



Texas Association for the Education of Young Children

# 53<sup>rd</sup> Annual Conference

## Sponsorship, Exhibit and Advertising Opportunities

**October 19<sup>th</sup>- 21<sup>st</sup> at Hyatt Regency in San Antonio, Texas**

In our 53<sup>rd</sup> year of providing conferences for the early childhood community in our state, TXAEOYC values our partnerships with our vendors! As always, we are always thinking of new and innovative offerings and trying new things to offer opportunities for our participants to meet our vendors 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.

**TXAEOYC Annual Conference can offer:**

- 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

**What Opportunities are there to promote our products at TXAEOYC 53<sup>rd</sup> Annual Conference?**

- **EXHIBITS**—This is the best opportunity to meet one-on-one with our attendees and 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 19<sup>th</sup> 8:00-4:00 pm – Set up Time (subject to change)
  - Thursday, October 19<sup>th</sup> 5:00-6:00 pm—Sneak Peek Happy Hour
  - Friday, October 20<sup>th</sup>, 7:30-5:30 pm
  - Saturday, October 21<sup>st</sup>, 7:30-3:00 pm
  - Saturday, October 21<sup>st</sup> 3:00-6:00 Exhibit breakdown
- **ADVERTISEMENT**—Advertising in our conference brochure and conference App helps you gain added visibility with our attendees and advertise any special or new products. For more details on our [Advertising Opportunities can be found on pages 3 & 4](#).
- **SPONSORSHIP**—Becoming a sponsor provides for added visibility to our attendees via the brochure, 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



Texas Association for the Education of Young Children

## EXHIBITOR TERMS & CONDITIONS



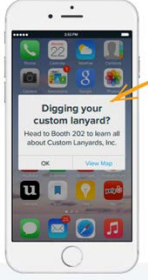
1. All exhibit space will consist of a 6' table, 2 chairs and a waste basket. Electricity and carpet can be provided at an additional cost. Our decorating company will provide a kit at a later date.
2. Security will be provided in the evening.
3. Exhibitors must confine their activities to the table space. Displays will not be allowed to extend beyond table space into the aisle.
4. **Exhibit set-up will be Thursday, October 19th, 2016 from 8:00am to 4:00pm.** All booths must be completed by 4:00. **Exhibits will be open on Thursday, October 19<sup>th</sup> for a Sneak Peek Happy Hour from 5:00-6:00 pm, Friday, October 20th from 7:30 am – 5:00pm and Saturday, October 21st 7:30am – 3:00pm.** We kindly ask for exhibitors to remain set up through 2:00 on Saturday to accommodate Saturday only attendees. Tear-down begins at 3:00 pm on Saturday October 21st, 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 Hyatt Regency San Antonio hotel to get the conference room rate. To receive the Texas AEYC Conference rate, your reservation **MUST BE MADE** no later than August 1st 2017. Please make your lodging reservations by visiting our website to book your room and asking for the Texas AEYC room rate at your choice of hotel.
7. It is mandatory that each exhibitor carries 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 have chosen to purchase advertising space in the conference program, the camera-ready artwork must be received by September 1st, 2017. TXAEYC reserves the right to determine placement of the advertisement within the conference program.



## ADVERTISEMENT OPPORTUNITIES

1. **Conference Brochure:** Advertise your company, product or services in our Conference Brochure. 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](mailto:taeyc@texasaeyc.org) (in high resolution 300 dpi, jpeg or tiff file) **no later than September 1, 2017.** 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 with the conference App.

<b>Conference App Items</b>	<b>Size Requirements</b> (please attach all sizes to accommodate various devices)
<p><b>Splash Screen:</b> 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><b>Banner Ads:</b> 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><b>Push Notifications:</b> 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><b>Beacon Notifications:</b> 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><b>Gamification with Click:</b> 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><b>All artwork and verbiage must be submitted by September 1, 2017</b></p>	



Texas Association for the Education of Young Children

## 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 brochure and at the session as that session's sponsor:  
\_\_\_\_\_ Train the Trainer, Thursday October 19th  
\_\_\_\_\_ Exhibitor Sneak Peek Happy Hour, Thursday October 19<sup>th</sup> 5:00-6:00pm  
\_\_\_\_\_ Project Galleria, Friday and Saturday 11:30 – 1:30 Location TBD  
\_\_\_\_\_ Texas AEYC After Hours Event , Friday 10:00-midnight  
\_\_\_\_\_ Hospitality Room for Exhibitors and Presenters Friday and Saturday, October 20th & 21st
2. **Keynote Speaker \$3000 - Friday October 20th 8:00 – 9:30am in the Ballroom**
3. **Keynote Speaker \$3000 - Saturday October 21st 8:00 – 9:30am in the Ballroom**
4. **Presidents Reception \$1000 - Friday October 20th 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 will have all the sessions, exhibitors, special events, and much, 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 brochure as the Conference App Sponsor.
6. **Badge Holders - \$1000 – Your company logo will be included on all name badges.**
7. **Public Policy or NAEYC Accreditation Luncheon – \$2500 (each)**  
The Public Policy Luncheon will be held on Friday, October 20th and the Accreditation Luncheon will be Saturday October 21st. Attendance at the Public Policy Luncheon averages 60 and the Accreditation Luncheon averages 80.
8. **Membership Campaign Sponsor- \$1000**  
As a membership organization, TXAEOYC 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 will be asked to go to the sponsors booth to collect information regarding membership and submit information for a drawing to held on Saturday. Number of members sponsored 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 learning about their products. We will tailor the questions to require attendees to probe a little deeper and hopefully learn how your products benefit children and early. 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 will be included on the Scavenger Hunt page provided to all attendees and your name will be included in our conference brochure. If you have a great question you would like us to include for your business please sent it to [taeyc@texasaeyc.org](mailto:taeyc@texasaeyc.org).
10. **Silent Auction Sponsor – Products and Materials Donations (\$100+ value)**



Texas Association for the Education of Young Children

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 will be recognized in our brochure and at the Silent Auction to be 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 will be recognized on the website and in the conference brochure and a follow up email will be sent to all our members and email community.

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 brochure
- Complimentary registrations (10 for Platinum, 5 for Gold, 3 for Silver and 2 for Friend) to give to your special customers.



Texas Association for the Education of Young Children

**PLEASE RETURN THE NEXT TWO PAGES WITH YOUR PAYMENT**

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

Contact Person's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ Stat: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

**NO CANCELLATIONS ACCEPTED AND NO REFUNDS GIVEN AFTER SEPTEMBER 1<sup>ST</sup>, 2017**

**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		
Non-Profit/State Agency Exhibit Table (Limit 1 per company)	\$200		
Advertisement Brochure – Front inside cover, color 8x10	\$800		
Advertisement Brochure – Full Page B&W (8x10)	\$500		
Advertisement Brochure – ½ Page B&W (8 X 4 1/2 )	\$250		
Advertisement Brochure – 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		
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: \$ \_\_\_\_\_**

**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

