



# 2018 Head Start Parent and Family Engagement Conference

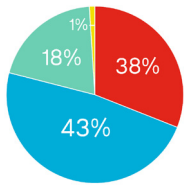
December 17 - 20, 2018 | Orlando, FL

## CONFERENCE INFORMATION AND MARKETING OPPORTUNITIES

**CONFERENCE LOCATION:** Rosen Shingle Creek, 9939 Universal Blvd, Orlando, FL 32819

**HEAD START EXPO:** Sebastian K/L

**AUDIENCE:**



1,800 - 2,000 Head Start Professionals

- 38%** Senior-Level Staff (e.g., Executive Directors, Managers, Educational Coordinators, etc.)
- 43%** Direct-Service Staff (e.g., Teachers, Home Visitors, Health Coordinators, etc.)
- 18%** Policy Council Members and Other Parents
- 1%** Other

### HEAD START CONFERENCE & EXPO SCHEDULE-AT-A-GLANCE\*

**SUNDAY, DECEMBER 16TH**

2 p.m. – 5 p.m. .... Pre-Conference Training Institutes and Special Tracks

**MONDAY, DECEMBER 17TH**

9 a.m. – 4:30 p.m. .... Pre-Conference Training Institutes and Special Tracks

9 a.m. – 5:00 p.m. .... Mind in the Making Institute

5 p.m. – 7 p.m. .... Head Start EXPO Grand Opening

**TUESDAY, DECEMBER 18TH**

7 a.m. – 8 a.m. .... Morning Fitness

9 a.m. – 10:30 a.m. .... Opening General Session

9 a.m. – 5 p.m. .... Mind in the Making Institute

10:30 a.m. – 4:30 p.m. .... Head Start Expo Open

11 a.m. – Noon ..... Concurrent Educational Sessions

Noon - 1:30 p.m. .... Refuel and Visit Exhibit Hall

1:45 p.m. – 2:45 p.m. .... Concurrent Educational Sessions

3 p.m. – 4 p.m. .... Concurrent Educational Sessions

**WEDNESDAY, DECEMBER 19TH**

7 a.m. – 7:45 a.m. .... Morning Fitness

9 a.m. – 10:30 a.m. .... Concurrent Educational Sessions

9 a.m. – 1:00 p.m. .... Mind in the Making Institute

9 a.m. – 4:30 p.m. .... Head Start Expo Open

11 a.m. – Noon ..... Concurrent Educational Sessions

Noon - 1:30 p.m. .... Refuel and Visit Exhibit Hall

1:45 p.m. – 2:45 p.m. .... Concurrent Educational Sessions

3 p.m. – 4 p.m. .... Concurrent Educational Sessions

6 p.m. - 9 p.m. .... Policy Council Dinner & Dance

**FRIDAY, DECEMBER 20TH**

7 a.m. – 7:45 a.m. .... Morning Fitness

9 a.m. – 10:30 a.m. .... Concurrent Educational Sessions

11 a.m. – Noon ..... Concurrent Educational Sessions

Noon - 2 p.m. .... Refuel

2 p.m. – 3:30 p.m. .... Concurrent Educational Sessions

4 p.m. – 5 p.m. .... Closing General Session

5 p.m. - 7 p.m. .... Holiday Celebration

*\*Schedule is subject to change.*

## EXHIBITOR INFORMATION

### Head Start EXPO Schedule

Exhibitor Set Up | 8 a.m. - 4:00 p.m. on Monday (12/17/18)

EXPO Kick-Off | 5 p.m. - 7 p.m. on Monday

EXPO Show Hours | 10:30 a.m. - 4:30 p.m. on Tuesday  
9 a.m. - 4:30 p.m. on Wednesday

Exhibitor Break Down | 4:30 p.m. - 7 p.m. on Wednesday

### Exhibit Rates\* (10' x 10' space)

Commercial Corner Booth | \$900

Commercial In-Line Booth | \$750

Non-Profit In-Line Booth | \$650\*

Gov't Agency In-Line Booth | \$425\*

*\* Email [julie@nhsa.org](mailto:julie@nhsa.org) to reserve booth at this rate*

\*NOTE: Exhibit booth rates include one 6' skirted table and standard chair. The hall is already carpeted. Additional booth furnishings available through the exhibitor kit when available.

### Important Links for Exhibitors (*Links will be live in September*)

**Exhibitor Registration Site** (to select and reserve your booth): [https://events.nhsa.org/parents/2018/booth\\_sales.cfm](https://events.nhsa.org/parents/2018/booth_sales.cfm)

**EXPO Floor Plan:** [https://events.nhsa.org/parents/2018/floor\\_plan.cfm](https://events.nhsa.org/parents/2018/floor_plan.cfm)

**Exhibitor Service Kit** (to find booth furnishings, shipping information, etc.): TBD

**Exhibitor Service Center** (to update company profile, pay balances, register for booth badges, print invoices, etc.):  
[https://events.nhsa.org/parents/2018/esc\\_login.cfm](https://events.nhsa.org/parents/2018/esc_login.cfm)

## ADVERTISING OPPORTUNITIES

### PRINTED CONFERENCE BAG INSERTS

Postcard or Flyer | \$900

Brochure | \$1,000

Catalog | \$2,500\*

*Insert Deadline:* 2,100 copies will need to be delivered by Dec. 10.

\*Advertiser will be billed for material handling cost after the event.

### DIGITAL PROMOTIONS

Scheduled push notification to participants | \$750

Digital flyer in event app's Resource Folder | \$500

Digital ad in one daily email to participants | \$1,000

Sponsored video message in event app's Video Gallery | \$750

Sponsored video message in one daily email to participants | \$1,500

Eblast to Participants | \$2,500

## SPONSORSHIP OPPORTUNITIES

Your invaluable support through sponsorship will be recognized with high-visibility placement of your logo in pre-event emails to the entire field, on the event web page, in on-site signage, and at the General Sessions as well as with the benefits highlighted in the individual opportunities listed below. We're also happy to customize a new opportunity around your specific marketing goals and budget.

### Message for a Cause! | \$2,500

Partner with NHTSA to raise money for NHTSA's Dollar per Child campaign! Your sponsorship will support a massage area in the exhibit hall where attendees who donate to the Dollar per Child campaign will receive a 5- to 10-minute chair massage from a licensed massage therapist. **SPONSORSHIP PERKS:** Recognition in pre-event emails promoting Message for a Cause, massage coupons featuring logo, printed signage with logo promoting opportunity, and social media coverage.

### Photo Op Area | \$3,000

Co-brand a Florida-themed photo stand-in and large Orlando postcard backdrop to create a fun, engaging way to capture participants' conference experience. **SPONSORSHIP PERKS:** Logo prominently featured on the graphic panels; inclusion of sponsor's social media hashtag; opportunity to make promotional materials and resources available on near photo op area.

**Charging Station | \$3,000**

Save the day by providing a welcome solution to the most common inconvenience attendees face when spending the day at a conference: a dying cell phone battery. Keep attendees on site by allowing them to charge their cell phones in the registration area instead of returning to their hotel rooms. **SPONSORSHIP PERKS:** Charging station branded with sponsor's logo; pre-event promotional email promoting charging station and thanking sponsor, one scheduled push notification.

**Conference Bags | \$6,500 (Exclusive Sponsorship)**

Conference bags are a tremendous branding opportunity and an item attendees are sure to take back with them once the conference wraps up. **SPONSORSHIP PERKS:** Sponsor's color logo will appear alongside NHSA's logo on each conference bag.

**Conference Lanyards | \$5,000 (Exclusive Sponsorship)**

Badges and lanyards are *the most visible items* seen throughout the conference and the best way to ensure brand recognition. **SPONSORSHIP PERKS:** Sponsor's color logo will appear alongside NHSA's logo on each lanyard.

**Conference Essentials Kit | \$3,500 (Exclusive Sponsorship)**

Make your brand memorable while also delighting attendees with in-demand items in the conference bag. Kits can be customized to include pens or highlighters, note pads, hand sanitizer, or other popular convenience items branded exclusively with your logo. You can be sure attendees will hang onto and continue to use these sought-after items far beyond the event! Upgrade options are available. **SPONSORSHIP PERKS:** Logo prominently displayed on select items.

**Focus Group | \$3,000**

Take advantage of this large gathering by facilitating a one-hour focus group for a targeted group of 20 – 50 guests. **SPONSORSHIP PERKS:** Priority access to event space; opportunity to brand the space with signage; valuable time structured by sponsor to gain valuable insight and candid feedback for product development and/or marketing efforts; contact information from RSVP list; a co-branded post-event email sent to the guests who attended. Sponsor is responsible for food, beverage, and AV costs.

**Grand Prize Raffle | \$2,000**

Showcase your company and create a buzz about your products by donating one of the prizes for our Grand Prize raffle (prizes will be awarded to a Head Start center). Attendees will indicate preferred prize on their raffle slips. Prizes will be displayed in a Grand Prize area in the exhibit hall or in sponsor's booth; recognition in pre-event emails and the EXPO Supplement; contact information for all raffle participants with a special highlight for those who selected sponsor's prize to help generate quality leads; social media coverage during and after event.

**Mobile Conference App | \$4,500 (Exclusive Sponsorship)**

This year's FREE mobile app will be especially critical because it replaces the conference book. The app gives participants live updates, access to educational sessions, conference schedules and alerts, personal agendas, messaging capabilities, the exhibitor directory, and more. **SPONSORSHIP PERKS:** Two scheduled push notifications/promoted messages during the conference (perfect for driving traffic to your exhibit space or workshop); logo prominently featured in the app.

**Pre- or Post-Conference Webinar | \$2,500**

Host a webinar to offer pre- or post-event training and to promote your training or speakers at the conference. **SPONSORSHIP PERKS:** Opportunity to build interest in your upcoming conference training or event; contact information for participants; two eblast promoting webinar to targeted group.

**Private Breakfast or Luncheon | \$3,000**

Invite a targeted group of 25-50 guests to a one-hour private breakfast or luncheon. **SPONSORSHIP PERKS:** Priority access to event space; opportunity to brand the space with signage; valuable time structured around your needs; contact information from RSVP list; co-branded post-event email sent to guests. Sponsor is responsible for food, beverage, and AV costs.

**Private Networking Reception for Head Start Leaders | \$3,500 (Exclusive Sponsorship)**

Host a networking event for Head Start Executive Directors or other targeted group. **SPONSORSHIP PERKS:** Priority access to event space; targeted guest list developed; exclusive opportunity to speak and network at event; opportunity to brand space with signage and promotional materials; social media coverage; co-branded post-event email to guests. Sponsor is responsible for food, beverage, internet, and/or AV costs if applicable.

**Sample/Gift Give-Away | \$3,000**

Give a conference memento (e.g., product samples, pins, water bottles, or other pre-approved items) to each attendee to use during the conference and to take back with them. Sponsor literature (flyer, postcard, or brochure) can accompany item, making this a terrific opportunity to increase your brand recognition. **SPONSORSHIP PERKS:** Branded item and literature shared with every attendee.

**Gala Dinner and Dance | \$6,000 (Exclusive Sponsorship)**

Join Head Start leaders on Wednesday, December 19th, as we celebrate the Head Start community. **SPONSORSHIP PERKS:** Logo prominently displayed in pre-conference e-mails about this celebration; speaking time to address guests at event; two tickets to the event; recognition presented for corporate support of Head Start; social media coverage; an opportunity to network with some of Head Start's most active and engaged leaders.

**Special Training Session or Event (Round Tables, Panels, etc.) | \$3,000**

Host a 60- or 90-minute sponsored educational training to raise awareness about products/services and promote learning. **SPONSORSHIP PERKS:** Pre-event promotion about session through emails to the field; substantive access to attendees; opportunity to brand space with signage and to display and distribute promotional materials. Sponsors is responsible for Internet and/or AV costs if applicable.

**Wellness Activity | \$3,000 (Exclusive Sponsorship)**

Promote health and movement to keep conference participants energized throughout the conference with daily activities such as Zumba, health walks, or yoga. **SPONSORSHIP PERKS:** Logo prominently displayed in pre-conference e-mails; social media coverage; opportunity to offer giveaway to participants. Sponsor is responsible for cost of healthy snack or refreshment if sponsor elects to provide.

**Design Your Own Sponsorship | \$TBD**

Work with our team to create a unique sponsorship opportunity tailored to your company's specific marketing and sales goals. We'll work with you to identify the best audience and to get you the best value for your investment. **SPONSORSHIP PERKS:** Let us know what you want to accomplish!

To discuss the 2018 Head Start Parent and Family Engagement Conference and the individual marketing opportunities available, please contact [julie@nhsa.org](mailto:julie@nhsa.org) or call (703) 739-7561.



NATIONAL HEAD START ASSOCIATION