

2009 NAEYC Institute marketing opportunities

Reaching NAEYC
members through
advertising, exhibiting,
and sponsorship

NAEYC's 18th National Institute for Early Childhood Professional Development

play

Where Learning Begins

June 14-17 • Charlotte, North Carolina

NAEYC's Institute

is an annual event designed for professionals who prepare, mentor, and train early childhood professionals. The Institute attracts approximately 2,300 highly qualified attendees with decision-making authority and plans to buy.

*NAEYC Institute attendees at a glance—

Most are program managers and professional development providers.

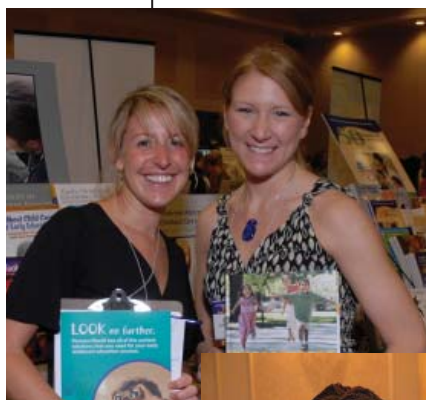
45% are higher education faculty and trainers

25% are administrators of programs for young children

52% have worked in early childhood education for more than 20 years.

Other attendees include researchers, advocates, and other individuals who work on behalf of the education of young children.

**Statistics based on the 2008 NAEYC Institute registration.*



Comments about NAEYC's 2008 Institute— The best part of NAEYC's National Institute is...

"... making contacts at the exhibits regarding products and services that would be the best fit for my program."

"... the opportunity to build relationships with co-workers and other early childhood professionals in my state."



Photo of Charlotte Convention Center courtesy of Visit Charlotte.

NAEYC appreciates the support of Teaching Strategies, Inc., as a sponsor of NAEYC's 18th National Institute for Early Childhood Professional Development.

naeyc® www.naeyc.org

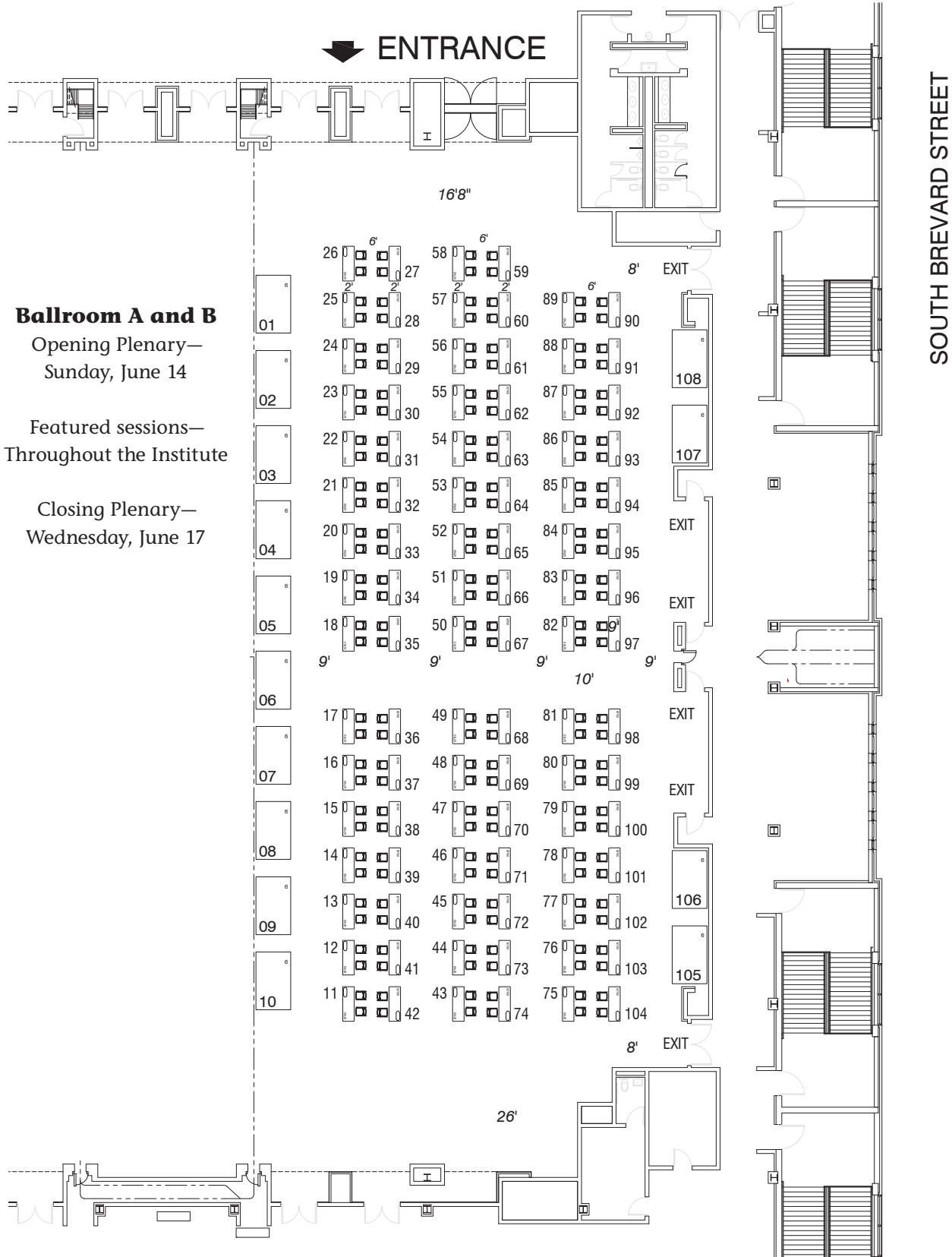
National Association for the Education of Young Children

Promoting excellence in early childhood education

NAEYC's 18th National Institute for Early Childhood Professional Development

June 14-17, 2009

Charlotte Convention Center Ballroom C and D Charlotte, North Carolina



Ballroom A and B
 Opening Plenary—
 Sunday, June 14

Featured sessions—
 Throughout the Institute

Closing Plenary—
 Wednesday, June 17

Rev. 1/26/09

DIVISION C&D
 CEILING HEIGHT 30'
 AISLE WIDTHS AS NOTED

94-6x2 TABLES
 14-6x10 BOOTHS

Carambola Tradeshow Group
 527 Broadway Avenue
 Orlando, Florida 32803

NAEYC's 18th National Institute for Early Childhood Professional Development

NAEYC exhibit space

NAEYC's Institute exhibition area will be in the Charlotte Convention Center, 501 South College Street. The following exhibit space configurations will be available in Ballroom C and D:

Tabletop displays (6 x 2)—\$850

Play space (6 x 10)—\$1,050

Exhibits will be open for three days:

Sunday, June 14 12:00 noon–5:30 p.m.

Monday, June 15 9:00 a.m.–5:00 p.m.

Tuesday, June 16 9:00 a.m.–3:00 p.m.

Exhibit contact information

Carambola Tradeshow Group, Inc.

527 Broadway Avenue

Orlando, FL 32803

Telephone 407-999-9449

Fax 407-999-9469

NAEYC exhibit policies

Policy statement

In this day of rapid developments, controversy, experimentation, and striving for excellence in education, it is the belief of the Exhibit Committee that NAEYC should not designate approved individual items on display. Rather, the goal of NAEYC should be an ongoing search for criteria through its conferences, publications, and other services that will enable its members and guests to critically evaluate materials, equipment, and education.

Contract

Exhibitor hereby agrees and understands that the policies and information for exhibitors stated on the Application for exhibit space are part of a contract between the exhibitor and NAEYC, and that the submission of the Application for exhibit space constitutes the exhibitor's agreement to abide by these policies and information.

NAEYC will provide two chairs and draped table per space and an identification sign that displays the company's name.

Exhibitor badges

A maximum of two badges will be printed per tabletop or perimeter booth exhibit. To receive exhibitor badges and other materials prior to the Institute, all exhibitors must register using the online exhibitor badge request form on NAEYC's Web site. Exhibitor badges will be mailed to the company contact. On-site registration will also be available at the exhibitors' registration desk.

Payment/cancellation

Please complete the Application for exhibit space and return it to Carambola Tradeshow Group along with payment in full. Keep a copy of the Application for exhibit space for your files. Non-U.S. exhibitors—Fees must be paid in full in U.S. funds by International Money Order. Check, money order, VISA, MasterCard, American Express, or Discover may be used for payment. **Fees are nonrefundable. No exhibitor will be permitted to set up unless NAEYC has received payment in full.**

Liability

The exhibitor hereby agrees to assume full responsibility and liability for all losses, injury, claims, demands, suits, costs, expenses (including reasonable attorneys' fees) of whatever nature and description arising out of or related in any way to exhibitor's activities at the Institute and under this agreement. Exhibitor further agrees to indemnify and hold harmless NAEYC, its officers, members, volunteers, Carambola Tradeshow Group, Inc., and employees, and the Charlotte Convention Center and the city of Charlotte, North Carolina, from any and all losses, injuries, claims, demands, suits, costs, expenses (including reasonable attorneys' fees) of whatever nature and description arising out of or related in any way to the negligent acts or omissions or willful misconduct of, or breach of this agreement by, exhibitor, its employees, agents, or subcontractors in connection with exhibitor during the Institute or under this agreement. **IN NO EVENT SHALL NAEYC BE LIABLE FOR SPECIAL, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, OR LOSSES OF PROFITS, ARISING FROM EXHIBITOR'S ACTIVITIES DURING THE INSTITUTE OR UNDER THIS AGREEMENT.**

Exhibit hours

Tables will be available for display setup after 8 a.m. on Sunday, June 14. Exhibitors must be ready for opening at 12:00 noon on Sunday, June 14. Exhibit hours will be as follows: Sunday, June 14, 12:00 noon to 5:30 p.m.; Monday, June 15, 9:00 a.m. to 5:00 p.m.; and Tuesday, June 16, 9:00 a.m. to 3:00 p.m. **Exhibit hours and days are subject to change without prior notice.**

General exhibit policy

1. Use of space. Exhibitors may not alter the locations of exhibits or of booths without the written consent of NAEYC management. The assignment, subletting, or sharing of space already assigned is prohibited without the prior written consent of the National Association

NAEYC's 18th National Institute for Early Childhood Professional Development

NAEYC exhibit policies *cont.*

for the Education of Young Children. **Floor standing displays are not permitted due to sight-line infringement except in designated 6 x 10 perimeter booths.**

The exhibit must be designed and displayed to conform to the size of the space leased. Nothing shall be displayed in such a manner as to obstruct the view of, or interfere with, the exhibits of others.

Brochures or advertising materials of any description may be distributed only within the space assigned to the exhibitor. Aisle space may not be used to distribute promotional material. No firm or agency without assigned space will be permitted to solicit business in any manner.

Demonstrations—including singers and/or the use of films, tapes, records, musical instruments, or any other sound device—must be kept at a volume sufficiently low so as not to be objectionable to nearby exhibits or Institute participants. Exhibitors' demonstrations must be confined within the boundaries of their respective spaces.

2. Safety. All materials used in decorating will be flameproofed. All hangings must clear the floor. Attention to safety regulations is imperative. Aisles, passageways, and lobby or exit areas giving access to fire extinguishing apparatus must be kept clear at all times.

3. Care of building and equipment. Exhibitors will exercise all precautions against damage or defacement of the Charlotte Convention Center and its property. Exhibitors may not tape, paste, thumb-tack, nail, or otherwise affix signs or posters to the walls, columns, or booth draperies, or hang things from sprinkler pipes. Any signs or posters leaning against the walls must be properly padded so as not to cause damage.

4. Restrictions. NAEYC reserves the exclusive right to alter the location of exhibits or booths if, in the sole judgment of NAEYC, it deems it to be in the best interests of the Institute. NAEYC reserves the right to prohibit or remove any exhibit or part of any exhibit that, in the sole discretion and opinion of NAEYC, may detract from the general character of the Institute. This reservation includes persons, objects, printed matter, or anything of a character that NAEYC determines is objectionable to the Institute. In the event of such restriction or action by NAEYC, exhibitor agrees that NAEYC will not be liable for any damages to exhibitor nor will NAEYC be liable for a refund to exhibitor of rental or other exhibit expenses.

5. Sales. Order taking and direct sales of educationally related products or services by exhibitors is permitted. Exhibitors that choose to sell merchandise at the NAEYC National Institute for Early Childhood

Professional Development assume full responsibility for securing a vendor's license and complying with all applicable laws and regulations, including tax and revenue laws and regulations.

6. Security. Precautions will be taken to ensure the safety of exhibit material. The exhibit area will be locked, and peripheral guard service will be provided when exhibits are not scheduled to be open. However, NAEYC, the Charlotte Convention Center, the city of Charlotte, North Carolina, and Carambola Trade-show Group, Inc., and its subcontractors do not accept responsibility for the protection of exhibitors' materials and displays nor for any loss or damage to such materials and displays.

Exhibitors are solely responsible for obtaining insurance on their exhibits, utilizing lock boxes, and/or arranging for their own security in their spaces as appropriate, at their own expense. All property shipped to or from the Institute by the exhibitor for installation or display is at the sole risk of the exhibitor.

7. Americans with Disabilities Act. Exhibitor agrees to operate its exhibit during the Institute in compliance with the Title III of the Americans with Disabilities Act and the regulations promulgated thereunder.

8. Rules and regulations compliance. Exhibitor agrees to abide by all exhibitor rules and regulations contained in this contract or otherwise communicated to exhibitor by NAEYC.

9. Exhibit limitations. All exhibitors are required to locate their equipment and display within the confines of their exhibit space. Equipment will not be permitted to overhang in the space of another exhibitor, unless prior written consent is obtained from the other exhibitor. Overhanging of aisle space is not permissible, and NAEYC reserves the right to move any equipment overhanging in violation of these rules, or to remove the equipment from the exhibit hall at the expense of the offending exhibitor. NAEYC, in the event such movement or removal is not possible, further reserves the right to require payment for space used outside the exhibit space by the offending exhibitor.

Any demonstration or activity that results in obstruction of aisles or prevents ready access to a nearby exhibitor's space shall be suspended for any period specified by NAEYC. For the same reason, NAEYC must reserve the right to take final action in any case where an exhibit, in the opinion of NAEYC, becomes objectionable because of the conduct of persons involved, the use of printed matter, or for any other cause which distracts from the best interests of all exhibitors or the show itself.

NAEYC's 18th National Institute for Early Childhood Professional Development

Application for exhibit space

**Charlotte, North Carolina June 14-17, 2009
Charlotte Convention Center Ballroom C and D**

Please reserve _____ table(s) (6 x 2) at \$850 each or _____ perimeter booth(s) (6 x 10) at \$1,050 each.

Full name of firm or organization _____

Complete address _____
(Street)

(City) _____ (State) _____ (ZIP code) _____ (Country) _____

Telephone number _____
(Area code)

Fax number _____ E-mail _____
(Area code)

Web site _____

Note: it is the exhibitor's responsibility to inform show management of any changes to the exhibitor's address or contact information.

Please reserve the following table(s)/booth(s): (See page 2 for exhibit area and table/booth numbers.)

(1st choice) _____ (2nd choice) _____ (3rd choice) _____

We wish to be listed in the 2009 Institute Final Program as

Full name of firm or organization _____

Complete address _____
(Street)

(City) _____ (State) _____ (ZIP code) _____ (Country) _____

Products/services _____

The company name on our booth identification sign should read

I understand that submission of the Application for Exhibit Space constitutes agreement to abide by NAEYC's exhibit policies and information.

Name and title of person making reservation _____

Signature of person making reservation _____

Name of primary contact person to receive information _____

Primary contact person's e-mail _____

Payment amount \$ _____

Payment method

Check/money order enclosed (make payable to NAEYC) VISA MasterCard American Express Discover

If paying by credit card, please complete the following:

Credit card number _____ Expiration date _____

Cardholder's name _____

Signature _____



**Mail or fax completed application with full payment to
Carambola Tradeshow Group, Inc., 527 Broadway Avenue, Orlando, FL 32803
Telephone 407-999-9449 Fax 407-999-9469**

Carambola use only: Contract received by _____ on _____.

NAEYC's 18th National Institute for Early Childhood Professional Development

NAEYC Institute *Final Program* advertising

- ▶ NAEYC's National Institute for Early Childhood Professional Development attracts the top leaders in the field of early childhood education.
- ▶ Advertising in the program is a cost-effective way to market to this influential audience.
- ▶ The attendees are motivated to take action. With nearly 90% of the attendees holding a degree in early childhood education, they flock to this conference each year to enhance their professional skills.

Program advertising contact

Marcy Michael
202-232-8777, ext. 8824
mmichael@naeyc.org

NAEYC's National Institute for Early Childhood Professional Development *Final Program* advertising rates

1/4 page vertical (b/w)	\$425
1/2 page horizontal (b/w)	\$650
1/2 page vertical (b/w)	\$650
Full page (b/w)	\$825
Cover 2 (four color)	\$2,550
Cover 3 (four color)	\$2,550
Cover 4 (four color)	\$3,350

Ad reservations due ... March 30, 2009

Materials due April 6, 2009

Payment due May 29, 2009

Event date June 14–17, 2009

Program advertising artwork specifications and policies

Ad sizes

Trim size of Institute *Final Program* is 8½ x 11"

1/4-page vertical 3¼" (horizontal) x 4½" (vertical)

1/2-page vertical 3¼" (horizontal) x 9½" (vertical)

1/2-page horizontal 7" (horizontal) x 4½" (vertical)

Full-page 7" (horizontal) x 9½" (vertical)

Covers (Please call for availability)

Printing specifications

The Institute's *Final Program* measures 8½ x 11" and is printed on uncoated paper with offset equipment. Cover ads are printed in four-color process; text ads are in black ink. All text ads will appear in the back of the program. Indicate whether you prefer a left- or right-hand page. Position cannot be guaranteed.

- Bleeds are acceptable on full-page ads and cover. Allow a minimum of 1/8" to all sides that bleed. Keep live matter at least ¼" from final trim.
- Bleeds are also acceptable on two-page spreads. No live matter should appear in the 3/8" area in the center of the spread to allow for binding.

Preparing your ad

- All ads must be submitted on disk as a high-resolution PDF files with all fonts embedded.
- Do not send Microsoft Word or Publisher files.
- **A hard copy printout of your ad must accompany all disks.**

- Quarter- and half-page ads must be set inside a border or rule box to separate them from other ads on the page.
- Halftones are 133-line screen.
- Please remember to flatten any transparencies in PDF files.
- Advertisers will be charged for any additional time needed to make a file computer-ready.

Program copies

Two copies of the *Final Program* will be mailed to the advertiser after the Institute.

Questions?

For more information about your advertising materials, please contact Melanie Rose White at 202-232-8777, ext. 8822, or mwhite@naeyc.org.

Send ad materials to

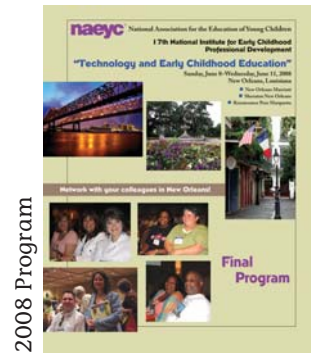
NAEYC Institute *Final Program* Advertising
1313 L Street, NW Suite 500
Washington, DC 20005-4101
Attn.: Melanie Rose White

Acceptance of advertising does not represent endorsement by the National Institute for Early Childhood Professional Development or the National Association for the Education of Young Children of any product or service, nor is the Institute or NAEYC responsible for representations made by advertisers.

NAEYC's 18th National Institute for Early Childhood Professional Development

Advertising insertion order

Charlotte, North Carolina—June 14–17



The Institute *Final Program* is mailed prior to the Institute to approximately 2,300 registrants.

Deadline for insertion order—Monday, March 30, 2009

Deadline for receipt of disks/CD-ROMs—Monday, April 6, 2009

Name of advertiser _____

Name of contact person _____

Street _____

City _____ State _____ ZIP _____

Telephone () _____ Fax () _____

E-mail _____

Should invoice be sent to contact person? Yes No If no, please specify billing information

Send invoice to _____

Street _____

City _____ State _____ ZIP _____

Telephone () _____ Fax () _____

Ad specifications—Please see www.naeyc.org for more information.

Ad color and size—Please check appropriate box.

Black & white

- quarter page (w/box) \$425
- half-page vertical (w/box) \$650
- half-page horizontal (w/box) \$650
- full page \$825

Four-color process

- cover 2 \$2,550
- cover 3 \$2,550
- cover 4 \$3,350

Check here if your ad bleeds. (Bleeds are available on full-page ads, two-page spreads, and cover ads.)

Special instructions _____

NEW! All ads include the option of a digitally interactive Web link in an eZine version of the Institute *Final Program*. Please list your unique url Web link if you are interested in this feature.

Web link _____

Institute *Final Program* advertising contact information

Space reservations/insertion orders:

Marcy Michael
202-232-8777, ext. 8824
mmichael@naeyc.org
Fax 202-328-2649

Ad materials (disk and laser proof):

Melanie Rose White
NAEYC
1313 L Street NW, Suite 500
Washington, DC 20005-4101
202-232-8777, ext. 8822

Full payment is required in advance—no later than May 29, 2009.