



EAST
BRUNSWICK,
NEW JERSEY



2024

2024 VENDOR PROSPECTUS

THE INVITATION



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 East Brunswick Hilton Hotel & Conference Center, April 17-20, 2024, in East Brunswick, NJ.

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



APRIL 18-20, 2024
PRE-CONFERENCE APRIL 17



EXHIBIT HALL/VENDOR SCHEDULE**

WEDNESDAY APRIL 17	THURSDAY APRIL 18	FRIDAY APRIL 19
<i>Exhibit Hall Hours 4:00 P.M. - 6:00 P.M.</i>	<i>Exhibit Hall Hours 7:00 A.M. - 4:00 P.M.</i>	<i>Exhibit Hall Hours 7:00 A.M. - 4:00 P.M.</i>
Exhibitor Installation 10:00 A.M. - 2:00 P.M.	Breakfast with Exhibitors	Breakfast with Exhibitors
Welcome Happy Hour with Exhibitors	Munch & Mingle with Exhibitors	Munch & Mingle with Exhibitors
*Leaders' Night Out- NYC Harbor Cruise	*Presidents' Legacy Commission Fundraising Dinner	Ruby Anniversary "Red" Gala
		Exhibitor Appreciation Hour 3:00 P.M. - 4:00 P.M.

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

**Schedule subject to change.

THE PEOPLE

OUR AUDIENCE

Our 500+ 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 childcare Owners, Administrators, and Directors at the 40th Annual National Conference, How Successful Directors Lead, to be held April 17-20, 2024 at the East Brunswick Hilton Hotel & Conference Center in East Brunswick, NJ. Space is limited, so apply early to secure your booth!

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

EXHIBITOR BOOTH PACKAGES	COST
*EXCLUSIVE 10'X10' BOOTH WITH SIGNATURE SPONSOR PACKAGE REGISTRATION OPENS AUG 1, 2023	\$15,000
LARGE EXHIBITOR BOOTH 10'X10'	\$1,700
STANDARD EXHIBITOR BOOTH 8'X10'	\$1,200

*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.

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!

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

CONFERENCE CORPORATE SPONSORSHIP

SPONSORSHIP DESCRIPTION	SPONSOR AMOUNT
LEGACY SPONSOR	\$50,000
FOUNDATION SPONSOR	\$25,000
SIGNATURE SPONSOR	\$10,000
ADVOCATE SPONSOR	\$5,000

CONFERENCE KEYNOTE SPONSORSHIP

SPONSORSHIP DESCRIPTION	SPONSOR AMOUNT
OPENING KEYNOTE	\$15,000
CLOSING KEYNOTE	\$10,000

THE OPPORTUNITIES

FOR SPONSORS

CONFERENCE EVENT SPONSORSHIP

SPONSORSHIP DESCRIPTION	SPONSOR AMOUNT
CONFERENCE WELCOME PARTY	\$7,500
LEADERS' NIGHT OUT	\$10,000
ANNUAL DANCE/KARAOKE PARTY	\$7,500
LEADER OR EXECUTIVE HAPPY HOUR	\$7,500

CONFERENCE MERCHANDISE SPONSORSHIP

SPONSORSHIP DESCRIPTION	SPONSOR AMOUNT
ATTENDEE BACKPACK/BAG	\$7,500
ATTENDEE TRAVEL PACKING CUBES	\$6,000
ATTENDEE BRANDED LANYARD	\$4,000

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

DESCRIPTION	COST
30 SECOND PROMOTIONAL VIDEO*	\$3,500
2 PRE & 1 POST CONFERENCE E-BLAST	\$3,000
2 PRE-CONFERENCE E-BLAST	\$2,500
GENERAL SESSION SLIDESHOW AD	\$1,000
CONFERENCE BAG INSERT	\$1,000

*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.



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 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