



Virginia Association for
Early Childhood Education
Exhibitor Invitation

55th Annual Conference
March 17-19, 2011
Marriot Hotel, Richmond, VA

“This Little
Light
of Mind”



- **Gain access to more than 1,300 state-wide child care professionals on-site & through posting on our website**
- **Educate yourself on the needs of your target market**
- **Make direct contact with decision makers in child care programs**

VAECE
Sara Dix Golden, Staff Manager
P.O. Box 58 Moneta, VA 24121
(703) 946-3413
www.vaece.org
vaecehotline@aol.com

WELCOME !!

You are invited to exhibit at VAECE's 2011 Annual Conference,
March 17-19, 2011, in Richmond, VA

Exhibiting at the 2011 VAECE Conference gives businesses both visibility and market research opportunities. As an exhibitor, you have access to more than 1,500 child care professionals working across the state of Virginia. You may also attend workshops and gain insight into the needs of your target markets.

Exhibitors will be located in the Exhibit Hall near conference registration.

Join us in March and expand your market!

Who Should Exhibit?

Any business or organization that serves child care professionals or child care organizations should exhibit at this event. Past exhibitors include companies that provide the following products and/or services:

- Art supplies
- Business consultants
- Children's books
- Clothing or apparel
- Developmentally appropriate toys
- Fundraising tools
- Information technology
- Jewelry
- Playground equipment
- Teaching materials
- Therapeutic equipment providers

Exhibit Hours:

Thursday, March 17

Setup: 10:00 am - 2:00 pm

Exhibits: 2:00 pm – 6:00 pm

Friday, March 18

Exhibits Open 8:00 am–5:00 pm

Saturday, March 19

Exhibits Open: 8:00 am–2:00 pm

Tear-down: No earlier than 2:00 pm

Please note: VAECE is not responsible for any items left unattended during times the Exhibit Hall is open to attendees. The Exhibit Hall is locked after hours. We expect all booths to remain on display until tear-down on Saturday.

Exhibitors Receive:

- **Booth area (8' X 10')** including a 6ft. table with skirting, 2 chairs, pipe and draping, and one 7"x44" identification sign. (Electricity and additional chairs may be purchased separately.)
- **Complimentary breakfast and coffee** will be offered to exhibitors each morning, concessions will be available to purchase during lunch
- **Access to all workshops** for each representative – a \$200 value per person
- Profile in the **exhibitor directory** which is distributed to all conference attendees

Booth assignments will be made on an as received basis. VAECE reserves the right to change location assignment at any time.

Booth Fees

1st Booth - \$400

Each additional booth - \$325

Monthly Payment Options are available.

**Contact us at
vaecehotline@aol.com for
more information.**

Your Exhibit Space is Only Part of the Experience!

VAECE's Annual Conference is an excellent market research opportunity!

All exhibitors are invited to participate in sessions, meals, and networking events during the conference. Maximize your exhibiting experience by:

- ☑ Making personal contact with potential customers (child care professionals often refer colleagues to businesses they patronize)
- ☑ Identifying the major needs and concerns of your target market
- ☑ Learning how changes in Virginia may affect how child care programs operate -- and what products and services they need

Check VAECE's website at www.vaece.org for updates on the conference session agenda and take full advantage of this opportunity to learn more about your customers!

Donor Opportunities

Exhibitors may also support events throughout the conference to increase their name recognition. Donors receive special sign recognition and are thanked during a general session.

Opportunities include, but are not limited to:

- ★ Keynote and/or featured speakers
- ★ Awards Banquet
- ★ Banquet Entertainment
- ★ Morning Coffee Breaks
- ★ Presenter Hospitality
- ★ Afternoon Tea/Lemonade Breaks

Have a sponsorship idea? Tell us about it and help us help you!

For more information on supporting conference events, contact vaecehotline@aol.com

Program Advertising

Advertise in the final conference program distributed to all conference attendees. Ads are due by September 1, 2010.

Advertising Costs

Full page	\$ 250
1/2 page	\$ 150
1/4 page	\$ 75
1/6 page	\$ 65

Attendee Bag Inserts

We can insert your information into our popular conference bags (number of inserts limited to 2 pages/items per exhibitor per bag), a cost-effective vehicle, especially if you are new to the conference. Cost to insert pre-printed or pre-made items is \$200 per item and item(s) must be received by VAECE by March 1, 2011.

Virtual Exhibit Hall

The VEH will go LIVE for the 2011 Annual Conference on June 1, 2010. On this webpage, exhibitors are given a complimentary listing of their business name and contact information.

The following additional options are available for \$5 each or bundle all for \$15:

- full color logo – no greater than 2 inches wide
- bulleted "news" items (limit 3)
- links
- icons, such as Facebook or Twitter

Side panel advertising – on the VEH, there is space available for 3 advertising sections that will hold 100 words with full color logo. These ads will be available for 1 month at a time.

- a. June - August: \$25
- b. September - November: \$50
- c. December & January: \$100
- d. February & March: \$150

IMPORTANT EXHIBITOR INFORMATION

It will be the sole responsibility of the Exhibitor to pay any and all licensing fees for any music or motion picture equipment used in the booth. VAECE will assume no liability for loss or damage of goods or materials owned or leased by the Exhibitor. The exhibitor is required to provide insurance and/or policy riders to cover all booth contents. Interviews, distribution of literature, samples, activities, and detailing should take place inside booths in order to avoid infringement of the rights and privileges of other exhibitors. VAECE 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 convention as a whole. Size of exhibits may not be modified, drapes removed, or the pipe and drape moved to create a larger space.

Exhibitors breaking the rules may be asked to leave at the discretion of VAECE. Our goal is to host a conference that is an enjoyable experience for all.

Refund Policy

No refunds will be made for poor attendance or vendor's inability to attend the conference.

A refund for exhibit space (less a \$50 handling fee) may be granted if both of the following criteria are met:

- VAECE receives written notice of your intent to cancel by **October 1, 2010** (*telephone cancellations will not be accepted*), **AND**
- VAECE is able to resell the space. VAECE is the only agent authorized to sell or resell booth space.

Mail or delivery of the cancellation notice shall be deemed delivered on the day such notice is received at the VAECE office. Any eligible refunds requested will be issued after the conference.

No refunds will be available to exhibitors who elect to pay for their booth fees on the new monthly schedule option.

Exhibitor Requirements

Each Exhibitor is required to participate in one or more of the following at the VAECE Conference:

- Make-it, Take-it Activity at booth or**
- Vendor item or voucher donation** (*item or voucher from your company/organization for which attendees will purchase a ticket. Drawings will occur over the course of the conference. Item/voucher will be collected during set-up and displayed at VAECE booth*)

Hotel Information

Exhibitors may make hotel reservations by the Richmond Marriott Hotel. When making your reservations, you will need to identify yourself as part of the VAECE Conference to obtain special rates.



500 East Broad St.
Richmond, VA
804-643-3400

Dates to Remember:

October 30, 2010

Early Bird Promotion Deadline

January 1, 2011

Exhibitor application and payment in full must be received to reserve exhibit space

March 17-19, 2011

Exhibit at the VAECE Conference!

VAECE Conference 2011
Exhibitor Contract
March 17-19, 2011 Richmond, VA

Firm: _____ Contact Person: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____

ON-SITE REPRESENTATIVE:

Name: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____

- ◆ **EXHIBIT HOURS** are Thursday, March 17th from 2:00 pm to 6:00 pm, Friday, March 18th from 8:00 am to 5:00 pm and Saturday, March 19th from 8:00 am to 2:00 pm.
- ◆ **SET UP HOURS** are Thursday, March 17th from 10:00 am to 2:00 pm.
- ◆ **DISMANTLING** is Saturday, March 19th from 2:00 pm to 5:00 pm.
- ◆ **EACH 8'X10' BOOTH INCLUDES:**
 - ◆ Flame resistant fabric back wall drape, 3' high pipe and flame resistant fabric side divider drape, one 7"x44" identification sign, one 6' table topped with flame resistant vinyl, and draped with a pleated fabric skirt, and one chair (waste basket not provided)

1) What do you sell? Describe in detail. _____

2) How are your materials developmentally appropriate? _____

3) What factors set your product or service apart? _____

4) Will you remain set up until the end of the exhibit hours (2:00 pm on Saturday)? Yes No

Exhibit Requests	Quantity	Cost per	=	Total
Single Booth	1	\$400	=	\$400
Extra Booths		\$325	=	

Advertisement Requests	Quantity	Cost	=	
Full page		\$ 250	=	
1/2 page		\$ 150	=	
1/4 page		\$ 75	=	
1/6 page		\$ 65	=	

Bag Inserts	Quantity	Cost	=	
First item		\$200	=	
Second item		\$200	=	

VEH Company Listing	Quantity	Cost	=	
Company listing	1	Complimentary	=	\$0
Full color logo		\$5	=	
Bulleted "news" items (limit 3)		\$5	=	
Links		\$5	=	
Icons		\$5	=	
Bundle Package		\$15	=	

VEH Side Panel Ad.	Month	Cost	=	
100 words and logo	June - Aug.	\$25	=	
100 words and logo	Sept. - Nov.	\$50	=	
100 words and logo	Dec. & Jan.	\$100	=	
100 words and logo	Feb. & Mar.	\$150	=	

Balance Due	\$
--------------------	-----------

Confirmations of selections and payment receipts will be sent via email.

Enclosed is my check for: Total \$ _____

Signature _____

Company _____

Date _____

MONTHLY PAYMENT PLAN OPTION

VAECE now offers exhibitors the opportunity to pay for their booths on a monthly payment plan. All booths must be paid for in full by January 1, 2011.

Please complete the information below if you would like to pay monthly.

Total payment due: \$

Number of months to pay off:

Amount per month:

By signing here, you agree to pay the above payment on the monthly payment schedule selected until the balance is paid in full.

SIGNATURE

DATE

Sponsorship Opportunities

Exhibitors may also support events throughout the conference to increase their name recognition. Donors receive special sign recognition and are thanked during a general session.

Opportunities include, but are not limited to:

- ★ Keynote and/or featured speakers
- ★ Banquet Entertainment
- ★ Presenter Hospitality
- ★ Awards Banquet
- ★ Morning Coffee Breaks
- ★ Afternoon Tea/Lemonade Breaks

Have a sponsorship idea? Tell us about it and help us help you!

For more information on supporting conference events, contact vaceehotline@aol.com

Please send me information on sponsorship opportunities

VAECE USE ONLY

CATALOG AND/OR PROMOTIONAL MATERIALS INCLUDED: YES NO
ACCEPTED: YES NO
DEVELOPMENTAL APPROPRIATE YES NO

NOTIFICATION DATE:

Sara Golden P.O.Box 58 Moneta, VA 24121
Phone: (703) 946-3413 Email: vaceehotline@aol.com