2021 NAEYC Annual Conference

November 6-9, 2021

Presented as a virtual event

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National Association for the
Education of Young Children

naeyc®
annual conference
November 6–9

Welcome!

The 2021 NAEYC Annual Conference will take place virtually November 7-9, kicking off with a Preview Day and Expo launch on Saturday, November 6. More than 4,000 early childhood educators, administrators, advocates and higher education faculty joined us for last year's virtual event. Building upon what we learned from last year's conference, and the recent successes of the virtual Public Policy Forum and DAP Symposium, we anticipate an even greater attendance for November.

The Preview Day is the perfect opportunity for attendees to familiarize themselves with the platform, create their profile, and visit the Exhibitor Profile Pages.This is also an opportunity for exhibit representatives to create their profiles and begin networking with attendees.

We listened to our 2020 exhibitor feedback and took action! Our new event platform includes these innovative and improved features:

- Preview Day and Dedicated-Conference Time for the Expo Launch
- Ability for the exhibitor to brand their profile page and to upload assets
- Instant access to profile page's lead information and analytics
- AI matchmaking based on topics selected by exhibitors and attendees
- "Booth hours" set by the exhibitor with appointment calendars for each representative
- NAEYC promotions driving Expo traffic

To maximize attendee traffic, we are limiting the number of exhibitors. Book today to ensure you don't miss this opportunity.

Looking back at the 2020 Virtual Annual Conference

- 3,933 paid registrants

- Three day live conference with 30 days on-demand access including exhibit booths

- 125+ sessions

- The majority of attendees were teachers, teacher assistants, directors, administrators, faculty, trainers, coaches and consultants

- Attendees worked in child care programs, universities or colleges, public and private schools, NAEYC affiliates, and training resource and referral centers

- There was an even distribution of field experience including new professionals with 1-5 years; those with 6-15 years; and lifers with 15-25 years or more.

Experience
Annual Conference
in a Whole New Way!

A 100% Virtual Event

Exhibitor Opportunities

Virtual Exhibitor Packages

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Benefit Details	Premium $6,000	Enhanced $2,500	Standard $1,200
Exhibitor Listing			
Logo Tile Size	**Large**	**Medium**	**Small**
Page Ranking	**Upper**	**Middle**	**Lower**
Priority Points	**5**	**4**	**3**
Profile Page			
Company Logo and Name	X	X	X
Website, Introduction and Description	X	X	X
Attendee Actions	X	X	X
Rotating Banner	X	X	X
Conference Registration for Exhibit Representative	**10**	**6**	**2**
Downloadable PDFs or Graphics with URLs	X	X	X
Social Media Links	X	X	X

Virtual Exhibitor Packages

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Benefit Details	Premium	Enhanced	Standard
AI Matching with Tags	X	X	X
Schedule a Meeting (Attendee to Exhibitor)	X	X	X
Instant Access to Page Leads and Analytics	X	X	X
Attendee Polling	X	X	X
Gamification	X	X	X
Listing on NAEYC Conference Website	X	X	X
Listing in Digital Program	X	X	X
Advertisement in Digital Program	½ page	¼ page	NA
Preview Day (November 6)	X	X	X
Product Demo at Preview Day	Yes!	NA	NA
Rotating Footer Banner Ad on Event Platform	Yes!	NA	NA

Networking & Lead Gen

Promotion

Virtual Exhibitor Packages

Enhancements

Additional Gamification Feature $1,000

Banner Ad on NAEYC Conference Email

                    Header $700

                    Section 1 $400

                    Section 2 $250

EXHIBITOR DIRECTORY and TRAFFIC DRIVERS

EXHIBITOR DIRECTORY

Logo Tile Size/Page Ranking
The exhibitor tiles are organized based on tier and alphabetical order. Taglines are not recommended as they are difficult to read due to the standard tile sizes. Only one corporate or brand logo is permitted per Exhibitor Profile Page.

NAEYC APPRECIATES YOUR SUPPORT!

Priority Points For 2022 Conferences
Exhibiting companies will receive the number of priority points indicated in their selected exhibitor package. Points are applied to the booking priority for the NAEYC 2022 conference exhibits (Professional Learning Institute and Annual Conference.)

NAEYC Traffic Drivers
We promote your Exhibitor Profile Page and conference participation at every turn. Exhibitor listings are included on the NAEYC conference web page, in the digital event program, and at least once in our promotional emails to registrants. The conference schedule includes reminders to visit the Expo when conference sessions are not happening. Exhibitor pages are included in the platform gamification where attendees receive points for visiting.

Your experience is important to us. NAEYC hosts the Expo at our virtual and in-person conferences for our attendees to experience new and proven industry resources, tools and services that support inclusive, accessible and high-quality early learning experiences.

EXHIBITOR PROFILE PAGE

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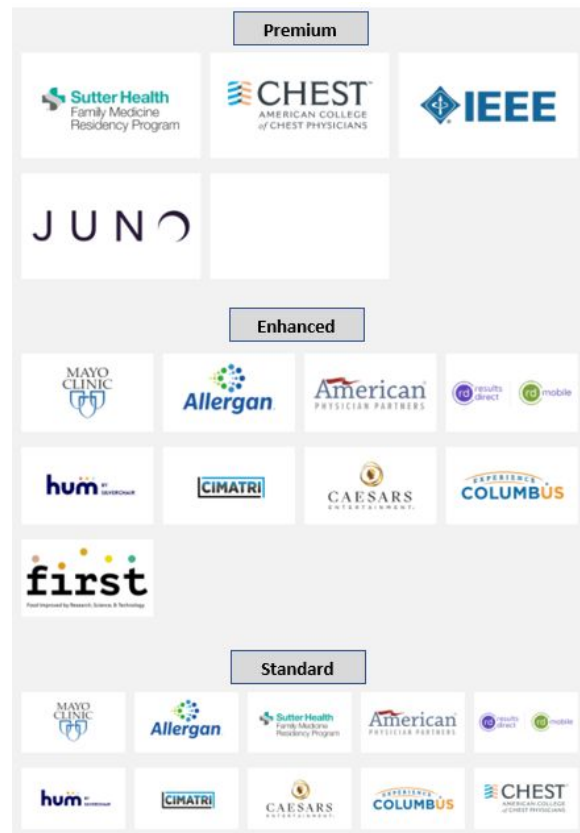
EXHIBITOR PROFILE PAGE

Exhibitors will have the ability to upload company information and create their unique Exhibitor Profile Page.

1 **Company Logo and Name**

2 **Banner Rotator (graphics or videos)**

3 **Company Introduction and Description**

4 **Sponsored Session**
This feature only applies to exhibitors who are also event sponsors with a featured or sponsored session included in their sponsorship package.

5 **Complimentary Exhibitor Representative Conference Registrations**
The number of registrations is based on the selected exhibitor package. Registered booth representatives will have a chance to build out their profile and interact with attendees on Preview Day (11/6). Registrations provide full access to the conference.

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EXHIBITOR PROFILE PAGE

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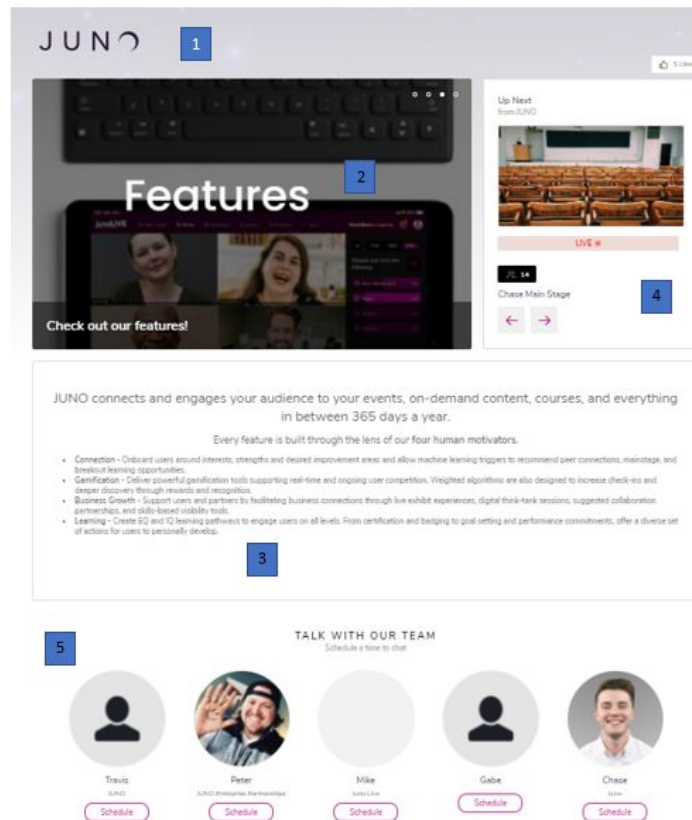
EXHIBITOR PROFILE PAGE

6 **Content Assets (Downloadable PDF or Graphic with URL)**

7 **Attendee Polling**
Exhibitors will have the unique opportunity to get feedback from attendees on a product or service through multiple choice, select many, fill in the blank, and order ranking or rating. Questions can be changed each day of the conference.

8 **Company Website, Social Media, Main Phone and Address**

NETWORKING AND LEAD GENERATION

NETWORKING and LEAD GENERATION

Rotating Banner Ad (Premium Package)
Premium exhibitor ad included in a rotating footer banner on the event platform schedule page.

Advertisement in the Digital Program Book (Premium and Enhanced Packages)
Premium exhibitors receive a half page ad, and enhanced exhibitors a quarter page ad. Digital program will be released prior to the event and posted on the NAEYC website through November.

AI Matching with Tags
Select tags from a predetermined list that are related to your company's products and services. The platform suggests sessions and Exhibitor Profile Pages to attendees based on those tags.

Schedule a Meeting
A button is displayed which allows the attendee to contact a representative, view calendar availability/at-conference hours, and schedule a meeting.

Direct Access to Lead Information and Analytics
An exhibitor views lead information and analytics in real time on their page's dashboard. Note that attendees can choose to hide their contact information. Those attendees will show up as anonymous in analytics reports.

Flexible Design Profile Page
Choose which features you want to activate for attendee interaction with your profile page such as setting a meeting with company representatives and downloading marketing materials. Design options during your page build include graphics, videos and a background design file.

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Looking Ahead!

Exhibitor Application Due Now

Exhibitor Rep. Registration in September

Introductory Materials in September

Build Your Exhibitor Profile Page October 4-15

Preview Day and Expo Launch on November 6

Thank You!

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