

# WAEYC EXHIBITOR, SPONSOR & PUBLICITY PACKET



LOOKING THROUGH THE KALEIDOSCOPE

OCTOBER 14-16, 2010

**Join Us!** Plans are rapidly coming together for our 2010 Conference—a collaborative venture this year! WAEYC and WSASCD invite you to be an exhibitor at our combined event, October 14 - 16, 2010 in Spokane, 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) is a nonprofit organization that provides services to members and advocates for policies that enable individuals and businesses to provide high-quality early learning experiences for young children. Our conference draws 1200 attendees from across the early learning field (including presenters and exhibitors) and promotes the professional growth and development of those committed to the care and education of young children.

In a new collaboration this year, WAEYC is partnering with the Washington State Association for Supervision & Curriculum Development (WSASCD), an inclusive professional association for educators that facilitates professional growth and advocates for instructional leadership to assure success for each learner. WSASCD's conference draws 300+ attendees, including educators and administrators working in Washington's K-12 system.

Together, our two organizations expect over 1500 professionals, educators, caregivers, administrators, and instructors. This event will be an excellent opportunity to showcase your products or services and meet with a diverse group of professionals, as the attendees, exhibitors, and presenters from both organizations come together under one roof in Spokane!

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 Spokane!

*Vera Sturm*

## **Publicity Opportunities**

### • All complete applications received by June 1st:

Your company name will appear in the print version of the **Conference Brochure**, distributed to 8,000+ 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.*

## **Advertisement**

Increase your exposure. Advertising options include the Web, the Kaleidoscope newsletter, the Conference Brochure and Conference Update! (Page 4)

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

## **Sponsorship (New Packages This Year!)**

Consider sponsorship for greater visibility, special recognition, AND savings on your booth! (Page 5)

**New!** Exhibitor Reception Sponsorship Option

## **At a Glance: The Event and Attendees**

**Number of Attendees (anticipated):** 1500 (WAEYC and WSASCD), including *presenters, exhibitors, volunteers etc.*

**Date/Place:** Oct. 14-16, 2010, Spokane

**Format:** 4 days of training sessions for early learning professionals; over 100 sessions provided by experts.

**Conference Brochure:** visit [www.waeyc.org](http://www.waeyc.org), Summer 2010

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

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

**Include:** 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].

**WSASCD's Attendees** (see info in above "Join Us" letter)

# 2010 EXHIBITOR INFORMATION & LOGISTICS

## Exhibit Space & Pricing

- Each draped 10'x10' booth comes with one skirted 8'x30" table, 2 chairs, a wastebasket, and a printed sign.
- Cost is \$500 per space.
- LCD is our decorator. For shipping, furniture needs, or service needs, work directly with LCD. LCD's exhibitor service manual with pricing will be emailed to you about 6 weeks before the event. A draper representative will be available onsite (limited hours).

*LCD Exposition Services \* 220 East Augusta Ave  
Spokane, WA 99207 \* (509) 325-9656.*

## 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.

## CONTINUING! 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.

## Sponsorship

- Sizeable savings for sponsors on booths!
- New Exhibitor Reception Sponsor option. More details on p. 3 & 5.

## Anticipated Exhibit Hall Hours & Location

Move In: Wednesday, Oct. 13th, 2 pm - 6 pm  
OR Thursday, Oct. 14th, 7 am - 12 pm

### Exhibit Hours:

**Thursday**, Oct. 14th, 12 pm - 5:30 pm

**Friday**, Oct. 15th, 7 am - 5:30 pm

*Workshop/Shopping Break, 9:30 - 10:15 am*

*Presidents' & Exhibitors' Reception, 4:30 - 5:30 pm*

**Saturday**, Oct. 16th, 7 am - 2 pm

*Focus on Exhibitors - Workshop/Shopping Break  
9:30 - 10:45 am.*

Move Out: Saturday, Oct. 16th, 2:15 pm - 6 pm

*\*On Friday, Oct. 15th, the exhibitor hall may need to stay open longer. People will be attending the Exhibitor Reception and drawing, during which they'll have time to shop as well.*

### Spokane Convention Center:

334 W Spokane Falls Blvd \* Spokane, WA 99201  
(509) 279-7000

## Refund and Cancellation Policy

If your application is not accepted, you will receive a full refund. If your application is accepted, and should you need to cancel, you must do so in writing prior to September 15th. There will be a \$50 cancellation fee. There are no refunds for cancellation after September 15th.

## 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 \$30 fee if your payment, regardless of payment form, does not clear for any reason.*

# 2010 EXHIBITOR APPLICATION

Organization: \_\_\_\_\_ UBI #: \_\_\_\_\_  
as will appear on signage required

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

Name Badges (List up to 4 names, as names will appear on badges)  No Name Badges Needed

Badge for Contact listed above, or other: 1) \_\_\_\_\_ 2) \_\_\_\_\_  
 3) \_\_\_\_\_ 4) \_\_\_\_\_

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. *New!* Exhibitor Reception Sponsorship option; be a sponsor of this special event for attendees! Complete listing of sponsorship benefits on p. 5.

### Sponsor Levels/Exhibitor Benefits

- 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, p. 5
  - *New!* Exhibitor Reception Sponsor, \$250 .... Special recognition on brochure back cover, Web & at event; invitation to attendees; more below & on p. 5
- I have enclosed sponsorship payment of \$ \_\_\_\_\_ or  please bill me.

### Exhibitor Booth Costs

\_\_\_\_\_ Booth(s) @ \$500 each .....\$ \_\_\_\_\_

**Yes! I'll be a sponsor of the Exhibitor Reception** ..... **\$ 250.00**

Total # of **Boxed Lunches** \_\_\_\_\_ @ \$25.00 each (Tally below with choices) .....\$ \_\_\_\_\_

# of Veggie	Th: _____	Fri: _____	Sat: _____
# of Beef	Th: _____	Fri: _____	Sat: _____
# of Turkey	Th: _____	Fri: _____	Sat: _____
# of Ham	Th: _____	Fri: _____	Sat: _____

**Total Due** .....\$ \_\_\_\_\_

**Other Amount Included** .....\$ \_\_\_\_\_  
*e.g. sponsorship, advertising, membership*

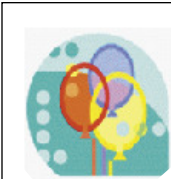
**Payment #:** \_\_\_\_\_ **Expires:** \_\_\_\_\_ **3-Digit Code on Back of Card:** \_\_\_\_\_

**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 Spokane Convention Center on October 13-16, 2009. Exhibitor agrees to abide by the rules and guidelines of Spokane Convention Center, LCD 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, Spokane Convention Center, LCD 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, Spokane Convention Center, or LCD.

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



### Consider the Exhibitor Reception Sponsorship Option! *List of benefits & details, p. 5!*

Be a host of the party (and be specially recognized!) as a sponsor of this event Friday, 4:30-5:30 pm. Opportunity for attendees, exhibitors, and the organization's leaders to mix, mingle, shop, and satisfy a sweet tooth at this warm reception. Music, art, sweet hors d'oeuvres, and prize drawings are on the menu.

*WAEYC is pleased to join WSASCD in offering this Exhibitors' and Presidents' Reception.*

# 2010 PROMOTIONAL OPPORTUNITIES & MEMBERSHIP

## 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 8000+ 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!

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

# 2010 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
- First wave selection of exhibitor booth placement (by sponsor level, and then order received)
- 2 complimentary conference registrations
- 1 full page advertisement in Conference Brochure
- 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
- First wave selection of exhibitor booth placement (by sponsor level, and then order received)
- 1/2 page advertisement in Conference Brochure
- Two complimentary tickets to two keynote presentations and applicable lunches with invitation to sit with our AEYC leaders.
- 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*

- Spotlited 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)
- 1/4 page advertisement in Conference Brochure
- Credit toward exhibitor space of up to \$175 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 credit toward exhibitor space or complimentary Community Resource space (\$75 value)
- First wave selection of exhibitor booth placement (by sponsor level, and then order received)
- 1/8 page advertisement in Conference Brochure
- Certificate of Appreciation

## Advocates, In-Kind Contributors

### Endorsement .....under \$1,000

*Base Package*

- Listing on our web page
- Recognition in the WAEYC newsletter, *The Kaleidoscope*, distributed to members electronically and sometimes print.
- 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*

**(New!)**

### Exhibitor Reception Sponsor ..... \$250

*Sponsorship Opportunity for Exhibitors!*

*Event Description on bottom of p. 3*

*Includes*

- Special recognition (with logo) as Exhibitor Reception Sponsor on the back cover (in color) of the Conference Brochure
- Acknowledgement as Exhibitor Reception Sponsor on the web page, in the Conference Update, and at event
- Recognition during the Presidents' & Exhibitors' reception event
- Invitation sent to event attendees by WAEYC (on behalf of and highlighting the Exhibitor Reception Sponsors)

*Presidents' & Exhibitors' Reception event will be held in conjunction with WSASCD and is contingent upon the number of Exhibitor Reception sponsorships. In the event of limited sponsorship, WAEYC will contact Exhibitor Reception Sponsors to discuss alternatives and refunds.*

# 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> (     )	<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 34TH ANNUAL CONFERENCE

October 14 - 16, 2010  
Spokane, Washington

### Promoting Excellence in Early Learning

We provide services to members and advocate for policies that enable individuals and businesses to provide high-quality early learning experiences for young children.

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 34 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)*