

**NAEYC 2011 Annual Conference  
Orlando, Florida  
November 2-5**

**Silver Level Sponsor**

The important **Silver Level Sponsor** package for the 2011 NAEYC Annual Conference offers a beneficial collaboration for companies and organizations seeking a more encompassing alliance than that of exhibitor at the **most prestigious** and **influential** conference in early childhood education in the world.

Each **Silver Level patron** will be an important co-sponsor of a ***Featured Session chosen from the listing below, or a selection may be made from the listing of high-profile events also listed below. Such selections will include signage featuring both the NAEYC and company or organization's logo at multiple locations throughout the three day event.*** An NAEYC annual **Silver Level Conference Sponsor** will pay an **\$8,000** sponsorship rights fee. The sponsorship rights fee is entirely unrestricted. There is no minimum contract term. The NAEYC Annual Conference will have up to 6 (six) Silver Level Conference Sponsors. All rights and benefits detailed below are limited to the **2011 Annual Conference** only.

**Promotional Rights**

- Use of NAEYC Annual Conference Sponsor designation
- Use of NAEYC and sponsored event marks and logos in advertising, promotions, and packaging (with pre-approval from NAEYC)
- Right to make NAEYC-themed promotional offers to event attendees (e.g., sweepstakes entries for Annual Conference early registrants)

**Events/Components Available for Co-Sponsorship**

**Celebration Stage –Reserved – Lakeshore Learning Materials**

**Zumba Event – NEW for 2011! Call 800-424-2460 ext. 8824 for exciting details!**

**Learning Galleria – High traffic area where educators who share similar ideas can connect**

**Closing General Session – Children's Celebrity Author (TBA)**

**A/V Sponsor**

## Twitter Feed Looping Sponsor

Interest Forum Lounge – Where attendees can gather to discuss and share interests and ideas

OR

Co-Sponsorship of a Featured Session — To Be Announced in the Coming Weeks!

### Sample Tracks to be offered for Featured Session Sponsorship:

Leadership, Management, and Administration   Diversity and Equity  
Curriculum   Assessment   Play   Relationships   Health and Safety  
Children with Disabilities/Early Intervention   President's Seminar

## Access, Information, and Premium Positioning

- Access to NAEYC quotes/content for sponsor press releases and
- Photo opportunities with NAEYC leadership/keynote speakers (when appropriate and possible)

## Guaranteed High Visibility – Signage

- Recognition of all Conference Sponsors through signage (includes band of logos) at:
  - Registration Area
  - Opening General Session (tentatively planned)
  - Networking Reception
  - Closing General Session
- *Silver Level* Sponsor recognition signage in connection with proprietary component

## Guaranteed Visibility – Verbal Recognition

- Shared recognition of Conference Sponsors at Opening and Closing Sessions
- Silver Level Sponsor recognition at sponsored event/program/component (at appropriate time)

## Guaranteed Visibility – Publications and Collateral

- Band of Event Sponsor logos in final program
- Silver Level sponsor identification in materials in connection with sponsored component

## Guaranteed High Visibility – NAEYC Website

- Logo and hyperlink on the following pages during the event timeframe:

- NAEYC Annual Conference Home Page
- Sponsored event/program/component page(s) – if applicable

### **Display/Sampling**

- Opportunity to distribute premiums at sponsored event

### **Networking and Hospitality**

- Two registrations for NAEYC Annual Conference
- One invitation to VIP/invitation-only event

Please join us as a **Silver** level sponsor at the 2011 NAEYC Annual Conference and support and reach thousands of early childhood professionals around the world! For more information, please contact: **Kathleen Donato** at 800-424-2460, ext. 8824, or e-mail [kdonato@naeyc.org](mailto:kdonato@naeyc.org) .