

2021
VAAEYC
Online
Conference
Experience

vaaeyc
Annual Conference

2021 Annual Conference Vendor & Sponsorship Information

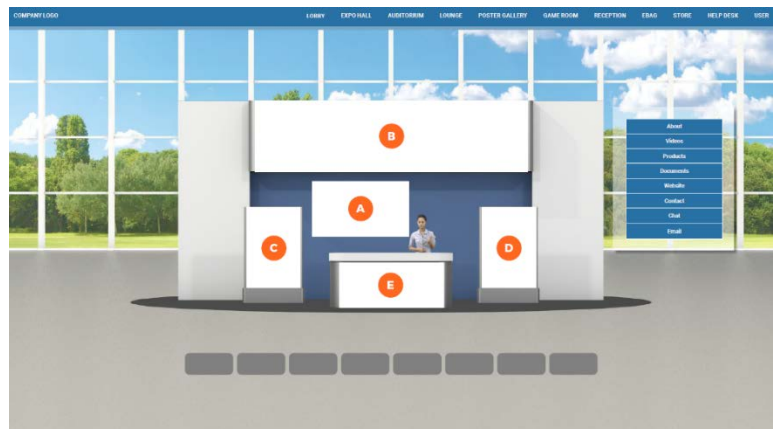
2020 has dictated that *everyone* adapt, change, or pivot in some manner. In that same vein, the 2021 Annual Conference will be a fully online experience. And while that is new and exciting, it raises questions...

And creates opportunities!

What does this mean for vendors and sponsors?

While this year is going to look and feel very different, **vaaeyc** is hard at work creating an engaging and valuable experience for all of our participants – attendees, presenters, and our vendors and sponsors. We have selected a conference platform that provides numerous opportunities for visibility, engagement, and sales generation.

This virtual booth mimics a physical event with booth space, sponsorship opportunities, networking, webinars, and much more. Booths come in small, medium, and large. Custom booth offerings are available as well.



What can this mean for you as a vendor?

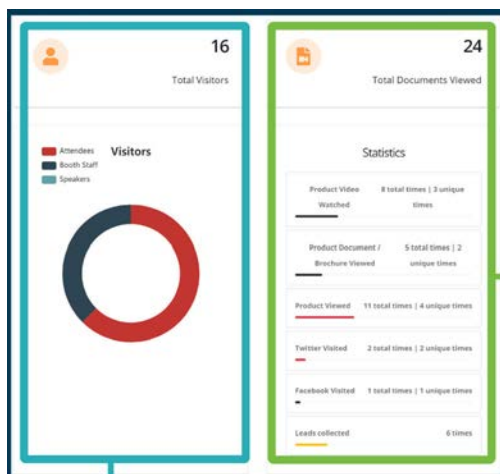
Introducing the Online Vendor Marketplace

- ✓ A dedicated booth in the online **Vendor Marketplace** – with many options for customization and starting at only \$50 for a basic booth.
- ✓ A dedicated Vendor dashboard – analytics, traffic reports, customize your booth on the fly, and even add optional Lead Retrieval!
- ✓ Multiple chat options – group setting, one-on-one, and video.
- ✓ Schedule chat appointments with your customers and visitors.
- ✓ Product Showcase listings, up to four items (**vaaeyc** is also working on an eCommerce solution for our vendors, which will allow you to list and sell products right from the **vaaeyc** website. This is in development and will be announced soon.)
- ✓ A customer download feature – upload up to four documents – handout, sales flyer, catalog – for your customer to download and save.
- ✓ In addition to branding images and logos, there are options which will allow up to four videos, to really connect to your potential customers

Attendees will interact with vendors by clicking into their “Booth” in the Vendor Marketplace. If vendors have a representative available during the time of a “visit” they can engage the participate with live chat – including video chat within the platform.

There will be gamification where attendees can collect points that will lead to prizes that the vendors can provide. (Points collected by visiting the booth space etc.)

The event site will be “Live” for three days – where it will benefit vendors to have a live person available for chat and questions from participants. The vendor listing will continue to be active on the platform through the “on-demand” post-conference period of two weeks post event.



- ? Where does your audience go to learn more about you? Twitter? Facebook? LinkedIn?
- ? Which materials do your audience find most interesting?
- ? Do they access your uploaded documents?
- ? Do they check out your product page?
- ? Are they interested in your webinars?

2021 VAAEYC Annual Conference Booth Information

Basic (\$50) – A small booth in the Vendor Marketplace automatically includes:

- Company Name & Logo
- Address
- Description (500 characters)
- “Email Exhibitor” Button
- Listing of Sales Contacts
- Company information with link to website and social media links

Level 1 (\$150) – A medium booth which includes everything in Basic PLUS

- Up to 1,000 characters for description
- One document for participants to download, automatically placed in attendee eBag

Level 2 (\$250) – A medium booth which includes everything in Basic and Level 1 PLUS

- Product showcase for one product
- Two documents for participants to download, one automatically placed in attendee eBag
- Upload one video shown in “Booth”
- Listing will be “Highlighted”

Level 3 (\$350) – A medium booth which includes everything in Basic, Level 1, and Level 2 PLUS

- Product showcase for two products
- Upload two videos shown in “Booth”
- Add an image to the Directory Listing – like a logo

Level 4 (\$450) – A large booth which includes everything in Basic, Level 1, Level 2 and Level 3 PLUS

- Product showcase for four products
- Four documents for participants to download, one automatically placed in attendee eBag
- Upload four videos shown in “Booth”
- Premium position in exhibitor listing

Reserve your space online today! Go to vaaeyc.org/2021-exhibitor-information

We HIGHLY recommend that vendors “man the booth”, and have staff available to respond to chat messages and interact with attendees during these hours:

Thursday, March 11, 2021

8:30 AM – 3:00 PM Eastern Time

Friday, March 12, 2021

8:30 AM – 3:00 PM Eastern Time

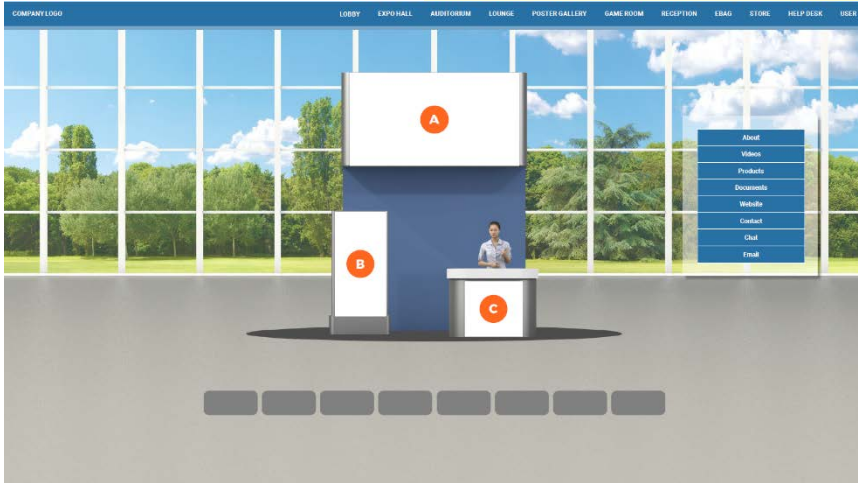
Saturday, March 13, 2021

8:30 AM – 3:00 PM Eastern Time

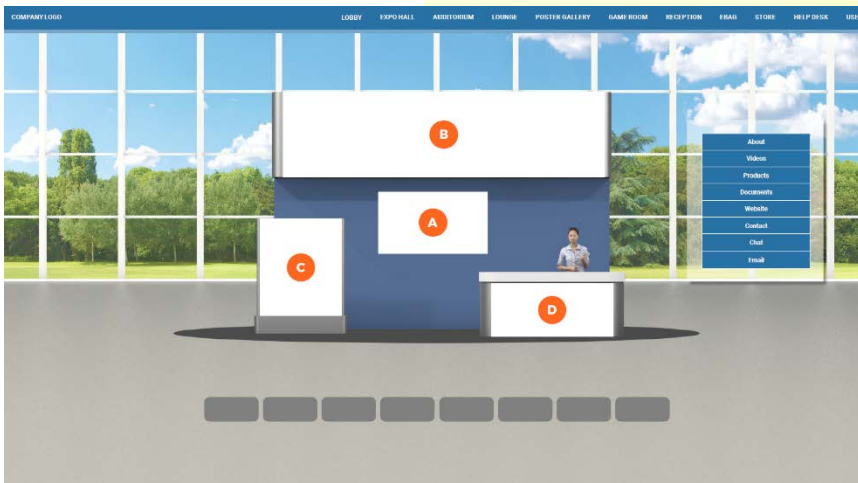
2021 vaaeyc Vendor Marketplace Information

To select your booth package, **first please select the booth size** you would like (diagrams below), and **then choose the Features, organized by Level**, you would like to include. (Each lettered white space represents image placement available with the booth.)

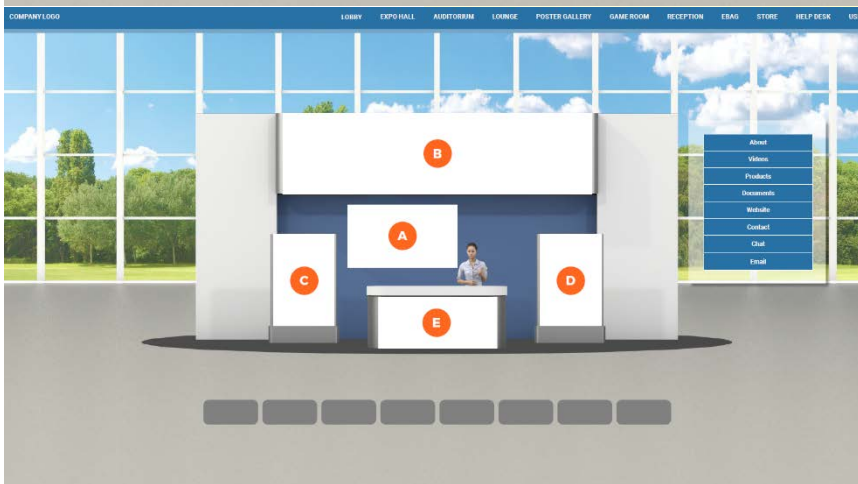
Available Booth Sizes



SMALL – Available with Basic Level



MEDIUM – Available with Level 1, 2, and 3



LARGE – Available with Level 4

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What can this mean for you as a sponsor?

In addition to the features included with a Small Virtual Booth (required to participate as a sponsor), the following opportunities are available to showcase your support of **vaaeyc**:

- Vendor **Image** display in **Online Conference Lobby** - \$500
 - This will be a noticeable sign in the virtual lobby with link to your website of choice.
 - Number of available spots: 4
- **Promotion Video** between sessions - \$500 per run
 - Placement of a video in between sessions. Can be product demo, interview, etc. Maximum length 2 minutes. Vendor must provide MP4 video
 - Number of available spots: 9
- **Sponsored Keynote** - \$1,000
 - Recorded message played before keynote to introduce session.
- **Game Sponsor** - \$50 plus cost of prize
 - Gamification is built into the platform to drive attendees to visit with vendors. Attendees will earn points by visiting booths, downloading materials, and collecting digital icons. Game sponsors will have special icons placed in their “booth” listings for attendees to collect. The purpose of the games is to drive traffic to your booth. Sponsors must provide a prize with a value of at least \$25 that will be sent directly to the prize winners.
- **Thinking INSIDE the Box** - This will be a package mailed to all conference registrants received before the Early Bird deadline. **Online events are difficult and we are seeking sponsors to give attendees special items to enhance the online experience.** This box provides an important physical connection to the conference for participants. If a sponsor provides an item, there is a flat \$600 fee to help cover the mailing. Size and weight limits will apply.
 - **Conference T-Shirt** – Conference Logo on front, sponsor logo on back of t-shirt.
 - \$5,000
 - **Reusable Water Bottle** – Sponsor logo on bottle
 - \$2,000
 - ~~Notepads~~ – Sponsor logo on notepads – this are in high demand!
 - ~~\$2,000~~ **SOLD**
 - ~~Pens~~ – sponsor logo on pens
 - ~~\$1,500~~ **SOLD**
 - **Masks** – sponsor logo on face covering
 - \$1,500
 - **Fun items!** kazooos, funny glasses, stuffed animals, snacks, door hangers, etc.
 - \$1,500
 - **Other – we are open to suggestions!** Limited by size and weight for shipping.

(Note: All sponsorships require a Basic Booth package. So, to participate as a Sponsor, you will start by selecting a Basic Booth package online. Once you add a sponsorship item the \$50 Basic Booth fee will be deducted at checkout.)