

# WAEYC EXHIBITOR, SPONSOR & PUBLICITY PACKET



LOOKING THROUGH THE KALEIDOSCOPE

OCTOBER 15-17, 2009

## You're Invited!

Please exhibit at WAEYC's annual conference, October 15-17, 2009 in Bellevue, Washington. Enclosed, you'll find information regarding space, advertising, and exciting new sponsorship opportunities for exhibitors.

A state affiliate of NAEYC, the Washington Association for the Education of Young Children (WAEYC) promotes excellence in early learning through professional development and advocacy. WAEYC is a nonprofit association supporting professionals who work with or on behalf of young children and their families. Our conference—drawing 1,200+ attendees from across the early learning field as well as presenters and exhibitors—promotes the professional growth and development of those committed to the care and education of young children.

We look forward to working with you and want you to have an enjoyable and profitable experience. If you have any questions or need additional information, please contact me at (253) 854-2565 x21 or vera@waeyc.org.

We appreciate your support and hope you will join us in Bellevue!

Sincerely,

*Vera Sturm*

2009 Exhibitor Information & Logistics (cover - p. 2)  
2009 Exhibitor Application (p. 3-4)

2009 Sponsor Levels & Benefits (p. 5)  
2009 Membership Rewards Program Agreement (p. 6)

### Advertisement

Increase your exposure. Advertising options include Web, the Kaleidoscope newsletter and **NEW THIS YEAR**, we're offering an opportunity for you to advertise in our Conference Brochure and Conference Update!

*Opportunities for advertising in the Conference Brochure and Update are limited.*

### Publicity Opportunities

- All complete applications received by June 1st: Your company name will appear in the print version of the **Conference Brochure**, distributed to 6,000+ individuals and programs by mail; on **WAEYC's Website** in the Brochure's online version; and in the **Conference Update** distributed to all event participants.
- All complete applications received by Oct. 1st: Your company name will appear in **Conference Brochure's online** version posted on **WAEYC's Website** and in the **Conference Update**. [publication details above]

*WAEYC will use all available and appropriate means to publicize exhibitors. After June 1, we will make every effort to update the Brochure's print version until it goes to print.*

### Sponsorship (New Packages This Year!)

Consider sponsorship for greater visibility, special recognition, AND savings on your booth!

### At a Glance: The Event and Attendees

**Number of Attendees (anticipated):** 1200 (1,000+ attendees plus presenters, exhibitors, volunteers, etc.)

**Date/Place:** Oct. 15-17, 2009, Bellevue

**Format:** 4 days of training sessions for early learning professionals; over 150 sessions provided by experts.

**Special Features:** Event incorporates exhibitors, community resources, curriculum displays, evening events, receptions, concerts, and meetings.

**Attendees (based on survey data):** Early childhood professionals (currently a predominately female profession)

**Includes:** teachers/care providers of young children, directors/administrators, adult educators and others.

**Work Settings:** a variety, which includes child care centers, preschools, Head Start/ECEAP, before-and-after-school programs, family child care, higher education.

**Ages Groups Served:** predominately preschool age children [3-5], followed by infants and toddlers [0-3], adults, and finally kindergarten to primary age [5-8].

**Conference Brochure:** posted at [www.waeyc.org](http://www.waeyc.org), Summer '09

# 2009 EXHIBITOR INFORMATION & LOGISTICS

## Exhibit Space

- Each draped 10'x10' booth comes with one skirted 8'x30" table, 2 chairs, a wastebasket, and a printed sign.
- Triumph Expo & Events Inc. is our decorator. For shipping, furniture needs, or service needs, work directly with Triumph. Triumph's Exhibitor Service Manual with pricing will be emailed to you about 30 days before the event. A draper representative will be available onsite (limited hours).

## Selection Process

- WAEYC considers the audience and WAEYC conference purposes. Products may be related to the education or well-being of children, families and those who work with them and/or be appropriate to the attendee population this conference serves (see p. 1, "At a Glance").
- WAEYC is committed to being inclusive of and respectful to all those we serve. Our attendees are diverse in many aspects including, but not limited to, professional emphasis and position, geography, language, educational and experiential level, ethnicity, income-level, and family background. We strongly encourage you to evaluate your services accordingly and include those that are developmentally appropriate, culturally relevant and supportive of anti-bias principles.
- If multiple representatives from the same company apply, only the first will be accepted.
- WAEYC retains exclusive rights to sales related to keynote presenters.

## NEW! Choose Your Own Booth Space

Spaces will be assigned on a first-come, first-pick basis; send in your application promptly. Full payment must be received prior to booth assignment. We will contact you with details about booth selection and the floor plan after your application is accepted. Floor plan is subject to change, and should a change occur, we will make every attempt to keep your booth in the same or similar location.

## Refund and Cancellation Policy

If your application is NOT accepted, you will receive a full refund. If your application is accepted, no refund will be made.

## Regular Pricing & Discounts

- Cost is \$550 per space. Submit early and save \$50 (complete applications received or postmarked by June 30 are eligible for early discount).
- Receive a \$100 discount for each additional booth after one!

## NEW! Additional Savings & Discounts\*

- Presenter: \$25 discount; must be presenting at least one workshop. *One per exhibitor (not per workshop).*
- Membership Rewards Program: \$25 discount; must complete Member Rewards Agreement (p. 6).
- Member: \$25 discount; must be or become a current WAEYC member by including p. 4. *One per exhibitor.*
- Loyalty Award: \$25 discount; must have purchased a booth each of the past 5 years at the WAEYC conference.
- Sponsor Appreciation: Sizeable savings for sponsors on initial AND additional booths! First time sponsor discount for new sponsors with gift of \$100 or more. More details on p. 3 & 5.

*\*Discounts may not be transferred.*

## Anticipated Exhibit Hall Hours

Move in: Wednesday, Oct. 14th, 2 pm - 6 pm

Move in: Thursday, Oct. 15th, 6:30 am - 8 am

Exhibit Hours: Thursday, Oct. 15th, 8 am - 5 pm

*Thursday Grand Opening*: 12:30 pm - 2 pm

Exhibit Hours: Friday, Oct. 16th, 8 am - 5 pm

Exhibit Hours: Saturday, Oct. 17th, 8 am - 3 pm

Move out: Saturday, Oct. 17th; 3 pm - 6 pm

## Next Steps

Submit application and full payment to WAEYC

*If you need a hard copy, contact Vera:*

Email: vera@waeyc.org;

Address: 841 N Central Ave #206, Kent, WA 98032

Phone: (253) 854-2565 x21 Fax: (253) 813-3646

Complete applications include form, payment and attachments. *There is a \$25 fee if your payment, regardless of payment form, does not clear for any reason.*

# 2009 EXHIBITOR APPLICATION

Organization: \_\_\_\_\_ UBI #: \_\_\_\_\_

Contact Name: \_\_\_\_\_  
First Last

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_.

I am a first-time exhibitor with WAEYC!

**Welcome!** Please attach information about your product or service.

## Have You Considered Sponsorship?

Increase your visibility and get deep discounts off your booth prices. Enjoy a discount for first-time sponsors and sponsor rate for additional booths! *Complete listing of sponsorship benefits on p. 5.*

### Sponsor Levels & Exhibitor Discounts

- Children's Champion (\$6000+) . . . . . 2 free booths
- Kaleidoscope Constructor (\$4000+) . . . 1 free booth
- Community Creator (\$2500+) . . . . . \$175 off booth
- Bridge Builder (\$1000+) . . . . . \$75 off booth
- Advocate (under \$1000) . . . . . See benefits listing

### Other Sponsor Discounts & Rates

- First Time Sponsor. . . . . \$25 off booth (\$100 or more)
- Sponsor Rate on additional booths (\$1,000 or more)

I have enclosed **sponsorship payment** of \$ \_\_\_\_\_ or  please bill me for that amount.

## Exhibitor Booth Costs

**First Booth**.....\$ 550

**Additional Booths:** @ Regular Rate: \$450 x \_\_\_\_\_ booth(s).....\$ \_\_\_\_\_

**Additional Booths:** @ Sponsor Rate\*: \$400 x \_\_\_\_\_ booth(s).....\$ \_\_\_\_\_  
\*with sponsorship of \$1000+

**Total Due (after discounts marked below)** .....\$ \_\_\_\_\_

**Other Amount Included**.....\$ \_\_\_\_\_  
(e.g. sponsorship, advertisement, membership)

## Sponsor Discounts & Credits

- Children's Champion    Kaleidoscope Constructor    Community Creator    Bridge Builder    First Time Sponsor!
- 2 free booths                      1 free booth                      Subtract \$175                      Subtract \$75                      Subtract \$25
- Sponsorship of \$100 +*

### Other Discounts [details on p. 2]

- Early:** *(postmarked or received by 6/30)*                      Subtract \$ 50
- Conference Presenter:** *(one per exhibitor)*                      Subtract \$ 25
- Membership Rewards Program:** *(complete and submit p. 6)*                      Subtract \$ 25
- Member:** *(must be or become a current WAEYC member)*                      Subtract \$ 25
- Loyalty Award** *(must have been exhibitor at past 5 consecutive WAEYC conferences)*                      Subtract \$ 25
- Total Discounts** \$ \_\_\_\_\_

**Payment**    Visa    MasterCard #: \_\_\_\_\_ Expires: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

## Agreement and Release

In exchange for the agreement of the exhibitor to comply with the terms contained in this exhibitor application as well as the terms of this paragraph, WAEYC agrees to let the exhibitor lease exhibit space allotted in the Meydenbauer Center on October 14-17, 2009. Exhibitor agrees to abide by the rules and guidelines of Meydenbauer Center, Triumph and WAEYC. Both WAEYC and exhibitor understand that neither party is responsible for any guaranteed number of participants, sales or profits. To the extent permitted by law, the exhibitor also understands and agrees to protect, indemnify, defend and hold harmless WAEYC, Meydenbauer, Triumph and their respective employees and agents against all claims, losses or damages to persons or property, governmental charges or fines, and costs (including reasonable attorney's fees), arising out of or connected with exhibiting, unless those claims arise out of the sole negligence or willful misconduct of WAEYC, Meydenbauer, or Triumph.

**Signature of Lessee:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# 2009 EXHIBITOR APPLICATION

## Promotion Opportunities

### Web Advertisement

- Quarterly Hyperlink.....\$250.00
- 30-day Job Announcement.....\$30.00

### Print Advertisement Size

- Full Page .....\$300.00
- Half Page.....\$200.00
- Quarter Page.....\$100.00
- Eighth Page (Business Card).....\$75.00

### Select Conference Publication\*

- Brochure**, distributed before event by mail and email to 6000+ prospective attendees and posted on WAEYC's website . **Advertisement due by June 1st** (or if after, call to inquire about brochure printing schedule).
- Update**, distributed at event to 1200+ attendees, presenters, exhibitors, etc. **Advertisement due by Sept. 15th.**

\*Opportunities for advertising in the Conference Brochure and Update are limited and may also change depending on amount of interest. Space will be held first come, first served until filled. In the event that advertisement in these publications is no longer possible, WAEYC will notify you and fully refund the cost of the advertisement.

### WAEYC Newsletter

- I'm interested in advertising in the *Kaleidoscope* Newsletter. Please contact me about the publication schedule.

### Agreement

I understand that:

- WAEYC will make every effort to place all requests. If the number of requests exceeds the space available or if there is not enough interest in advertisement, WAEYC will contact the advertiser with this information to discuss options.
- Appearance and content are subject to WAEYC approval. No change will be made without my consent. If WAEYC is unable to secure definite instructions from the Advertiser, the advertising will be held until instructions are secured and advertising will be included in a future publication.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Become a WAEYC Member! *and get a discount on your booth*

Increasing our numbers magnifies our voice in the community, in the profession and in Olympia. We hope you will consider joining. If you are already a member, THANK YOU! We hope that you will encourage others to join.

WAEYC membership links you to the AEYC network: local, state and national. When you become a member, you become a member of each. Regular members receive *Young Children* (a journal containing information about regional and national conferences) or *Teaching Young Children*, all WAEYC membership benefits (including The Kaleidoscope, a newsletter that includes information about regional and local conferences) and benefits provided by their local Affiliate Chapter. Student members receive Regular membership benefits at a discounted rate. Comprehensive members, in addition to Regular benefits, receive six selected new books.

### Membership Amounts & Journal Selection

Type:  Comprehensive, \$85  Regular, \$50  Student, \$38  
 New Member OR  Renewal, member # \_\_\_\_\_

Journal:  Teaching Young Children (TYC) OR  Young Children (YC)  
 TYC: includes practical, research-based ideas for teachers to use in classrooms  
 YC: peer-reviewed journal that focuses on key ECE issues & current research

### Contact Info

Name: \_\_\_\_\_

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

City/St/Zip: \_\_\_\_\_

Ph (H): (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ (W): (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

Visa  MasterCard Exp Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Card Holder: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

### Select a Local Affiliate Chapter

ID	AEYC	Area Served
<input type="checkbox"/> 432	Blue Mountain	Walla Walla/Tri-Cities
<input type="checkbox"/> 4	Central WA	Central Washington
<input type="checkbox"/> 236	Eastern WA	NE Washington
<input type="checkbox"/> 182	East Sound	East King County
<input type="checkbox"/> 283	Kitsap	Kitsap County
<input type="checkbox"/> 142	Northwest	Whatcom County
<input type="checkbox"/> 401	Olympic Pen.	Clallam/Jefferson
<input type="checkbox"/> 619	Palouse Area	SE Washington
<input type="checkbox"/> 70	Pierce County	Pierce County
<input type="checkbox"/> 69	Puget Sound	Seattle
<input type="checkbox"/> 605	Skagit/Islands	Skagit/Islands
<input type="checkbox"/> 261	Snohomish	Snohomish
<input type="checkbox"/> 135	South Sound	Thurston/Lewis/Mason/Grays/Pacific
<input type="checkbox"/> 253	Southwest WA	SW Washington

# 2009 SPONSORSHIP LEVELS & BENEFITS

## Children's Champion .....\$6,000+

*Includes base package, plus*

- Opportunity to address attendees at general session and to provide literature to be disseminated at one keynote session
- One-year link to your website from our website
- Reserved seating at a general session (one table will be held in your group's name; seats can be filled by the registered attendees of your choice)
- Two complimentary booths in exhibitor hall (and reduced exhibitor booth rates for additional booths)
- 2 complimentary conference registrations
- First wave selection of exhibitor booth placement (by sponsor level, and then order received)
- Contact information for WAEYC members and/or attendees (message must be appropriate and relevant to audience)
- Opportunity to have photo shoot with keynote speaker
- Choice of Banner or Plaque of Appreciation

## Kaleidoscope Constructor....\$4,000+

*Includes base package, plus*

- Public acknowledgement at general session and opportunity to post banner at general sessions
- One complimentary booth in exhibitor hall and reduced exhibitor booth rates for additional booths
- Two complimentary tickets to two keynote presentations and applicable lunches with invitation to sit with our AEYC leaders.
- First wave selection of exhibitor booth placement (by sponsor level, and then order received)
- Opportunity to communicate through WAEYC with WAEYC members and/or attendees (message must be appropriate and relevant to audience)
- Opportunity to have photo shoot with keynote speaker
- Symbol of appreciation

## Community Creator..... \$2,500+

*Includes base package, plus*

- Spotlighted recognition of your sponsorship with logo identification
- Two complimentary tickets to one keynote presentation and applicable lunch with invitation to sit with our AEYC leaders
- First wave selection of exhibitor booth placement (by sponsor level, and then order received)
- Credit toward exhibitor space of up to \$175.00, and reduced vendor booth rates for additional booths or complimentary Community Resource space (\$75 value)
- Symbol of appreciation

## Bridge Builder..... \$1,000+

*Includes base package, plus*

- Highlighted recognition of your sponsorship
- WAEYC Membership for an individual of your choice
- One complimentary ticket to one keynote presentation and applicable lunch with invitation to sit with our AEYC leaders
- \$75.00 credit toward exhibitor space or complimentary Community Resource space (\$75 value), and reduced exhibitor booth rates for additional booths
- First wave selection of exhibitor booth placement (by sponsor level, and then order received)
- Certificate of Appreciation

## Advocates, In-Kind Contributor ..... under \$1,000 Endorsement

*Base Package*

- Listing on our web page
- Recognition in the WAEYC newsletter, *The Kaleidoscope*, distributed to all members
- Acknowledgement in the Conference Brochure\*
- Acknowledgement in Conference Update\* distributed to each participant
- Identification as conference sponsor at exhibit booths and at event

*\*subject to publication dates*

**Interested in exploring other benefit options or in being involved in other ways?  
We are open to your suggestions!**

# 2009 MEMBERSHIP REWARDS PROGRAM AGREEMENT

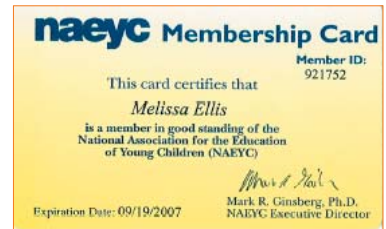
## Membership Rewards Program: Overview

WAEYC is offering you a significant new marketing opportunity at little or no cost to you. Through this program, we will publicize your business to our members across the state and ask them to promote your business.

To participate, all you need to do is offer a discount or reward/incentive to our members who show you their membership card. We will print a Member Rewards Directory (also available on our Website, [www.waeyc.org](http://www.waeyc.org), under Member Benefits) as well as include a listing of benefits in other publications such as our newsletter, *The Kaleidoscope*. There is no charge for this service—it's FREE advertising. WAEYC may also help promote specials or assist with the distribution of fliers as possible. This agreement may be ended when you choose.

Membership has three levels: National (NAEYC), state (WAEYC), and a local level. Cards you see will say NAEYC (which includes WAEYC as the state Affiliate).

Thank you for your interest in participating in this program. Please feel welcome to call (800) 727-3107 x18 with any questions.



Sample Membership Card



## Membership Rewards Program: Agreement

Name of Business \_\_\_\_\_

\_\_\_\_\_ agrees to provide a member discount or reward to current WAEYC members when they produce a current NAEYC card.

Any discount will apply to all products/services, unless otherwise specified. We will contact you periodically to consider the effectiveness of the program, to investigate and resolve any challenges, and to find areas for improvement or enhancement.

The WAEYC Member Rewards Directory will be updated regularly to show participating businesses and discounts/rewards. WAEYC members can print a copy from WAEYC website, [www.waeyc.org](http://www.waeyc.org).

This agreement will become effective on \_\_\_\_\_. To change or end this agreement, we will notify the WAEYC office, allowing two weeks for WAEYC to inform members.

<b>Contact Name</b>		<b>Title</b>	<b>Date</b>	
<b>Business Phone</b> <input type="checkbox"/> Yes, list on website ( )	<b>Other Contact Phone</b> <input type="checkbox"/> Yes, list on website ( )	<b>Fax</b>	<b>Email</b> <input type="checkbox"/> Yes, list on website ( )	
<b>Address</b>	<b>City, State, Zip</b>	<b>Location Details</b> (e.g. mall, main intersections, etc.)		<b>Website</b> <input type="checkbox"/> Yes, list on website
<b>Reward/Discount Offer</b> (e.g. percentage off)			<b>Business/Merchandise Category</b> (e.g. coffee, books, music)	
<b>Specify Any Products/Services Not Included, Other Limited Offers, Exclusions, Etc</b>				
<b>Other Details</b>				
I understand this agreement does not constitute a legal or binding agreement upon either party, but provides a record of the agreement detailed below.				
Signature _____			Date _____	

# LOOKING THROUGH THE KALEIDOSCOPE

## WAEYC's 33RD ANNUAL CONFERENCE

October 15 - 17, 2009  
Bellevue, Washington

### Promoting Excellence in Early Learning

WAEYC supports, promotes and advocates for early learning and quality care for young children, ages birth through eight years old.

The WAEYC Conference strives to

- Provide educational opportunities and resources to those who work with and on behalf of young children and families,
- Promote inclusive attitudes and practices and to support awareness of diversity issues
- Support partnerships, networking and collaboration between educators, families, providers, schools, agencies and the community.



841 N Central Ave #206  
Kent, WA 98032

**Celebrating 33 Years of Excellence!**

*Exhibitor packet is also available online at  
<http://www.waeyc.org/Conference.htm>.*

### **Time Dated Material**

*To be removed from mailing list, notify [luella@waeyc.org](mailto:luella@waeyc.org)*