

# 2026 NAEYC Annual Conference

## Exhibitor Prospectus

The NAEYC Annual Conference is one of the largest early childhood education conferences in the world, bringing together thousands of early learning decision-makers. **This year's conference marks a historic centennial milestone for the organization, making it a truly standout year to participate and celebrate with the ECE community!**

### Who attends the Annual Conference?

- Infant through pre-K teachers
- ECE center directors and administrators
- K-3rd grade teachers, administrators, and staff
- Private and public schools, centers, and educational organizations
- Family child care providers
- Curriculum specialists
- Higher education faculty and students
- Advocates and researchers
- Consultants

### Participant Job Title

(2025 Annual Conference)

24%	Program Director/Administrator/Principal
17%	Lead Teacher/Assistant Teacher at a Child Care Center
14%	ECE Professor/Faculty/Administrator
12%	Coach/Trainer/PD Specialist
9%	Teacher/Assistant Teacher/Paraprofessional (PreK-12 school)
4%	Business Manager/Executive
2%	Government Agency
2%	Resource and Referral Specialist
2%	ECE Advocate/Policy Specialist
2%	Educator/Owner in a Family Child Care Program
1%	Student
11%	Other

Notable statistics from the 2025 post-event attendee survey:

69%

make or influence purchasing decisions

90%

were satisfied with the range of exhibitors

86%

were satisfied with the opportunity to network in the Expo

48%

were first-time participants

"The show provided meaningful opportunities to connect directly with educators, share our newest products and learning initiatives, and gather real-time feedback from a large, engaged audience. The steady booth traffic and hands-on interactions made it a highly productive event for both brand awareness and educator partnerships."

# 2026 Exhibit Information

Expo: Saturday, December 5 - Monday, December 7  
Washington, DC | Walter E. Washington Convention Center



## Exhibit Booth Space Fees

	Before June 15	After June 15
10' x 10' Inline	\$21/sq. ft.	\$22/sq. ft.
10' x 10' Corner	\$24/sq. ft.	\$25/sq. ft.
Island Booth	\$25/sq. ft.	\$26/sq. ft.

## Expo Dates & Hours\*

### December 5, 2026

- 3:30 pm - 5:30 pm (Grand Opening)

### December 6, 2026

- 10:00 am - 6:00 pm

### December 7, 2026

- 9:00 am - 2:00 pm

*\*Dates and times are subject to change.*

*Note: Exhibitors must be set and ready an hour prior to the opening of the show.*

## Exhibitor Benefits

- 8' back drape and 3' side drape
- Company identification sign
- Four (4) full conference registrations
- Company name, booth number, product category, and URL listing in the printed and digital versions of the event program
- **Table, chairs, and carpeting are NOT included; exhibitors are responsible for purchase**

## Expo Features & Traffic Builders

- Expo Grand Opening
- Dedicated Expo hours
- NAEYC-hosted traffic drivers
- NAEYC Homeroom with giveaways and activities
- Promotion for attendees to spend their time in the Expo during lunch

2026 Annual Conference  
Exhibit Application

2026 Annual Conference  
Live Floorplan

2025 Annual Conference  
Exhibitor Report

**Booths are being assigned on a first-come, first-served basis.  
Reach out to our team to reserve your booth today!**

For more information on exhibit opportunities, please contact:



**Susan Waters**  
Business Development  
[susan\\_waters@AFassanoCo.com](mailto:susan_waters@AFassanoCo.com)  
Companies (A-L)  
(856) 344-3615



**Merle Zappan**  
Business Development  
[merle\\_zappan@AFassanoCo.com](mailto:merle_zappan@AFassanoCo.com)  
Companies (M-Z)  
(856) 302-0884