



2025

vaaeyc

Annual Conference

April 3-5 in Richmond, VA

Heartfelt Beginnings: Nurturing Early Childhood

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Annual Conference Prospectus

Exhibitor, Sponsorship, & Advertising

Exhibiting at VAAEYC

You are invited to reach this market of educators and administrators and help them nurture their programs and careers with your products. Attendees come looking for products and services that can have a meaningful impact in their classrooms, for their programs, or personally.

Exhibiting at the VAAEYC Annual Conference provides a platform to directly engage with potential customers, partners, and industry leaders, leading to valuable connections and opportunities to expand your business. Enhance your brand, generate leads and boost sales in front of the 700+ attendees that we expect to see in Richmond.

Three different exhibit space sizes are available to meet the needs and budget of your organization. Customized packages including sponsorship and/or advertising are also available to increase your reach and separate your organization from the competition.

Don't miss out on reaching Early Childhood Educators in Virginia. Your support of VAAEYC and Early Childhood Educators in Virginia is deeply appreciated.



Our People

Audience

Conference attendees include Teachers & Caregivers, Directors, Administrators, Higher Education, and Others that include; Students, Owners, Specialists, Trainers, and others. They visit the exhibit hall to learn more about products and services to improve their programs.

Vendors



2024 Attendance by the Numbers

929 Total Attendees

400 Teachers

69 Directors

52 Administrators

14 Higher Education

208 Other

105 Presenters

313 First-Time Attendees



- Administrative Software
- Data Management Providers
- Outdoor Play Equipment
- Art Materials
- Educational Software
- Photographers for Schools
- Booksellers and Publishers
- Educational Toys
- Special Needs Supplies
- Transportation-Bus Manufacturers
- STEM/STEAM Suppliers
- Classroom Materials and Supplies
- Furniture & Equipment for Classrooms
- Teaching Aids
- Classroom Technology Supplies
- Instructional Materials
- Training Solutions and Methodology
- Continuing Education & Professional Development Providers
- Curriculum Providers
- Universities and Community Colleges
- ...and more!

Contact exhibits@vaaeyc.org with any or questions or to discuss customized packages.

Booth Options

All exhibit booths will include:

- 8' back drape and 3' side rails; 6' draped table, two chairs, and 7" x 44" booth I.D. sign
- Two registrations for booth staff
- Refreshments for booth staff
- Daily prize drawings

16'x8' Booth	\$700
8'x8' Booth	\$375
Table Top Display	\$125

Add electricity to your exhibit space for \$75.

[Reserve your Exhibit Space Online](#)

Exhibit Hall Schedule

Wednesday, April 2

10:00 am - 2:00 pm Decorator Set-Up
2:00 pm - 9:00 pm Exhibitor Move In

Thursday, April 3

7:00 am - 9:30 am Exhibitor Move In
9:30 am - 5:00 pm Exhibit Hall Open

Friday, April 4

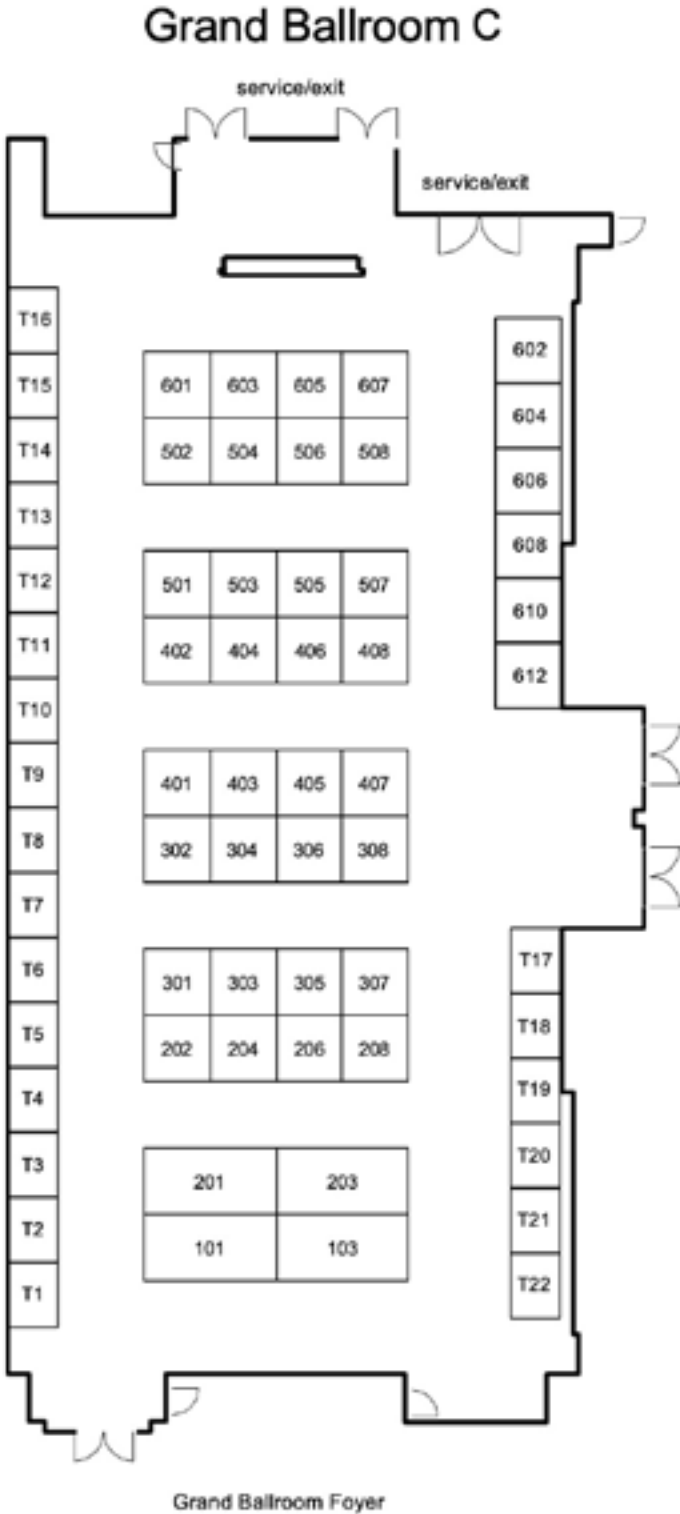
9:30 am - 5:00 pm Exhibit Hall Open

Saturday, April 5

9:00 am-12:00 pm Exhibit Hall Open
12:00 pm-5:00 pm Exhibit Tear-Down



2025 VAAEYC Conference Exhibit Hall Floor Plan



Opportunities

Sponsors

You are invited to explore the following sponsorship opportunities and the associated benefits. Please select the opportunities that best fit your goals and price point. Customized sponsorship and advertising packages are available upon request.

Sponsorship Opportunity	Sponsor Cost
Conference Bag Stuffer	\$300
Pens	\$800
Morning Coffee Sponsor	\$1,000
Directional Signage	\$1,000
Notepads	\$1,000
Attendee Lunches	\$1,500
Registration Bags	\$2,000
Badge Wallets	\$2,000
Reusable Travel Mug or Water Bottles	\$2,000
Friday Night Social Event	\$2,000
Mobile App Sponsorship	\$2,000
T-Shirts	\$2,500

Sponsor Benefits:

- Branding in Conference Program
- Branding on VAAEYC Website
- Recognition during General Sessions
- Additional Benefits for Certain Sponsorships

[Book Your Sponsorship
HERE](#)

Opportunities

Advertisers

How can you make sure your decision to exhibit or sponsor the VAAEYC Annual Conference get 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 2024. 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.

Advertising in the Mobile App

VAAEYC has selected Conference Tracker as the app and it will be launched January 2025 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
- 1/2 Page Ad (Inside Full Color) | \$200
- 1/4 Page Ad (Inside Full Color) | \$100

[Reserve Your Ad
HERE](#)

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

Conference Details

Exhibit Location

Exhibits are located at
Greater Richmond Convention Center
Grand Ballroom C | 2nd Level

General Sessions in
Grand Ballroom AB
Workshops located on Level 1



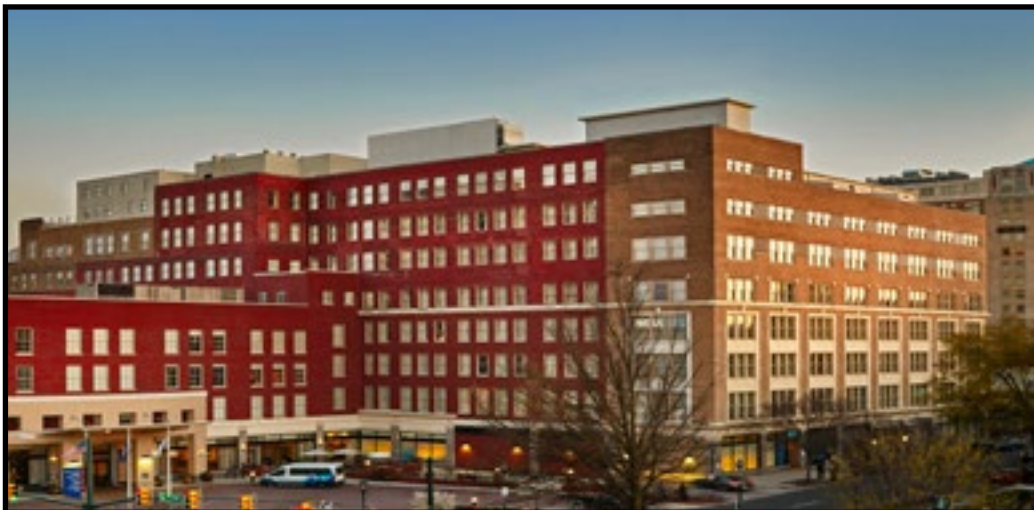
Location Housing

Hilton Richmond Downtown
501 E Broad St.
Richmond, VA 23219

VAAEYC has secured a block of sleeping rooms at a special room rate for conference participants.
Single Rooms \$192.00
Double Rooms \$192.00
plus state and local taxes (currently 14%)

Reservations must be made by Friday, March 2, 2025, to receive this discounted rate while rooms last. Rooms are available on a first-come, first-served basis. There is no guarantee that rooms will be available after March 2.

[Make Your Online
Reservation Here](#)



Rules and Regulations

All exhibits at the 2025 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 provision contained in the exhibitor service kit or the Greater Richmond Convention Center guidelines. Exhibitors violating these rules may be asked to leave, without refund and 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 set up.

2) Cancellation Provision

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

50% refunded when cancelled prior to midnight on February 1, 2025. 0% refunded when cancelled after February 1, 2025

No-shows forfeit all fees.

3) Use of Display Space

a) All exhibits must be who-ready by 9:30 am on Thursday, April 3, 2025. 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 and 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 ASCP, BMI, SESAC and fully responsible for paying any fees arising from such agreements.

d) 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.

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 12:00 pm on Saturday, April 3, 2025.

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 March 5, 2025 because of fire, Act of God, health crisis including pandemics, 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 impracticable 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 full participate in this event.

6) Care of Building and Equipment

Exhibitor and/or their agents and employees shall not injure or deface the walls, floors or any part of the exhibit materials of the contractor, or 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.

7) 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 Marshall upon request. All such material is subject to flame testing by the Fire Marshal.

8) Liability and Insurance

a) 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 an 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 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.



Virginia Association for the
Education of Young Children