

Exhibitor | Sponsor | Advertiser
Prospectus

2023
vaaeyc
Annual Conference

March 9-11
Richmond, VA



**Reigniting
Your Spark**

Reigniting Your Spark

Richmond, VA | March 9 - 11, 2023

It's All About the Audience!

When it comes to building a successful experience, we know that the audience matters – reaching them, engaging them and growing them.

We want to help you build your audience at the 2023 VAAEYC Annual Conference.

Want to know why you should exhibit?

Engage in meaningful discussions with more than 600 attendees about the issues, trends, and innovations that are shaping the future of early childhood education. Attendees come looking for products and services that can have meaningful impact in their classrooms, for their programs, or personally.

Attendees come ready to buy! In a survey of Conference Participants from 2022 this is what they are looking for:

- T-Shirts
- Products for sale on site – educational toys, games
- CLASS
- Catalog Vendors
- Multicultural Educational Tools
- Gross Motor Games
- Sample Classroom Layouts
- Healthcare
- Playground Companies
- Learning Materials for Infants

Don't miss out on reaching Early Childhood Educators in Virginia. Market your organization and raise brand exposure within the early childhood education community. 83% of exhibitors agree that building brand awareness is a primary objective for trade shows. Give your prospective clients hands-on access to your products and services.

Who Exhibits?

Any person or business that provides equipment, materials, or services to early childhood teachers, administrators, and organization is welcome to participate. We welcome the following:

- Administrative & Educational Software
- Art Materials
- Classroom Materials and Supplies
- Classroom Technology Supplies
- Curriculum Providers & Instructional Materials
- Educational Toys & Games
- Furniture and Equipment for Classrooms
- Outdoor Play Equipment
- PPE and Cleaning Supply Providers
- STEM/STEAM Suppliers
- Teaching Aids
- Training Solutions and Methodology
- Transportation-Bus Manufacturers
- Universities and Community Colleges

This event also draws small businesses that sell personal items directly to the educators: Self Care Items, Comfortable Clothing, Handmade Jewelry and more!

Booth Options

All exhibit booths include an I.D. Sign, One Draped Table, Two Chairs, a Wastebasket, and concession coupons.

10'x10' Booth | \$350

8'x8' booth | \$250

Table Top Display | \$50

Add electricity to any booth for only \$75.

How to Reserve Your Exhibit Space

[Reserve Online HERE](#)

Exhibit Hall features:

- VAAEYC Lounge
- Concessions
- Daily prize drawings

**Reserve Your
Exhibit Space
Today!**



Exhibit Hall Schedule

Wednesday, March 8

Noon – 4:00 p.m.

Exhibit Contractor Set-Up

4:00 – 11:00 p.m.

Exhibitor Move In

Thursday, March 9

7:00 – 9:30 a.m.

Exhibitor Move In

9:30 a.m. – 5:00 pm

Exhibit Hall Open

Friday, March 10

9:30 a.m. – 5:00 p.m.

Exhibit Hall Open

Saturday, March 11

9:30 a.m. – 1:30 p.m.

Exhibit Hall Open

1:30 p.m. – 5:00 pm

Exhibit Tear-Down

Sponsorship Opportunities

[Reserve Your Sponsorship HERE](#)

Enhance your visibility and reach to Early Childhood Educators with a sponsorship or advertising opportunity. We have a price point to meet every need!

These opportunities are designed to help your brand exposure and get you in front of the attendees. Take a look at our sponsorship opportunities below.

All sponsors receive their logo and company information on the VAAEYC website, in the conference app, and in the printed program. Additional benefits dependent on the level of the sponsorship.

If you don't see the right opportunity, reach out and let us create a package that fits your needs.

Conference Bag Stuffers | \$500

Have some promotional materials you want in front of attendees? The conference bag stuffer is the sponsorship for you! You supply the materials, and we'll do the stuffing. It is limited to one piece per sponsor and is limited to five sponsors only.

Floor Stickers | \$800

Mark a path to your booth on the show floor with this sponsorship. Floor stickers leading participants to your booth on the show floor (or another location of your choice) with your logo and booth number or website address

Pens | \$800

Add your company name and website to this pen sponsorship to remind attendees how to reach you.

Morning Java in the Exhibit Hall (3 available) | \$1,000

Give attendees a lift by sponsoring morning coffee in the Exhibit Hall. Appropriate signage displaying your company name and logo will be placed by the break areas, and beverage napkins with your logo.

Notepads (1 available) | \$1,500

This great take-home item will have your company branding on it for life long after the conference. Attendees at the conference take LOTS of notes and this sponsorship provides a place for them to capture all of the great information they learn.

Attendee Boxed Lunches (3 available) | \$1,500

VAAEYC is offering three opportunities for a sponsor to offset the cost of lunch for our attendees. These discounted boxed lunches will be purchased by attendees to enjoy in the exhibit hall while seeing what's new and trendy in the supplier world of early childhood education. Additional benefits include:

- Lunches to be distributed near your booth
- One minute podium time in exhibit hall
- Logo included on meeting app
- Appropriate signage
- Beverage Napkins with Your Logo

Sponsorship Opportunities, continued

Public Policy Lunch Presentation (1 available) | \$2,000

Advocating for childhood education is a responsibility we must all participate in. Become a sponsor of this important lunch time opportunity. Benefits include:

- 2 - 3 minutes of podium time at luncheon
- Logo on meeting app and website
- Beverage napkins with Your Logo
- Appropriate Signage

Literacy Lunch Presentation (1 available) | \$2,000

This lunch highlights literacy and an author relevant for Early Childhood Education. Benefits include:

- 2 - 3 minutes of podium time at luncheon
- Logo on meeting app and website
- Beverage napkins with Your Logo
- Appropriate Signage

Registration Bags (1 available) | \$2,000

Each attendee will receive a bag that features your company logo along with the VAAEYC's logo. These practical bags will be used way beyond the dates of the conference.

Badge Wallets (1 available) | \$2,000

With this high-profile sponsorship opportunity, your company's logo will be showcased on the badge Wallets worn by every attendee throughout the conference!

Reusable Travel Mug or Water Bottles (1 available) | \$2,000

These reusable water bottles or travel mugs can be used to fill up with water so attendees can fill up their bottle sponsored by your company with your company logo on it. The best part is they will take them home and keep using them, increasing your brand exposure.

Mobile App Sponsorship \$2,000

Put your brand in the hands of VAAEYC Annual Conference attendees as the sole sponsor of the VAAEYC's Annual Conference Mobile App. Benefits include:

- One push notification sent out each day to attendees
- Your logo on every attendee's mobile device
- Mobile App banner ads
- Conference Bag Insert- brochure, flyer, trinket – you supply and we'll include them in each attendee bag

Directional Signage Sponsor (1 available) | \$2,000

Your logo will be placed on all VAAEYC directional signage to help participants navigate around the Greater Richmond Convention Center.

[Reserve Your Sponsorship HERE](#)

Advertising Opportunities

[Reserve Your Ad HERE](#)

How can you make sure your decision to exhibit or sponsor the VAAEYC Annual Conference gets the most exposure? Supplement it with an advertisement. Advertising opportunities are only available to companies that are exhibiting or sponsoring the Annual Conference.

Digital Email Advertising | \$300 per placement

Emails will be sent at least once a month starting in November 2022. Please see specifications below for available runs and graphic requirements. Target audience: all potential attendees. Approx. 1,500 views per email. Ad must be a single- image graphic in static PNG or JPG format (e.g., no animation, video, or audio). Ad must conform to the dimensions specified. If email or banner ad, it will link to a URL of your choice. Maximum size 300x300 and may need to be resized according to space needs. Limit of 200 words plus one graphic. (Logo, picture, etc.) Link to company website included.

Digital Advertising in the conference app

VAAEYC has selected Conference Tracker as the app and it will be launched January 2023 to begin engaging conference participants in advance. The app will allow participants to see the program, choose their own schedule, complete evaluations, and more! This app will be in the hands of all participants.

Banner Ads (limited to 5 organizations) \$500

Show off your company's product line and booth location by sponsoring a banner ad in mobile app.

Push Notifications (limited to 10) \$350

Send a text message to attendees by sponsoring a push notification. Promote your products/services. Let people know where you are located in the exhibit hall – invite them to come visit you.

Ad must be a single-image graphic in static PNG or JPG format (e.g., no animation, video or audio). Ad must conform to the dimensions specified. If email or banner ad, it will link to a URL of your choice. Maximum size 300x300 and may need to be resized according to space needs. Deadline for all mobile app advertising is February 27.

Printed Onsite Program Ads

These will be advertisements printed in the onsite conference program.

- Full Inside Front Cover Ad: \$500
- Full Inside Back Cover Ad: \$500
- Full Back Cover Ad: \$800
- ½ Page Ad (Inside Full Color): \$200
- ¼ Page Ad (Inside Full Color): \$100

Confirmed advertisers will be contacted with full details regarding deadlines, sizes, etc.

Location

The Greater Richmond Convention Center
403 N. 3rd Street
Richmond, VA 23219

Accommodations

Richmond Marriott Downtown

500 E. Broad Street
Richmond, VA 23219

Single/Double Rooms \$179 plus taxes
(currently 14%)

The deadline to make reservations at the discounted rate is **February 15, 2023**

[Reserve a Hotel Room ONLINE Here](#)

Official Contractor

The official contractor is Exhibits, Inc., and they will provide all necessary exhibitor services for the conference such as

- Additional Furnishings and Decor
- Shipping
- Drayage and Material Handling

An exhibitor services kit will be sent to all confirmed exhibitors.

Getting There

Parking

There are several parking lots located near the Convention Center, the closest is attached by covered walkway to the Convention Center and the Marriott. The current rate to park in this lot is \$26 per day. This lot is independently managed and not owned by the Convention or the Marriott, so prices may change without notice.

There are also several adjacent surface parking lots within walking distance.

Amtrak

The Richmond Main Street Station is approximately 4 miles from the Convention Center. Trains run from Roanoke, Alexandria, and Norfolk.

Shuttle Service

The hotel does not offer airport shuttle but does provide complimentary shuttle within a two-mile radius of the hotel to all the local shops and dining.



Rules and Regulations

All exhibits at the 2023 **vaaeyc** Annual Conference are under the control and management of the Virginia Association for the Education of Young Children (**vaaeyc**). These rules and regulations are part of the contract between the exhibiting firm and **vaaeyc** and it is the responsibility of the exhibiting company to read these rules carefully and adhere to them as well as any provisions contained in the exhibitor service kit or the Greater Richmond Convention Center guidelines. Exhibitors violating these rules may be asked to leave, without refund, at the discretion of **vaaeyc**. For more information, contact exhibits@vaaeyc.org.

1) Space Assignment and Payment Provisions

Spaces are assigned first-come, first-served, based upon when the signed contract and payment are received. Payment in full is due with the signed contract. All exhibit space fees are due in advance of the conference or the exhibitor will not be allowed to setup.

2) Cancellation Provisions

All cancellation notices must be received in writing and refunds are handled as follows:

- 50% of refunded when cancelled prior to midnight on February 1, 2023
- 0% refunded when cancelled after February 1, 2023
- No=shows forfeit all fees.

3) Use of Display Space

a) All exhibits must be show-ready by 9:30 a.m. on Thursday, March 9, 2023. In the event that an exhibitor fails to install their display for the opening of the vendor forum or fails to comply with any provisions, **vaaeyc** shall have the right to take possession of said space and resell any part thereof.

b) Decorations may not be taped, tacked, or otherwise fastened to ceilings, painted surfaces, columns, or fabric and decorative walls. Special decorations are to be cleared through the Greater Richmond Convention Center Management as to method and location of installation. No helium balloons or adhesive backed decals (stickers) are permitted to be given out or used within the facility. All decorative materials must be flameproof in accordance with local Fire Regulations. Glitter may not be used in any area of the facility. The Greater Richmond Convention Center management must approve the use of confetti.

c) Exhibitors playing any live or recorded music are required to have the necessary licensing agreements with ASCAP, BMI, SESAC and are fully responsible for paying any fees arising from such agreements.

c) No exhibitor shall assign, sublet or share space assigned without the written consent of **vaaeyc**. Shared spaces are subject to an additional charge of \$100.

d) **vaaeyc** reserves the right to restrict exhibits because of noise, method of operation or for any other reason that might detract from the character of the conference as a whole.

e) Size of exhibits may not be modified, drapes removed, or the pipe and drape moved to create a larger space.

f) Exhibitors may not begin tearing down their exhibits or moving out materials, equipment or any part of their display prior to the official exhibit hall close at 1:30 pm on Saturday, March 11, 2023.

4) Event Cancellation

vaaeyc, its agents and/or employees will not be held liable for failure to hold the exhibits as scheduled. Payments for space will be returned in the event of cancellation, except that any expenses incurred in connection with the vendor will be deducted if the event is cancelled on or after February 9, 2023 because of fire, any act of God, or the public enemy, or strike, or terrorism, or epidemic, or act of war, or any law or regulations of public authority, which makes it impossible or impractical to hold the exhibits.

5) Americans with Disabilities Act

Please advise **vaaeyc** if you or any of your staff may require assistance or accommodations to fully participate in this event.

6) Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, electrical wiring, safety and health. All drapes, curtains, table coverings and skirts, carpet or any materials used in exhibits must be flame retardant. Flame retardant chemical certificates must be current and available to the Fire Marshal upon request. All such material is subject to flame testing by the Fire Marshal.

7) Care of Building and Equipment

Exhibitors and/or their agents and employees shall not injure or deface the walls, floors or any part of the exhibit facility or exhibit materials of the contractor, or materials or equipment of another exhibitor. When such damage occurs, the exhibitor causing such damage is liable to the owner of the property so damaged.

8) Liability and Insurance:

(a) **vaaeyc**, service contractors, building or grounds officials, nor any officers, staff members, or directors of any of the same, are responsible for the safety of the property of exhibitors from theft or damages by fire, accident, vandalism, or other causes.

(b) Neither **vaaeyc** nor the Greater Richmond Convention Center will be responsible or liable for any loss, damage or claims arising out of exhibit's activities on the premises except for any claims, loss, or damages arising directly from negligence on the part of the Association or the Greater Richmond Convention Center, respectively.

(c) All property of the exhibitor will remain under their custody and control in transit to, from, and within the confines of the exhibit hall. Exhibitors are required to carry appropriate insurance to cover display materials against damage and loss, and public liability insurance against injury to the person and property of others.

2023 vaaeyc Annual Conference

Exhibit Hall Floor Plan

Grand Ballroom C – Greater Richmond Convention Center
Revised 11-1-2022

ALL PERIMETER BOOTHS are 10'x10' | Interior/Island Booths are 8'x8'
All Table Tops are 6' Tables

