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ASSOCIATION FOR  
**Early  
Learning  
Leaders**

# 36TH ANNUAL NATIONAL CONFERENCE

*How Successful Directors Lead!*

**Liberty Newark International Airport Marriott**

**April 22-25, 2020**

## 2020 CONFERENCE KEYNOTES



**Steve Gross, MSW**

Founder | Chief Playmaker  
Life is Good Kids Foundation



**Dr. Jeanette Betancourt**

Senior Vice President  
U.S. Social Impact at Sesame Workshop



**Dr. Peter Gray**

Author | Professor  
"Freedom to Learn"

[earlylearningleaders.org](http://earlylearningleaders.org)



Dear Friends and Colleagues,

It is an honor to invite you to take part in our 36th Anniversary National Conference, How Successful Directors Lead. This premier event will take place at the Liberty Newark International Airport Marriott, April 22-25, 2020.

Each year, we work diligently to ensure that sponsorship, exhibition, and advertising opportunities are crafted in a way that promotes success for you, as well as our attendees.

Our Annual Conference offers the unique opportunity for companies and organizations in the early care and education field to reach “decision-makers” such as child care program Directors, Executives, and Owners in a setting that facilitates connections and networking.

We are hopeful that both the audience that attends our Conference and the engagement opportunities presented throughout this prospectus will compel you to invest in these incredibly important leaders by participating in this event.

I believe that when we invest in those who lead early care and education programs, we are making a meaningful, world-changing investment in the young children they serve.

On behalf of the Association for Early Learning Leaders, its Board of Directors and Staff, we appreciate your time and consideration and look forward to seeing you in Newark!

Sincerely,  
Lori Buxton  
Managing Director



## WHO ATTENDS?

Conference attendees include Owners, Directors, Executive Managers, and Administrators of early care and education programs from across the United States and Canada. They are THE decision-makers and look forward to learning about products and services that contribute to the success of their programs!

## WHO SPONSORS/EXHIBITS?

- ◆ Manufacturers, producers, and distributors of early learning products and services: furniture, playground equipment, educational materials, and toys.
- ◆ Publishers of children’s books, curriculum, training and leadership/administration publications.
- ◆ Technology developers and providers of computer hardware and software for program administration and classroom use.
- ◆ Providers of services and/or resources that support best business practices in child care management.
- ◆ Nonprofit organizations and state agencies that serve the early learning field.

## WHY OUR CONFERENCE?

With over 500 attendees, the Conference is a great opportunity for Exhibitors to interact personally with this decision-making audience, sharing products and services that will help solve problems and improve program quality.



## OUR AUDIENCE

- ◆ Directors
- ◆ Owners, Executive Leaders
- ◆ Assistant Directors, Administrators
- ◆ Agencies, Ed Coordinators, Trainers

[www.earlylearningleaders.org](http://www.earlylearningleaders.org)





## EXHIBITOR CONFERENCE SCHEDULE & NETWORKING EVENTS

### WEDNESDAY, APRIL 22

**Exhibitor Registration/Installation**

**12:00 p.m.—4:00 p.m.**

**Happy Hour with Exhibitors**

**5:00 p.m.—6:00 p.m.**

**Leaders Night Out—Dinner Cruise  
(fee-based)**

**6:30 p.m.—11:30 p.m.**

### THURSDAY, APRIL 23

**Breakfast Networking with  
Exhibitors**

**7:30 a.m.—8:30 a.m.**

**Munch & Mingle with Exhibitors**

**12:30 p.m.—2:00 p.m.**

**Jersey Shore Dance Party  
(free event)**

**8:00 p.m.—12:00 a.m.**

### FRIDAY, APRIL 24

**Networking Luncheon**

**12:45 p.m.—2:15 p.m.**

**Exhibit Hall Tear Down**

**2:00 p.m.—5:00 p.m.**

**The Exhibit Hall dates are April 22-24, 2020.** There are 30 minute breaks scheduled between training sessions for participants to have additional time to engage with vendors. We encourage and welcome your participation in social/networking events. These organic connection opportunities are often the most effective ways to build long-lasting professional relationships with our leaders. A final detailed schedule will distributed to vendors by March 1, 2020.

## ABOUT THE ASSOCIATION FOR EARLY LEARNING LEADERS

Formerly known as the National Association of Child Care Professionals (NACCP), the Association for Early Learning Leaders is the nation's leader among associations serving child care Owners, Administrators and Directors. The organization's goal is to enhance the knowledge, skills, and abilities of the people who lead the child care industry ensuring quality child care programs for young children.

[www.earlylearningleaders.org](http://www.earlylearningleaders.org)

## CONFERENCE SPONSORSHIP OPPORTUNITIES

There are many opportunities to demonstrate your support for these special leaders throughout the Conference, and every investment you make will directly impact the Conference experience of the attendees. Your contribution will also increase your brand awareness and build your professional network. Everyone wins!

DESCRIPTION	AMOUNT	AVAILABLE OPPORTUNITIES
<b>MERCHANDISE SPONSORSHIP</b>		
Attendee Tote Bags	\$5000	1 Sponsor
Branded Padfolio	\$4000	1 Sponsor
Nametag Pouch & Lanyard	\$3000	1 Sponsor
<b>NETWORKING EVENT SPONSORSHIP</b>		
Conference Welcome Party	\$2500	2 Sponsors
Jersey Shore Dance Party	\$2500	2 Sponsors
<b>ANNUAL CORPORATE SPONSORSHIP</b>		
Legacy Sponsor	\$20000	1 Sponsor
Foundation Sponsor	\$10000	2 Sponsors
Signature Sponsor	\$5000	4 Sponsors
Advocate Sponsor	\$2500	Unlimited



## ANNUAL CORPORATE SPONSORSHIP BENEFITS

- ◆ Prominent branding on event signage and marketing pieces
- ◆ Promotional video (30 sec.) played in general session openings
- ◆ Four AELL Facebook promotional posts
- ◆ Four dedicated e-blasts to Association members
- ◆ Promotional insert in event bags and member packets for 12 months.
- ◆ Vendor Membership\*
- ◆ Logo on all AELL e-blasts/website for 12 months

**LEGACY**



- ◆ Promotional Insert in event bag and all member packets for 12 months
- ◆ Two AELL Facebook promotional posts
- ◆ Two dedicated e-blasts to Association members
- ◆ Vendor Membership\*
- ◆ Logo on all AELL e-blasts/website for 12 months

**FOUNDATION**



- ◆ One dedicated e-blast to Association members
- ◆ Vendor Membership\*
- ◆ One AELL Facebook promotional post
- ◆ PLUS...benefits in Advocate tier

**SIGNATURE**



- ◆ Branding on event signage/marketing pieces
- ◆ Logo on website for 12 months
- ◆ Logo on all AELL e-blasts for 12 months

**ADVOCATE**

\*One-year subscription. Current Vendor Members can apply complimentary membership to the next year's renewal.

# CONFERENCE ADVERTISING OPPORTUNITIES

The AELL National Conference is a great place to get your product or service in front of your target audience. Advertising dollars not only expand the reach of your business, but also support the ongoing mission and work of the Association to serve early education leaders. Please consider one or more of the following advertising vehicles for your business, service, or resource.

DESCRIPTION	COST	AVAILABLE OPPORTUNITIES
30 Second Promotional Video*	\$2000	4 Businesses
2 Pre & 1 Post Conference E-Blast	\$1600	4 Businesses
2 Pre-Conference E-Blasts	\$1000	4 Businesses
1 Pre-Conference E-Blast	\$600	4 Businesses
General Session Slideshow Ad	\$600	4 Businesses
Conference Bag Insert	\$500	4 Businesses

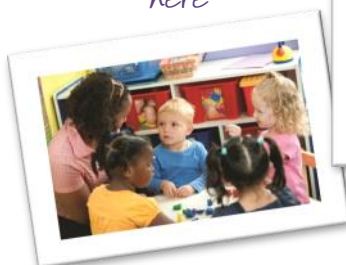
\*Promotional video is to be no more than 30 seconds in length, must focus on connecting our audience with meaningful, relevant resources, and will be provided by sponsor by deadline assigned by AELL event management. Video will be run during opening of a general meeting session at least one time and will be featured one time on our Association Facebook page.

## WHEN WE INVEST HERE...



## WE ARE ALSO INVESTING

here



and here

and here



and here!



# CONFERENCE SPONSOR/ADVERTISER ORDER FORM

Please select the sponsorship and/or advertising opportunity that best fits your business and budget. Your ongoing support of the Association and those who lead in early education is deeply appreciated!

SPONSORSHIP SELECTIONS (INITIAL YOUR SELECTIONS IN RIGHT COLUMN)		
DESCRIPTION	SPONSOR AMOUNT	SELECTION
CONFERENCE MERCHANDISE SPONSORSHIP		
Attendee Tote Bags	\$5000	1 Sponsor
Branded Padfolio	\$4000	1 Sponsor
Nametag Pouch & Lanyard	\$3000	1 Sponsor
CONFERENCE EVENT SPONSORSHIP		
Conference Welcome Party	\$2500	2 Sponsor
Annual Karaok/Dance Party	\$2500	2 Sponsors
CONFERENCE CORPORATE SPONSORSHIP		
Legacy Sponsor	\$20000	1 Sponsor
Foundation Sponsor	\$10000	2 Sponsors
Signature Sponsor	\$5000	4 Sponsors
Advocate Sponsor	\$2500	Unlimited
ADVERTISING SELECTIONS (INITIAL YOUR SELECTIONS IN RIGHT COLUMN)		
DESCRIPTION	COST	SELECTION
PLEASE CHECK SELECTIONS		
30 Second Promotional Video*	\$2000	4 Businesses
2 Pre & 1 Post Conference E-Blast	\$1600	4 Businesses
2 Pre-Conference E-Blasts	\$1000	4 Businesses
1 Pre-Conference E-Blast	\$600	4 Businesses
General Session Slideshow Ad	\$600	4 Businesses
Conference Bag Insert	\$500	4 Businesses

Printed Name

Company

Date

Signature

Email

Phone

# SPONSOR/ADVERTISER APPLICATION

## Please return completed application to:

Association for Early Learning Leaders  
1250 S Capital of Texas Hwy, Bldg 3, Ste 400  
Austin, TX 78746  
ATTN: Conference Exhibitor Coordinator

or Email to: Aryam Andom, Admin Specialist  
aryam@earlylearningleaders.org

## Company Information

Company Name (as it should appear on conference materials)

Type of Products/Services Offered:

Brief Description of How Your Business Benefits Directors and/or Programs in Early Care and Education

Primary Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_

I am interested in being a \_\_\_\_\_ Conference Sponsor \_\_\_\_\_ Conference Advertiser

Are you currently an AELL Vendor Member? \_\_\_\_\_ Yes \_\_\_\_\_ No

Would you like information about how to become an AELL Vendor Member for only \$375 per year?  
\_\_\_\_\_ Yes \_\_\_\_\_ No

Have you sponsored with us before? If yes, most recent year/conference location?

Have you advertised with us before? If yes, most recent year/conference location?

## Order Form:

Please include completed Sponsor/Advertising Order Form with your application.

## Payment Options:

Payment for conference sponsorships/advertising can be made by check or credit card upon approval of application. Notification of application determination will be sent within 14 business days of receipt. Payment in full must be received by March 1, 2020 or within 5 business days of approval or sponsorship may be released to other businesses.

Printed Name

Company

Date

Signature

Email

Phone



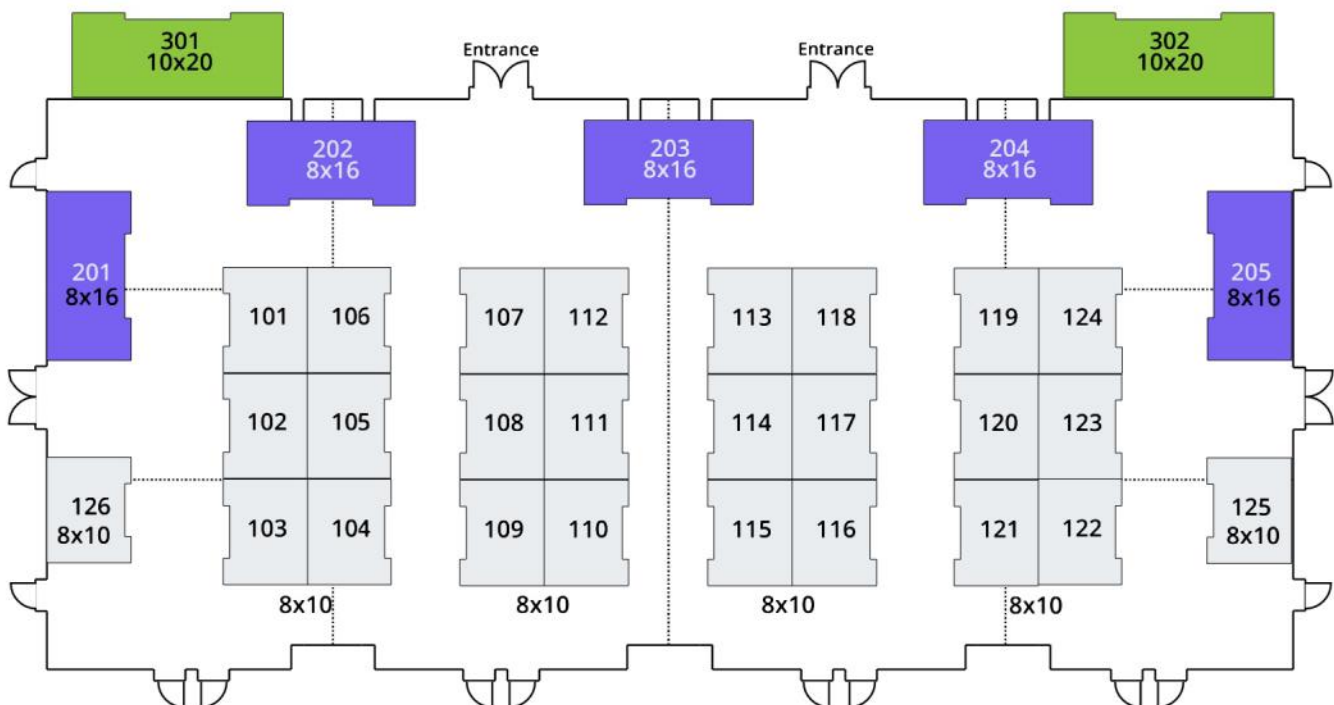
## CONFERENCE EXHIBITOR OPPORTUNITIES

EXHIBITOR PACKAGES	COST	AVAILABLE OPPORTUNITIES
*Exclusive Booth w Sponsorship (8'x10')	\$5000	2 Booths
Extra Large Exhibitor Booth (20'x10')	\$1500	2 Booths
Large Exhibitor Booth (8'x16')	\$1250	5 Booths
Standard Exhibitor Booth (8'x10')	\$950	26 Standard Booths

\*An Exclusive Booth with Sponsorship will offer you the opportunity to exhibit without direct competition and receive Advocate Sponsor benefits for one year, plus one dedicated e-blast to Association audience. Those benefits include:

- ◆ Branding on event signage/marketing pieces
- ◆ Logo on website for 12 months
- ◆ Logo on all AELL e-blasts for 12 months

**Note:** Exclusivity means there will not be direct primary competition. In categories like software, where there could be sub-categories, there may be software companies present that offer different services, but yours will be the only provider of its kind, i.e. child care management systems vs. client relation/marketing management systems.





# EXHIBITOR AGREEMENT

2020 Annual National Conference-Newark, NJ

**The Association for Early Learning Leaders** is seeking out businesses, resources, agencies, and suppliers for early care and education programs to exhibit on a national level to child care Owners, Administrators, and Directors at the 36th Anniversary National Conference, *How Successful Directors Lead*, to be held April 22-25, 2020 at the Liberty Newark International Airport Marriott–Newark, NJ.

## Terms and Conditions for Exhibiting

Upon approval of Exhibitor Application, receipt of signed Terms and Conditions for Exhibiting, and payment to AELL, a booth space will be reserved for the exhibitor. Only one company name is permitted per exhibit space. AELL reserves the right to alter locations of Exhibitors or of booth spaces shown on the floor plan if deemed to be in the best interest of the exhibition. A submitted application does not guarantee acceptance. Applications are reviewed, vetted, and exhibitors chosen by the current year's Conference Committee. Notification of disposition will be sent by January 31, 2020 or within five (10) business days for applications received after January 31, 2020.

## Business Type Limitations/Exclusives

To ensure favorable business opportunities for each vendor who exhibits at the conference, only three (3) exhibitors in direct competition will be permitted to purchase a booth for the conference. If a business purchases an Exclusive Exhibitor Package, no direct competitor will be permitted to purchase a booth for the conference.

## Exhibitor Packages

Each booth includes an 8' tall back wall and 3' tall side drape, one 6' draped table, two side chairs, two name tags, and one waste basket. A standard booth sign, 7"x44", with company name and booth number will be provided. **Utilities, internet, and furnishings (other than two chairs and table) ARE NOT provided.**

## Exhibit Fees

The cost of the booth space includes: 1 (one) 6-foot table and 2 (two) chairs with name badges. A listing of attendees will be provided to Exhibitors after the conference and will include program name, primary contact, mailing address, and primary phone number. **Email addresses are not provided.**

## Payment Policies

All sponsorship fees must be paid in full prior to distribution of registration packet. AELL reserves the right to cancel booth space not paid in full by March 1, 2020.

## Cancellation of Exhibit Space

All booth cancellations must be submitted to AELL in writing. In the event of cancellation of exhibit space by the Exhibitor, it is agreed that the actual damages, which might be sustained by AELL by reason of such cancellation, are uncertain. As a result, it is agreed that the following sums would be reasonable and just compensation for cancellation received with respect to the following dates and booth cost of \$600.00:

- ◆ Between 12-31-19 and 2-15-20, 75% of booth costs;
- ◆ After 2-15-20, a total of 100% of booth costs.

Exhibitor agrees to forfeit, and AELL agrees to withhold the above respective sums from any refund due, as liquidated damages in the event of cancellation.

## Use of Exhibit Space

Exhibit space is assigned with the expressed understanding that it is to be used solely for the display of the services that the Exhibitor provides to the childcare industry. Exhibitors are not permitted to sublet any part of their space.

## The following booth guidelines are to be followed by all exhibitors:

- ◆ No exhibit material may extend beyond the boundaries of the exhibit space or exceed the height restrictions for that type of booth.
- ◆ Exhibits will not be of such nature or arrangement to obstruct the view or interfere with the exhibits of others.
- ◆ Exhibits using technology demonstrations will keep sound at a level that is respectful of neighboring vendors.

Should there be any questions as to the obstructions or interference of any exhibit with other exhibits in the area, the final judgment will be made by AELL.

### Insurance & Liability

Exhibitors wishing to insure their property must do so at their own expense. To protect themselves against loss, it is recommended that all Exhibitors have representatives in attendance at all times when the exhibits are open, especially when exhibits are being fabricated or dismantled.

It is expressly understood and agreed, and the Exhibitor agrees by accepting this contract, that they will make no claim of any kind against AELL, or any of their members or employees for any loss, damage to, or destruction of goods, or for any injury that may occur to themselves or their employees while in the Exhibit Hall, or for any damage of any nature of character whatsoever. It is further agreed that AELL shall not be held liable or responsible for and shall be indemnified and held harmless by Exhibitor from and against any and all claims and damages of every kind, for injury to or death of any person or persons and for damages to or loss of property, arising out of or attributed, directly or indirectly, to the operations or performances of Exhibitors and Exhibitor's agents and employees under this agreement.

The facility is not liable to the Exhibitors for any damage to or for the loss or destruction of an exhibit or property of the Exhibitor by fire or other casualty covered by an extended coverage endorsement to a fire insurance policy, whether caused by negligence of the hall, its officers, agents, service personnel, employees, or otherwise, all claims for any such loss or damage being expressly waived by Exhibitor who agrees to indemnify and hold the facility harmless. Exhibitor agrees to abide by all applicable fire, utility, and building codes.

### Exhibit Room Set Up/ Break Down

All exhibitors must have their booth set up two hours prior to the opening of the exhibit hall for the Welcome Happy Hour with Exhibitors on Wednesday, 4/22/2020. Set up schedule will be included in your exhibitor packet distributed prior to arrival at conference. Your booth must remain set up and manned by you during posted exhibit hours from Wednesday, 4/22/2020, 5:00 p.m. to Friday, 4/24/2020, 2:00 p.m. On Friday, the Exhibit Hall will close at 2:00 pm and you may tear down your booth and leave the conference. **No booths may be torn down before 2:00 p.m. on Friday.**

### Door Prizes

It is required that every exhibitor bring two (2) door prize gifts to the conference. One prize will be raffled by AELL through random raffle drawings and at networking events held during conference. Please submit a description and approximate value of your door prize to Conference Services at check in. The winners will be directed to your booth to claim their prize. The second prize should be raffled off directly by you through connections made at your booth. You may notify winners directly or a message can be displayed at Conference Services.

### Networking Opportunities

Throughout conference, AELL hosts networking events to promote the expansion of professional networks. We find that some of the most meaningful relationships begin in a more personal/ social setting. We invite and encourage all vendors to attend these events and invite and encourage all attendees to take advantage of this valuable time to connect with peers and industry resources.

### Exhibitor Code of Professional Conduct

The Association reserves the right to require any Exhibitor to remove all or any part of a display which, in the Sole judgment of the Association is deemed to be misleading or deceptive, in poor taste, unsuitable, or not in keeping with the character and objectives of the Conference. Exhibit booths are not to be used for employment recruiting. Exhibitors are encouraged to participate and actively engage in open exhibition times and related activities. Those who dismantle prior to specified end of Conference exhibition time may not be invited to participate in future Association events.

### Shipping & Storage

Storage of all equipment prior to exhibition shall be handled through the Association's contracted service provider. The decorating company will provide a Conference service kit with details. Return shipping is the responsibility of the Exhibitor and can be arranged through the decorating company onsite. All items must be removed.

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**Exhibitor Printed Name**


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**Exhibitor Signature**


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**Date**


---

**Business Name**


---

**Phone**

# EXHIBITOR APPLICATION

## Please return completed application and Exhibitor Agreement to:

Association for Early Learning Leaders  
1250 S Capital of Texas Hwy, Bldg 3, Ste 400  
Austin, TX 78746  
ATTN: Conference Exhibitor Coordinator

or Email to: Aryam Andom, Admin Specialist  
aryam@earlylearningleaders.org

## Exhibitor Information

Company Name (as it should appear on conference materials)

\_\_\_\_\_  
Type of Products/Services Offered:

\_\_\_\_\_  
Brief Description of How Your Business Benefits Directors and/or Programs in Early Care and Education

\_\_\_\_\_  
Primary Contact Name:

Phone: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Are you currently an AELL Vendor Member? \_\_\_\_ Yes \_\_\_\_ No

Would you like information about how to become an AELL Vendor Member for only \$375 per year?

\_\_\_\_ Yes \_\_\_\_ No

Have you exhibited with us before? If yes, most recent year/conference location?

\_\_\_\_\_  
Please select one of the following booth packages:

- \_\_\_\_\_ Standard Exhibitor Booth Package (8'x10') \$950
- \_\_\_\_\_ Large Exhibitor Booth Package (8'x16') \$1250
- \_\_\_\_\_ X-Large Exhibitor Booth Package (20'x20') \$1500
- \_\_\_\_\_ Exclusive Exhibitor Booth Package (8'x10 booth) \$5000 Sponsorship w/Booth  
(guaranteed availability until October 15, 2019; subject to availability after deadline)

Exhibitor Badge Request: (2 per exhibit booth included; additional badges \$5 each)

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

## Payment Options:

Payment for exhibit booth and/or conference sponsorships can be made by check or credit card upon approval of Exhibitor Application. Notification of application approval will be sent no later than January 31, 2020. Payment in full must be received by March 1, 2020 or within 5 business days of application approval or booth may be released.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone



## CONTINUE TO MAKE A DIFFERENCE BEYOND THIS EVENT

You are a very important resource to the community of leaders we serve, and we have a great way for you to continue to build the relationships that are started at our National Conference. Consider joining as an Association Vendor Member. Vendors who join the Association gain exclusive access to Child Care Directors, Owners, and Administrators at a national level.

Our membership seeks out and values businesses and organizations that support their leadership and vision for excellence in early learning programming, so if you are a current Vendor member, thank you! If you haven't taken that next step yet, this is a GREAT time to begin your vendor membership and enjoy **a full year of benefits for only \$375!**

### Vendor Member Benefits Include (but aren't limited to):

- ◆ Company listing with contact information on the Association's website for 12 months
- ◆ Listing as a featured vendor in our monthly member e-news (1000+ distribution) and quarterly association e-news (15,000+ distribution)
- ◆ The opportunity to feature a **member only** discount on our member discount page
- ◆ Quarterly FB posting featuring your resource/service

### PLUS your choice of 2 of the following benefits:

- ◆ \$100 discount on your conference exhibit booth
- ◆ The opportunity to host one educational webinar per year that will be free to all members
- ◆ Featured vendor article in our monthly member newsletter
- ◆ One dedicated e-blast to members



ASSOCIATION FOR  
**Early  
Learning  
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**National  
Accreditation  
Commission**  
FOR EARLY CARE AND  
EDUCATION PROGRAMS

[www.earlylearningleaders.org](http://www.earlylearningleaders.org)