



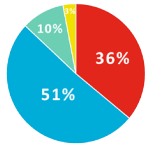
2018 National Head Start Conference

April 23 - 27, 2018 | Anaheim, CA

CONFERENCE INFORMATION AND MARKETING OPPORTUNITIES

CONFERENCE LOCATION: Anaheim Convention Center, 800 W Katella Avenue, Anaheim CA 92802
HEAD START EXPO: North Hall A - E Level 1 in the Anaheim Convention Center

AUDIENCE: 4,000+ Head Start Professionals



36% Senior-Level Staff (e.g., Executive Directors, Managers, Educational Coordinators, etc.)
51% Direct-Service Staff (e.g., Teachers, Home Visitors, Health Coordinators, etc.)
10% Policy Council Members and Other Parents
1% Other

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

MONDAY, APRIL 23RD

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

TUESDAY, APRIL 24TH

9 a.m. – 4:30 p.m.Pre-Conference Training Institutes and Special Tracks
 5 p.m. – 7 p.m.Head Start EXPO Opening Reception

WEDNESDAY, APRIL 25TH

7 a.m. – 8 a.m.Morning Fitness
 9 a.m. – 11 a.m.Opening General Session
 9 a.m. – 5 p.m.Research and Continuous Quality Improvement Institute
 11 a.m. – NoonConcurrent Educational Sessions
 11 a.m. – 5 p.m.Head Start Expo Open
 Noon – 2 p.m.Research and Continuous Quality Improvement Institute Luncheon
 2 p.m. – 3:30 p.m.Concurrent Educational Sessions
 4 p.m. – 5 p.m.Concurrent Educational Sessions
 7 p.m. – 9 p.m.Scholarships and Awards Dinner and Dance

THURSDAY, APRIL 26TH

7 a.m. – 7:45 a.m.Morning Fitness
 9 a.m. – 10:30 a.m.Concurrent Educational Sessions
 9 a.m. – 4 p.m.Head Start Expo Open
 9 a.m. – 5 p.m.Public Policy Institute
 11 a.m. – NoonConcurrent Educational Sessions
 Noon – 2 p.m.Public Policy Luncheon
 2 p.m. – 3 p.m.NHS A General Business Meeting

THURSDAY, APRIL 26TH CON'T

2 p.m. – 3:30 p.m. Concurrent Educational Sessions
4 p.m. – 5 p.m. Concurrent Educational Sessions
9 p.m. After Glow Lounge

FRIDAY, APRIL 27TH

9 a.m. – 10 a.m. Concurrent Educational Sessions
10 a.m. – Noon Closing General Session

**Schedule is subject to change.*

EXHIBITOR INFORMATION

Head Start EXPO Schedule:

Exhibitor Set Up: 8 a.m. - 4:30 p.m. on Tuesday, April 24th

EXPO Kick-Off: 5 p.m. - 7 p.m. on Tuesday

EXPO Show Hours: 11 a.m. - 5 p.m. on Wednesday & 9 a.m. - 4 p.m. on Thursday

Exhibitor Break Down: 4 p.m. - 7 p.m. on Thursday

Exhibit Rates* (10' x 10' space)

Commercial Corner Booth\$1,500

Commercial In-Line Booth ..\$1,200

Non-Profit In-Line Booth\$850 (email julie@nhsa.org to reserve booth at this rate)

Gov't Agency In-Line Booth \$400 (email julie@nhsa.org to reserve booth at this rate)

**NOTE:* Exhibit booth rates DO NOT include booth furnishings. Booth furnishings can be ordered through the exhibitor kit. Carpeting not required b/c exhibit hall is already carpeted but custom carpeting can be ordered.

Important Links for Exhibitors

Exhibitor Registration Site (to select and reserve your booth): https://events.nhsa.org/annual/2018/booth_sales.cfm

EXPO Floor Plan: https://events.nhsa.org/annual/2018/floor_plan.cfm

Exhibitor Service Kit (to find booth furnishings, shipping information, etc.): <https://ordering.ges.com/022601203/welcome>

Exhibitor Service Center (to update company profile, pay balances, register for booth badges, print invoices, etc.):
https://events.nhsa.org/annual/2018/esc_login.cfm

Link to NHSA Room Block at the Hilton Anaheim (across from the Convention Center):
<https://aws.passkey.com/gt/216232002?gtid=8db078574b26e184740b2af25e03d253>

ADVERTISING OPPORTUNITIES

Conference Bag Inserts

Postcard or Flyer \$800
Brochure \$1,000
Mini-catalog (up to 12 pages) \$2,600*
Catalog (up to 46 pages) \$4,000*

Insert Deadline: 4,500 copies will need to be delivered to Anaheim between March 3rd and March 31st. Advertisers are responsible for material handling charges.

Print Ads in the EXPO Supplement

Enhanced Listing (color logo and 50-word description) \$100
Quarter-Page (full color, 4"w X 5"t) \$450
Half-Page (full color, 8"w X 5.25"t) \$900
Full-Page (full color, 8"w X 10.5"t) \$1,500

EXPO Supplement Ad Deadline: 3/10/2017

SPONSORSHIP OPPORTUNITIES

Your invaluable contribution to this event 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, at the General Sessions, and in the printed EXPO Supplement as well as with the benefits called out in the individual opportunities listed below. Don't hesitate to suggest additional opportunities that would help meet your specific marketing goals.

Massage for a Cause! | \$4,000 NEW OPPORTUNITY!

Partner with NHSA to raise money for NHSA'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 Massage for a Cause; printed signage announcing opportunity; opportunity to provide printed materials in area.

Photo Op Area | \$5,000 NEW OPPORTUNITY!

Co-brand a California-themed photo stand-in and large Anaheim postcard backdrop to create a fun way to capture participants' conference experience. **SPONSORSHIP PERKS:** Sponsor's logo prominently featured on the front of the stand-in panel and postcard backdrop; inclusion of sponsor's hashtag to encourage participants to share photos on social media; opportunity to make promotional materials and resources available on a high-top table.

After Glow Party | \$5,000

Conference participants will come together on Thursday evening (4/26) to network and dance at this after-hours celebration. **SPONSORSHIP PERKS:** Opportunity to brand the event area with sponsor's signage; recognition of support in pre-event emails to the Head Start field with a promotional message from the sponsor; social media coverage.

Charging Station | \$5,000

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 will be branded with sponsor's logo; pre-event promotional email informing attendees about the charging station with a sponsor message.

Conference Lanyards | \$10,000 (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 | \$10,000 (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 | \$5,000

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 | \$3,000

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 | \$6,500 (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 | \$5,000

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 | \$5,000

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 | \$6,000 (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.

Public Policy Luncheon | \$7,500 (Exclusive Sponsorship)

On Thursday, April 26th, hear from leading voices on the challenges and opportunities facing Head Start, and meet with key advocates and supporters of Head Start. **SPONSORSHIP PERKS:** A sponsor representative will be seated at the head table and be invited to make remarks; four tickets to the event, recognition at the event; opportunity to offer giveaway and promotional materials; and a post-event email to all luncheon attendees.

Research and Continuous Quality Improvement Luncheon and Institute | \$10,000 (Exclusive Sponsorship)

Showcase your company's support of continuous quality improvement by co-hosting this Institute and luncheon. The Research and CQI luncheon will be attended by senior-level and compliance staff. **SPONSORSHIP PERKS:** A sponsor representative will be seated at the head table and be invited to make brief remarks; four tickets to the luncheon; logo on Institute signage; opportunity to brand the luncheon space with company signage; opportunity to place promotional materials on each chair at luncheon; a co-branded post-event email to all luncheon attendees.

Sample/Gift Give-Away | \$5,000

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.

Scholarships and Awards Dinner and Dance | \$10,000 (Exclusive Sponsorship)

Join Head Start leaders on Wednesday, April 25th, as we celebrate the professional and academic achievements in 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; 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.) | \$5,000

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.

STEAM Activity Area | \$4,000

Sponsor a STEAM activity center in the exhibit hall. Sponsor will develop and host a lively educational areas that focus on experiential learning. This is a unique opportunity to showcase the use of specific products and materials in ways that promote STEAM education in Head Start while making substantive connections with prospective customers. **SPONSORSHIP PERKS:** Recognition in all pre-event STEAM Center promotional emails; designated space in exhibit hall; scheduled activities listed with educational workshops; opportunity to brand entire space with products and signage; social media coverage.

Wellness Activity | \$5,000 (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.

WiFi Sponsor | \$10,000 (Exclusive Sponsorship)

Your contribution to this event will make you a big hit with participants. **SPONSORSHIP PERKS:** Recognition as the provider of complimentary WiFi access in on-site signage; a custom message in one of the daily email to participants; one co-branded post-event promotional email to all participants.

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.

To discuss the 2018 Head Start Conference and EXPO and the individual marketing opportunities available, please contact me by email at julie@nhsa.org or call (703) 739-7561.