

# DVAEYC 2012 Early Childhood Conference



SPONSOR & EXHIBITOR PROSPECTUS





## FAMILY MATTERS

ENGAGING FAMILIES PARTNERING FOR SUCCESS

• DVAEYC Annual Conference May 11-12, 2012 •

### Delaware Valley Association for the Education of Young Children Annual Early Childhood Conference

The Delaware Valley Association for the Education of Young Children (DVAEYC) is the professional association of early childhood educators serving Southeastern Pennsylvania. As one of the largest local affiliates of the National Association for the Education of Young Children (NAEYC), DVAEYC improves educational opportunities for children, ages birth through eight, by working to improve the quality and supply of early learning programs in our region.

DVAEYC will hold its **Annual Early Childhood Conference** at the Pennsylvania Convention Center, **May 11-12, 2012**. We anticipate over 2,000 early childhood professionals and parents who will participate in the conference to explore our theme: **Family Matters! Engaging Families, Partnering for Success.**

Conferees looking for the best in early childhood products and services are eager to explore our Exhibit Hall. Recognizing the financial pressures we all face, DVAEYC has adopted a "less is more" strategy for 2012. The smaller, more efficient space will offer a **skirted table for each vendor, and a new, lower price!** Of course, there are still opportunities for heightened visibility through ads and sponsorships. I look forward to seeing you there!

A handwritten signature in cursive script that reads "Sharon Easterling".

Sharon Easterling  
Executive Director

**Pennsylvania Convention Center  
May 11-12, 2012**



*The exhibit area will be located in Ballroom A at the Pennsylvania Convention Center. Conference participants will have the opportunity to visit exhibitors throughout the conference, each day, including: early morning arrival times, break times between sessions, and lunch.*

*Take advantage of the opportunities to share your flyers or business cards with DVAEYC members who will gather for our annual meeting. Consider discounts and other incentives to interest them in your services.*

## SPONSOR THE 2012 DVAEYC CONFERENCE

Show your commitment to the early childhood community by sponsoring the DVAEYC conference. Sponsors and advertisers will reach a target audience of 2,000+ attendees.

### Gold Sponsorship - Saturday Closing Session - \$5,000

Benefits:

- Two exhibit tables in a premium location (\$1,200 value)
- Full page ad - Outside Back Cover - in the Conference Program (\$2,500 value)
- Speaking and signage opportunity during the Saturday Closing Session (May 12, 2012)
- Logo placement on Conference website linked to your website
- Acknowledgement at general session (Plenary and Closing)
- Logo on all 2012 Conference printed materials (brochure, postcards, on-site signage) and on the DVAEYC website
- Email list of Conference attendees

### Silver Sponsorship - \$3,000

Select from: DVAEYC's Annual Member Meeting, the Administration Station, or a Featured Presentation

Benefits:

- Acknowledgement/speaking opportunity at one of the above events with signage at the event
- One exhibit table in a premium location (\$600 value)
- Full page ad in the Conference Program (\$1,000 value)
- Logo placement on Conference website linked to your website
- Acknowledgement at general sessions (Plenary and Closing)
- Logo on all 2012 Conference printed materials (brochure, postcards, on-site signage) and on the DVAEYC website
- Email list of Conference attendees

## ADVERTISE IN THE 2012 DVAEYC CONFERENCE FINAL PROGRAM

Programs are distributed to all attendees, vendors and exhibitors. Ads will be accepted as camera-ready only. Ads must be high resolution files, sent via email to [jill@dvaeyc.org](mailto:jill@dvaeyc.org) by March 9, 2012.

<b>Full Page (Inside Cover)</b>	\$3,000 (Reserved for Presenting Sponsor - PNC)
<b>Full Page (Back Cover)</b>	\$2,500 (Reserved for Gold Sponsor)
<b>Full Page (Inside Back Cover)</b>	\$2,000
<b>Full Page</b>	\$1,000
<b>Half Page</b>	\$500
<b>Quarter Page</b>	\$250

## EXHIBIT AT THE 2012 DVAEYC CONFERENCE

Each exhibitor will receive:

- Skirted table (8' x 30") with two chairs (**\$600** each)
- Listing in the Conference Brochure if exhibitor fee is received by December 9, 2011
- Listing in the Conference Program if exhibitor fee is received by March 9, 2012
- Your name listed on the DVAEYC website

Exhibit Area Hours

<b>Set Up</b>	Thursday, May 10, 2012	12:00PM - 5:00PM
<b>Exhibit Hours</b>	Friday, May 11, 2012	7:30AM - 5:00PM
	Saturday, May 12, 2012	7:30AM - 3:00PM

Exhibit space will be assigned by DVAEYC on a first come, first served basis. Exhibit spaces are subject to the rights reserved by DVAEYC, at its sole discretion, to select and assign space, as well as to rearrange and reassign exhibitors.

Download the Exhibitor/Sponsor Registration Form at [www.dvaeyc.org](http://www.dvaeyc.org) and return the completed form to:

Email: [jill@dvaeyc.org](mailto:jill@dvaeyc.org)

Phone: (215) 893-0130

Fax: (215) 893-0205



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## BE A PART OF THE 2012 DVAEYC EARLY CHILDHOOD CONFERENCE



DVAEYC champions high-quality early care and education for young children (birth-eight) in Southeastern Pennsylvania through professional development, advocacy, and public engagement.

**Joanne Bursich**  
Board President

**Sharon Easterling**  
Executive Director

**Peg Szczurek**  
Associate Director

**Jill Marsceill**  
Conference Manager

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Email: [jill@dvaeyc.org](mailto:jill@dvaeyc.org) Phone: (215) 893-0130 Fax: (215) 893-0205



## Sponsor/Exhibitor Application

Early Childhood Conference May 11-12, 2012  
Pennsylvania Convention Center, Philadelphia PA

**Please complete all requested information**

Company Name for Conference Listing

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Authorized Company Contact \_\_\_\_\_

Street or Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Phone \_\_\_\_\_

Name of Representative(s) attending event

1. \_\_\_\_\_

2. \_\_\_\_\_

Any exhibitor who wishes to attend workshop sessions, must register for the conference.

\*Children under the age of 16 are not permitted in the Exhibit Area due to liability and insurance limitations.

Sponsorship

- Gold Sponsorship \$5,000 - Saturday Closing Session
- Silver Sponsorship \$3,000 - Administration Station, DVAEYC Annual Meeting, or Featured Presenter

**Total Sponsor Fees**     \$ \_\_\_\_\_

Tables \$600

Tables are 8' x 30"

\_\_\_\_\_ # of tables @ \$600 each

**Total Table Fees**     \$ \_\_\_\_\_

Advertising in Conference Program

Ads must be received by March 9, 2012 and will be accepted as camera-ready only. Ads must be camera ready, high resolution files and sent electronically to [jill@dvaeyc.org](mailto:jill@dvaeyc.org)

Full Page (Inside Front Cover)	\$3,000 (reserved for Presenting Sponsor - PNC)
___ Full Page (Back Cover)	\$ 2,500 (reserved for Gold Sponsor)
___ Full Page (Inside Back Cover)	\$ 2,000
___ Full Page	\$ 1,000
___ Half Page	\$ 500
___ Quarter Page	\$ 250

**Total Ad Fees**            \$ \_\_\_\_\_

**Total \$**

\*Sponsor Fees \$ \_\_\_\_\_

\*Booth Fees     \$ \_\_\_\_\_

\*Advertising    \$ \_\_\_\_\_

**Grand Total Due \$** \_\_\_\_\_

**Payment**

Select one:    \_\_\_ Visa    \_\_\_ MasterCard    \_\_\_ AMEX    \_\_\_ Check enclosed

Card Number \_\_\_\_\_

Expiration Date (MM/YY)    \_\_\_ \_\_\_ / \_\_\_ \_\_\_

Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Billing Address:

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email or fax completed form to: [jill@dvaeyc.org](mailto:jill@dvaeyc.org), Fax: (215) 893-0205, Phone: (215) 893-0130, ext. 229