



NASHVILLE



2023

2023 VENDOR PROSPECTUS

THE INVITATION



Dear Friends and Colleagues,

It is an honor and privilege to invite you to take part in our 39th Annual National Conference, How Successful Directors Lead. This premier event will take place at the Sheraton Music City, June 21-24, 2023, in Nashville, TN.

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 that serve the early care and education field the unique opportunity to reach “decision-makers” such as 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 also making a powerful, 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.

Sincerely,

**Lori Buxton
Executive Director**



THE CONFERENCE

JUNE 22-24, 2023
PRE-CONFERENCE JUNE 21



EXHIBIT HALL/VENDOR SCHEDULE

WEDNESDAY June 21	THURSDAY June 22	FRIDAY June 23	SATURDAY June 24
Exhibit Hall Hours 5:00 P.M. - 6:00 P.M.	Exhibit Hall Hours 7:00 A.M. - 4:00 P.M.	Exhibit Hall Hours 7:00 A.M. - 4:00 P.M.	Exhibit Hall Hours 8:00 A.M. - 11:30 A.M.
Exhibitor Installation	Breakfast with Exhibitors	Breakfast with Exhibitors	Breakfast with Exhibitors
Happy Hour with Exhibitors	Networking Luncheon	Munch & Mingle with Exhibitors	Exhibitor Tear Down
*Legacy Commission Fundraising Dinner	Karaoke & Dance Party	*Leaders' Night Out Grand Ole Opry	

*These are fee-based events. Vendors and guests are welcome to purchase tickets.

THE PEOPLE

Our Audience

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!



- ◆ Directors
- ◆ Owners, Executives, Administrators
- ◆ Assistant Directors
- ◆ Agencies, Ed Coordinators, Trainers



Our Vendors



- 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.

THE OPPORTUNITIES

FOR EXHIBITORS

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 39th Annual National Conference, How Successful Directors Lead, to be held June 21-24, 2023 at the Sheraton Music City Hotel in Nashville, Tennessee. 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 BOOTH PACKAGES	COST
*EXCLUSIVE BOOTH WITH ADVOCATE SPONSOR PACKAGE 10'X10'	\$7500
LARGE EXHIBITOR BOOTH 10'X10'	\$1500
STANDARD EXHIBITOR BOOTH 8'X10'	\$1000

*An Exclusive Booth with Sponsorship will offer you the opportunity to exhibit without direct exhibitor competition and receive Advocate Sponsor benefits for one year, plus one dedicated pre-conference e-blast. Advocate Sponsor 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 OPPORTUNITIES

FOR SPONSORS

You are invited to review the following 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.

CONFERENCE MERCHANDISE SPONSORSHIP

SPONSORSHIP DESCRIPTION	SPONSOR AMOUNT
ATTENDEE TOTE BAGS	\$6000
ATTENDEE TRAVEL STORAGE KITS	\$6000
ATTENDEE BEVERAGE CUPS	\$6000

CONFERENCE EVENT SPONSORSHIP

SPONSORSHIP DESCRIPTION	SPONSOR AMOUNT
OPENING HAPPY HOUR	\$5000
LEADERS' NIGHT OUT	\$5000
ANNUAL DANCE/KARAOKE PARTY	\$5000

THE OPPORTUNITIES

FOR SPONSORS

CONFERENCE KEYNOTE SPONSORSHIP

SPONSORSHIP DESCRIPTION	SPONSOR AMOUNT
OPENING KEYNOTE	\$15000
CLOSING KEYNOTE	\$10000

CONFERENCE CORPORATE SPONSORSHIP

SPONSORSHIP DESCRIPTION	SPONSOR AMOUNT
LEGACY SPONSOR	\$50000
FOUNDATION SPONSOR	\$25000
SIGNATURE SPONSOR	\$10000
ADVOCATE SPONSOR	\$5000

THE BENEFITS

LEGACY SPONSOR

- Prominent branding on conference 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 conference signage and marketing pieces
- Two dedicated e-campaigns to Association mailing list
- Half-page advertisement in Conference Program
- Two dedicated social media posts
- One-year Vendor Membership
- Logo on all AELL e-campaigns and website slider for 12 months
- Promotional insert in event bag

SIGNATURE SPONSOR

- Branding on conference signage and marketing pieces
- One dedicated e-campaign to Association mailing list
- Quarter page advertisement in Conference Program
- One-year Vendor Membership
- One dedicated social media post
- Logo on all AELL e-campaigns and website slider for 12 months
- Promotional insert in event bag

ADVOCATE SPONSOR

- Prominent branding on conference signage and marketing pieces
- Quarter page advertisement in Conference Program
- One-Year Vendor Membership
- Logo on all AELL e-campaigns and website slider for 12 months
- Promotional insert in event bag

THE BENEFITS

KEYNOTE SPONSOR

- 3-5 minute introduction/informational spot at sponsored keynote
- Branding on conference signage and marketing pieces
- Dedicated signage displayed during sponsored keynote
- Table for promotional collateral
- Promotional insert in event bag
- Logo on all AELL e-campaigns and website slider for 12 months

EVENT SPONSOR

- Branding on conference signage and marketing pieces
- Dedicated signage displayed during sponsored event
- 3-5 minute introduction/informational spot during event
- Table for promotional collateral
- Promotional insert in event bag
- Logo on all AELL e-campaigns and website slider for 12 months

MERCHANDISE SPONSOR

- Branding on sponsored attendee merchandise
- Branding on conference signage and marketing pieces
- One dedicated social media post
- Logo on all AELL e-campaigns and website slider for 12 months
- Promotional insert in event bag



ADVERTISING OPPORTUNITIES

DESCRIPTION	COST
30 SECOND PROMOTIONAL VIDEO*	\$3500
2 PRE & 1 POST CONFERENCE E-BLAST	\$3000
2 PRE-CONFERENCE E-BLAST	\$2500
CONFERENCE PROGRAM AD-FULL PAGE	\$2000
GENERAL SESSION SLIDESHOW AD	\$1000
CONFERENCE BAG INSERT	\$1000

*Video to be provided by vendor and approved by AELL prior to conference. Video will be shared during general sessions and on the Association's social media.



Continue to make a difference in the lives of leaders 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 becoming 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 (15,000+ distribution)
- The opportunity to feature a member-only discount on our member discount page
- Quarterly Facebook 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



earlylearningleaders.org