



Texas Association for the Education of Young Children

54rd Annual Conference

Sponsorship, Exhibit, and Advertising Opportunities

October 11th – 13th at Galveston Island Convention Center at the San Luis Resort

In our 54rd year of providing conferences for the early childhood community in our state, TXAEYC values our partnerships with our vendors! As always, we are thinking of new and innovative offerings while creating opportunities for our participants to meet our vendors in order to develop the relationships we know are vital to you and your business. This year is no different! You can choose from our menu of opportunities and design a package to meet the needs of your company. Pick and choose which sponsorship opportunities would best fit the needs of your organization.

TXAEYC Annual Conference Offers:

- Over 1000 professionals in the field of early childhood education
- The opportunity to share your dynamic ideas and products
- Space for product demonstrations and introduction of new products
- Special Events throughout the Conference in the Exhibit Hall to draw participants to you
- Conference App to market your booth and products
- Complimentary Conference registration for 2 of your representatives working the conference

Opportunities to Promote Your Business at TXAEYC 54rd Annual Conference:

- **EXHIBITS**—This is the best opportunity to meet one-on-one with our attendees to demonstrate your products and services. There will be a 30-minute break between sessions for attendees to visit the Exhibit area. See [Exhibitor Terms and Conditions on Page 2](#) for details.
- **Exhibit Dates and Hours**
 - Thursday, October 11th 8:00-4:00 pm – Set up Time (subject to change)
 - Thursday, October 11th 5:00-6:00 pm—Sneak Peek Happy Hour
 - Friday, October 12th, 7:30-5:30 pm
 - Saturday, October 13st, 7:30-3:00 pm
 - Saturday, October 13st 3:00-6:00 Exhibit breakdown
- **ADVERTISEMENT**—Advertising in our conference program and conference App helps gain added visibility with for advertising any special or new products. For more details on our [Advertising Opportunities can be found on pages 3 & 4](#).
- **SPONSORSHIP**—Becoming a sponsor provides added visibility to our attendees via the program, website, App, and specific events. See [Sponsorship Opportunities on Page 5& 6](#).
- **SPONSORSHIP LEVEL**—Total the amount you spend on Exhibit space, Advertisement and Sponsorship Opportunities to determine your Sponsorship Level.

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Friend Sponsor
Starting at \$5000	Starting at \$3000	Starting at \$2000	Starting at \$500



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EXHIBITOR TERMS & CONDITIONS




1. All exhibit space consists of a 6' table, 2 chairs and a waste basket. Electricity and carpet are provided at an additional cost. Our decorating company provides a kit at a later date.
2. Security is provided in the evenings.
3. Exhibitors must confine their activities to the table space. Displays are not allowed to extend beyond table space into the aisle.
4. **Exhibit set-up is on Thursday, October 11th, 2018 from 8:00am to 4:00pm.** All booths must be completed by 4:00. **Exhibits will be open on Thursday, October 11th for a Sneak Peek Happy Hour from 5:00-6:00 pm, Friday, October 12th from 7:30 am – 5:00pm and Saturday, October 13th 7:30am – 3:00pm.** We kindly ask for exhibitors to remain set up through 2:00 pm on Saturday to accommodate Saturday only attendees. Tear-down begins at 3:00 pm on Saturday October 13th, 2017.
5. Exhibitor is not permitted to sublet any part of its space, or to display merchandise of other manufacturers or dealers where no direct business conditions exist between them.
6. Texas AEYC encourages you to book your room at The San Luis Resort, The Hilton, or Holiday Inn to receive the conference room rate. To receive the Texas AEYC Conference rate, your reservation **MUST BE MADE** no later than August 1st 2018. Please make your lodging reservations by visiting our website, then clicking hotels, and asking for the Texas AEYC room rate at your choice of hotel.
7. It is mandatory that each exhibitor carry adequate liability and property insurance. Liability insurance should provide public liability coverage for bodily injury and property damage occurring from an accident in your exhibit booth. Property insurance should cover theft or damage of your property from the time materials leave their point-of-origin until they reach their post-show destination including the time on the show floor. Some exhibitors also insure against non-arrival of freight or exhibit material at the show site. The most economical and practical way to obtain this coverage is to contact your current insurance company and ask them for a rider on your existing policy.
8. Due to the short time of the exhibition, the frequently crowded condition of the exhibit facility, and the vital importance of avoiding any disruption in the orderly operation of the exhibition that might adversely affect other exhibitors, Texas AEYC reserves the sole right to resolve any dispute or disagreement among exhibitors, and the decision made by Texas AEYC shall be final.
9. If you choose to purchase advertising space in the conference program, the camera-ready artwork must be received by September 1st, 2018. TXAEYC reserves the right to determine placement of the advertisement within the conference program.



ADVERTISEMENT OPPORTUNITIES

1. **Conference Program:** Advertise your company, product or services in our conference Program. Your choices are:
 - a. full page ad
 - b. ½ page ad
 - c. ¼ page ad

To appear in the conference program, all camera-ready artwork electronic files must be e-mailed to taeyc@texasaeyc.org *(in high resolution 300 dpi, jpeg, or tiff file)* **no later than September 1, 2018.** All ads must be received by this deadline. TXAEYC reserves the right to determine placement of the advertisement within the conference program.

2. **Conference App:** There are several options for advertising within the conference app.

Conference App Items	Size Requirements (please attach all sizes to accommodate various devices)	
<p>Splash Screen: Is a full-screen ad, available to the IT/Conference App Sponsor. The ad displays when an attendee opens their App.</p>	<p>640 X 960 pixels, PNG only 1242 x 2208 pixels, PNG only 1536 x 2048 pixels, PNG only 2048 x 1536 pixels, PNG only</p>	
<p>Banner Ads: Placed on the main screen for ultimate visibility, attendees can connect to your website by tapping on Ad</p>	<p>640 X 150 pixels, PNG, JPEG and GIF only 552 X 150 pixels, PNG, JPEG and GIF only</p>	
<p>Push Notifications: Alerts pop up prominently App, encourage attendees to visit your booth or attend your session, connect with attendees before, during or after our event</p>	<p>Additional paperwork will be sent to complete</p>	

<p>Beacon Notifications: Innovative feature taking event business by storm using Bluetooth technology, place Beacons throughout the event or at your Booth and will send notifications to attendees who are in the range</p>	<p>Additional paperwork will be sent to complete</p> 
<p>Gamification with Click: Games like photo-based scavenger hunts that encourage attendees to interact with exhibitors and visit booths.</p> <p>Attendees will complete Challenges to earn Badges. You can sponsor an individual challenge or an entire Badge (usually 5-9 challenges).</p>	<p>Increases booth traffic because attendees are challenged to visit sponsors or try a product in exchange for points in the game</p> <p>The leader board ignites fun competition and encourages attendees to play while interacting with you</p> <p>Additional paperwork will be sent to complete</p> 
<p style="text-align: center;">All artwork and verbiage must be submitted by September 1, 2018</p>	



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SPONSORSHIP OPPORTUNITIES

1. Sponsor a Pre-Conference or Special Event - \$1000

Please choose from the following special sessions. Your name will be listed in the program Program and at the session as that session's sponsor:

- _____ Train the Trainer, Thursday October 11th
- _____ Exhibitor Sneak Peek Happy Hour, Thursday October 11th 5:00-6:00pm
- _____ Project Galleria, Friday and Saturday 11:30 am – 1:30 pm Location TBD
- _____ Texas AEYC After Hours Event , Friday 10:00 pm-midnight
- _____ Hospitality Room for Exhibitors and Presenters Friday and Saturday, October 12th & 13th

2. Keynote Speaker \$3000 - Friday October 12th 8:00 am– 9:30 am

3. Keynote Speaker \$3000 - Saturday October 13th 8:00 am – 9:30 am

4. Presidents Reception \$1000 - Friday October 12th 7:00 pm – 10:00 pm

The President's Reception is a time honored tradition at Texas AEYC where we take time to honor awardees and special people in our field, plus dancing with live music or DJ's, appetizers, and a cash bar. Attendance averages around 400.

5. IT/Conference App Sponsor \$2500

The Conference App is in the hands of every conference attendee on their smart phones or tablets. It details all of the sessions, exhibitors, special events, and much more. With this sponsorship your company will have the Splash page ad, 2 push notifications, and a banner ad all on the app. As well as recognition on the website and conference Program as the Conference App Sponsor.

6. Badge Holders - \$1000 – Your company logo is included on all name badges.

7. Public Policy or NAEYC Accreditation Luncheon – \$2500 (each)

The Public Policy Luncheon will be held on Friday, October 12th and the Accreditation Luncheon will be Saturday, October 13th. Attendance at the Public Policy Luncheon averages 60 and the Accreditation Luncheon averages 80.

8. Membership Campaign Sponsor- \$1000

As a membership organization, TXAEYC looks for ways to encourage new membership growth. Through this sponsorship your organization will sponsor membership dues for new members for 1-year's membership. Attendees are asked to go to the sponsor's booth where membership information is collected for a drawing held on Saturday. The number of sponsored members ranges from 10-15 members, depending on membership level.

9. Scavenger Hunt Sponsor - \$500 (multiple sponsors)

Our scavenger hunts are another way we draw attendees into the exhibit hall to learn more about the exhibitors and their products. The game questions require attendees to learn how your products benefit children and early education. Once an attendee completes the scavenger hunt form they can turn it in for a chance at a door-prize. As a scavenger Hunt sponsor, your logo is included on the scavenger hunt game page provided to all attendees and your name is included in our conference program. If you have a great question you would like us to include for your business please send it to taeyc@texasaeyc.org by September 1, 2018



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10. Silent Auction Sponsor – Products and Materials Donations (\$100+ value)

Each Year Texas AEYC hosts a Silent Auction to raise funds for our President’s Trust Fund. The President’s Trust Fund provides mini-grants to Texas AEYC members to work on a special project that will benefit them, their classroom, and their children. Product donors are recognized in our Program and at the Silent Auction which is held on Saturday.

11. T.E.A.C.H. Raffle Donation – Product Donation (\$500+ value)

T.E.A.C.H. Early Childhood® TEXAS is going strong! We are looking for large product donations (i.e. IPADS, furniture, etc.) to be raffled off with proceeds benefiting the Karen and Gordon Bacon T.E.A.C.H. Scholarship Award. You are recognized on the website and in the conference Program and a follow up email is sent to all our members and email community thank you for your contribution.

**Exhibitors may wish to sponsor or donate something not listed here.
Please call us at 512-215-8142 with your idea!**

Sponsorship Benefits (for those who reach Friend, Silver, Gold, and Platinum Levels)

- Company insert in the conference bag (provided by your company)
- Company Logo on the Conference Website (3 months before and 3 months after the conference) with a hyperlink to your webpage.
- Sponsor recognition ribbons for your name badges
- Company recognition at opening keynote sessions (Friday and Saturday)
- Acknowledgement of sponsorship level in conference Program
- Complimentary registrations (10 for Platinum, 5 for Gold, 3 for Silver and 2 for Friend) to give to your special customers.



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PLEASE RETURN THE NEXT THREE PAGES WITH YOUR PAYMENT

Business Name (as it is to appear in all Conference materials): _____

Contact Person's Name: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Phone: () _____ Fax: () _____ Email: _____

Website: _____

NO CANCELLATIONS AND NO REFUNDS GIVEN AFTER SEPTEMBER 1ST, 2018

FEES: Please complete the table below to indicate your choices of participation this year.

Item	Amount:	Number of Purchases or List Event	Total Amount Due
Commercial Exhibit Table (limit 2 per company)	\$400		
Commercial Exhibit CORNER Table (limit 2 company)	\$500		
Non-Profit/State Agency Exhibit Table (Limit 1 per company)	\$200		
Advertisement Program – Front inside cover, color 8x10	\$800		
Advertisement Program – Full Page B&W (8x10)	\$500		
Advertisement Program – ½ Page B&W (8 X 4 1/2)	\$250		
Advertisement Program – ¼ Page B&W (3 ½ X 4 1/2)	\$135		
Advertisement on App – Banner Ad	\$500		
Advertisement on App – Push Notifications	\$400		
Advertisement on App – Beacon Notifications	\$300		
Advertisement on App – Gamification with Click	\$300		
Sponsor: Pre-Conference or Special Event	\$1000		
Sponsor: Friday or Saturday Keynote (circle which day)	\$3000		
Sponsor: President's Reception	\$1000		
Sponsor: Badge Holders	\$1000		
Sponsor: Public Policy or Accreditation Luncheon (circle which one)	\$2500		
Sponsor: Scavenger Hunt (multiple sponsors)	\$500		
Sponsor: NAEYC Membership Campaign	\$1000		
Donation of Product: President's Trust Fund Silent Auction and Scavenger Hunt Door Prizes	Amount:	Item:	
Donation of Product: .T.E.A.C.H. Raffle	Amount:	Item:	

TOTAL AMOUNT INCLUDED WITH THIS FORM: \$ _____



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Sponsorship Levels are determined based on your total amount

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Friend Sponsor
Starting at \$5000	Starting at \$3000	Starting at \$2000	Starting at \$500

Payment Method:

PURCHASE ORDER (State/Federal Agencies Only) – Use TXAEYC Tax ID # 74-6104411

CHECK - Enclosed is a check in the amount of \$_____ (Make checks payable to Texas AEYC)

CREDIT CARD – (circle one) Visa Master Card (We do not accept American Express)

Credit Card Number Expiration Date CSC Code

If your billing address is different from above, please include the billing address here:

We submit the following "Hold Harmless Clause," which is part of our exhibit rules and regulations. "The exhibitor assumes the entire responsibility and liability for losses, damage and claims arriving out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of Galveston Convention Center in Galveston, TX, and shall indemnify and hold harmless the Texas Association for the Education of Young Children, Galveston Convention Center, agents and employees from any and all such losses, damage, and claims. Exhibitor agrees to all terms and conditions set forth in this contract.

Signature Date

SIGNATURE, FULL PAYMENT AND PROGRAM SPECIFICATIONS MUST BE RECEIVED BEFORE YOUR AD IS PLACED IN PRINT MATERIALS!

Your signature affirms that you agree with the terms and conditions in this application.



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NAME BADGES

Please CLEARLY PRINT the names of those who will represent your business at the exhibit booth. TXAEYC will have name badges available for pick up at the conference. The badge is for identification purposes and must be worn always in the exhibit hall.

Two badges are included per exhibit booth for Sponsorship and Commercial Exhibitors.

Platinum and Gold Sponsors receive 4 exhibit badges. Additional badges may be purchased for an additional \$50.00 per person made payable to Texas AEYC.

BADGE 1: Name for Badge: _____ Company: _____

BADGE 2: Name for Badge: _____ Company: _____

BADGE 3: Name for Badge: _____ Company: _____

BADGE 4: Name for Badge: _____ Company: _____