 Please complete and mail or fax with payment to: EveryChild California, 1107 2nd Street, Suite 320, Sacramento, CA 95814
 Full payment MUST be received with this form to GUARENTEE space(s), and Sponsorship selection if applicable.

Check # _____ Made payable to EveryChild California

Credit Card Visa Mastercard Card#: _____

Name of Cardholder: _____ Signature: _____

Card Billing Zip Code: _____ Expiration Date: _____

No Refunds will be made for cancellations. Please plan carefully. No refunds will be made if space is not used, nor will any refund be made on spaced used for a part or portion of the exhibit period.

Exhibitor Representatives: EveryChild California shall have sole control over admission policies at all times. I HEARBY AGREE TO THE TERMS AND CONDITIONS OF THIS CONTRACT.

Signature: _____ Date: _____