



The Association for Early Learning Leaders Presents...

38TH ANNUAL NATIONAL CONFERENCE

How Successful Directors Lead

APRIL 27-30, 2022

OMNI AT LAS COLINAS - DALLAS, TX



#AELL38DALLAS

FEATURING AN INSPIRING KEYNOTE FROM

WILL BOWEN

AUTHOR | INTERNATIONAL SPEAKER

"A COMPLAINT[®] FREE WORLD"



earlylearningleaders.org



Dear Friends and Colleagues,

It is an honor to invite you to take part in our 38th Annual National Conference, **How Successful Directors Lead**. This premier event will take place at the Omni at Las Colinas April 27-30, 2022 in Dallas, TX.

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 companies and organizations in the early care and education field the unique opportunity 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.

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 Dallas!

Sincerely,
Lori Buxton
Managing Director



WHO ATTENDS?

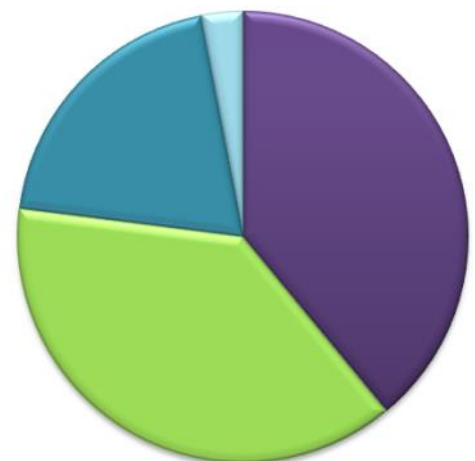
Conference attendees include Owners, Directors, Executive Managers, and Administrators of early care and education programs from across the United States and Canada. They are THE decision-makers and look forward to learning about products and services that contribute to the success of their programs!

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?

This Conference has a singular focus on leaders and provides 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



EXHIBITOR CONFERENCE SCHEDULE & NETWORKING

The Exhibit Hall will be open April 27-29, 2022. 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 as well. 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 1st.**

WEDNESDAY, APRIL 27

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—TBD
(fee-based)

6:30 p.m.—11:30 p.m.

THURSDAY, APRIL 28

Breakfast Networking with Exhibitors

7:30 a.m.—8:30 a.m.

Munch & Mingle with Exhibitors

12:30 p.m.—2:00 p.m.

Karaoke & Dance Party
(free event)

8:00 p.m.—12:00 a.m.

FRIDAY, APRIL 29

Breakfast Networking with Exhibitors

7:30 a.m.—8:30 a.m.

Networking Luncheon

12:30 p.m.—2:00 p.m.

Exhibit Hall Tear Down

2:00 p.m.—5:00 p.m.

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

Conference Exhibitor Opportunities

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 38th Annual National Conference, *How Successful Directors Lead*, to be held April 27-30, 2022 at the Omni Las Colinas Hotel in Dallas, Texas. **Space is limited so apply early to secure your booth!**

Exhibitor Application and Guidelines can be accessed under the Vendor tab at www.earlylearningleaders.org

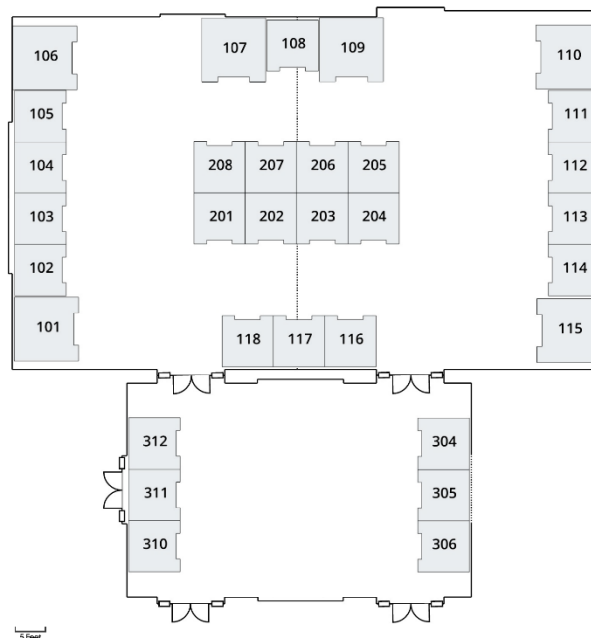
| Exhibitor Packages | Cost | Availability |
|--|--------|--------------------|
| *Exclusive Booth w Sponsorship (10'x10') | \$5000 | 2 Vendors |
| Large Exhibitor Booth (10'x10') | \$1250 | 6 Booths |
| Standard Exhibitor Booth (8'x8') | \$950 | 26 Standard Booths |

*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.

MANDALAY BALLROOM & FOYER



VENDOR ENGAGEMENT OPPORTUNITIES

You are invited to review the following standard sponsorship and advertising opportunities and consider participating in those that best fit your business engagement goals and budget. Customized sponsorship and advertising packages are available upon request. Your ongoing support of the Association and those who lead in early education is deeply appreciated!

Vendor applications can be accessed under the Vendor tab at www.earlylearningleaders.org.

| Description | Sponsor Amount | Maximum Available |
|---|----------------|-------------------|
| Conference Merchandise Sponsorship | | |
| Attendee Tote Bags | \$6000 | 1 Sponsor |
| Attendee Beverage Cup | \$5000 | 1 Sponsor |
| Name tag Pouch & Lanyard | \$4000 | 1 Sponsor |
| Conference Event Sponsorship | | |
| Conference Welcome Party | \$3500 | 2 Sponsors |
| Leaders Night Out | \$3500 | 2 Sponsors |
| Annual Karaoke/Dance Party | \$3500 | 2 Sponsors |
| Conference Corporate Sponsorship | | |
| Legacy Sponsor | \$50000 | Unlimited |
| Foundation Sponsor | \$20000 | Unlimited |
| Signature Sponsor | \$10000 | Unlimited |
| Advocate Sponsor | \$3500 | Unlimited |
| Conference Advertising Opportunities | | |
| Description | Cost | Maximum Available |
| 30 Second Promotional Video* | \$2500 | 4 Businesses |
| 2 Pre & 1 Post Conference E-Blast | \$2000 | 4 Businesses |
| 2 Pre-Conference E-Blasts | \$1500 | 4 Businesses |
| Conference Program Ad Full page | \$1000 | 4 Businesses |
| General Session Slideshow Ad | \$800 | 4 Businesses |
| Conference Bag Insert | \$500 | 8 Businesses |

CORPORATE SPONSORSHIP VENDOR BENEFIT PACKAGES

LEGACY SPONSOR

- ◆ Prominent branding on event signage and marketing pieces
 - ◆ Promotional video featured in general session openings
 - ◆ Four promotional videos featured on AELL Facebook page & website
 - ◆ Four dedicated e-campaigns to Association mailing list
 - ◆ Full page advertisement in Conference Program
 - ◆ Two Year Vendor Membership
 - ◆ Logo on all AELL e-campaigns and website slider for 12 months
 - ◆ Promotional insert in event bag
-

FOUNDATION SPONSOR

- ◆ Branding on event signage and marketing pieces
 - ◆ Promotional insert in event bag
 - ◆ Two dedicated e-campaigns to Association members
 - ◆ One Year Vendor Membership
 - ◆ Logo on all AELL e-campaigns and website slider for 12 months
-

SIGNATURE SPONSOR

- ◆ One AELL Facebook promotional posts
 - ◆ One dedicated e-campaigns to Association members
 - ◆ One Year Vendor Membership
 - ◆ Logo on all AELL e-campaigns and website slider for 12 months
-

ADVOCATE SPONSOR

- ◆ Branding on event signage and marketing pieces
 - ◆ One Year Vendor Membership
 - ◆ Logo on all AELL e-campaigns and website slider for 12 months
-

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 \$500!**

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
Leaders**

**National
Accreditation
Commission**
FOR EARLY CARE AND
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