



30th National Family Child Care Conference

July 15-18, 2020

Norfolk Waterside Marriott

Norfolk, Virginia

Sponsorship & Marketing Information

National Association for Family Child Care
1743 Alexander Street, Suite 201
Salt Lake City, Utah 84119
801-886-2322 ext. 4618
conference@nafcc.org



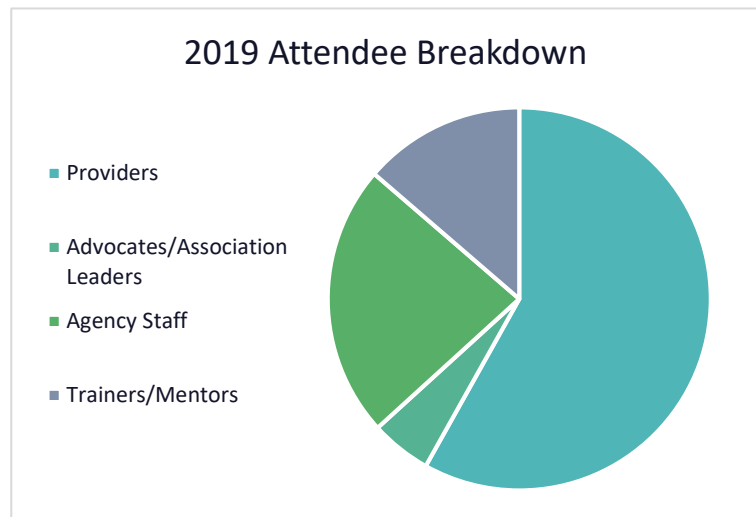
INTERESTED IN SHOWCASING AT THE LARGEST FAMILY CHILD CARE CONFERENCE IN THE UNITED STATES?

Please join us along with hundreds of family child care providers, advocates, trainers, mentors, and leaders at our 30th National Family Child Care Conference in Norfolk, Virginia from July 15th-18th. Each year, an average of 45 states are represented at the conference. NAFCC anticipates 700 to 800 participants at the 2020 conference.

Family child care providers are predominantly women and are small business owners with the purchasing power for their child care program. The providers who attend our conference

are focused on creating the ultimate child care environment, concentrating on safety and child development while in their homes. Attendees are looking for training and networking experiences, as well as new products and services to support their work and business practices.

In addition to providers, hundreds of mentors and advocates from local, state, and federal agencies who work with family child care providers also attend the national conference. These individuals influence thousands of family child care businesses when they return to their cities across the nation.



REACH OVER 16,000 INDIVIDUALS INVOLVED IN FAMILY CHILD CARE

- NAFCC is comprised of approximately 3,600 individual members within the family child care community and 14 state affiliate associations.
- Targeted marketing campaigns promote the conference to these members and to over 16,000 other non-member family child care professionals.
- Over 5,000 attendee prospects receive direct mailings of registration materials.
- Over 16,000 combined followers on social media receive regular conference updates along with registration information, exhibit hall promotion, and more.

SPONSORSHIP EXPANDS YOUR PRESENCE

Conference sponsorship provides the opportunity for you to expand your presence at the National Family Child Care Conference. You can choose from the standard sponsorship options on the following page, or you can work directly with NAFCC conference staff to create a unique sponsorship opportunity that meets your specific needs. Contact Mandi Schill (mschill@nafcc.org) to build your perfect sponsorship package.

CONFERENCE SPONSORSHIP OPTIONS

	GOLD \$10,000	SILVER \$6,000	BRONZE \$4,000	FRIEND \$1,000
Listed in conference program, on conference website, and at the podium	✓	✓	✓	✓
Program Advertisement	Cover/Full	Half Page	Quarter Page	Quarter Page
Bag Inserts	2	1	1	1
Complimentary Registrations	3	2	1	
Exhibit Space	20'x8'	10'x8'	10'x8'	
Conference Attendee List	Available 5 days before and one week after the conference. Includes all contact information	Available 1 week after the conference. Includes all contact information		
Logo and Link on all Conference Emails	✓			
Logo on Registration Brochure	✓			

*Interested in a custom sponsorship? Email us at conference@nafcc.org for more information.

2020 EXHIBIT HALL OPTIONS

Exhibit space will include one 8'x10' draped (8' back wall/3' side rails) booth with a 6' skirted table, two chairs, wastebasket, and an ID sign.

EXHIBIT HOURS:

Thursday, July 16, 2020

1:00pm – 6:00pm Exhibitor Set-Up

7:00pm – 9:00pm Grand Opening

Friday, July 17, 2020

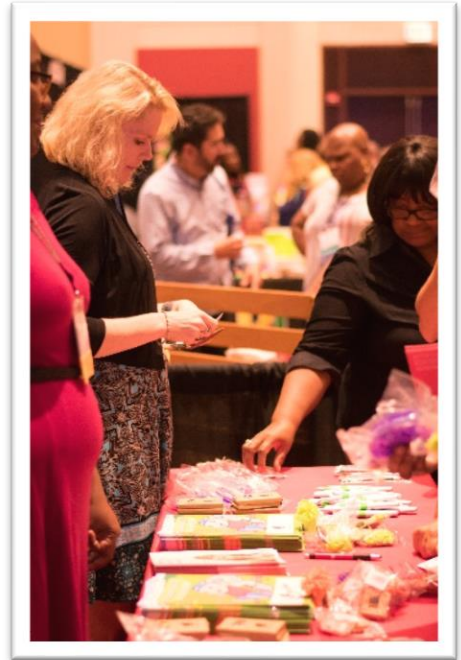
7:00am – 5:30pm Exhibit Hall Open

Saturday, July 18, 2020

7:00am – 12:00pm Exhibit Hall Open

12:30pm – 5:00pm Exhibitor Tear Down

(Please note exhibit hours are subject to change.)



EXHIBITING TERMS AND CONDITIONS

1. ALL EXHIBIT SPACE IS NON-REFUNDABLE.
2. Each exhibitor receives two complimentary exhibitor registrations. Non-profit exhibitors receive one complimentary exhibitor registration. Additional staff in the exhibit booth are required to be registered separately.
3. To guarantee exhibitor information in our program, exhibit space must be purchased by March 31, 2020.
4. Electricity, AV equipment, and internet are the financial responsibility of the exhibitor.
5. NAFCC does not guarantee any exhibitors non-compete rights.
6. As a courtesy to conference attendees, exhibitors should not dismantle, pack, or remove items before 12:00pm, Saturday, July 18.
7. The decorating company will provide information regarding material delivery to the conference site by March 31, 2020.
8. Each exhibitor is encouraged to donate a door prize to NAFCC's exhibit hall raffle.

EXHIBITOR FEES

Before March 31: 1 Booth \$600.00
 2 Booths \$900.00

After March 31: 1 Booth \$700.00
 2 Booths \$1000.00

Non-profit and government agencies qualify for the following discounted rates.

Before March 31: \$350.00 per booth
After March 31: \$400.00 per booth

Additional \$200.00 for each corner requested.

NAFCC EXHIBITOR POLICY STATEMENT

The National Family Child Care Conference encourages the exchange of diverse opinions and products. Not all of these opinions, ideas, and products reflect NAFCC's official positions. NAFCC assumes no responsibility for any statement of fact or opinion presented at the annual conference nor does acceptance of advertising, exhibits, or sponsors imply endorsements of any products or services by the association.

The exhibitor assumes the full responsibility and liability for losses, damages, and claims arising out of exhibitors' activities on the hotel premises and will indemnify, defend, and hold harmless NAFCC, and the hotel, its agents, servants, and employees from any and all such losses, damages, and claims.

PROGRAM ADVERTISING

The conference program is distributed to all participants. Attendees reference this publication as a resource during and after the conference, making it an excellent, cost-effective way to get your message to attendees.

Advertising in the program is charged according to the size of the advertisement. Print ready ads must be submitted to the national office no later than March 31, 2020.

Ad Sizes	Dimensions	Cost
Quarter Page	3 ¾" x 5"	\$225
Half Page	7 ½" x 5"	\$400
Full Page	7 ½" x 10"	\$750
Inside Front & Back Covers	Available to Gold Sponsors Only	
Back Cover	Available to Gold Sponsors Only	

BAG INSERTS

All registered attendees will receive a bag when they pick up their registration materials. Bag inserts are a key opportunity for attendees to be exposed to your organization at the outset of the conference. You can send your brochure, pamphlet, pens, notepads, or any other item, and it will be included in the official conference tote bag. Bag inserts must meet size requirements. Liquid samples must be sealed to prevent leaking or they cannot be included in the bags. Cost: \$200.00

CONFERENCE BAGS – In-kind donation

Conference bags are filled with information, resources, and advertisements and are given to each participant at registration. This sponsorship is a wonderful marketing opportunity that will give your company wide exposure at our event. Bag designs must be approved by NAFCC. 1 sponsorship available.