

Exhibitor Prospectus

2018 NAEYC
Professional Learning Institute
June 10-13 | Austin, Texas



Reserve Your Exhibit and Advertising Space Today

Exhibits and Sessions
Sunday, June 10 – Tuesday, June 12

J.W. Marriott, Griffin Hall (Level 2)
110 East 2nd Street
Austin, TX 78701

Exhibit Sales Adam Gawason at (856) 302-0894 or adam@AFassanoCo.com

Advertising Dylan Meyer at (202) 350-8832 or dmeyer@NAEYC.org

Exhibit Logistics Debi Maines at (856) 302-0895 or debi@AFassanoCo.com

Floor Manager Kathleen Lawrence at (856) 302-0893 or kathleen_lawrence@AFassanoCo.com



About NAEYC

The National Association for the Education of Young Children (NAEYC) is a professional membership organization that works to promote high-quality early learning for all young children, birth through age 8, by connecting early childhood practice, policy, and research. We advance a diverse, dynamic early childhood profession and support all who care for, educate, and work on behalf of young children.

The association comprises nearly 60,000 individual members of the early childhood community and more than 50 Affiliates, all committed to delivering on the promise of high-quality early learning. Together, we work to achieve a collective vision: that all young children thrive and learn in a society dedicated to ensuring they reach their full potential.

About Professional Learning Institute

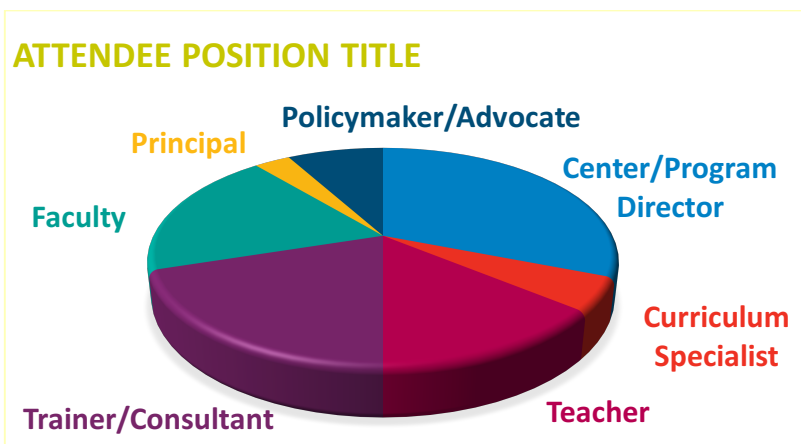
NAEYC's Professional Learning Institute is designed for all early childhood professionals, including leaders who prepare, mentor, and support early childhood professionals, as well as program administrators, teacher educators, trainers, teachers, preschool teachers, and researchers.

Who Attends?

- Teachers and staff
- Center directors, administrators and state leads
- College and university faculty
- Researchers, advocates and consultants
- Trainers and staff development coaches
- Anyone looking to learn more about developmentally appropriate practice

2017 attendance in San Francisco, CA: 2,078

Anticipated attendance for 2018 in Austin, TX: 2,100





2017 Institute Attendees

87% of surveyed attendees visited the Exhibit Hall

43% of surveyed attendees indicated they were attending the event for the first time

A majority indicated overall satisfaction with the exhibit hall, especially the opportunities to order or purchase materials and to network

90% of surveyed attendees indicated an overall satisfaction with the event

2017 Attendee Survey response rate of 30%

2017 Exhibitor Statistics

98 exhibit booths

70 exhibiting companies

76% of surveyed exhibitors indicated it was an EXCELLENT overall exhibiting experience

95% exhibit at the NAEYC Institute for the quality of the attendees

Exhibitor Booth Fees

8' (deep) x 10' (wide) booth	Inline	\$1,300
	Corner	\$1,500

- A 25% non-refundable deposit due at the time of booth selection
- Full payment due on or before March 16, 2018
- Exhibitors will remit the balance due by the specified date or will forfeit their space
- Non-U.S. exhibitors—fees must be paid in U.S. funds by wire transfer

Exhibit Hours (as of 2/1/18, subject to change)

Show Hours

Sunday, June 10	12:00 Noon – 4:00 pm
	5:00 – 7:00 pm (Networking Reception in the Exhibit Hall)
Monday, June 11	10:00 am – 5:00 pm
Tuesday, June 12	10:00 am – 3:00 pm



Installation

Saturday, June 9	Noon – 5:00 pm
Sunday, June 10	8:00 am – 11:00 am

Dismantle

Tuesday, June 12	3:00 pm – 6:00 pm
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- Exhibitors must have their space set one hour prior to the posted opening of the show.
- Exhibitors are asked not to dismantle their space prior to the posted time.

Exhibitor Badges

- Two (2) complimentary Institute badges per 8x10 space for off-hours access to the exhibit hall and to attend the Sunday through Wednesday sessions
- Exhibitor receive an email from CompuSystems with exhibitor portal user log-in information to register your complimentary Institute badges
- Additional badges for booth staff are available for discounted purchase through the exhibitor portal; badges for Institute attendees are found at www.naeyc.org/institute
- Complimentary registration through the exhibitor portal closes on May 21, 2018

Standard Booth Equipment

The 8' (deep) x 10' (wide) exhibit booth includes:

- 8' back drape and 3' side drape
- Company booth identification sign
- (2) Institute registrations

Your exhibit booth would also include the following complimentary marketing benefits:

- Company name, description and URL listing in the print and digital event program (circulation: 2,100) *
- Company name, description and URL listing in the Institute App
- Company name and booth number listed on the exhibit hall guide *
- Opportunity to participate in the Happiest Hour prize giveaway on Monday, June 11 *

* Applies to booths reserved prior to May 11, 2018



Official NAEYC Vendors for the Professional Learning Institute

Use the official vendor list when placing service orders. Only vendors that are listed by NAEYC are authorized to represent and provide services for this event.

AFCO/THG (A. Fassano & Co. and The Hilpl Group)	Exhibit sales , Exhibit logistics
CMR – Convention Management Resources	Housing
CompuSystems	Attendee List Rental, Lead Retrieval, Registration
NAEYC	Sponsorship , Advertising

Important Dates

March 16	Final payment due and cancellation deadline
March 8	Exhibitor Service Kit available
May 11	Deadline for exhibitor listing in the event program and exhibit hall guide
May 21	Complimentary registration through the exhibitor portal closes
May 29	Deadline for exhibitor listing in the mobile app