

# Excellence in Leadership

## Child Care Conference

October 21 – 23, 2010

Embassy Suites Hotel, Greensboro, NC

Don't Miss  
the Bus!



### **ARE YOU READY TO GO?!**

As you know, our conference is unique. We offer topics and presenters that will help Owners, Directors & Administrators. We bring ANSWERS for our attendees, including state agency leaders who are willing to do Question & Answer sessions and help us clarify rules and regulations. Our January 2010 Annual Meeting had a record 200 people attend, with over 250 registering in advance. Our conference mailings will go to **approximately 3500 centers!**

### **WHAT DOES THIS MEAN FOR VENDORS?**

- ① Our attendees are the **DECISION MAKERS** for their company!
- ② **Deb Cassidy** is speaking on Friday and providers ALWAYS want to hear her!
- ③ We're back at the **Embassy Suites!** It's so easy to park, load, unload, etc!
- ④ Friday's luncheon will again give you a **minute at the mic**, in front of all our attendees at once, to entice them to stop by your exhibit! Be creative. Wear something silly, make a joke, offer some crazy promotion....become MEMORABLE to our guests! When they come to the exhibitor showcase later that afternoon you'll want them to come looking for you!
- ⑤ We will continue with the Early Childhood Product Review (**ECPR**), which allows attendees to earn training credit after a certain number of exhibitors have shared new information or knowledge with them! It's your chance to tell them what they need to hear!

**We give you the opportunities...now YOU have to make them work!**

### **Sponsorships are the best way for your company to stand out from the crowd!**

Early birds get the best opportunities, the **longest website exposure** and the best placement in the exhibit hall! Send your form ASAP!

Sincerely,

*Linda L Piper*

Executive Director

*Vernon Mason, Jr.*

Conference Committee Chair



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representing NC's private licensed child care & education community

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## HIGHLIGHTS of the 2010 CONFERENCE SCHEDULE

### Thursday, October 21, 2010

5:00pm-8:00pm

Early Registration

7:30pm-9:30pm

**Child Care GPS: Where We Are and Where We're Going!**

Pre-Conference Desert & Orientation Session

*Casual opportunity to get the latest updates on industry "stuff" so attendees will know what questions to ask of the presenters over the next two days. All who register will receive a special gift! It will begin at 7:30, last an hour, and repeat at 8:30, so no matter what time they arrive at the hotel or finish with dinner, they can stop by!*

### Friday, October 22, 2010

8:00-9:00

Registration opens, with coffee

9:00-10:30

Breakouts 101, 102, 103, 104, 105

10:45-12:15

**Move That Bus! A Conversation with the "Bus Drivers"!**

*Let DCD and More at Four "bus drivers" tell us what "extreme makeovers" might be in our future! We have confirmed that Deb Cassidy from the Division of Child Development and John Pruette from the Office of Early Learning will be joining us.*

12:30-1:30

Luncheon and Open Mic Session **(with Vendor Introductions) Exhibit Set Up**

1:45-3:15

Breakouts 201, 202, 203, 204, 205 **Exhibit Set Up**

3:30-5:30

**Exhibitor Showcase Open** (w/ice cream @ 4:00; drawings 4:15, 4:45 & 5:15)

*If you will not be able to stay for Saturday's exhibit hours, please let us know so that we can make sure you have access to the room past 5:30 pm to take down your exhibit. Remember, many attendees will not arrive until Saturday and some may choose to skip the Friday Showcase since it's also open on Saturday!*

### Saturday, October 23, 2010

8:00-9:00

**Exhibitor Showcase** Registration, coffee, drawings at 8:15 and 8:45)

9:00-10:30

Breakouts 301, 302, 303, 304, 305 or **Exhibits (great 1 on 1 time)**

10:30-11:00

**Exhibitor Showcase LAST CALL!**

(with raffle drawings 10:40 & 10:50)

11:00-12:30

Breakouts 401, 402, 403, 404, 405 **Exhibit Take Down by 11:45**

12:45-3:00

**Excellence in Leadership Celebration Luncheon**

*Closing luncheon will conclude our conference by honoring Director of the Year finalists, the last round of raffle ticket winners, and our closing keynote by Dave Rendall, "The Freak Factory: Making Employees Better by Helping Them Get Worse!"*

#### **MOST IMPORTANT OPPORTUNITY (in our opinion!):**

Friday's Open Mic Session's focus will be YOU! **You have one minute to talk attendees into coming by your booth later!** The "Open Mic Session" is not for the purpose of selling attendees on all the features of your service or product....it's to sell the idea of stopping at your booth to see what you have!

Take this opportunity to do something OUTSIDE THE BOX! Have fun - incorporate our Bus/Transportation theme! **Wear something** that will make you stand out in their mind. **Bring something** for them to see so they want to find your booth to look more closely. **Offer a free gift**....something as simple as a **pen** is great! We love freebies!! **Tell them** about a special discount they can take advantage of!

# ***MORE HIGHLIGHTS of the CONFERENCE SCHEDULE***

**ATTENDING MORE THAN JUST THE EXHIBITOR FUNCTIONS?** If you are a SPONSOR at one of the levels that includes complimentary conference registration you must complete a registration form. This will put you in the system and enable you to receive all conference attendee materials and meal functions. If you do not register, we will assume you are only coming for the exhibitor functions.

**EXHIBIT SPACE:** Each exhibit includes one six-foot (6') skirted table, two chairs, and a wastebasket. Platinum sponsors will enjoy an additional table, which is available for purchase for all other exhibitors. Water will be provided, in addition to any food functions that we'll have going on in the exhibit area. The NCLCCA raffle items will be in the exhibit hall, as well as extra items we will make available for purchase. Extra tables will be scattered as well, to allow attendees to rest.

**SCHEDULE:** One feature that worked out well last year is based on feedback we've had. We know some people need to talk to you confidentially or have financing questions. Some are your existing customers and would like more time with you. You also sometimes need to be able to talk without others listening. We'll give you a chance to schedule appointments from 9-10:30 on Saturday, while some attendees are in a breakout, because others may prefer to come and spend exclusive time with you, especially the ones who come for all the reasons BESIDES training hours. Additionally, those who had to work on Friday will be fresh on Saturday and may need more time with exhibitors.

**ELECTRICITY:** The hotel charges us \$10/day (plus sales tax and service charge of around 21%) for electricity. Platinum, Gold, Silver & Bronze sponsors AND Exhibitors who are members of NCLCCA will have complimentary electrical. If you need electricity and do not fall under one of the "complimentary" categories, you must contact Linda Piper directly to arrange for electricity ahead of time, and to arrange for payment of \$24 in whatever form is easiest for you.

**RAFFLE DONATIONS** allow us to offer GREAT raffle prizes to our attendees, and those raffle prizes have become a much-anticipated tradition with us. Please think about what you can offer, and remember, cash and gift cards are ALWAYS the right size!!!

**ECPR (Early Childhood Product Review):** As you may recall from the past, our ECPR activity is always well-received. This is an incentive for providers to talk with you, our vendors. Attendees turn in 5 cards in exchange for a raffle prize ticket or a training slip.

We will once again print ECPR cards for you. A bundle of ECPR cards will be given to you when you check in, but if you need more, stop by the registration desk or ask a committee member! As you have conversations with attendees, you may give out cards, but only when you feel you've shared product information, child development or business knowledge, or demonstrated a product or enhancement to an existing product. **We do not want you to pass out the cards without having those important conversations!**

**MEALS:** You are welcome to participate in any food function that takes place in the exhibit area. Platinum, Gold, Silver & Bronze Sponsorships include complimentary conference registration, which also means meals, but you must register (see first note above!). For Friday's lunch it is best if you arrange for lunch on your own. Everyone is on a different schedule for arriving, setting up exhibits, unpacking and participating in the Open Mic Session. The Embassy Suites has a sprawling lunch buffet and there are a number of restaurants nearby. Let us know if you need other suggestions.

**DRAWINGS FROM YOUR BOOTH:** You are more than welcome to accept registration at your booth for giveaways in addition to donating an item to our raffle! *We want you to do anything you can to make the show a success!*

**BREAKOUTS AND GENERAL SESSIONS:** Sponsors and Exhibitors who are also registered for the conference are encouraged to sit in on Breakouts and the Keynote Session. As an exhibitor (not a child care provider), please help us be mindful when there is limited space and allow attendees to take any remaining seats in the sessions that are full.

**QUESTIONS?** If you need anything, Linda Piper's cell phone number is 252-290-5717! You may also ask for assistance from anyone wearing a Board Member or Conference Committee ribbon, or anyone at our registration desk in the lobby.

**CONFERENCE EVALUATION:** Please be sure to give us your feedback on every aspect of this year's conference, now or at any point along the way. YOUR FEEDBACK is important to us!

***THANK YOU for your AWESOME support!***

# ***SPONSORSHIP PRICING***

## **PLATINUM SPONSORS \$2,000**

- Sponsorship of Platinum level event
- Double exhibit space, priority location
- Two (2) Full conference registrations
- Logo online in rotating home page box
- Recognition as Platinum sponsor
- **Full page ad** in conference program
- “Open Mic Session” during Friday lunch
- Opportunity for insert into registration bags (*must be received in NCLCCA office by 9/30/08*)
- List of conference attendees (*pre and post*)

**Platinum level Events** are exclusive sponsorships and may include Friday **“Move That Bus!”**, Friday luncheon, Saturday **Celebration Lunch** Tote bags, etc. See next page for details.

## **GOLD SPONSORS \$1,000**

- Sponsorship of Gold level event
- Single exhibit space, 2nd priority location
- Two (2) Full conference registrations
- Logo online in rotating home page box
- Recognition in program as Gold sponsor
- **½ page ad** in conference program
- “Open Mic Session” during Friday lunch
- Opportunity for insert into registration bags (*must be received in NCLCCA office by 10/10/10*)
- List of conference attendees (*pre and post*)

**Gold level Events** are exclusive sponsorships and may include Thursday night **“Child Care GPS”**, featured gift for attendees, Namebadge holders/lanyards, Director of the Year Award, Conference Notebooks, etc. See next page for details.

## **SILVER SPONSORS \$750**

- Sponsorship of Silver level event
- Single exhibit space
- One (1) Full conference registration
- Logo online in rotating home page box
- Recognition as a Silver sponsor
- **¼ page ad** in conference program
- “Open Mic Session” during Friday lunch
- Post-event list of conference attendees

**Silver Level Events** include events such as Early Registration, ice cream or coffee breaks, Excellence in Leadership Award, etc. and may be shared. See next page for details.

## **BRONZE SPONSORS \$500**

- One exhibit space
- One (1) Full conference registration
- Recognition as a Bronze sponsor
- Name listing on rotating home page box
- **Business card sized ad** in conference program
- “Open Mic Session” during Friday lunch
- Post-event list of conference attendees

## **CONFERENCE EXHIBITOR**

**\$299 member      \$399 non-member**

- One exhibit space
- Recognition as Exhibitor in the conference program and online in rotating home page box
- “Open Mic Session” during Friday lunch
- Post-event list of conference attendees

## **ADD-ONS and EXTRAs (see registration form for pricing)**

- Conference Notebook Ads
- Discounted membership
- Extra tables
- Registration bag insert Opportunity
- Pre-event list of conference registrants

# DETAILS of SPONSORSHIP OPPORTUNITIES

Vendors tell us all the time, "Nobody tries as hard as you do to make it work for us, the vendors."  
We really do value the partnerships between our providers, NCLCCA as an association, and YOU!

**Platinum level Events** are exclusive sponsorships, therefore you will be the ONLY sponsor for the event you select. If you do not specify an event, one will be chosen for you. The company name will be promoted in all conference material for which we know far enough ahead to include it in production and printing!

**Friday "Move That Bus!" sponsor** will be given an opportunity to speak to the group for 3-5 minutes at the beginning of the session. The company name will be promoted in all conference material for which we know far enough ahead to include it in production and printing! A sign will be displayed at the front of the room. Promotional materials or samples may be distributed.

**Friday Luncheon sponsor** will be invited to make a 3-5 minute presentation to guests at the beginning of the luncheon. Promotional materials or samples may be distributed.

**Saturday Celebration Luncheon sponsor** will be given an opportunity to speak for 3-5 minutes at the beginning of the luncheon, and will be featured in signs at the front of the room during the luncheon. You are also welcome to pass out information to attendees.

**Tote bag sponsor** will have their company name promoted on the outside of the tote bag! Typically the NCLCCA staff and committee members handle selection and ordering of the bags, but if you have something else in mind, let us know.

**Gold level Events** are exclusive sponsorships, therefore you will be the ONLY sponsor for the event you select. If you do not specify an event, one will be chosen for you. This sponsorship will be promoted as much as possible, based on publication and print deadlines.

**Thursday night "Child Care GPS"** will be invited to make a 3-5 minute presentation to guests at the beginning of the presentation. Details will be worked out later. Promotional materials or samples may also be distributed.

**Featured gift for attendee** We will offer a special gift to Thursday night attendees, and possibly to guests during Friday's Move That Bus! Session. We are considering a vinyl portfolio to hold a legal pad, as well as some other ideas and would welcome your suggestions!

**Namebadge holder or lanyard sponsor** will be promoted as much as possible, depending on which type of nametag option is selected. In some cases, the sponsorship may not be decided early enough to have a logo printed on a namebadge holder. The sponsor could choose to provide their own lanyards as long as the nametags we have are compatible. If the sponsor provides the namebadge holder, NCLCCA committee members reserve final approval, and the sponsorship cost may be reduced if no expense will be incurred on our end.

**Director of the Year Award sponsor** will be featured during the Saturday Celebration Luncheon and may contribute a special gift to the Finalists and/or the Award winner(s).

**Conference Notebook sponsor** has a featured full page ad, and also is treated to a feature on the front page, as determined by NCLCCA staff and committee members. We promote the conference notebook sponsor on a sign in the registration area.

**Silver Level Events** include events that may be shared. We will allow sponsors to select an event that has not been chosen, but when there are no more events without a sponsor, we will help you choose an appropriate event for two sponsors to share, and we will make sure that no sponsors from the same industry are selected to sponsor the same event.

**Thursday night Early Registration sponsor** may have a display table in the registration area on Thursday night while early birds are picking up their packets.

**Friday morning coffee** The sponsor for this will be promoted through signage on or near the serving table.

**Friday afternoon ice cream break** will be at 4:00 in the Exhibitor Showcase. This was a favorite event last year and gives attendees another reason to stay in the exhibit hall. When the announcement is made for ice cream, the sponsor will be mentioned.

**Saturday morning coffee** The sponsor for this will be promoted through signage on or near the serving table.

**Excellence in Leadership Award sponsor** will be featured during the Saturday Celebration Luncheon and may contribute a special gift to the Award winner.

**Other options** may be added as time moves on. Each year we come up with a new idea, and sometimes those are at the last minute. IF YOU HAVE AN IDEA YOU WOULD LIKE TO SPONSOR, PLEASE SHARE IT WITH US! It is our goal to make this show as successful for you as possible.

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# Registration Form

Name of Company/Organization: \_\_\_\_\_

ONSITE CONFERENCE Exhibit/Sponsor Contact Person: \_\_\_\_\_

Email address: \_\_\_\_\_ Title/Position: \_\_\_\_\_

Mailing Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Name of Company (as you wish for it to be shown in printed material) \_\_\_\_\_

Please give a description of the products or services offered by your company, to be used in printed material:

\_\_\_\_\_

\_\_\_\_\_

What will your raffle donation be? \_\_\_\_\_

Billing/Payment Contact Person (if different): \_\_\_\_\_ Title \_\_\_\_\_

Billing Contact Person's Mailing Address (if different) \_\_\_\_\_

Phone: \_\_\_\_\_ Email address: \_\_\_\_\_

For Platinum, Gold, or Silver sponsors, who is your complimentary conference attendee(s)? \_\_\_\_\_  
(Remember they still need to register for the conference and the Thursday night event is not included.)

### Exhibitor opportunities:

- Platinum sponsor \$2000\*
  - Gold sponsor \$1000\*
  - Silver sponsor \$750\*
  - Bronze sponsor \$500\*
  - Conference Exhibitor (Member rate) \$299
  - Conference Exhibitor (Non-Member rate) \$399
- \*Sponsorships only available to Members*

Electricity \$24 (non-members)

Join or Renew now! Associate member dues or one year membership extension  NCLCCA \$249 **\$224 (save \$25, or 10%)**

### Advertisement opportunities in the conference notebook

- Full page ad \$500  1/4 page ad \$200
- 1/2 page ad \$350  business card ad \$100

### Registration Bag Inserts: (included in Silver, Gold & Platinum Sponsorships):

- \$75 with exhibit
- \$125 without exhibit
- \$100 Pre-event list of conference registrants

### Add-Ons and Extras:

- Additional table \$300 (Non-member) \$200 (Member)

**Total Due: \$ \_\_\_\_\_ Please mail or fax completed form to NCLCCA, address below.**

Due to high contract costs, we will not issue refunds. If your plans change we will try to find an alternate method for you to be involved, or apply your payment to newsletter advertising or other meeting sponsorships.

Payment Method:  Check-made out to NCLCCA  Visa  Mastercard  American Express

Name as it appears on the card \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

3 or 4 digit security code \_\_\_\_\_ zip code for billing address \_\_\_\_\_

Signature \_\_\_\_\_

**Fax 888-420-9699** ✉ **Mail PO Box 7118, Wilson, NC 27895**

