Dear Friends and Colleagues,

It is an honor and privilege to invite you to celebrate and take part in our 40th Annual National Conference, How Successful Directors Lead. This premier event will take place at the Hilton Meadowlands, April 17-20, 2024, in the New York City Area.

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
**EXHIBIT HALL/VENDOR SCHEDULE**

<table>
<thead>
<tr>
<th>WEDNESDAY APRIL 17</th>
<th>THURSDAY APRIL 18</th>
<th>FRIDAY APRIL 19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Hours 5:00 P.M. - 6:00 P.M.</td>
<td>Exhibit Hall Hours 7:00 A.M. - 4:00 P.M.</td>
<td>Exhibit Hall Hours 7:00 A.M. - 4:00 P.M.</td>
</tr>
<tr>
<td>Exhibitor Installation</td>
<td>Breakfast with Exhibitors</td>
<td>Breakfast with Exhibitors</td>
</tr>
<tr>
<td>Welcome Happy Hour with Exhibitors</td>
<td>Networking Luncheon</td>
<td>Munch &amp; Mingle with Exhibitors</td>
</tr>
<tr>
<td>*Leaders' Night Out- NYC Harbor Cruise</td>
<td>* Presidents' Legacy Commission Fundraising Dinner</td>
<td>Ruby Anniversary &quot;The Red&quot; Karaoke &amp; Dance Party</td>
</tr>
</tbody>
</table>

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

**Schedule subject to change.**
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 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 childcare Owners, Administrators, and Directors at the 40th Annual National Conference, How Successful Directors Lead, to be held April 17-20, 2023 at the Hilton Meadowlands Hotel in Secaucus, NJ. Space is limited, so apply early to secure your booth!

Exhibitor applications be accessed under the Vendors tab at earlylearningleaders.org

<table>
<thead>
<tr>
<th>EXHIBITOR BOOTH PACKAGES</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>*EXCLUSIVE 10’X10’ BOOTH WITH SIGNATURE SPONSOR PACKAGE</td>
<td>$15,000</td>
</tr>
<tr>
<td>REGISTRATION OPENS AUG 1, 2023</td>
<td></td>
</tr>
<tr>
<td>LARGE EXHIBITOR BOOTH 10’X10’</td>
<td>$1,700</td>
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<tr>
<td>STANDARD EXHIBITOR BOOTH 8’X10’</td>
<td>$1,200</td>
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</table>

*An Exclusive Booth with Sponsorship will offer the opportunity to exhibit without direct exhibitor competition and receive Signature Sponsor benefits for one year, plus one dedicated pre-conference e-blast. This opportunity opens August 1, 2023 and is subject to availability.

Signature Sponsor benefits include:
- Branding on conference signage and marketing pieces
- One dedicated e-campaign to Association mailing list
- One-year Vendor Membership
- One dedicated social media post
- Logo on all AELL e-campaigns & website slider for 12 months
- Promotional insert in event bag

Note: Exclusivity means there will be no 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.
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!

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

### CONFERENCE CORPORATE SPONSORSHIP

<table>
<thead>
<tr>
<th>SPONSORSHIP DESCRIPTION</th>
<th>SPONSOR AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEGACY SPONSOR</td>
<td>$50,000</td>
</tr>
<tr>
<td>FOUNDATION SPONSOR</td>
<td>$25,000</td>
</tr>
<tr>
<td>SIGNATURE SPONSOR</td>
<td>$10,000</td>
</tr>
<tr>
<td>ADVOCATE SPONSOR</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### CONFERENCE KEYNOTE SPONSORSHIP

<table>
<thead>
<tr>
<th>SPONSORSHIP DESCRIPTION</th>
<th>SPONSOR AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPENING KEYNOTE</td>
<td>$15,000</td>
</tr>
<tr>
<td>CLOSING KEYNOTE</td>
<td>$10,000</td>
</tr>
</tbody>
</table>
## The Opportunities for Sponsors

### Conference Event Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Description</th>
<th>Sponsor Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Welcome Party</td>
<td>$7,500</td>
</tr>
<tr>
<td>Leaders’ Night Out</td>
<td>$7,500</td>
</tr>
<tr>
<td>Annual Dance/Karaoke Party</td>
<td>$7,500</td>
</tr>
<tr>
<td>Leader or Executive Happy Hour</td>
<td>$7,500</td>
</tr>
</tbody>
</table>

### Conference Merchandise Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship Description</th>
<th>Sponsor Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Backpack/Bag</td>
<td>$7,500</td>
</tr>
<tr>
<td>Attendee Travel Packing Cubes</td>
<td>$6,000</td>
</tr>
<tr>
<td>Attendee Branded Lanyard</td>
<td>$4,000</td>
</tr>
</tbody>
</table>
# THE BENEFITS

## LEGACY SPONSOR - $50,000
- 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
- Two-year Vendor Membership
- Logo on all AELL e-campaigns and website slider for 12 months
- Promotional insert in event bag

## FOUNDATION SPONSOR - $25,000
- Branding on conference signage and marketing pieces
- Two dedicated e-campaigns to Association mailing list
- 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 - $10,000
- Branding on conference signage and marketing pieces
- One dedicated e-campaign to Association mailing list
- 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 - $5,000
- Prominent branding on conference signage and marketing pieces
- 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
## THE OPPORTUNITIES

### FOR ADVERTISING

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 SECOND PROMOTIONAL VIDEO*</td>
<td>$3,500</td>
</tr>
<tr>
<td>2 PRE &amp; 1 POST CONFERENCE E-BLAST</td>
<td>$3,000</td>
</tr>
<tr>
<td>2 PRE-CONFERENCE E-BLAST</td>
<td>$2,500</td>
</tr>
<tr>
<td>GENERAL SESSION SLIDESHOW AD</td>
<td>$1,000</td>
</tr>
<tr>
<td>CONFERENCE BAG INSERT</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

*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 Facebook page.
You are a very important resource to the community of leaders we serve, and we have a great way for you to continue building the relationships 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 member communications
- 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 e-newsletter (15,000+ distribution)
- One dedicated e-blast to Association email list

earlylearningleaders.org