

vaaeyc
Annual Conference

March 4-6, 2027 in Spotsylvania, VA
Kalahari Resorts & Conventions

Tracks of Discovery: Empowering Educators, Inspiring Children on the Path to Playful, Purposeful Learning

Annual Conference Prospectus

Exhibiting, Sponsoring, & Advertising



vaaeyc

Virginia Association for the Education of Young Children

An Affiliate of naeyc
SECA

Exhibiting at VAAEYC

Connect. Showcase. Grow.

Join us at Kalahari Resorts & Conventions for the 71st Annual VAAEYC Conference and put your organization's products and services in front of an engaged audience of early childhood educators, administrators, and decision-makers who are passionate about advancing early childhood education.

Our attendees are actively seeking innovative products, valuable resources, and practical solutions to enhance classroom experiences, strengthen early childhood programs, and support their professional growth. This is your opportunity to showcase what your organization has to offer to the people who need it most.

As an exhibitor, you'll have the opportunity to connect face-to-face with more than 800 conference attendees, build meaningful relationships, generate qualified leads, increase brand recognition, and create new business opportunities in an energetic and collaborative environment.

With a variety of exhibit space options to accommodate your organization's goals and budget, participating is easy. Looking to maximize your visibility? Explore our customizable sponsorship and advertising opportunities to expand your reach, elevate your brand, and make an even greater impact throughout the conference.

Be part of something meaningful. By exhibiting at the VAAEYC Annual Conference, you're not only growing your business and expanding your network—you're investing in the future of early childhood education in Virginia.

We invite you to partner with VAAEYC and look forward to welcoming you as an exhibitor. Thank you for your support and commitment to the early childhood education community!



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.

2026 Attendance by the Numbers

787 Total Attendees

425 Teachers

60 Directors

68 Administrators

9 Higher Education

131 Other

***94** Presenters*

***230** First-Time Attendees*



Vendors



- *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*
- *Local Merchant Marketplace*
- *...and more!*

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

Booth Options

All exhibit booths will include:

- 10′ back drape; 6′ draped table, two chairs, and 7″x 44″ booth I.D. sign
- Upt to four registrations for booth staff
- Refreshments or concessions vouchers
- Daily prize drawings

Reserve your Exhibit Space Online

16′x10′ Booth	$750
10′x8′ Corner Booth	$425
10′x8′ Inline Booth	$375
*Table Top - Local Merchant Marketplace	$200
Table Top - Non-commercial	$175

*To be eligible to display in the marketplace, vendors must sell to individuals, not B2B, and your products or services must be unrelated to the early childhood education industry. Examples include jewelry, clothing, cookware, skincare, housewares and makeup.

Order forms for electricity and internet will be included in the Exhibitor Services Guide. This will be sent to exhibitors in January.

Exhibit Hall Schedule

Wednesday, March 3
10:00 am - 2:00 pm Decorator Set-Up
2:00 pm - 8:00 pm Exhibitor Move In

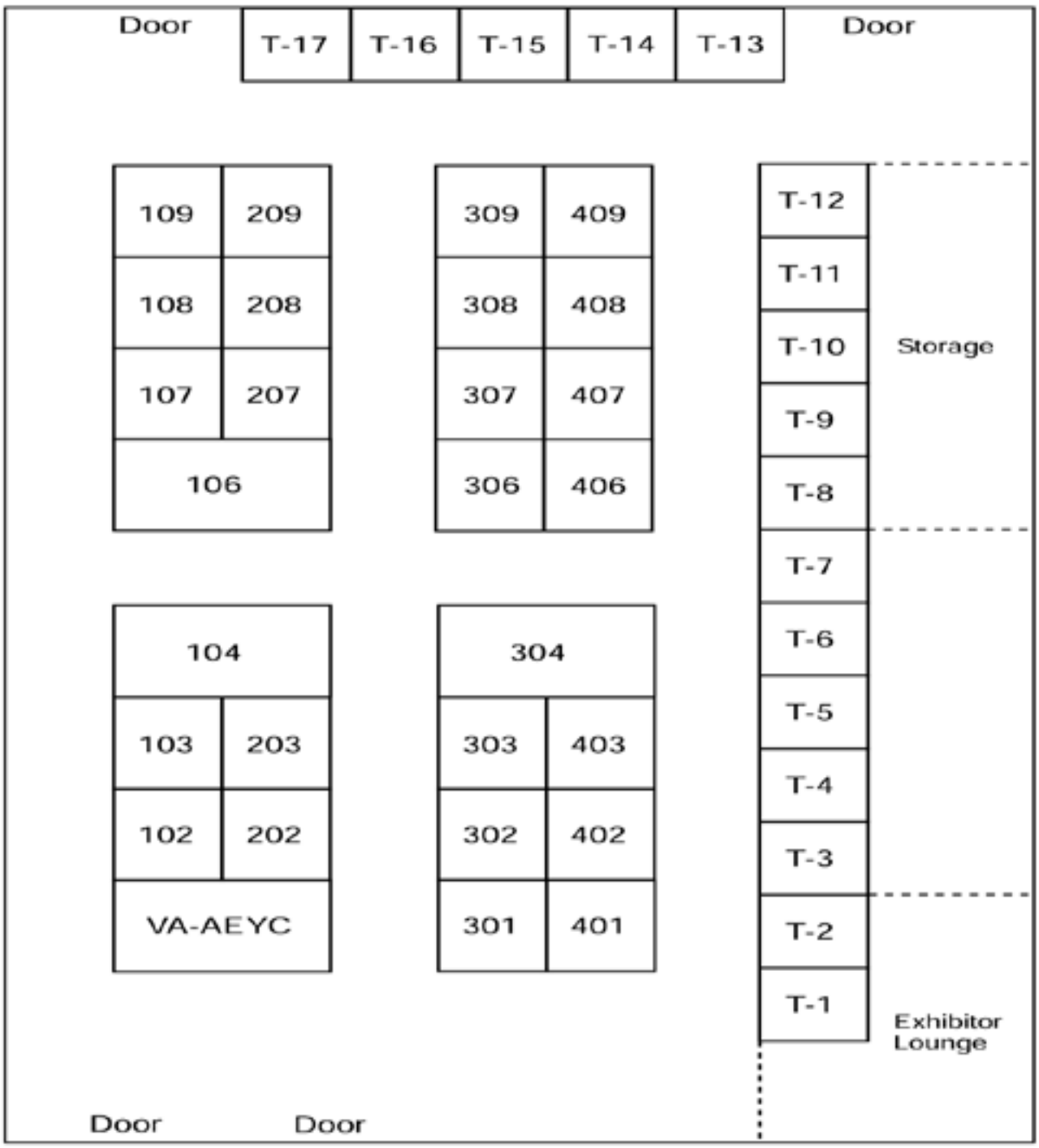
Thursday, March 4
7:00 am - 9:00 am Exhibitor Move In
9:00 am - 5:00 pm Exhibit Hall Open

Friday, March 5
9:00 am - 5:00 pm Exhibit Hall Open

Saturday, March 6
9:00 am - 12:00 pm Exhibit Hall Open
12:00 pm - 5:00 pm Exhibit Tear-Down



2027 VAAEYC Conference
Exhibit Hall Floor Plan



VA-AEYC 2026
Kilimanjaro - Suite 6

Opportunities

Sponsors

You are invited to explore the following sponsorship opportunities. Targeted opportunities for specific items and general sponsor levels are available for those not interested in targeted opportunities. We can also put together a custom package that meets your needs.

Sponsorship Opportunity	Sponsor Cost
Conference Bag Stuffer	$400
Exhibit Hall "Trail Mixer"	$1,000
Pens	$1,500
Notepads	$1,500
Directional Signage	$1,500
Morning Coffee Break	$1,500
Mobile App	$2,000
Basic Reusable Water Bottles	$2,000
Basic Registration Bags	$2,500
Upgraded Registration Bags	$4,000
Name Badge Wallets	$2,500
General Sessions	$3,000
Upgraded Reusable Water Bottles	$3,500
Upgraded Registration Bags	$4,000

Select Your Targeted Sponsorship HERE

General Sponsorships

Sponsor Levels

Select the sponsor level that best fits your marketing needs. Sponsors that selected targeted opportunities will receive the corresponding benefits for the total sponsorship amount. VAAEYC will apply the funds received for any general sponsorships where necessary to support the Annual Conference.

Benefits	Platinum ($3,000)	Gold ($2,500)	Silver ($1,500)	Bronze ($1,000)
Conference Moble App Push Notification	√			
Conference Email Advertisement (~6,000 recepients)	√			
General Session Spoken Recognition	√	√		
Digital Program Ad	√	√		
Website Advertisement	√	√	√	
Conference Tracker Banner Ad	√	√	√	
Newsletter Advertisement - 900 recipients	√	√	√	
General Sessions' PowerPoint	√	√	√	√
On-site Signage at Conference	√	√	√	√
Social Media Recognition	√	√	√	v

Select Your General Sponsorship HERE

Opportunities

Advertisers

To maximize the visibility of your decision to exhibit or sponsor the VAAEYC Annual Conference, consider supplementing it with an advertisement. Advertising opportunities are exclusively available to companies that choose to exhibit or sponsor the event.

Digital Email Advertising | $300 per placement

Emails will be sent at least once a month starting in November 2026. 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 2027 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 3.

Digtal Program Ads

These will be advertisements printed in the onsite conference program.

- Full Page Cover Ad | $500
- 1/2 Page Ad (Inside Full Color) | $250
- 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
Kalahari Resorts & Conventions
Kilimanjaro Ballroom 6 | Level 1

General Sessions in
Kilimanjaro 5
Workshops located on Level 1



Location Housing

Kalahari Resorts and Conventions
5500 Destination Drive
Woodford, VA 22580

VAAEYC has secured a block of sleeping
rooms at a special room rate for conference participants.
Double Queen Sofa Rooms: $199.00
plus taxes and fees

Discounted hotel rooms at Kalahari are only for conference attendees, vendors, presenters, and VAAEYC staff. **Exhbitors, Sponsors, and Advertisers will receive the booking link for hotel rooms once a purchase has been completed**.

Group rates are available until Wedneday, Februay 3, 2027 or until the group block of rooms is filled. Rooms are available on a first-come, first-served basis. There is no guarantee that rooms will be available after February 3.



Rules and Regulations

All exhibits at the 2027 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 thee rules carefully and adhere to them as well as any provision contained in the exhibitor service kit or the Hampton Roads 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, 2027. 0% refunded when cancelled after February 1, 2027
No-shows forfeit all fees.

3) Use of Display Space
a) All exhibits must be ready by 9:00 am on Thursday, March 4, 2027 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 trough the Kalahari Resorts and Conventions 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 Kalahari Resorts and Conventions 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 $250.
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, March 6, 2027.

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 5, 2027 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 Marshall.

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 b fire, accident, vandalism or other causes.
b) Neither VAAEYC nor Kalahari Resorts and Conventions 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 Kalahari Resorts and Conventions, 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.