

2 0 1 2 C A E Y C A N N U A L  
**CONFERENCE & EXPO**

March 15-17, 2012 • San Diego

**EXHIBITOR AND SPONSOR INFORMATION**



The Heart of ECE...  
Child. Family. Community.

2 0 1 2 C A E Y C A N N U A L  
**CONFERENCE & EXPO**



**About the CAEYC  
Conference & Expo**

The 2012 Annual Conference & Expo, held at the Town & Country Resort & Conference Center, is a comprehensive learning experience. We offer early care educators an array of educational workshops covering topics such as child development, curriculum, environment, advocacy, etc.

*"The exhibit went very well, with a constant flow of people coming by; it was a great experience all around."*

*~2009 Expo Exhibitor*

**Dedicated Expo Hall Hours  
& Evening Event**

To assist you in achieving your show goals, CAEYC provides a dedicated time for attendees to visit with exhibitors to learn more about your company and to purchase new products and services for their child care programs.

These special expo hall hours will be available so that attendees will not have to choose between the expo hall or workshop sessions. This time is for you!

In addition, you will have increased exposure to the leaders in the field with an evening event on Leadership Day. This evening event will be available to all exhibitors and conference attendees from 5:30pm to 7:00pm.

**WELCOME!** The California Association for the Education of Young Children (CAEYC) invites you to join us for our 2012 Annual Conference & Expo in San Diego, CA, March 15-17. This conference is the largest early care and education event within the state. This year we are expecting more than 2,000 attendees.

Your attendance at the Annual Conference & Expo offers the opportunity to connect, in person, with key decision-makers in the ECE field. This is a great way to learn more about who your customers are and what their needs may be.

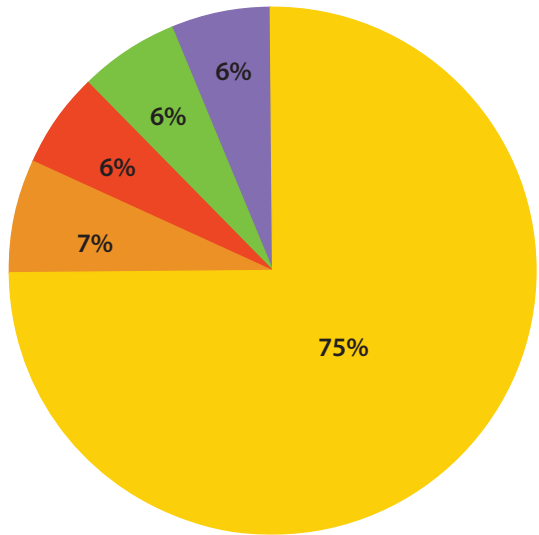
CAEYC values your commitment to the early care and education field. We look forward to making this a wonderful event for exhibitors and attendees.

*Reserve your booth space today by submitting the exhibit booth application on page 13.*

*"I always appreciate working with CAEYC and the wonderful helpers who make this such a pleasant experience each year. That is what I come to expect from people who care so much about young children, but your group is exceptional."*

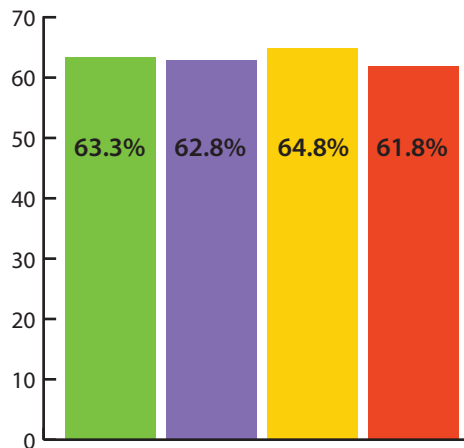
*~2010 Expo Exhibitor*

# 2011 Annual Conference & Expo Statistics



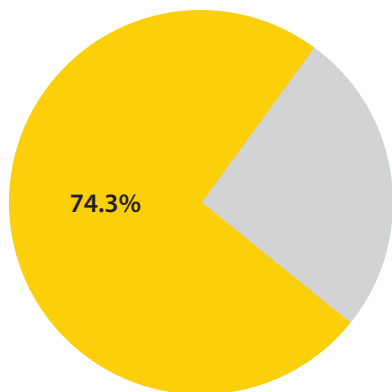
## Attendee Demographics 2011

- Teacher/Center Director/School Administrator
- Other
- College Educator/Trainer
- Student
- Family Child Care Provider



## In 2011, attendees visited the expo hall to:

- Visit my regular vendors
- Seek out new vendors
- Find something new
- Research items for future purchases



**74.3% of attendees purchase materials/products from the expo hall for professional or personal use.**

## DEADLINES TO REMEMBER

### November 1, 2011

Early Bird Pricing ends

### December 15, 2011

Exhibit space cancellation—50% refund on or prior to this date

### December 15, 2011

All outstanding balances due

### January 6, 2012

Conference Program Advertising deadline

### February 15, 2012

Advanced Pricing ends

### February 15, 2012

Notify CAEYC about use of an outside vendor

### February 15, 2012

Exhibitor certificate of insurance and sales permit due to CAEYC

### February 23, 2012

Hotel cut-off for conference room rates (subject to prior sell out)

### March 15, 2012

Exhibit displays complete and ready by 4:00pm

# Sponsorship Opportunities

Visibility with current and potential clients is a must in today's competitive business world. The California Association for the Education of Young Children offers you the opportunity to increase your level of visibility by participating as a sponsor. Sponsorship provides your company with significant advertising exposure to a select, targeted audience of true decision makers!

	DIAMOND LEVEL \$10,000	PLATINUM LEVEL \$7,000	GOLD LEVEL \$5,000	SILVER LEVEL \$3,000	BRONZE LEVEL \$1,500	TOPAZ LEVEL \$500
<b>SPONSORSHIP INCLUDES:</b>						
Recognition on CAEYC's website homepage	✓	✓	✓			
Recognition on CAEYC's conference website	✓	✓	✓	✓	✓	✓
Advertisement in the official conference program	<b>FULL PAGE</b>	<b>FULL PAGE</b>	<b>1/2 PAGE</b>	<b>1/4 PAGE</b>		
Recognition in the official conference program	✓	✓	✓	✓	✓	✓
Recognition in CAEYC's <i>Connections</i> journal	✓	✓	✓	✓	✓	✓
Recognition in <i>e-Connections</i> (electronic newsletter)	✓	✓	✓	✓	✓	✓
Banner advertisement (580px X 100px) in one issue of <i>e-Connections</i> (electronic newsletter)	✓	✓				
Two-day conference registrations	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>		
Exhibit hall passes	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	
Space on every Expo Game card piece	✓	✓	✓	✓	✓	✓
Sponsor ribbons for all of the company's attendees	✓	✓	✓	✓	✓	✓
Attendee mailing list	✓	✓	✓	✓	✓	✓
First right of refusal for the same sponsorship next year	✓	✓	✓	✓	✓	✓

# Sponsorship Opportunities

## DIAMOND LEVEL - \$10,000

### Conference Wide Signage ..... \$10,000

Your logo will be visible on every conference sign, used in each and every venue, for each and every event every day!

### Conference Bags ..... \$10,000

Presented to each attendee, these bags will be used throughout the conference as well as at home! With the conference logo on one side and your company logo on the other; your visibility continues long after the conference ends! Want to supply your own bag? We're open to it. Please contact us directly to discuss.

## PLATINUM LEVEL - \$7,000

### Name Badge Lanyards ..... \$7,000

These lanyards have a soft feel and will be worn by every attendee with their official conference badge attached. Advertise to conference attendees by imprinting your company's name on the lanyards. Want to supply your own lanyards? We're open to it. Please contact us directly to discuss.

## GOLD LEVEL - \$5,000

### Opening Session Keynote ..... \$5,000

Ta da! Don't miss this grand opportunity to help kick-off the CAEYC 2012 Conference and Expo with a keynote address by [Nancy Carlsson-Paige](#). This opportunity is a great way to plant your company's name in the attendees' minds from the get-go. Your support will be displayed on the signage outside the keynote session. Plus, get ready for your close-up because you'll also receive recognition of your support from the podium.

### Leadership Day Keynote ..... \$5,000

Movers, shakers, earthquakers...the Leadership Day keynote address by [Patti Digh](#), is attended by decision makers in the field: Directors, trainers, administrators, college professors, consultants and more. Sponsorship of this keynote reinforces your company's commitment to partnering with leaders in the early childhood education profession. Your support will be displayed on the signage outside the keynote session. Plus, get ready for your close-up because you'll also receive recognition of your support from the podium. (3 opportunities available.)

### Convention Center Recycling Stations. . \$5,000

Support the environment by having your name and logo on several recycling stations throughout the Sacramento Convention Center for attendees to use throughout the conference. Exhibiting at the conference? You may place one of these snazzy recycling stations in your booth as well.

## SILVER LEVEL - \$3,000

### Leadership Day Luncheon ..... \$3,000

Leadership Day is attended by approximately 800 key decision makers in early childhood education. Directors, trainers, administrators, college professors, consultants and more will all know that they have you to thank for the fabulous luncheon. Sponsorship opportunity includes visibility on the menu cards, a table top display in the luncheon room and lunch for two company representatives. Plus, get ready for your close-up because you'll also receive recognition of your support from the podium. (3 opportunities available.)

### Leadership Day Evening Event. .... \$3,000

Partnering with CAEYC is an additional opportunity for you to meet with the key players in the association and the industry. Take advantage of this sponsorship and introduce your representatives to the leaders in this field. (3 opportunities available.)

## BRONZE LEVEL - \$1,500

### Conference Pens. .... \$1,500

You provide the pens and we'll provide the potential customers! Give attendees something that they can use over and over again! Whether at the conference, the office, the classroom or at home, this sponsorship opportunity ensures that the attendees will think of you long after the conference is over.

### Website Conference Planner ..... \$1,500

Your logo will appear at the top of the Conference Schedule page on the CAEYC Web site. Attendees visit this page multiple times prior to the conference to view speaker information, session content and to download handouts and when they do—they'll see you!

## TOPAZ LEVEL - \$500

### Conference E-Blasts. .... \$500

Your company will be highlighted on one of our conference messages sent to approximately 7,500 early childhood educators. Your logo will appear as well as a "snippet" about your company on this conference update. *Please note that this opportunity is limited to two per company due to high demand.*

### Economic Assistance Scholarship ..... \$500

The current economic condition and state budget cuts have really hurt educators and caregivers. CAEYC gives out a variety of awards and grants for people to attend conference but this year the need will be greater than we can meet.

Belt tightening this year is a reality for a lot of us and unfortunately, some worthy folks won't be able to attend without your help. This scholarship opportunity allows your company to step up to the plate and contribute to a worthy individual's continuing education.

Scholarship sponsors will be promoted to potential attendees via the CAEYC website, CAEYC's Twitter stream, our Facebook pages and via e-blasts in addition to being recognized on signage and in the on-site program. Plus, the scholarship will be given in your company's name—priceless! There is no limit to the number of scholarships that may be sponsored.

To take advantage of one of these wonderful opportunities, please fill out the attached form (page 14).

Do you want to develop a customized Sponsorship Opportunity specifically with your company in mind? Contact Beth Bettencourt at (916) 486-7750 for more info.

# 2011 Conference Exhibitors & Sponsors

Abram's Learning Trends  
 Achievement Products for Children  
 Angeles Corporation  
 Artfelt  
 Ashay by the Bay featuring  
 the Culture Co-Op  
 Baby Signs, Inc.  
 Barefoot Books  
 Blue Shield of California  
 Book Vine for Children  
 Branagh Information Group, Inc.  
 Brandman University  
 Bright Horizons Family Solutions  
 California Dental Association  
 California Telephone  
 Access Program-North  
 Cambridge College  
 Caring for Children with  
 Epilepsy/Seizure Disorder  
 Carolina Christian Book Fairs  
 Child Development  
 Training Consortium  
 Childcare Bridge  
 ChildCare Careers, LLC  
 ChildCareSelect.com  
 CM School Supply  
 Community Playthings  
 Creation Station  
 Cruz Bags  
 Discovery Toys  
 Diversity Kids  
 Environments, Inc.  
 Folsom Cordova  
 Community Partnership  
 Francis Institute for  
 Child & Youth Development  
 Franklin Electronic Publishers  
 Frogsquared  
 Gesell Institute of  
 Human Development  
 Grounds for Play  
 Handwriting Without Tears, Inc.  
 HighReach Learning  
 Houghton Mifflin Company  
 Imaginetics, Inc.

Innovative Playgrounds  
 Institute of Heart Math  
 Kerrian Neu Design  
 Kids Play, Inc.  
 Kodo Kids, LLLP  
 LEGO Education  
 Logical Choice Technologies  
 MAKIT Products, Inc.  
 McGraw-Hill Education  
 Mercurius USA  
 Minute Menu System, LLC  
 Monsam Enterprises, Inc.  
 Natural Playgrounds Company, LLC  
 Oral Deaf Education  
 Outdoor Learning Environments by  
 Progressive Design Playgrounds  
 Pacific Gas and Electric  
 Panda Heart Publishing, Inc.  
 Piel Canela Peru  
 Play With A Purpose  
 Portland State University  
 Positive Discipline  
 PR&P Architects  
 Pre K Scholars  
 Public Health Institute  
 Redleaf Press  
 SafeSpace Concepts  
 Scentsy Independent Consultant  
 Scholastic, Inc.  
 School Art Materials  
 School-Rite  
 Smiling Faces  
 SofterWare, Inc.  
 TCS ED System  
 Teaching Strategies, Inc.  
 The Program for Infant/Toddler Care  
 The Rhythm Child Network  
 The SoyNut Butter Company  
 Tout About Toys  
 Turn The Page Press  
 Union Institute and University  
 Zaner-Bloser North  
 Zoo-Phonics, Inc.

## DIAMOND



## GOLD



## SILVER



## BRONZE



## TOPAZ



# Advertising Opportunities

What better way to enhance your company's exposure to CAEYC members than with an advertisement in CAEYC publications!

## 2012 Conference Program Guide

The Conference Program Guide is the complete source of information for the Conference & Expo. The Program Guide contains information on keynote speakers, workshop schedules, exhibitor directory with company information and maps of hotels and the expo hall. This program is distributed to each attendee at the Conference. Attendees keep the program guide for future reference and to share with other colleagues who did not attend the conference. Advertising in the program guide will allow you to reach those individuals.

## *Connections* Journal

The *Connections* journal is the official magazine of the California Association for the Education of Young Children. Published two times per year, the summer and winter editions reach more than 7,500 early care and education members state-wide. These journals are also shared at CAEYC conferences as well as with public and private educational institutions across the state. As an advertiser in the *Connections* journal, your company will stay visible to our members throughout the year.

## *eConnections* e-newsletter

*eConnections* is CAEYC's monthly e-newsletter with a readership of more than 7,500 early care and education members statewide. The e-newsletter is delivered to members' mid-month with information pertaining to upcoming events, association news, and much more. Have monthly contact with CAEYC members with an e-advertisement that links to your company's website.

For details on advertising in CAEYC's publications, contact Diana Granger, Granger Marketing Works, at (530) 642-0111 or [granger@cwo.com](mailto:granger@cwo.com).

*"The location was wonderful!  
I also enjoyed networking with the  
wonderful vendors in the Expo Hall."  
~2010 Conference Attendee*

*"Vendors were great! I loved all of  
the new outdoor products! Can't  
wait to share with others!"  
~2009 Conference Attendee*

Thursday evening  
event from  
5:30pm – 7:00pm

# Exhibit Hall Floor Plan

**YOU ASKED FOR IT! WE DID IT!**

\$100 savings on  
the Show Special  
furniture package

Expanded, dedicated  
expo hall hours  
(Friday AND Saturday)

Cartload move-in/  
move-out service at  
no extra cost



# EXHIBITOR RULES AND REGULATIONS

## 2012 CAEYC Annual Conference & Expo

### March 15-17 • San Diego, CA



950 Glenn Drive,  
Suite 150  
Folsom, CA 95630  
(916) 486-7750  
www.caeyc.org

*These Rules and Regulations are set by CAEYC for all organizations and their personnel exhibiting at the 2012 Annual Conference & Expo (also referred to as "Conference" and "Tradeshaw").*

#### Exhibit Schedule

(All times subject to change.)

##### **Thursday, March 15, 2012**

Exhibitor Registration and Set Up: 8:00am – 4:00pm

Evening Event: 5:30pm – 7:00pm

##### **Friday, March 16, 2012**

Expo Hall Open: 10:00am – 3:30pm

##### **Saturday, March 17, 2012**

Expo Hall Open: 8:00am – 3:30pm

Exhibitor Move-out: 3:30pm – 8:00pm

#### Booth Space and Fees

CAEYC has enhanced the value of your exhibitor package! Booth space rental includes an 8-foot draped backdrop, 3-foot side rails, booth identification sign (7" x 44" with company name and booth number), and cartload service up to 200 pounds! \$100 savings when you order your furniture package through CAEYC! Cartload service and furniture package must be ordered at the time of booth request. Only one company name will be in the Conference Program and on the booth sign.

**Inline Booth:** \$635 (early bird rate); \$735 (advanced rate)

**Corner Booth:** \$735 (early bird rate); \$835 (advanced rate)  
\$100 surcharge after February 15, 2012—per booth

**Furniture Package:** \$150 (Includes one 6' skirted table, two chairs and wastebasket. The "Show Special" rate not available after February 15, 2012.)

**Additional Exhibit Hall Only Badge:** \$20 per person per day

**Hyperlink for Website Listing:** \$75 each

#### Contract for Space

The application and contract must be completed in its entirety and accompanied by the appropriate payment for the number of booths requested. No applications will be processed or space assigned without contract and payment. The signed application and contract and subsequent notice of assignment constitute a contract between the California Association for the Education of Young Children (hereinafter referred to as CAEYC) and the exhibitor. Any point not specifically covered in these regulations is subject to the decision of CAEYC, whose decision shall be final.

#### Payment Terms

Exhibitors will not be able to set up until the exhibit fees and any other delinquent payments to CAEYC are paid in full.

**New Exhibitors:** Full payment of the booth fee must be received with contract.

**Returning Exhibitors:** 50% deposit must be received with contract. Balance must be paid by December 15, 2011.

#### Refund and Cancellation Policy

Notice of cancellations must be made in writing (no exceptions) to CAEYC. Cancellations received on or prior to December 15, 2011 will result in CAEYC retaining 50% of the full rental cost of the booth space. No refunds for cancellations will be granted after December 15, 2011. CAEYC shall not be liable for any interest on the amount refunded.

#### Floor Plan

All measurements shown on the floor plan have been made as accurately as possible. However, CAEYC reserves the right to make

such modifications as may be needed, making equitable adjustments with the affected exhibitors.

#### Assignment of Space

Booth space will be assigned at the discretion of CAEYC with due regard to history of participation. 2010 and 2011 Exhibitors will be given first priority. First-priority reservations must be made by September 15, 2011 with a signed contract and must include at least a 50% deposit. Assignments will be made according to postmark date. Payments must be made before assignment of space.

CAEYC will attempt to assign requested spaces. However, exhibitors must be aware that other requests may have been made for the same booth space. The decision of CAEYC, with respect to booth space, will be final and binding upon all exhibitors.

CAEYC prohibits and enforces that exhibitors may not assign or sublet any part of their allotted exhibit space to another business or firm without the advance, written permission of CAEYC. Contracts for exhibit space are between CAEYC and each individual exhibitor, not between exhibiting companies. Therefore, the subletting of space is grounds for CAEYC's termination of any contract that exists and all monies paid will be forfeited.

#### Use of Space

Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors' displays. Canvassing, distributing advertising matter, or the posting of any advertising in any public space outside of the exhibitor's rented space is not permitted and is grounds for removal from the expo hall. Companies violating this rule may be excluded from future CAEYC exhibitions. All exhibits must conform to the display guidelines set out in this notice. CAEYC reserves the right to restrict any exhibit that might be considered undesirable or does not conform to these Terms and Conditions. CAEYC also reserves the right to make any modifications to displays, at the exhibitor's expense, so that the exhibit conforms to the Terms and Conditions.

#### Booth Personnel

Each exhibiting company is entitled to four (4) complimentary exhibitor badges per 10' x 10' exhibit booth space. Each exhibitor representative will be allowed entrance to the expo hall and participation in the tradeshow only (no entrance to meeting sessions or other conference-associated events). Badges must be worn at all times for admission to the tradeshow and are nontransferable. Displays must be staffed during all CAEYC tradeshow open hours. Exhibitors assume all responsibility for their booth personnel and for all persons admitted to the tradeshow using their exhibitor badges.

Non-exhibitor personnel will not be permitted to enter the expo hall during tradeshow hours. Please note that the cost for exhibitor registrants to attend the conference is additional. All exhibitor personnel must be registered before badges can be issued. Representatives registering onsite will be required to complete an onsite registration form and submit proof of company affiliation. Exhibitors must designate one individual who is the key contact for their display. This individual will be the primary contact between said exhibitor and CAEYC.

#### Liability and Insurance

By February 15, 2012, all exhibitors must supply a certificate of insurance covering workers' compensation and general comprehensive liability in the amount of \$1,000,000, naming CAEYC as a certificate holder. Non-compliance with supplying the certificate of insurance may be grounds for denial of entrance to the exhibit floor.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage, including that by fire and theft, to exhibitor's displays, equipment and other property brought onto the premises of the Town and Country Resort & Conference Center and shall indemnify, defend and hold harmless the Town and Country Resort & Conference Center, GES, Association Resource Center and CAEYC and their agents, servants, employees, officers, directors, staff and members. Each participant, by signing the application and contract, expressly understands that they release CAEYC from, and agree to indemnify it against, any and all claims for such loss, injury or damage. If CAEYC shall be held liable for any event that might result from a particular exhibitor's action or failure to act, such exhibitor shall reimburse and hold harmless CAEYC against any liability resulting therefrom. Exhibitors must adequately insure their materials, goods, wares and exhibits against loss or injury of any kind and must do so at their own expense; CAEYC, GES and the Town and Country Resort & Conference Center are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions during the tradeshow. CAEYC will provide security service during the official hours of installation, overnight and dismantle. The furnishing of such service is in no case to be interpreted by exhibitors as guaranteeing them against loss or theft of any kind.

#### **Amendments**

The exhibitor agrees that CAEYC shall have the right to make such changes in the floor plan arrangement of booths for said exhibition as it shall deem necessary. All determinations by CAEYC regarding the enforcement of rules and regulations under this contract shall be final and binding on the exhibitor.

Any and all points not covered specifically are subject to the decision of CAEYC. CAEYC may, in its sole discretion, make reasonable changes, amendments, or additions to the rules and regulations. Any such changes shall be equally binding on the exhibitor along with the other rules and regulations contained herein.

#### **Installation and Removal of Displays**

Town and Country Resort & Conference Center requires entrance and exit only through loading dock areas when loading and unloading items. All displays must be erected and ready for viewing by 4:00pm on March 15, 2012. CAEYC (or its designees) will begin its pre-opening inspection at this time. CAEYC reserves the right to reassign any unoccupied space at this time, irrespective of any contracts made or payments received.

Goods and materials used in any display (except bona fide samples) may not be removed from the expo hall until after 3:30pm on March 17, 2012, unless approved in writing and in advance of the show's opening date by CAEYC. The deadline for removal of all materials from the expo hall will be enforced. It is the sole responsibility of each exhibitor to have materials packed, identified, and cleared for shipment by the move-out deadline.

The official closing time of the exposition is 3:30pm on March 17, 2012. The expo hall must be clear of all attendees before dismantling can begin. The return of empty crates/packing materials will begin after all attendees have left the hall, approximately 15 to 30 minutes after the close of the show. Early dismantling is strictly prohibited. Dismantling must be complete by 8:00pm on March 17, 2012.

#### **Height and Construction Restrictions**

- For all booth types, exhibit booth is considered to be contained in the space stated in the individual schematics set out within the service kit to be provided by GES, to the maximum heights stated. In no case is the expo hall ceiling, whether directly above the booth or not, considered to be part of the booth. No ceiling projection will be allowed.
- In no instance will the exhibitor be permitted to install any item or structure (signs, booth structure, product, etc.) above the height of back wall unless approved by CAEYC in advance and in writing.

- No balloons or other helium-inflated items can be used in the expo hall.
- All materials within the exhibit booth area (including, but not limited to actual display unit, decorative items, furnishings, fabrics, floorings, etc.) must meet and comply with all national, local, and facility fire, electrical, plumbing, safety, and hazardous material codes. Proper written certification must be available for viewing at CAEYC's request.
- Any item or items that do not comply are subject to immediate correction/removal at CAEYC's discretion at the exhibitor's expense.
- CAEYC reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store, or clear from the premises any display material, goods, property, or merchandise of an exhibitor who has failed to comply with the aforementioned removal requirements, and to order such work to be done at the sole expense of the exhibitor.

#### **Official Service Contractor**

The service kit sent from our official service contractor, GES, to each contracted exhibitor includes information about furniture, labor, cleaning, drayage, shipping, electrical, union jurisdictions and other services. It is expressly understood that the official service contractor is not the agent or the employee of CAEYC and that the Conference shall have no liability to the exhibitor or any other person for the acts or omissions of GES.

#### **Outside Service Contractors**

Exhibitors who plan to use an outside contractor must adhere to and accept full responsibility for the following regulations as described in the GES Exhibitor Service Kit. Exhibitor shall notify CAEYC in writing by February 15, 2012 with the name, address and telephone/fax numbers of outside service contractor. Outside service contractor must provide the names of individuals working on the exhibit to CAEYC in writing by February 15, 2012 and furnish an insurance certificate to CAEYC in the amount of \$1,000,000 US by February 15, 2012 (liability is to include property damage including full coverage for installation and dismantling). Any exhibitors signing up after February 15, 2012 must include all of the aforementioned paperwork with the exhibitor application. Service company must check in with GES service desk upon arrival at the expo hall. Outside service companies may not solicit business at any time while on the expo hall floor. Service companies must follow all move-in and move-out rules in a timely and professional manner and must perform work within the CAEYC deadlines. Service companies must indemnify and hold harmless CAEYC, the Association Resource Center, GES and the Town and Country Resort & Conference Center.

#### **Union Jurisdiction**

**Decorator Union:** Members of this union claim jurisdiction over all set up and dismantling of exhibits including signs and laying carpet. This does not apply to the unpacking and placement of merchandise. Exhibitors may set up their exhibit display if one person can accomplish the task in less than one-half (1/2) hour without the use of tools. If the exhibit preparation, installation or dismantling requires more than one-half (1/2) hour, exhibitors must use personnel supplied by the Official Decorating Contractor (GES). However, please note that when union labor is required, exhibitors may provide company personnel to work along with union installers in Southern California on a one-to-one basis.

**Teamster Union:** Members of this Local claim jurisdiction on the operation of all materials handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move material that is hand carried by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.

#### **Storage of Boxes and Crates**

Exhibitors will not be permitted to store boxes or packing crates in or behind booths. Boxes and crates must be removed from the exhibit floor one hour prior to the exhibition opening, and will be placed in

storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse.

### **Care of Exhibit Space**

The exhibitor must, at their own expense, vacuum, maintain, and keep the exhibit in good order along with the space that has been contracted for the duration of the show. Booths located on the end of aisles, particularly those using elliptical telescoping backdrops, are required to dress the outside edge such that there appears to be a flush, finished appearance where one space abuts another. In the event that the outside end of a display is unfinished, the decorating company will erect a 3' x 8' drape at the expense of the exhibitor. If during the two hours prior to the opening of any scheduled exhibit hours, CAEYC determines that a booth needs vacuuming, this service will be contracted by CAEYC at the exhibitor's expense. CAEYC further reserves the right, at its discretion and at the exhibitor's expense, to require that visual improvements be made to conform to CAEYC expo hall standards.

### **Labor/Safety/Fire**

Exhibitors will comply with all applicable statutes, ordinances, rules, and requirements relating to health, fire, safety, and use of the premises. Combustible materials or explosives are not permitted in or around the exhibit areas. Display and packing material must be flame-retardant, with certificate on hand. Booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform with all federal, state, and municipal government requirements and with National Electrical Code safety rules. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel, at exhibitor's expense, all or such part of the exhibit as may be irregular.

### **Children Under Age 16**

To maintain a professional atmosphere throughout the tradeshow and to ensure the safety of CAEYC members and their families, CAEYC does not allow children under age 16 in the expo hall at any time including installation and dismantling hours.

### **Operating Restrictions**

CAEYC reserves the right to restrict displays, which, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any displays that, in the opinion of CAEYC, detract from the general character, theme, purpose, or appearance of the tradeshow. Unusual or distracting signs or illumination are subject to immediate removal by CAEYC at the sole expense of the exhibitor. Any firm or organization NOT officially assigned space will NOT be permitted to engage in any activities within the expo hall. The following activities are forbidden within any part of the exhibit facility unless approved by CAEYC in writing and in advance of the show's opening date:

- Serving or distribution of alcoholic beverages by exhibitors or their representatives within any part of the expo hall.
- No exhibitor or other organization is permitted to sponsor a food or beverage event (other than those arranged or sanctioned by CAEYC) within the exhibit area, at the meeting hotels, or any facility used for the meeting, during meeting hours.
- The distribution of food/beverages, even if said food or beverage is the actual product produced by the exhibitor, within the exhibit area must be approved in advance and in writing by CAEYC and must comply with all federal, local, facility, and exclusive contractor laws, codes and rules.
- The use of live models, performers, and similar persons within the exhibit areas for product/service demonstrations, explanations, etc., must be approved in advance and in writing by CAEYC and must comply with the following guidelines:
- All representatives occupying a booth shall dress in a manner appropriate (business casual) for the overall goals and objectives of the tradeshow.

- The activities/dress of these individuals shall in no way detract from or interrupt the activities of other exhibitors.

### **Sale of Products**

Sales of products are permitted in the expo hall within an exhibitor's designated booth space. Obtaining the appropriate licenses/permits as required by law, collecting and remitting sales tax, and any other legal requirements associated with product sales are the sole responsibility of the exhibitor. A copy of the California Sales Permit must be provided to CAEYC by February 1, 2012. For more information on the permit, contact California State Board of Equalization at (800) 400-7115 or [www.boe.ca.gov](http://www.boe.ca.gov).

### **Sound**

Ensure that the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. CAEYC reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

### **Music**

The exhibitor agrees to pay all royalties, license fees, or other charges accruing or becoming due to any firm, person, or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played, staged, or produced by the exhibitor, its agents, or employees within the premises covered by the License agreement, including but not limited to, royalties or licensing fees due to BMI or ASCAP. Exhibitor agrees to hold harmless CAEYC, its agents and employees against any and all such claims and charges and to defend, at its own expense, any and all such claims and charges. Exhibitors shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims.

### **Hospitality and Meetings**

Companies interested in reserving a hospitality suite must contact CAEYC in advance at [bethb@caeyc.org](mailto:bethb@caeyc.org) or (916) 486-7750, ext. 1910. Exhibitors are not permitted to display equipment or products or to conduct product demonstrations in suites or sleeping rooms during the tradeshow or during the conference. All company meeting arrangements must be approved by CAEYC. NOTE: Neither hospitality nor meeting functions are permitted during official CAEYC meeting hours. Hospitality suites will only be permitted for sponsors and/or exhibitors in good financial standing with CAEYC.

### **Giveaways/Prize Drawings**

Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by exhibitors and booth personnel within their booth only.

### **Smoke-Free Conference**

Smoking is prohibited at CAEYC events.

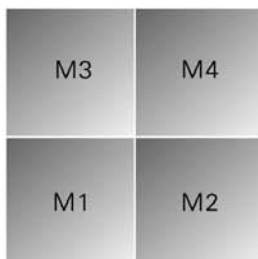
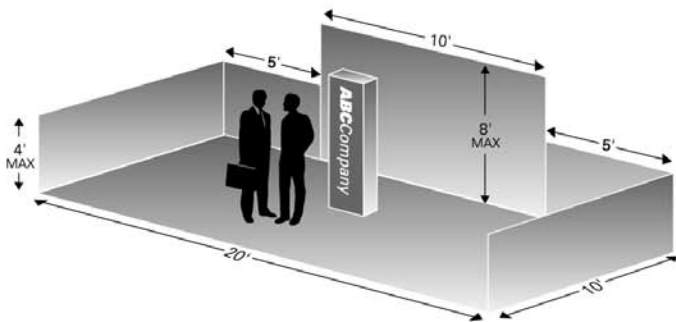
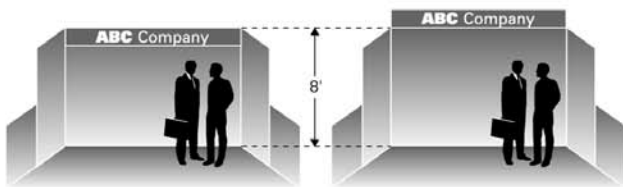
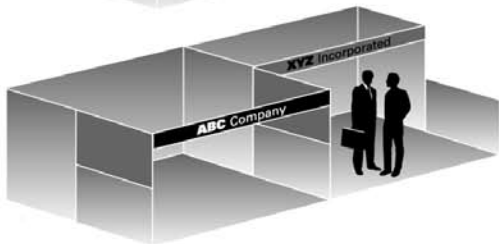
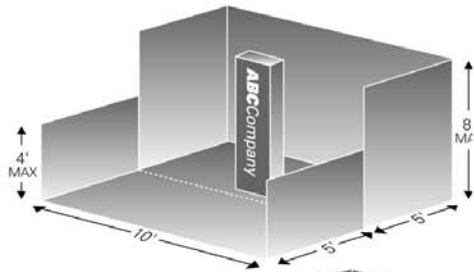
### **Photographs**

The taking of photographs, other than those taken by official CAEYC photographers, is expressly prohibited during setup and dismantling. Cameras will not be allowed on the exhibit floor during these times. Exhibitor agrees that a signed contract constitutes permission to have their booth photographed by an official CAEYC photographer. CAEYC and/or the Town and Country Resort & Conference Center assume no liability for any photographs that are taken in the expo hall at any time.

### **Food Service**

CAEYC's agreement with the Town and Country Resort & Conference Center prohibits any food or beverage from outside sources being brought into the exhibit booths unless contracted with the Town and Country Resort & Conference Center's catering department. Any exhibitor that brings in unauthorized food and/or beverages will be asked to cease serving or risk confiscation of any such items. Additionally, such violation may result in action by CAEYC to remove the entire display and booth representatives from the Conference floor altogether at the violator's expense. The exhibitor understands and accepts these terms as contracted obligations with the Town and Country Resort & Conference Center and CAEYC.

# GES Booth Construction Guidelines



Space dimensions shown on floor plan are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

## STANDARD BOOTH

**Definition:** One or more standard units in a straight line. If display is over 4 feet high, it is to be confined to an area within 5 feet of the back line.

**Depth:** All display fixtures over 4 feet in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5 feet of the back line.

**Intent:** Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space (30 lineal feet or more) should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4 feet and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.

**Height:** All standard booths will be confined to a maximum height of 8 feet.

**Intent:** Any portion of an exhibit extending above the 8 feet of high draped booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

## END CAP/PENINSULA BOOTH

**Definition:** End cap booths (two or more booths side by side at the end of an aisle) may not exceed the back wall height of 8 feet in the center 10 feet. Booths may also not exceed the back wall height of 4 feet in the outer 5 feet.

**Intent:** Each exhibitor is entitled to a reasonable sightline from the aisles. Please refer to GES Manual for full details.

## ISLAND BOOTHS

**Definition:** Island booths are a collection of four or more 10 ft. x 10 ft. booths contracted by one exhibitor with 360 degree aisle access. Since island booths are automatically separated by the width of an aisle from all neighboring exhibits, the 8 foot height limitation does not apply. Full use of the floor space is permitted; however, any back walls or drapes set along the booth perimeter may not be higher than 4 feet.

**Intent:** Island booths are designed to allow for exhibitors to enjoy a greater presence at the show.

# Exhibitor Reservation Form

## 2012 CAEYC Annual Conference & Expo

### March 15-17 • San Diego, CA



Please reserve the following booth(s): \_\_\_\_\_ (1st choice) \_\_\_\_\_ (2nd Choice) \_\_\_\_\_ (3rd Choice)

Exhibitor Contact \_\_\_\_\_  
 (Contact will receive Exhibitor Service Kit from GES and CAEYC Exhibitor Update e-mails.)

Booth Contact (if different from Exhibitor Contact) \_\_\_\_\_

Full Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

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

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

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

Does your company use social media for marketing?  Facebook  Twitter Company Twitter Handle \_\_\_\_\_

Company Name for Conference Program and Booth ID \_\_\_\_\_

Describe Your Product \_\_\_\_\_ Product/Service Code (choose one)

- |                                |                                 |   |
|--------------------------------|---------------------------------|---|
| 01 Book Publishers & Suppliers | 04 Culturally Diverse Materials | 07 Playground Equipment & Furniture     |
| 02 Child Care Centers          | 05 Fund-raising Resources       | 08 School Supplies & Learning Materials |
| 03 Computer Technology         | 06 Non-Profit Resources         | 09 Other _____                          |

Please do not place me near the following competitors (All attempts will be made to honor your request.)

I have read and agree to abide by all CAEYC Exhibitor Rules and Regulations.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### BOOTH SPACE AND FEES

Booth space rental includes an 8-foot draped backdrop, 3-foot side rails, booth identification sign (7" x 44" with company name and booth number), carpet in the show color (does not include padding), and cartload service up to 200 pounds. \$100 savings when you order your furniture package through CAEYC! Cartload service and furniture package must be ordered at the time of booth request. Only one company name will be in the Conference Program and on the booth sign.

	<b>Inline Booth</b>	<b>Corner Booth</b>
<b>Early Bird:</b> rec'd by Nov. 1, 2011	\$635	\$735
<b>Advanced:</b> rec'd by Feb. 15, 2012 (\$100 per booth surcharge after Feb. 15, 2012)	\$735	\$835
Number of Inline Booths _____ @ _____ = \$ _____		
Number of Corner Booths _____ @ _____ = \$ _____		

**Furniture Package:** not available after Feb. 15, 2012

Number of Sets \_\_\_\_\_ @ \$150 each = \$ \_\_\_\_\_

**Hyperlink** (Add hyperlink and logo to listing at [www.caeyc.org](http://www.caeyc.org))

Number of Hyperlinks \_\_\_\_\_ @ \$75 each = \$ \_\_\_\_\_

**Cartload Service:**  Yes  No

### QUESTIONS?

For assistance please contact Beth Bettencourt at [bethb@caeyc.org](mailto:bethb@caeyc.org) or (916) 486-7750.

**Submit Completed Form(s) with Payment to CAEYC**

**Mail:** 950 Glenn Drive, Suite 150, Folsom, CA 95630  
**Fax:** (916) 486-7765

### PAYMENT METHOD

Payment Enclosed: Total Amount \$ \_\_\_\_\_

MasterCard  Visa  Check # \_\_\_\_\_ (Payable to CAEYC)

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

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

Exp. Date \_\_\_\_\_ VCode \_\_\_\_\_

(The VCode is a 3 or 4 digit number on the back of your card following your card number.)

Card Billing Address \_\_\_\_\_

City \_\_\_\_\_

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

### ADVERTISING OPPORTUNITIES

Advertising opportunities are available. To discuss opportunities that suit your advertisement needs, please contact Diana Granger, Granger Marketing Works, at [granger@cwo.com](mailto:granger@cwo.com) or (530) 642-0111.

#### Office Use

Date rec'd \_\_\_\_\_ Booth # \_\_\_\_\_

Additional Badge: 4223-100-00 Hyperlink: 4227-100-00

Booth: 4220-100-00

# Sponsor Reservation Form

## 2012 CAEYC Annual Conference & Expo

### March 15-17 • San Diego, CA



Organization/Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_

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

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

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

#### SPONSOR OPPORTUNITY

##### DIAMOND LEVEL – \$10,000

- Conference Wide Signage **SOLD!**
- Conference Bags
- General Sponsorship

##### PLATINUM LEVEL – \$7,000

- Name Badge Lanyards
- General Sponsorship

##### GOLD LEVEL – \$5,000

- Convention Center Recycling Stations **SOLD!**
- Leadership Day Keynote
- Opening Session Keynote
- General Sponsorship

##### SILVER LEVEL – \$3,000

- Leadership Day Luncheon **SOLD!**
- Leadership Day Evening Event
- General Sponsorship

##### BRONZE LEVEL – \$1,500

- Website Conference Planner
- Conference Pens
- General Sponsorship

##### TOPAZ LEVEL – \$500

- Conference E-Blasts
- Economic Assistance Scholarship
- General Sponsorship

#### PAYMENT INFORMATION

Payment Enclosed: Total Amount \$ \_\_\_\_\_

MasterCard  Visa  Check # \_\_\_\_\_ (Payable to CAEYC)

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

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

Exp. Date \_\_\_\_\_ VCode \_\_\_\_\_  
(The VCode is a 3 or 4 digit number on the back of your card following your card number.)

Card Billing Address \_\_\_\_\_

City \_\_\_\_\_

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Thank you for your participation and your support of the  
2012 CAEYC Annual Conference and Expo!**

Please note that all paperwork and artwork  
must be received by **January 14, 2012**  
to ensure inclusion in the conference program and signage.

#### QUESTIONS?

For assistance please contact Beth Bettencourt at bethb@caeyc.org or (916) 486-7750.

#### Submit Completed Form(s) with Payment to CAEYC

**Mail:** 950 Glenn Drive, Suite 150, Folsom, CA 95630

**Fax:** (916) 486-7765

#### Office Use

Date rec'd \_\_\_\_\_

4220-100