With annual federal funding of just under $10 billion, nearly 1 million children, 250,000 staff members, 1,600 grantee programs, and more than 17,000 centers, Head Start has been at the forefront of the early childhood development and education field. With its unique approach of providing comprehensive education, health, nutrition, and family engagement services, Head Start and Early Head Start programs promote school readiness and positive developmental outcomes for children ages birth to 5 and their low-income families in all 50 states and six U.S. territories.

NHSA — THE VOICE OF THE HEAD START COMMUNITY

As a nonprofit organization, the National Head Start Association works diligently for policy and institutional changes to ensure that all vulnerable children and families have what they need to succeed. With our two national conferences, three national leadership events, frequent webinars, and multiple newsletter to the field, we also make sure that Head Start professionals have the knowledge and resources needed to deliver Head Start’s required comprehensive services.

If your products and services support the healthy development of young children or help Head Start and Early Head Start programs operate more efficiently and effectively, take a look at the many advertising, exhibiting, and sponsorship opportunities we offer. Get the most out of your marketing resources by reaching a national audience with a HUGE referral base!
2016/2017 NATIONAL HEAD START EVENTS

September 25 - 29, 2016 — FALL LEADERSHIP INSTITUTE │ Washington, D.C.
December 5 - 8, 2016 — ANNUAL PARENT, STAFF, AND LEADERSHIP CONFERENCE │ San Juan, Puerto Rico
January 23 - 26, 2017 — WINTER LEADERSHIP INSTITUTE │ Washington, D.C.
April 6 - 10, 2017 — ANNUAL HEAD START CONFERENCE & EXPO │ Chicago, Illinois
TBD — HEAD START MANAGER AND DIRECTOR ACADEMY │ Salt Lake City, Utah

TWO NATIONAL CONFERENCES AND EXPOSITIONS

Thousands of Head Start directors, managers, teachers, service staff, and policy council leaders attend our two national conferences for mandated professional development, to network, to share successes and challenges, and to learn about new advancements and resources that can help their programs deliver Head Start’s comprehensive services more efficiently and effectively.

ANNUAL PARENT, STAFF, AND LEADERSHIP CONFERENCE
December 5 - 8, 2016 │ San Juan Convention Center │ San Juan, Puerto Rico
Projected Attendance: 1,700 - 2,000

ANNUAL HEAD START CONFERENCE AND EXPO
April 6 - 10, 2017 │ Hyatt Regency Chicago │ Chicago, Illinois
Projected Attendance: 4,000 - 4,500

THREE LEADERSHIP EVENTS

NHSA’s three national leadership events draw hundreds of senior-level Head Start leaders from across the country. Our two Leadership Institutes focus on Head Start policy information and legislative news while the Head Start Manager and Director Academy enables senior staff to hone their leadership and management skills.

FALL LEADERSHIP INSTITUTE
September 25 - 29, 2016 │ Washington Court │ Washington, D.C.
Projected Attendance: 425

WINTER LEADERSHIP INSTITUTE
Projected Attendance: 600

MANAGER AND DIRECTOR ACADEMY
Projected Attendance: 450
Print ads and conference bag inserts are sure-fire, cost-effective ways to increase brand awareness to a national audience and establish yourself as a familiar resource in the Head Start community. Advertising is also a smart way to get the most from your investment in sponsorship and exhibiting. Get the exposure you're seeking with a message tailored specifically for the Head Start community.

2016/2017 PRINT ADVERTISING OPPORTUNITIES

FALL LEADERSHIP INSTITUTE | September 25 - 29, 2016 | Washington, D.C.

<table>
<thead>
<tr>
<th>Training Folder Inserts</th>
<th>Conference Bag Inserts</th>
<th>Printed Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalog (up to 46 pages) ...............$1,000</td>
<td>Catalog (up to 46 pages) ..................$3,000</td>
<td>Back Panel (Full Color, 5.5&quot; W x 8.5&quot; T) ..........$1,000</td>
</tr>
<tr>
<td>Mini-catalog (up to 12 pages) ..........$800</td>
<td>Mini-catalog (up to 12 pages) ...............$1,600</td>
<td>Cover 2 (Full Color, 6&quot; W x 9&quot; T) ..................$3,600</td>
</tr>
<tr>
<td>Brochure ......................................$600</td>
<td>Brochure ......................................$1,000</td>
<td>Cover 3 (Full Color, 6&quot; W x 9&quot; T) ..................$3,500</td>
</tr>
<tr>
<td>Postcard or flyer ..........................$450</td>
<td>Postcard or flyer ..........................$650</td>
<td>Full-Page (B&amp;W only, 5.5&quot; W x 8.5&quot; T) .............$1,000</td>
</tr>
</tbody>
</table>

WINTER LEADERSHIP INSTITUTE | January 23 - 26, 2017 | Washington, D.C.

<table>
<thead>
<tr>
<th>Training Folder Inserts</th>
<th>Conference Bag Inserts</th>
<th>Printed Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalog (up to 46 pages) ...............$1,000</td>
<td>Catalog (up to 46 pages) ..................$3,000</td>
<td>Back Panel (Full Color, 5.5&quot; W x 8.5&quot; T) ..........$1,000</td>
</tr>
<tr>
<td>Mini-catalog (up to 12 pages) ..........$800</td>
<td>Mini-catalog (up to 12 pages) ...............$1,600</td>
<td>Cover 2 (Full Color, 6&quot; W x 9&quot; T) ..................$3,600</td>
</tr>
<tr>
<td>Brochure ......................................$600</td>
<td>Brochure ......................................$1,000</td>
<td>Cover 3 (Full Color, 6&quot; W x 9&quot; T) ..................$3,500</td>
</tr>
<tr>
<td>Postcard or flyer ..........................$500</td>
<td>Postcard or flyer ..........................$650</td>
<td>Full-Page (B&amp;W only, 5.5&quot; W x 8.5&quot; T) .............$1,000</td>
</tr>
</tbody>
</table>

ANNUAL HEAD START CONFERENCE & EXPO | April 6 - 10, 2017 | Chicago, Illinois

<table>
<thead>
<tr>
<th>Training Folder Inserts</th>
<th>Conference Bag Inserts</th>
<th>Conference Book Ads</th>
<th>EXPO Supplement Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalog (up to 46 pages) ...............$1,000</td>
<td>Catalog (up to 46 pages) ..................$3,000</td>
<td>Cover 2 (Full Color, 6.5&quot; W x 9&quot; T) ..................$3,600</td>
<td>Cover 4 (Full Color, 8.5&quot; W x 11&quot; T) ..................$1,500</td>
</tr>
<tr>
<td>Mini-catalog (up to 12 pages) ..........$800</td>
<td>Mini-catalog (up to 12 pages) ...............$1,600</td>
<td>Cover 3 (Full Color, 6&quot; W x 9&quot; T) ..................$3,500</td>
<td>Full-Page (Full Color, 8.5&quot; W x 11&quot; T) .............$1,250</td>
</tr>
<tr>
<td>Brochure ......................................$600</td>
<td>Brochure ......................................$1,000</td>
<td>Full-Page (B&amp;W only, 5.5&quot; W x 8.5&quot; T) .............$1,600</td>
<td>Half-Page (Full Color, 8.5&quot; W x 5.25&quot; T) .............$750</td>
</tr>
<tr>
<td>Postcard or flyer ..........................$500</td>
<td>Postcard or flyer ..........................$650</td>
<td>Half-Page (B&amp;W only, 5.5&quot; W x 4.25&quot; T) .............$900</td>
<td>Standard (Full Color, 4&quot; W x 5&quot; T) ..................$300</td>
</tr>
</tbody>
</table>

HEAD START MANAGER AND DIRECTOR ACADEMY | TBD | Salt City, Utah

<table>
<thead>
<tr>
<th>Training Folder Inserts</th>
<th>Academy Book Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catalog (up to 46 pages) ...............$1,000</td>
<td>Cover 2 (Full Color, 8.5&quot; W x 11&quot; T) ..................$3,600</td>
</tr>
<tr>
<td>Mini-catalog (up to 12 pages) ..........$800</td>
<td>Cover 3 (Full Color, 8.5&quot; W x 11&quot; T) ..................$3,500</td>
</tr>
<tr>
<td>Brochure ......................................$600</td>
<td>Full-Page (B&amp;W only, 8&quot; W x 10.5&quot; T) ..................$1,600</td>
</tr>
<tr>
<td>Postcard or flyer ..........................$500</td>
<td>Half-Page (B&amp;W only, 8&quot; W x 5.25&quot; T) ..................$950</td>
</tr>
<tr>
<td><strong>Insert Deadline: 5/19/2017</strong> Quantity: 500</td>
<td><strong>Ad Deadline: 5/19/2017</strong></td>
</tr>
</tbody>
</table>
Take advantage of this invaluable opportunity to meet display, discuss, and demonstrate your products and services to a large audience of Head Start decision makers. And gain invaluable insight by speaking one-on-one with this engaged group of professionals.

—AT THE LARGEST GATHERING OF HEAD START LEADERS!

2016 ANNUAL PARENT, STAFF, AND LEADERSHIP TRAINING CONFERENCE
December 5 - 8, 2016
Puerto Rico Convention Center | San Juan, Puerto Rico
Projected Attendance: 1,700+

EXHIBIT RATES
Corner Booth .................. $850
Commercial In-Line Booth ......... $700
NonProfit In-Line Booth ............. $550
Government Agency In-Line Booth...... $300

EXHIBIT DATES AND HOURS*
Move In .................. Noon - 5 p.m. on 12/5/2016
Opening Reception .... 11 a.m. - Noon on 12/6/2016
EXPO Hours .......... Noon - 5 p.m. on 12/6/2016
.................. 9 a.m. - 3 p.m. on 12/7/2016
Move Out .................. 4 p.m. - 7 p.m. on 12/7/2016

*Subject to changes. Refer to Exhibitor Service Kit for final schedule.

EXHIBITOR BENEFITS
• 10' x 10' exhibit space.
• 6' skirted table, one chair, one waste basket.
• Registration for two company representatives for the duration of the event.
• ID sign with company name and exhibit space number.
• Priority Points that count toward earning priority status.

2017 ANNUAL HEAD START CONFERENCE & EXPO
April 6 - 10, 2017
Hyatt Regency Chicago | Chicago, Illinois
Projected Attendance: 4,000 - 4,500

EXHIBIT RATES
Corner Booth .................. $1,500
Commercial In-Line Booth ......... $1,200
NonProfit In-Line Booth ............. $850
Government Agency In-Line Booth...... $400

EXHIBIT DATES AND HOURS*
Move In .................. 8 a.m. - 5 p.m. on 4/7/2017
Opening Reception .... 6 p.m. - 8 p.m. on 4/7/2017
EXPO Hours .......... 10 a.m. - 5 p.m. on 4/8/2017
.................. 10 a.m. - 3 p.m. on 4/9/2017
Move Out .................. 4 p.m. - 7 p.m. on 4/9/2017

*Subject to changes. Refer to Exhibitor Service Kit for final schedule.

EXHIBITOR BENEFITS
• 10' x 10' table-top exhibit space (furnishings and carpet not included; hall is already carpeted).
• Registration for two company representatives for the duration of the event.
• Latest technology available for lead management.
• ID sign with company name and exhibit space number.
• Priority Points that count toward earning priority status.

To reserve your Exhibit space, please contact Julie Antoniou at julie@nhsa.org or (703) 739-7561.
SPONSORSHIP

Broaden your competitive edge, convey your company’s commitment and contribution to high-quality early childhood development, and build brand loyalty through the recognition you earn as a sponsor. Find individual and customized sponsorship opportunities to fit any budget (see table of opportunities on the next page).

PREMIER SPONSORSHIP

Head Start Preferred, Partner, and Patron Sponsorships offer the highest visibility and recognition for your company’s important contribution. Premier sponsors customize their sponsorship by selecting sponsorable items/events up to the value of the sponsorship level (see table on the following page for selection opportunities and values). Premier sponsors also receive the additional high-visibility benefits listed below. Maximize your investment by becoming a year-round premier sponsor to receive recognition at ALL FIVE ANNUAL EVENTS throughout the year!

HEAD START PREFERRED SPONSOR

- Selection of sponsorable items/events up to the value of sponsorship (view options and values on page 6).
- Special recognition of Premier Sponsorship through social media channels before and during event(s).
- Promotional pre- and post-event email to all participants.
- Six complimentary full-conference registrations (for sponsor staff only).
- Ten VIP seats at the opening and closing general sessions.
- All Premier Sponsorship benefits listed in the benefits box on the right.

HEAD START PARTNER

- Selection of sponsorable items or events up to the value of sponsorship (view options and values on page 6).
- Special recognition of Premier Sponsorship through social media channels before and during event(s).
- Promotional post-event email to all participants.
- Four complimentary full-conference registrations (for sponsor staff only).
- Six VIP seats at the opening and closing general sessions.
- All Premier Sponsorship benefits listed in the benefits box on the right.

HEAD START PATRON

- Selection of sponsorable items or events up to the value of sponsorship (view options and values on page 6).
- Four complimentary full-conference registrations (for sponsor staff only).
- Three VIP seats at the opening and closing general sessions.
- All Premier Sponsorship benefits listed in the benefits box on the right.

PREMIER SPONSORSHIP BENEFITS

- One-page flyer or postcard in the conference bags.
- Sponsor’s logo on the event web page.
- Sponsor’s logo with hyperlink on pre-conference emails to the field.
- Acknowledgment of sponsorship level in printed event book.
- Sign recognizing premier sponsorship for exhibit space.
- Sponsor recognition ribbons for staff.
- Logo recognition projected at the popular Opening and Closing General Sessions.
- Logo recognition on directional displays located throughout the convention center.
- Volunteer opportunities for employees.
- Sponsor recognition in informational emails to participants during the event.

Reserve your sponsorship by contacting Julie Antoniou at julie@nhsa.org.
**BECOME A YEAR-ROUND SPONSOR** to receive premier sponsorship benefits at both Head Start national conferences and all three leadership events. Please contact Julie Antoniou (julie@nhsa.org; 703-739-7561) to discuss which sponsorship level and selections would best meet your marketing goals.

*Continue to next page to view descriptions of sponsorable items and events.*

---

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES*</th>
<th>2016 Head Start Parent, Staff, and Leadership Conference</th>
<th>2017 National Head Start Conference and Expo</th>
<th>Leadership Events (rate per event)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gala Dinner and Dance - Tier 1</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gala Dinner and Dance - Tier 2</td>
<td>$2,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Policy Luncheon</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellence Breakfast</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alumni Reception</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affiliate Leadership Institute</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Session and Welcome Reception</td>
<td>$10,000</td>
<td>$20,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Closing Session</td>
<td>$5,000</td>
<td>$6,500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Multicultural Song and Storytelling Special Event</td>
<td>$3,000</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Wellness Activities</td>
<td>$3,000</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>STEAM Activity Centers</td>
<td>$2,500</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Learning Express Zones</td>
<td>$2,500</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Reception/Networking Event for Directors</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Educational Session</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Private Breakfast or Luncheon</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Focus Group</td>
<td>$3,000</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Directors Networking Lounge</td>
<td></td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Special Training Events (Round tables, summits, panels, etc.)</td>
<td>$3,000</td>
<td></td>
<td>$7,000</td>
</tr>
<tr>
<td>One-Day Event Sponsorship</td>
<td></td>
<td></td>
<td>$4,000</td>
</tr>
<tr>
<td>Mobile Conference APP</td>
<td>$3,000</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Photo Booth</td>
<td>$3,000</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Continuing Education Services</td>
<td>$3,000</td>
<td>$7,500</td>
<td></td>
</tr>
<tr>
<td>Conference Essentials Kit</td>
<td>$3,500</td>
<td>$7,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Grand Prize Raffle - Featured Prize</td>
<td>$3,500</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Grand Prize Raffle</td>
<td>$2,500</td>
<td>$3,500</td>
<td></td>
</tr>
<tr>
<td>Conference Tote Bag</td>
<td>$6,000</td>
<td>$15,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Conference Program Guide</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Conference Cyber Café</td>
<td>$6,000</td>
<td>$7,500</td>
<td></td>
</tr>
<tr>
<td>Conference Lanyards</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Conference Breaks A.M./P.M.</td>
<td>$6,000</td>
<td>$18,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$3,000</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Tote Bag Item</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Design Your Own Exclusive Sponsorship</td>
<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
</tr>
<tr>
<td>Webinar Series – TBD</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**HEAD START ADVERTISING, EXHIBITING, AND SPONSORSHIP OPPORTUNITIES**

**AUGUST 2016**

---
GALA DINNER AND DANCE
Enjoy a fun evening of networking while earning valuable recognition of your company’s support of the Head Start community during this evening celebration. SPONSORSHIP PERKS: Tier 1 sponsor will be invited to offer remarks during the event and provide a gift or goodie bag for all guests. Sponsors receive four tickets to the event, recognition at the event, opportunity to brand the event space with company signage, a post-event email to all gala attendees, and logo featured in event program.

PUBLIC POLICY LUNCHEON
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; sponsor also receives 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.

EXCELLENCE BREAKFAST
Join a featured speaker and Head Start leaders from across the country to celebrate the important accomplishments of Head Start programs. SPONSORSHIP PERKS: A sponsor representative will be seated at the head table and be invited to make remarks; sponsor also receives four tickets to the event, opportunity to brand the event space with company signage, recognition at the event, opportunity to place promotional materials on each chair, and a post-event email to all breakfast attendees.

ALUMNI RECEPTION
Raise awareness about your company among past, present, and future leaders from the Head Start community as you network and celebrate the legacy of Head Start. SPONSORSHIP PERKS: Recognition of sponsor in pre-conference emails to the field, speaking role for sponsor representative, opportunity to brand the event space with company signage, four tickets to the event, and a post-event email to all reception attendees.

AFFILIATE LEADERSHIP INSTITUTE
With state and regional Head Start associations in attendance, the Institute explores emerging issues within the field, policy development, and efforts to build capacity for addressing challenges through networks of associations. SPONSORSHIP PERKS: A sponsor representative will be invited to make remarks to the group, opportunity to brand the event space with company signage, recognition at the event, opportunity to place promotional materials on each chair, and a post-event email to all Institute attendees.

OPENING SESSION AND WELCOME RECEPTION
These two key events draw the largest audience at the conference, ensuring maximum exposure for you. SPONSORSHIP PERKS: A sponsor representative will be invited to make remarks to this large audience, opportunity to brand space leading to event halls with company signage, recognition at the event, opportunity to place promotional materials on each chair, social media coverage, opportunity to raffle a prize at event, and a post-event email to all conference attendees.

CLOSING SESSION
Leave a lasting impression by sponsoring the closing session! SPONSORSHIP PERKS: A sponsor representative will be invited to make remarks to this large audience, opportunity to brand space leading to event hall with company signage, recognition at the event, opportunity to place promotional materials on each chair, social media coverage, opportunity to raffle a prize at event, and a post-event email to all conference attendees.

ALL SPONSORS receive wide exposure with prominent placement of their logo on the conference web page, in pre-event emails to the field, on conference signage, and during the Opening and Closing General Sessions.
MULTICULTURAL SONG AND STORYTELLING SPECIALS EVENT
Be part of a fun and memorable event that is open to all attendees and draws hundreds. SPONSORSHIP PERKS: Sponsor will be recognized in pre-event emails about this special event, sponsor representative can play active role in event development and enjoy speaking time, opportunity to brand space with company signage and materials, recognition at the event, and social media coverage.

WELLNESS ACTIVITIES
Add a little health and movement to keep conference participants energized throughout the conference with daily activities such as Zumba, health walks, and yoga. SPONSORSHIP PERKS: Sponsor’s logo will be prominently displayed in pre-conference e-mails and throughout the conference book where event is listed, social media coverage, and opportunity to offer giveaway to participants. Sponsor is responsible for cost of healthy snack or refreshment if sponsor elects to provide.

STEAM ACTIVITY CENTER
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 maximize your time and make substantive connections with prospective customers. SPONSORSHIP PERKS: Sponsor will be recognized in all pre-event STEAM Center promotional emails, designated space in exhibit hall, scheduled activities listed with educational workshops in the conference book, opportunity to brand entire space with products and signage, and social media coverage.

LEARNING EXPRESS ZONE
Sponsor designated areas for active learners where hands-on learning is offered in small group settings on a variety of learning topics. SPONSORSHIP PERKS: Opportunity to brand space with signage, opportunity to lead a workshop, recognition in the conference book, and social media coverage.

RECEPTION/NETWORKING EVENT FOR DIRECTORS
Host a networking event for Head Start directors from across the country where emerging issues can be discussed. SPONSORSHIP PERKS: Priority access to event space, targeted guest list developed, opportunity to speak and network at event, opportunity to brand space with signage and promotional materials, social media coverage, and post-event email to reception attendees. Sponsor is responsible for food, beverage, internet, and/or AV costs if applicable.

EDUCATIONAL SESSION
Host a 90-minute sponsored educational training that brings together a targeted audience to raise awareness about products/services and promote learning. SPONSORSHIP PERKS: Pre-event promotion about session through emails to the field, promotion of session in the conference book, substantive access to attendees, and opportunity to brand space with signage and to display and distribute promotional materials. Sponsors is responsible for food, beverage, internet, and/or AV costs if applicable.

PRIVATE BREAKFAST OR LUNCHEON
Invite a targeted group of 25-50 professionals to a private breakfast or luncheon. SPONSORSHIP PERKS: Representative is given opportunity to host a 60-minute presentation to familiarize guests with the sponsor and its areas of expertise, priority access to event space, targeted guest list developed, opportunity to brand space with signage and promotional materials, and post-event email to attendees. Sponsor is responsible for food, beverage, internet, and/or AV costs if applicable.
FOCUS GROUP
Host a focus group to generate valuable information to better understand the perception of your company or products in the field, to gain first-hand insight on specific Head Start issues, or to inform your product development or marketing strategies. **SPONSORSHIP PERKS:** Priority access to event space, targeted guest list developed, opportunity to brand space with signage and promotional materials, and post-event email to participants. *Sponsor is responsible for food, beverage, internet, and/or AV costs if applicable.*

DIRECTORS NETWORKING LOUNGE
Treat Head Start Directors and other senior leaders to a networking lounge where they can relax, enjoy refreshments, and participate in peer-to-peer networking on the exhibit floor. **SPONSORSHIP PERKS:** Opportunity to display promotional materials and signage in area; acknowledgement in pre-event invitation to directors about the Networking Lounge, and networking opportunity.

SPECIAL TRAINING EVENTS
Special Training Events are a series of sessions offered throughout the conference on topics that matter most to the Head Start community. **SPONSORSHIP PERKS:** Recognition in pre-event emails and in the conference book promoting the training series and opportunity to distribute materials to attendees.

ONE-DAY EVENT SPONSORSHIP
Enjoy exclusive recognition for your support of full-day, high-quality content and skill-development to Head Start Directors, Managers, and other participants of our Leadership Institutes or Manager and Director Academy. **SPONSORSHIP PERKS:** Scheduled speaking time to welcome Head Start leaders, display table for sponsor’s materials, opportunity to provide table-top signage and materials for a seat drop, and opportunity to brand training area with signage.

MOBILE CONFERENCE APP
The FREE mobile app gives all conference participants mobile access to educational sessions, conference schedules and alerts, personal agendas, messaging capabilities, exhibitor directory, and more on their smartphones and tablets. The app also provides sponsors with new opportunity to maximize their reach during the event. **SPONSORSHIP PERKS:** Two scheduled push notifications/promoted messages during the conference (perfect for driving traffic to your exhibit booth), and logo prominently featured in app.

PHOTO BOOTH
Add some fun to the event while getting exposure for your company. **SPONSORSHIP PERKS:** The opportunity to share materials with conference participants as they socialize at this always-popular gathering area, opportunity to brand area with signage, and recognition in pre-event emails. *Sponsor is responsible cost of booth rental and extra electrical if needed.*

CONTINUING EDUCATION SERVICES
Showcase your support for professional development and ongoing improvement. **SPONSORSHIP PERKS:** Sponsor’s logo displayed in all CEU documentation, opportunity to provide a promotional insert in CEU packets, and recognition in pre-event marketing about continuing education units.

ALL SPONSORS receive wide exposure with prominent placement of their logo on the conference web page, in pre-event emails to the field, in the program book, on conference signage, and during the Opening and Closing General Sessions.
CONFERENCE ESSENTIALS KIT
Make your brand memorable while also delighting attendees with in-demand items in the conference bag or training folder. Kits can be customized to include pens or highlighters, notepads, 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.

GRAND PRIZE RAFFLE
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 drop their raffle slips into the prize box(s) that corresponds with the prize(s) they most want to win. SPONSORSHIP PERKS: Featured prize will be exhibited in the high-traffic registration area along with company signage while all other prizes will be featured in a Grand Prize area in the exhibit hall. Sponsor recognition in pre-event emails and the conference book, contact information for all raffle participants with a special highlight for those who specifically selected sponsor’s prize to generate quality leads, and social media coverage during and after event.

CONFERENCE TOTE BAG
Have your logo prominently displayed on the conference tote bag given to and carried by each conference attendee. SPONSORSHIP PERKS: High visibility throughout the conference with logo displayed on conference bag.

CONFERENCE PROGRAM BOOK
SPONSORSHIP PERKS: Sponsor logo featured throughout the conference book and full-page advertising space in conference book.

CONFERENCE CYBER CAFÉ
The Cyber Café is a popular gathering spot and a much-appreciated opportunity for participants to stay connected. SPONSORSHIP PERKS: Sponsor logo displayed on the screen savers, company’s website set as the home page, and opportunity to brand area with signage and materials.

CONFERENCE LANYARDS
Badges and lanyards are the most visible items seen throughout the entire conference and kept as a conference memento. This sponsorship will reinforce your company’s commitment to the Head Start community. SPONSORSHIP PERKS: Sponsor’s color logo will appear alongside NHSA’s logo on each lanyard.

CONFERENCE BREAKS A.M./P.M.
Treat attendees to light refreshments or snacks to help them stay focused during their long days of intensive training. SPONSORSHIP PERKS: Sponsor logo prominently displayed in the break area and opportunity to brand area with signage.

CHARGING STATIONS
A common inconvenience attendees face when they spend all day at a conference is that their cell phone’s battery dies. 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 stations have an exterior vinyl wrap for branding.
SPONSORSHIP OPPORTUNITIES

TOTE BAG ITEM
For those who would like to share a conference memento for each attendee to use during the conference and to take back with them. Product samples, pins, water bottles, and other pre-approved items can be placed in each conference bag or training folder for each attendee. Sponsor literature may be included (limited to the first four sponsors). This is a terrific opportunity to increase your brand recognition. SPONSORSHIP PERKS: Branded item and literature distributed to each attendee.

WEBINAR OR WEBINAR SERIES
Webinars are an effective way to raise brand awareness, educate on a particular topics, and generate prospective sales leads in a way that is both engaging and measurable. SPONSORSHIP PERKS: Dedicated email(s) promoting webinar will be circulated to the Head Start community (circulation: approximately 70,000) or to a targeted list tailored to the sponsor’s preferences, contact information for those who participate, up to 60 minutes of valuable time to interact with participants, opportunity to collect important feedback, and a post-webinar email to participants.

LEARNING COMMUNITIES (ONE-YEAR SPONSORSHIP)
NHSA hosts online forums where Head Start members can ask questions, share their experiences, and build new connections with a national group of colleagues and allies. These unique peer-to-peer networks promote the exchange of information and collaboration. Select one or more of the following learning communities: New Directors, Fiscal Services, Human Resources, EHS-Child Care Partnerships, Designation Renewal Systems, Family Services, EHS Home Visiting, and Two Generations Together. SPONSORSHIP PERKS: Logo and hyperlink will be prominently featured on the specific Learning Community web page that is being sponsored, quarterly acknowledgement in network messages and digests, and the opportunity to be a substantive contributor.

DESIGN YOUR OWN EXCLUSIVE SPONSORSHIP
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.

Broaden your competitive edge, convey your company’s commitment and contribution to high-quality early childhood development, and build brand awareness and loyalty through the recognition you’ll earn in front of a national audience. Contact Julie Antoniou at julie@nhsa.org or (703) 739-7561 to get started today!