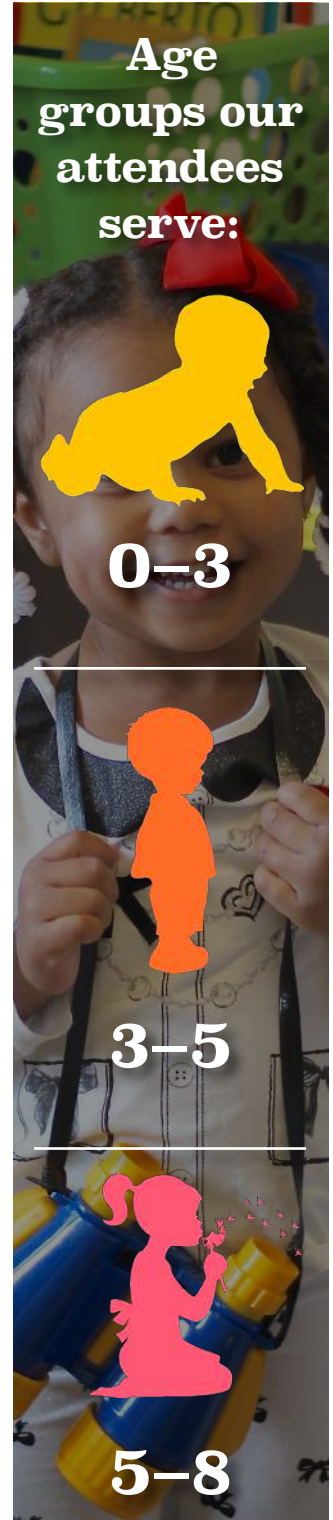


# The 33rd Annual International Conference on Young Children with Special Needs and Their Families

October 4–6, 2017 | Portland, Oregon | Oregon Convention Center



Age  
groups our  
attendees  
serve:

0–3

3–5

5–8

**On October 4-6, 2017,** the Division for Early Childhood will bring together a passionate group of **1,200** (est.) dedicated individuals who work with or on behalf of young children (0-8) with special needs and their families. Leading experts will gather from all over the world to unite with other participants and attendees who are intimately invested in early intervention, early childhood special education, and related disciplines.

1

## EXHIBIT

Reach your customers in person. Nothing seals a deal like a handshake.

2

## SPONSOR

Show your support to a community that will support you in return.

3

## ADVERTISE

Get the word out. Our participants need to know about you.

## Benefits of Sponsoring and Exhibiting

Exposure

Networking

High  
TrafficBrand  
AwarenessImmediate  
Sales

## Who attends the DEC Conference?

TOP 3 ATTENDEES BY POSITION

**EI/ECSE Practitioner (20%)**

**Higher Ed Faculty (17%)**

**Researcher (12%)**

## WHO'S SPONSORED AND EXHIBITED AT THE DEC CONFERENCE?

Sponsors and exhibitors at the Division for Early Childhood Annual International Conference on Young Children with Special Needs and Their Families include publishers; manufacturers of toys, equipment, and jewelry; developers and providers of training materials, hardware, and software; app developers; producers and suppliers of educational products, services, and materials; leading universities in special education and child development; and nonprofit organizations that promote early childhood development.

ACE Autism Curriculum Encyclopedia  
Anita Zucker Center for Excellence in  
Early Childhood Studies, University  
of Florida  
ArcBest Corporation  
Bagwell College of Education at  
Kennesaw State University  
Behavior Analyst Certification Board  
Bethune-Cookman University  
Bia-Maranatha  
Brookes Publishing Co.  
California Baptist University  
Cherokee County School District  
Child's Play  
Council for Children with Behavioral  
Disorders  
Council for Exceptional Children  
Department of Education, The  
University of Kansas

Developmental Duffie  
Developmental Wheels  
Different Roads to Learning  
Division on Autism & Developmental  
Disabilities  
Early On Foundation  
Elmhurst College School for  
Professional Studies  
Georgia Council of Developmental  
Disabilities  
Georgia Department of Public Health  
Get Set For School/Handwriting Without  
Tears  
Laurent Clerc National Deaf Education  
Center, Gallaudet University  
Marcus Autism Center  
Military Family Learning Network Family  
Development Early Intervention  
Team at the University of Illinois

My IGDIs  
National Responsible Fatherhood  
Clearinghouse (NRFHC)  
Oxford University Press  
Parents as Teachers  
Prentke Romich Company  
Specs4Us  
St. Joseph's College, New York  
The Hanen Centre  
The Haring Center  
The New England Center for Children  
The TV Teacher  
The University of Washington  
UNC Charlotte  
University of Illinois at Urbana-  
Champaign University of Oregon  
Usborne Books & More  
WIDA  
[www.Neuro-Teach.com](http://www.Neuro-Teach.com)



# SHOW YOUR SUPPORT – BECOME A DEC SPONSOR

## Platinum Sponsor - \$5,000

(This package is valued at \$7,500)

- ▶ **Company Logo on all conference signage**
- ▶ **Company Logo on conference promotional materials**
- ▶ **Premium exhibit booth will full exhibitor benefits including two (2) booth staff**
- ▶ **Spotlight promotion at Opening Session**
- ▶ **Four (4) complimentary full conference registrations**
- ▶ **Single page flyer in the registration folder**
- ▶ **Company Logo on DEC homepage with hyperlink**
- ▶ **Company information on monthly DEC E-newsletter sent to 25,000 individuals**
- ▶ **Full-page conference program ad**

## Gold Sponsor - \$3,000

(This package is valued at \$5,000)

- ▶ **Company Logo on all conference signage**
- ▶ **Company Logo on conference promotional materials**
- ▶ **Premium exhibit booth will full exhibitor benefits including two (2) booth staff**
- ▶ **Two (2) complimentary full conference registrations**
- ▶ **Company Logo on DEC homepage with hyperlink**
- ▶ **Half-page conference program ad**

## Conference App Push Notification - \$1,000

In addition to its purchasable program booklet, DEC's free conference app gives attendees all the information they need at their fingertips. Pop up directly on an attendee's phone by sending a push notification through our app during the conference.

**\*Only 4 slots available total**

## Silver Sponsor - \$2,000

(This package is valued at \$3,500)

- ▶ **Company Logo on all conference signage**
- ▶ **Company Logo on conference promotional materials**
- ▶ **Premium exhibit booth will full exhibitor benefits including two (2) booth staff**
- ▶ **One (1) complimentary full conference registrations**
- ▶ **Company Logo on DEC homepage with hyperlink**
- ▶ **Quarter-page conference program ad**

## Awards Breakfast Sponsor - \$280

Attend this annual DEC event honoring individuals who are making a difference in the lives of young children and their families. Includes 10 tickets and a quarter-page ad in the program booklet.

## Lanyard Sponsor - \$1,500

Put your logo smack-dab on our attendees! Putting a logo on our lanyards means DEC participants are **wearing** your brand.

## Additional Marketing Opportunities

### PROGRAM BOOKLET ADS, FLYERS, AND PRODUCTS

- Catalog/product in the registration folder \$650
  - Single-page flyer in the registration folder \$300
  - Flyer at registration desk \$300
  - Full-page ad (5.5" X 8.5") - outside back cover \$600 in the program booklet
  - Full-page ad (5.5" X 8.5") - inside front cover \$550 in the program booklet
  - Full-page ad (5.5" X 8.5") - inside back cover \$500 in the program booklet
  - Full-page ad (5.5" X 8.5") - interior \$300 in the program booklet
  - Half-page ad (5.5" X 4.25") - interior \$225 in the program booklet
  - Quarter-page ad (2.75" X 4.25") - interior \$150 in the program booklet
- \* **All non-program booklet printing and other associated fees are the sponsor's responsibility**
- \* **Attendees must opt in to receive a program booklet**

# Reach new customers in person

## 10' X 10' EXHIBIT BOOTHS

### Early Bird - Pay by July 1

\$950  
PREMIUM

\$775  
STANDARD

### Standard - Pay after July 1

\$1,000  
PREMIUM

\$800  
STANDARD

Booth package includes back and sidewall pipe & drape, two side chairs, a 6' long X 30" high draped table, a waste basket, and an ID sign (7" X 44")

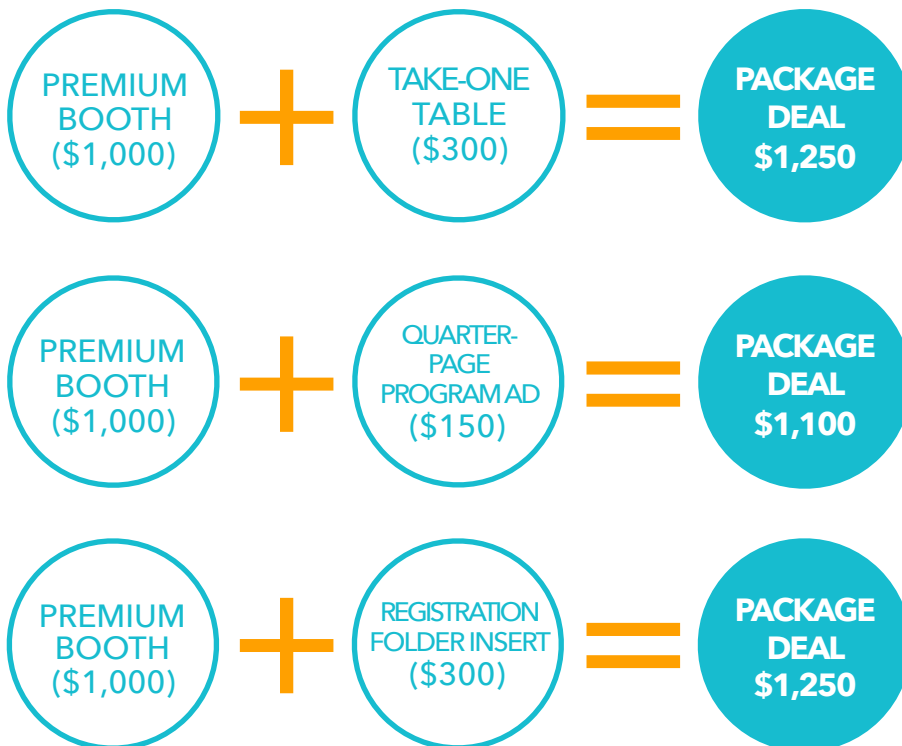
Two (2) exhibitor badges for booth staff per 10' X 10' space.

**Please note:**

Other items for your booth are available for rental through the conference decorator. Premium booths feature prime locations in our exhibit hall where more traffic is expected.

## MAKE IT A PACKAGE!

Save \$50 on your purchase by choosing one of the following package deals:



## Are you a local artisan?

Showcase your craft to DEC's attendees. Popular items include jewelry, scarves, hats, purses, baby items, toys, unique gifts, and artisan items for the home.



Dedicated Exhibit Hall hours bring attendees to you so you have time to meet your customers and make sales. Our Exhibit Hall hours are planned around events taking place directly in the Exhibit Hall to ensure traffic during peak times. Take a look at those events below!

## DEC EXHIBIT HALL HOURS

*(Subject to change)*

### Wednesday, October 4

Exhibitor Load-in	12:00 pm - 5:30 pm
Opening Reception/DEC Speakeasy	6:00 pm - 7:30 pm <i>(Appetizers, cash bar, 3-piece band)</i>

### Thursday, October 5

Exhibit Hall Open	7:30 am - 9:30 am <i>(Poster sessions and free coffee/tea station)</i>
Exhibit Hall Open	11:45 am - 1:45 pm <i>(Poster sessions and lunch concessions)</i>
DEMO NIGHT	5:15 pm - 7:15 pm <i>(Exhibitor Demonstrations, Marketplace Demonstrations, and cocktail hour)</i>

### Friday, October 6

Exhibit Hall Open	7:30 am - 9:30 am <i>(Poster sessions and free coffee/tea station)</i>
Exhibit Hall Open	11:45 am - 1:45 pm <i>(Poster sessions and lunch concessions)</i>
Exhibitor Load-out	2:00 pm

**DID YOU KNOW?** The positive impact of exhibiting at a trade show isn't confined just to the event, as 87% of attendees will pass along some of the information they obtained at the show and 64% will tell at least six other people about it. From a sales perspective, shows can also be highly cost-effective; it costs 22% less to contact a potential buyer at a show than through traditional field sales calls. (Center for Exhibition Industry Research)

# Exhibitor and Sponsor Rules & Regulations

**\*DEC has an online system for purchase of sponsorships and exhibit space.\*** For your convenience, below are the 2017 DEC Exhibitor and Sponsor Rules & Regulations. Upon submission of their applications for the conference, exhibitors and sponsors agree to abide by the following:

- 1. EXHIBIT/SPACE ASSIGNMENTS.** Booth and event sponsor requests will be given priority in order of receipt of applications and payment. The Division for Early Childhood (DEC) reserves the right to make final assignments. Within these rules, decisions regarding space are solely at the discretion of DEC.
- 2. PAYMENT POLICY.** Full payment for exhibit space or sponsorship must be received within 60 days of contract signature or by the exhibitor move-in period, 12 pm on October 4, 2017, whichever is earlier. DEC reserves the right to refuse the use of the space or sponsor benefit if payment is not made by the date indicated above. (See Clause 11.)
- 3. ATTENDEE LIST.** If I am entitled to the pre- or postconference attendee list, I understand that Division for Early Childhood (DEC) attendees are given the opportunity to opt out of having their contact information provided to DEC vendors and that these attendees will not be included in the lists provided.
- 4. LIABILITY.** Exhibitors and sponsors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the Oregon Convention Center, 777 NE Martin Luther King, Jr. Blvd, Portland, OR 97232 (Property) and agrees to indemnify and hold harmless, Division for Early Childhood (DEC), its parent affiliates, their heirs, executors, directors, and assigns, and the Property, its agent, servants, and employees, against any and all liability, losses, damages, and claims. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Property, its own-ers, and managers, which results from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify, and hold harmless Division for Early Childhood and Property, its owners, managers, officers or directors, agents, employees, subsidiaries, and affiliates from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupan-cy and use of the exhibition premises, the Property, or any part thereof.
- 5. INSURANCE.** Exhibitor shall obtain and maintain in force and effect, for the dates of the DEC event, a commercial general liability insurance policy with combined single limits for personal injury and property damage of \$1,000,000 per occurrence and \$2,000,000 in the aggregate and shall provide DEC with a certificate of insurance confirming such coverage and naming DEC and PROPERTY as an additional insured. Such certificate of insurance must be provided to DEC at least 45 days prior to the DEC event and may not be cancelled without at least 30 days prior written notice to DEC.
- 6. PROPERTY.** The Exhibitor is responsible for damage to Property property. No signs or other articles may be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner as to deface or damage them. Likewise, no attachments may be made to the floor by nails, screws, or any other device that would damage or mark it. Floor loading limits must not be exceeded.
- 7. SAFETY REGULATIONS.** The use or storage of flammable liquids, gases, or solids will not be permitted. Only a safety film can be used. Video presentations must be arranged so that aisles are not blocked. Exhibitor must adhere to all municipal and state laws, rules, and regulations. All combustible decorations and other materials must comply with fire department regulations.
- 8. USE OF SPACE.** The subletting of space is prohibited. The Exhibitor, as specified in these Rules & Regulations, will forfeit space not occupied by the close of the move-in period, 4:00 pm Wednesday, October 4, 2017. This space may be resold, reassigned, or used by the exhibit management. Exhibits shall be installed so that they will not in any way project beyond space allotted. They shall not obstruct the view of nor interfere with the exhibits of others. DEC shall have the right to prohibit the use of amplifying equipment or music, which in its sole discretion, it considers objectionable. DEC reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations. DEC reserves the right to exclude or require modification of any display or demonstration, which in its sole discretion it considers unsuitable or not in keeping of the character of the show.
- 9. EARLY DISMANTLING OF BOOTHS.** Exhibits are to remain set up until 2:00 pm Friday October 6, 2017, or the final time to be determined as the exhibitor move-out period. Early dismantling of booths may result in loss of Exhibitor privileges in future years.
- 10. AMENDMENT OF RULES.** Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the discretion of the Division for Early Childhood and the Property.
- 11. CANCELLATION/REFUNDS.** In the event the Exhibitor cancels its reservation for space on or before Wednesday, October 4, 2017, the Exhibitor will be refunded the rental fee less a nonrefundable deposit of 50% of the booth rental fee. Exhibitors who cancel after Wednesday, October 4, 2017, will forfeit the entire rental fee. No refunds will be made if space is not used or for space not used part of the time.
- 12. ENDORSEMENT OF PRODUCTS BY THE DIVISION FOR EARLY CHILDHOOD (DEC).** By agreeing to sponsor and/or exhibit at the DEC Conference, this does not in any way mean that the Division for Early Childhood or DEC supports and/or endorses your product, service, company, or organization. Any promotions that the Sponsor or Exhibitor may do before, during, or after the event shall not imply that a product, service, company, or organization is endorsed or supported in any way by the Division for Early Childhood (DEC).
- 13. PARTICIPATION.** Participation as an exhibitor and/or sponsor does not entitle the company or organization to influence the content planning of the DEC Conference.
- 14. SECURITY.** The Oregon Convention Center secures its own property when the between operating hours of the conference and DEC will exercise reasonable care for the protection of Exhibitor's material and displays by having the exhibit hall locked after hours. Beyond this, DEC, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) cannot accept responsibility for any damage to or for the loss or destruction of Exhibitor or for the property of an exhibitor either from fire, theft, or accidents or other causes.
- 15. FOOD & BEVERAGE.** If you plan on distributing food and/or beverage from your booth, you must receive prior approval from DEC and any additional fees that are levied by PROPERTY will be your sole responsibility. Please contact DEC prior to the event to determine the cost associated for your consumable give-aways.
- 16. OFFICIAL SERVICE CONTRACTOR.** To assure orderly and efficient installation, operation, and removal of the displays and to minimize confusion by the presence or solicitation of unknown or unqualified firms, DEC has selected DWA Tradeshow & Exhibition Services as our official logistics provider and decorator. DWA will provide an advance warehouse for materials to be sent. DWA will send all confirmed exhibitors a service kit contain-ing information regarding shipping of materials and information regard-ing furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, and computer rental.

Contact us: [conference@dec-sped.org](mailto:conference@dec-sped.org)

## SPONSORSHIP OPPORTUNITIES

- Platinum Sponsor**.....\$5,000
- Company logo on all conference signage
  - Company logo on conference promotional materials
  - Premium exhibit booth with full exhibitor benefits, including two (2) booth staff
  - Spotlight promotion at Opening Session
  - Four (4) complimentary full conference registrations
  - Single-page flyer in the registration folder
  - Company logo on DEC homepage with hyperlink
  - Company information on DEC E-newsletter sent monthly to 25,000 individuals
  - Full-page conference program ad
- Gold Sponsor**.....\$3,000
- Company logo on all conference signage
  - Company logo on conference promotional materials
  - Premium exhibit booth with full exhibitor benefits, including two (2) booth staff
  - Two (2) complimentary full conference registrations
  - Half-page conference program ad
  - Company logo on DEC homepage with hyperlink
- Silver Sponsor**.....\$2,000
- Company logo on all conference signage
  - Company logo on conference promotional materials
  - Premium exhibit booth with full exhibitor benefits, including two (2) booth staff
  - Quarter-page conference program ad
  - Company logo on DEC homepage with hyperlink
  - One (1) complimentary full conference registration

## ADVERTISING OPPORTUNITIES

- Conference Lanyard..... \$1,500
- Conference App Push Notification..... \$1,000
- Awards Breakfast Sponsor..... \$280

## ADDITIONAL MARKETING OPPORTUNITIES

- Catalog/product in the registration folder..... \$650
- Single-page flyer in the registration folder..... \$300
- Flyer at registration desk..... \$300

### In the Program Booklet

- Full-page ad (5.5" X 8.5") - outside back cover..... \$600
- Full-page ad (5.5" X 8.5") - inside front cover..... \$550
- Full-page ad (5.5" X 8.5") - inside back cover..... \$500
- Full-page ad (5.5" X 8.5") - interior..... \$300
- Half-page ad (5.5" X 4.25") - interior..... \$225
- Quarter-page ad (2.75" X 4.25") - interior..... \$150

## EXHIBITOR BOOTH OPPORTUNITIES

### Early Bird Pricing

- Premium, business..... \$950
- Standard, business..... \$775

### If paid after July 1, 2016

- Premium, business..... \$1,000
- Standard, business..... \$800

## MAKE IT A PACKAGE

- Premium booth + take-one table..... \$1,250
- Premium booth + quarter-page program ad..... \$1,100
- Premium booth + registration bag insert..... \$1,250

**TOTAL:**

\$ \_\_\_\_\_

Sponsorship, exhibitor, and advertiser packages are customizable. If you are interested in opportunities not listed, please contact [conference@dec-spед.org](mailto:conference@dec-spед.org)

Company name \_\_\_\_\_

Sponsor name for promotional purposes  
(if different from above) \_\_\_\_\_

E-mail \_\_\_\_\_

If applicable, name of contact person attending  
conference and email address (for exhibitors) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Postal code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company's website: \_\_\_\_\_

A brief description of your exhibit (required):  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**AGREEMENT:** Acceptance of this application by DEC renders it a binding contract and shall be considered a legal agreement between the vendor/ advertiser and DEC. Your signature indicates full acceptance of all terms, conditions, and rules as outlined in the "Conditions of Contract" provided on the DEC's website at [www.dec-spед.org/conference](http://www.dec-spед.org/conference)

Your signature \_\_\_\_\_

PAYMENT INFORMATION TOTAL: \$ \_\_\_\_\_

Invoice my agency. (Booth space will not be assigned until full payment is received.) PO# \_\_\_\_\_

Check enclosed: # \_\_\_\_\_

Charge my credit card.

Card Number: \_\_\_\_\_

Visa  Mastercard Exp Date: \_\_\_/\_\_\_ CVV: \_\_\_\_\_

Cardholder's billing address:  
\_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Postal code \_\_\_\_\_

Cardholder's name (please print):  
\_\_\_\_\_  
\_\_\_\_\_

Cardholder's signature: \_\_\_\_\_



# Division for Early Childhood

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of the Council for Exceptional Children