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
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.

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.

**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.

**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.

**Leaders Night Out—Dinner Cruise (fee-based)**
- 6:30 p.m.—11:30 p.m.

**Jersey Shore Dance Party (free event)**
- 8:00 p.m.—12:00 a.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 be 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.
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!

**CONFERENCE SPONSORSHIP OPPORTUNITIES**

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<thead>
<tr>
<th>DESCRIPTION</th>
<th>AMOUNT</th>
<th>AVAILABLE OPPORTUNITIES</th>
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<tbody>
<tr>
<td><strong>MERCHANDISE SPONSORSHIP</strong></td>
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<tr>
<td>Attendee Tote Bags</td>
<td>$5000</td>
<td>1 Sponsor</td>
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<tr>
<td>Branded Padfolio</td>
<td>$4000</td>
<td>1 Sponsor</td>
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<td>Nametag Pouch &amp; Lanyard</td>
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<tr>
<td><strong>NETWORKING EVENT SPONSORSHIP</strong></td>
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<tr>
<td>Conference Welcome Party</td>
<td>$2500</td>
<td>2 Sponsors</td>
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<tr>
<td>Jersey Shore Dance Party</td>
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<td><strong>ANNUAL CORPORATE SPONSORSHIP</strong></td>
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<tr>
<td>Legacy Sponsor</td>
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<td>Signature Sponsor</td>
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<tr>
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<td>$2500</td>
<td>Unlimited</td>
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**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
- 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
- One dedicated e-blast to Association members
- Vendor Membership*
- One AELL Facebook promotional post
- PLUS...benefits in Advocate tier
- Branding on event signage/marketing pieces
- Logo on website for 12 months
- Logo on all AELL e-blasts for 12 months

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

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<tr>
<td>30 Second Promotional Video*</td>
<td>$2000</td>
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<tr>
<td>2 Pre &amp; 1 Post Conference E-Blast</td>
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<td>General Session Slideshow Ad</td>
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*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**

[Images of children and educators]
CONFERECE 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)

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<tr>
<td>Conference Welcome Party</td>
<td>$2500</td>
<td>2 Sponsor</td>
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<tr>
<td>Annual Karaok/Dance Party</td>
<td>$2500</td>
<td>2 Sponsors</td>
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### ADVERTISING SELECTIONS (INITIAL YOUR SELECTIONS IN RIGHT COLUMN)

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**Printed Name**

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**Company**

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**Date**

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**Signature**

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**Email**

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**Phone**
SPONSOR/ADVERTISER APPLICATION

Please return completed application to:
Association for Early Learning Leaders or Email to: Aryam Andom, Admin Specialist
1250 S Capital of Texas Hwy, Bldg 3, Ste 400 aryam@earlylearningleaders.org
Austin, TX 78746
ATTN: Conference Exhibitor Coordinator

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**

<table>
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<tr>
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<tr>
<td>*Exclusive Booth with Sponsorship (8'x10')</td>
<td>$5000</td>
<td>2 Booths</td>
</tr>
<tr>
<td>Extra Large Exhibitor Booth (20'x10')</td>
<td>$1500</td>
<td>2 Booths</td>
</tr>
<tr>
<td>Large Exhibitor Booth (8'x16')</td>
<td>$1250</td>
<td>5 Booths</td>
</tr>
<tr>
<td>Standard Exhibitor Booth (8'x10')</td>
<td>$950</td>
<td>26 Standard Booths</td>
</tr>
</tbody>
</table>

*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.
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.

Exhibitor Printed Name          Exhibitor Signature          Date

Business Name          Phone
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
or Email to: Aryam Andom, Admin Specialist
aryam@earlylearningleaders.org
ATTN: Conference Exhibitor Coordinator

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
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

www.earlylearningleaders.org