



California Child Development Administrators Association

A Statewide Association of Administrators of Publicly-Funded Child Care & Development Programs

CCDAA 69th Annual Conference, Newport Beach, February 27 - 28, 2012

Dear Child Care Business Professionals,

You are invited to gain the competitive advantage and increase sales by planning now to exhibit and sponsor at the California Child Development Administrators (CCDAA) Annual Conference, for Management and Administrators of California's publicly funded programs. **Meet all of the decision makers in one place!**

Join us at California's only training for child care administrators of ALL program types sponsored by CCDAA **February 27 – 28, 2012** at the Newport Beach Marriot Hotel in Newport Beach held in partnership with the State Department of Education Child Development Division.

CCDAA is a professional organization that provides and develops **leadership that supports publicly funded early care and education programs** for children from birth to 13 and their families. Attendance at last year's Conference was over 400 participants.

As an exhibitor, you can showcase new products, launch promotions, and meet with upper level management and decision makers. Exhibitors and sponsors have the rare chance to showcase their products and services in front of the decision makers. After viewing new products and services firsthand, many participants purchase on-site so they can start using them immediately!

Sponsors are recognized prominently before, during, and after the meeting. The opportunities listed on the following pages are designed to fit a variety of budgets. Companies participating in the sponsorship program will be reaching the child development industry's most involved and influential practitioners. Select one or more sponsorship opportunities to increase the value of your exposure by attaining the benefits available under each level.

Exhibit space is offered at discounted rates to CCDAA members, and will be assigned on a first come, first served basis. Let our staff know if we can assist you in sponsorship, or exhibit choices. **We look forward to you and your company joining us in Newport Beach.**

Best wishes,

A handwritten signature in cursive script that reads "Debbie Eison".

Debbie Eison
CCDAA Executive Board President

A handwritten signature in cursive script that reads "Nina Buthee".

Nina Buthee
CCDAA Executive Director



Tentative Schedule of Events & Additional Exhibitor Information

CCDAA 69th Annual Conference, Newport Beach, February 27 – 28, 2012

Tentative Schedule of Events

Monday, February 27, 2012

Set-Up: 8:30am – 9:00am
Exhibits Open: 9:00am – 5:00pm

Tuesday, February 28, 2012

Exhibits Open: 8:00am – 5:00pm
Break Down: 5:00pm – 7:00pm

Additional Exhibitor Information

Hotel: The Newport Beach Marriot is the host hotel for the CCDAA Annual Conference 2012. Discounted room rates are available for **\$149/night** for single or double occupancy. The CCDAA room block is limited and available until rooms are sold out or until **February 27, 2012**. Please refer to the CCDAA discounted rate when calling 1-949-640-4000.

Parking: The Newport Beach Marriot offers secure parking for overnight guests at a rate of \$28 for valet and \$21 for self-parking.

Exhibit Space: Exhibit Space will include a 6' skirted table and two chairs. The exhibit space is a table-top display. Tables will be assigned on a first come, first serve basis.

Important Dates: Exhibit contact is due **February 1, 2012**, late pricing is in effect after this date. Space is booked on a first-come, first-served basis until sold out.

Payment Enclosed: This application must be submitted with your exhibit and/or sponsorship fee. *Please make checks payable to CCDAA, 1107 2nd Street, Suite 320, Sacramento, CA 95814.*

Refund Policy: No refunds will be made for cancellations. Please plan carefully. No refunds will be made if space is not used, nor will any refund be made on space used only for a part or portion of the exhibit period.

Security & Insurance: CCDAA cannot guarantee against loss or damage of any kind. The exhibitor understands that neither the California Child Development Administrators Association nor the Newport Beach Marriot Hotel maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.



2012 Sponsorship Opportunities

VOICES FOR CHILDREN RECEPTION SPONSOR – Call Office for Details

The Voices for Children Reception is a fundraiser for CCDAA's Advocacy Initiatives. This reception is one of the best attended social events of the entire conference. As a Voices for Children Reception sponsor, your company will also receive the benefits of the Gold Partner level.

FRANCES WALKER MEMORIAL BRUNCH - \$3,000

The Frances Walker Memorial Brunch features the CCDAA President delivering the State-of-the-Association address. This brunch is one of the most attended CCDAA business meetings of the year. As the Frances Walker Memorial Brunch sponsor, your company will also receive the benefits of the Gold Partner level.

KEYNOTE SPONSOR - \$2,500

As the sponsor of the keynote speaker you will reach the largest audience of any event during the conference. Your company will receive a 10 minute spotlight at the podium. As Keynote sponsor, your company will also receive the benefits of the Gold Partner level.

TOTE BAGS SPONSOR - \$2,000

Every attendee receives a tote bag. The sponsor's logo appears along with the CCDAA logo on the bag. Sponsors are allowed to provide promotional material within the bag. Other sponsored logo items may be included in the bag. As Tote Bag sponsor, you will also receive the benefits of the Bronze Partner level.



PRESENTING SPONSOR - \$5,000

- Company Executive named as Honorary Event Co-Chair
- Speaking opportunity at the event opening ceremony
- Full-page ad in the event program
- Opportunity to have a complimentary exhibit table highlighting products/services
- Sponsor logo on CCDAA web site with link to sponsor web site
- ***In addition to all of the Bronze Partner Benefits***

GOLD PARTNER - \$2,500

- Half-page ad in the event program
- Opportunity to have a complimentary exhibit table highlighting products/services
- Sponsor logo on CCDAA web site with link to sponsor web site
- ***In addition to all of the Bronze Partner Benefits***

SILVER PARTNER - \$1,000

- Quarter-page ad in the event program
- Opportunity to have a complimentary exhibit table highlighting products/services
- Sponsor logo on CCDAA web site with link to sponsor web site
- ***In addition to all of the Bronze Partner Benefits***

BRONZE PARTNER - \$750

- Sponsor logo in event program and event signage
- Sponsor logo on CCDAA web site with link to sponsor web site
- Opportunity to have a complimentary exhibit table highlighting products/services
- Opportunity to provide a promotional item/actionable offer in attendee packets
- Sponsor may use CCDAA logo highlighting your sponsorship of event
- Sponsor name and thank you on the CCDAA website in the month following the event



CCDAA Exhibitor Contract

Yes! Sign me up to exhibit at CCDAA's 69th Annual Conference!

Full payment must accompany this form.

*One individual from your organization must be a member to receive the member exhibit price. List that person's name below.

Contact: _____

Company: _____

(For all signage/printed materials - list exactly as it should appear)

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

Name Tag 1: _____ Name Tag 2: _____

Exhibit Space

Includes: 6 ft. Draped Table, ID Sign, Two Exhibitor Badges.

Member Price: \$350

_____ (# of tables) x \$350 = \$ _____

Non-member Price: \$500

_____ (# of tables) x \$500 = \$ _____

After February 1, 2012, add the following late price:

Late Pricing: add \$100

_____ (# of tables) x \$100 = \$ _____

Advertising Opportunities

Please submit ads in a JPEG or TIFF format. E-mail ad to Meghan@ccdaa.org.

- Conference Program Directory Back Cover \$1500 \$ _____
- Conference Program Ad: B&W Full Page Ad (5.5" x 8.5") \$1000 \$ _____
- Conference Program Ad: B&W 1/2 Page Ad (5.5" x 4.25") \$500 \$ _____
- Conference Program Ad: B&W 1/4 Page Ad (2.75" x 4.25") \$300 \$ _____

Sponsorship information: See sponsorship options on Page 3.

- Presenting Sponsor \$5000 \$ _____
- Gold Partner \$2500 \$ _____
- Silver Partner \$1000 \$ _____
- Bronze Partner \$750 \$ _____

Exclusive Sponsorships: See sponsorship options on Page 3.

- Voices for Children Sponsor (Includes Gold Partner Benefits) Call for details \$ _____
- Francis Walker Memorial Brunch Sponsor (Includes Gold Partner Benefits) \$3000 \$ _____
- Keynote Sponsor (Includes Silver Partner Benefits) \$2500 \$ _____
- Tote Bag Sponsor (Includes Bronze Partner Benefits) \$2000 \$ _____

Total: Please total all lines above and list amount here:

GRAND TOTAL \$ _____

Payment:

Please complete and mail or fax with payment to: CCDAA, 1107 2nd Street, Suite 320, Sacramento, CA 95814. Fax: 916-443-5924. Full payment must BE RECEIVED with this form TO GUARANTEE space(s).

Check Credit Card Total Amount Included: _____

Credit Card #: _____ Expiration Date: _____ Visa MasterCard

Name of Cardholder: _____ Signature: _____

Date: _____

No refunds will be made for cancellations. Please plan carefully. No refunds will be made if space is not used, nor will any refund be made on space used for a part or portion of the exhibit period.

Exhibitor Representatives: **CCDAA shall have sole control over admission policies at all times. I HEARBY AGREE TO THE TERMS AND CONDITIONS OF THIS CONTRACT.**

Signature _____ Date: _____