

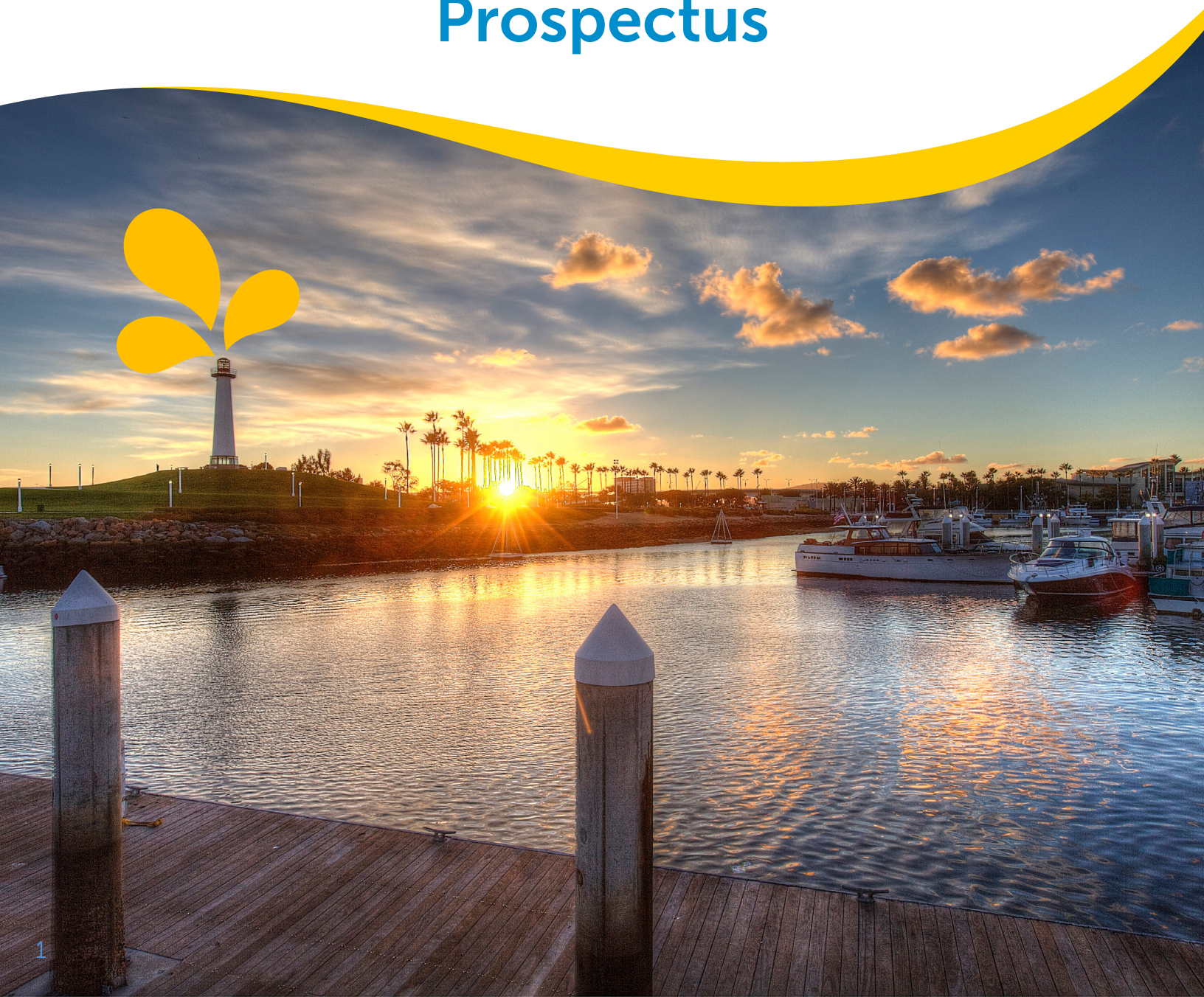


# ZERO TO THREE LEARN *Conference*

JUL 31–AUG 1, 2024  
LONG BEACH, CA

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Sponsor | Exhibitor  
**Prospectus**



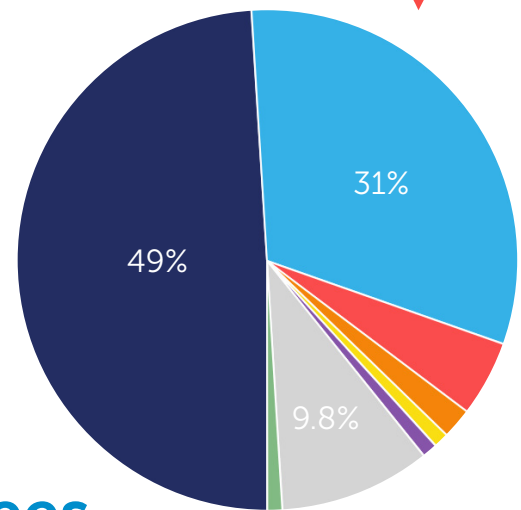
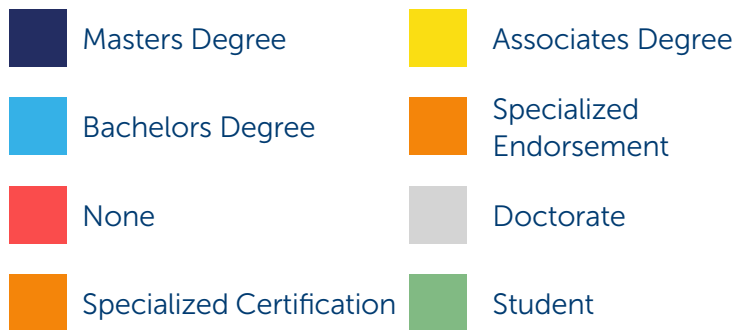
# Sponsor or Exhibit at the LEARN Conference in Long Beach!

This exciting two-day professional development event features dozens of presentations, Practice, Research and Policy-focused Plenaries, Posters and networking events.

Promote your organization's products and services to the anticipated **2,500 attendees** at the ZERO TO THREE Conference. Connect with early childhood professionals from all disciplines who are looking to learn, network and shop for solutions to help them support babies and families in their professional lives.

## Attendee Demographics

(Attendee education level)



## Exclusive Access to Attendees

(Exhibit Hall hours subject to change)

### Tuesday, July 30, 2024

- 10:00–4:00 p.m. **Exhibitor Load In**
- 4:00–5:00 p.m. **Exhibitor Management Walk-through**

### Wednesday, July 31, 2024

- 8:30–9:30 a.m. **Coffee available**
- 10:45–11:00 a.m. **Break**
- 12:00–1:30 p.m. **Exhibit, Poster Showcase and Lunch Concessions**
- 2:00–2:15 p.m. **Break**
- 3:15–3:30 p.m. **Break**
- 5:00–6:30 p.m. **Reception**

### Thursday, August 1, 2024

- 8:30–9:30 a.m. **Coffee available**
- 10:45–11:00 a.m. **Break**
- 12:00–1:30 p.m. **Exhibit, Poster Showcase and Lunch Concessions**
- 2:00–2:15 p.m. **Break**
- 3:15–3:30 p.m. **Break**
- 3:30 p.m. **Hall Closes/Exhibit Teardown**



# Sponsor Levels & Benefits

	<b>Champion</b> \$15,000	<b>Partner</b> \$10,000	<b>Advocate</b> \$5,000	<b>Exhibitor</b> \$3,000 commercial \$2,000 Non-profit/ Government
Welcome remarks (2 minutes) at a plenary session				
Company logo on event signage and online	Top-tier			
Inclusion in Exhibitor Passport			Add-On Available	Add-On Available
Back and sidewall pipe and drape, booth ID sign, on (1) 6' skirted table, two (2) chairs, and wastebasket. Carpet is optional and is available for rental.	10'x20'	10'x10'	10'x10'	10'x10'
Full complimentary registration(s)	2	1	1	1
Exhibitor-only badge(s)			1	1
Company logo on exhibitor passport			Add-On Available	Add-On Available
Social Media Promotion (see page 5)			Add-On Available	Add-On Available
Pre- and post-conference attendee lists for one-time use (including email addresses)*				
Raffle opportunity				
Mobile app listing				

\*Participant list is for one-time use pre- and one-time use post-conference. Participants are given the opportunity to opt-out of having their contact information provide to exhibitors and sponsors. These participants will not be included in lists provided pre- and post-conference.



# Additional Sponsorship Opportunities

## Registration & Lanyard Sponsorship | \$6,000

- Your logo/banner on Conference Registration Confirmation emails
- Your logo/banner in the Know Before You Go messages to conference participants
- Your organization name or logo on lanyards worn daily by the anticipated 2,500 attendees
- Sponsor Branding at On-Site Registration

## LEARN Conference Networking Sponsorships

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### Opening Day Reception Sponsor | \$10,000

- At the close of the Research Plenary, personally invite attendees during your 2 minute remarks and be recognized as the sponsor of the Opening Day Reception being held Wednesday, July 31 in the exhibit hall from 5:00-6:30 p.m., Day 1 of the Conference.

### Baby Talk Sponsor | \$3,000 (one day), \$5,000 (both days)

- There will be 6 hours (3 hours per day) of powerful content during the Baby Talk sessions. Sponsor one day or both days. With three 60 minute sessions daily, presentations will 15 be minutes each followed by 15 minutes of interactive discussion. Sponsor branding will be visible throughout.

### Daily Break Sponsor | \$2,500 (one day), \$4,000 (both days)

- Pick A Day! Wednesday or Thursday or both! Your logo will be included on meeting signage, the mobile app and branded napkins. Attendees will be present in the Exhibit Hall during Morning Coffee and three (3) breaks and lunch (on their own) available at concessions in the Exhibit Hall.

## Questions?

Contact Wendy Ashburn:

[wendya@windsortradeshows.com](mailto:wendya@windsortradeshows.com)

240-416-4227.



# Sponsorship Opportunities

## Additional Branding and Marketing Opportunities

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### Wi-Fi Sponsor | \$6,000

- Customize the Wi-Fi network name and password to your organization name or other branding significant to your organization.

### Mobile App | \$TBD

- Description to follow

### Power Sponsor | \$1,500

- Brand charging tables with your logo, tagline and QR code to share organization information. Placement options: Registration Area or the Exhibit Hall.

### “Take One” Table Item | \$1,250

- Ship your 1-page marketing piece to be displayed in a high-traffic area. Estimate 2,000 copies.

## Add-On Options

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### Social Media Feature | \$1,250 (Included with Champion and Partner level Sponsorship)

- ZERO TO THREE staff will record a short promotional video (30s maximum) interviewing your booth spokesperson on either the first or second day of the conference.
- Videos will appear as stories on Facebook (~113k followers) and Instagram (~21.1k followers), the same day as recording. The stories will include a link of your choice, and will be added to Instagram Highlights, which will appear at the top of the ZTT Instagram page.
- Sponsors will also appear in a “sneak peek” LinkedIn post (~62k followers) one day prior to the event. Sponsors will provide a one-sentence mission statement and link to website to be included in LinkedIn post. Please provide your LinkedIn page (if available) to be tagged in the post.

### Pre- and Post-Conference Attendee List | \$500

- The attendee list may be used once pre-conference and once post-conference. Participants are given the opportunity to opt-out of providing their contact information to sponsors. Participants who opt-out will not be included in Attendee Lists.
- Attendee list cannot be purchased alone.

### Exhibitor Passport Logo Sponsor | \$400

- Have your logo and booth number included on the Exhibitor Passport, which will encourage attendees to come to your booth in order to participate and win prizes. Included in Champion- and Partner-level sponsorships.

Contact Wendy Ashburn at:  
[wendya@windsortradeshows.com](mailto:wendya@windsortradeshows.com)  
or 240-416-4227 for information on Digital Signage, Headshot Lounge, Keycard Sponsorships, Cling Wraps (floor, column, window, elevator) or to customize any of the current sponsorship offerings.



# Previous Sponsors and Exhibitors

AACI	Childcare Aware of America	Healthy Steps, a program of ZERO TO THREE
Amee Cohen & Associates	ChildPlus Software	HighScope Educational Research Foundation
Anita Zucker Center for Excellence in Early Childhood Studies, University of Florida	Children's Bureau / NuParent	HiMama
Aprendamos Family of Services	Children's Services Council of Broward County	IDA Institute
Association of Prenatal Perinatal Psychology and Health	Child's Play, Inc.	Infant Massage USA
ATTACH	Community of Mindful Parenting	Institute for Healthcare Advancement
Babies Love Books	Community Playthings	Institute for Learning & Brain Sciences, University of Washington
Bama By Distance	Constructive Playthings	JAMaROO Kids
Bank Street Graduate School of Education	Cure SMA	Kaplan Early Learning Company
Barbara Stroud Training & Consultation	Discount School Supply	Kindermusik International
Barefoot Books	Division for Early Childhood	Kodo Kids
Branagh Group	EndCAN	Lakeshore Learning Materials
Bright Horizons	Everything Barefoot/Barefoot Books	Learning Connections
British American Household Staffing	Exchange Press	LENA Research Foundation
Brookes Publishing Co.	Feeding Matters	Little Moments Count
CalAIMH	Fielding Graduate University	Little Otter Health
Calmoseptine, Inc.	Fingersafe USA, inc	Michigan Association for Infant Mental Health
CDC's Learn the Signs. Act Early.	First 5 LA	Minnesota Association for Children's Mental Health
CedarWorks Playsets	Florida Association for Infant Mental Health	Missouri State University
Center of Excellence on Infant and Early Childhood Mental Health Consultation	Flowerpot Press	Mobility Research, Inc.
Centers for Medicare & Medicaid Services	Free Spirit Publishing	Monti Kids
Central Institute for the Deaf	Frog Street Press	NAEYC - National Association for the Education of Young Children
Child Care Aware of America	FunShine Express	National Academies of Science, Engineering, and Medicine
Child Welfare Information Gateway	Georgetown University Center for Child and Human Development	National Assoc. for the Education of Young Children
Child360	Global Volunteers	National Association for Family Child Care
	Great Kids, Inc.	
	Harvard Graduate School of Education	
	Healthy Start Mom Care Network	



# Previous Sponsors and Exhibitors

National CACFP Sponsors Association	Quiet Elegance	The Program for Infant/Toddler Care, WestEd
National Center Early Childhood Development, Teaching & Learning	Redleaf Press	Theraplay Institute
National Center on Substance Abuse and Child Welfare (NCSACW)	Rocky Mountain Sunscreen	Third Week Books
National Resource Center for Healthy Marriage and Families	SafeSpace Concepts	Torsh Inc
Neena Roumell, PhD - Author	Scholastic Book Clubs	U.S. Army Medicine Civilian Corps
Nemours Children's Health System	Southwest Human Development	UMass IMPH Postgraduate Cert Program
No Small Matter - The Early Education Documentary	St. Catherine University	University of Alabama
Nova Southeastern University	Star Bright Books	University of Massachusetts
Nurse-Family Partnership	Start Early	University of Minnesota - CEED
Nutrition Matters, Inc.	Strategic Solutions Group LLC	University of Minnesota - Institute of Child Development
Optometry Cares - The AOA Foundation	Strategic Tax Planning	University of Washington College of Education
Ounce of Prevention Fund	Sunshine Health Child Welfare Specialty Plan	UNM Evaluation Lab Summer Institute
Pacific Oaks College & Children's School	Teachers College Press	Vroom
Parent-Child Relationship Programs at the Barnard Center/University of Washington	Teachers for Tomorrow Operating System- TFTOS	Wisconsin Alliance for Infant Mental Health
Parenting Now!	Teaching Strategies, LLC	Woods Psychological Services, LLC
Partners for a Healthy Baby Home Visiting Curriculum	Team Children	World AIMN
Pathways.org	The Alliance for the Advancement of Infant Mental Health (The Alliance)	WPS Publish Western Psychological Services
Pearson	The Children's Trust	
	The Gottman Institute	
	The Mama Bear Effect	
	The Pin Man - PositivePins.com	



# Exhibitor and Sponsor Terms and Conditions

It is understood and agreed that the following terms and conditions are accepted as a contract ("Agreement") between ZERO TO THREE ("ZTT") and the exhibitor or sponsor ("Exhibitor") for the 2024 ZERO TO THREE LEARN Conference ("Conference") located at the Long Beach Convention Center, Long Beach, CA, July 31 through August 1, 2024 ("Center") respectively. Exhibitor agrees as follows:

**1. EXHIBIT SPACE AND SPONSOR ASSIGNMENTS.** Exhibit space and event sponsorship requests will be given priority in order of receipt of applications and payment. In order to emphasize the relevance and importance of Exhibitor's product and services, the exhibit hall at the Center will be arranged to promote Exhibitor's offerings in a non-competitive environment. ZTT and Windsor Association Management ("WAM" together with ZTT, "ZTT/WAM") reserve the right to make final assignments and may modify exhibit space assignments as necessary for the best interests of ZTT and the Conference. Decisions regarding exhibit space are solely at the discretion of ZTT/WAM. The subletting of exhibit space is prohibited. Exhibitor will forfeit exhibit space not occupied by the close of the move-in period, Tuesday, July 30, 2024, and Exhibitor will not be entitled to any refund by ZTT. Forfeited exhibit space may be resold, reassigned, or used by ZTT/WAM at its sole discretion.

**2. EXHIBIT STAFFING AND DISPLAYS.** Each exhibit space may be staffed with Exhibitor's registered representatives during the Conference and must adhere to the terms and conditions as may be established by ZTT. A minimum of one registered representative must be present at all times at Exhibitor's exhibit space. Exhibitor is solely responsible for its own exhibit materials and should insure its exhibit against loss or damage. Exhibits shall be installed such that they will not in any way project beyond the assigned space. Exhibits shall not obstruct the view of nor interfere with other exhibitors and their exhibit space. ZTT/WAM shall have the right to prohibit the use of amplifying equipment or music which, in its sole discretion, it considers objectionable. ZTT/WAM reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations. Further, ZTT/WAM reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or is inconsistent with the character of the Conference.

**3. PAYMENTS AND CANCELLATION BY EXHIBITOR.** In the event Exhibitor cancels its reservation for exhibit space on or before Monday, June 3, 2024 shall retain or collect 50% of the exhibit space rental fee. Cancellations received after Monday, June 3, 2024, will result in ZTT retaining or collecting 100% of the exhibit space rental fee. No refunds will be made for Exhibitor's failure to use exhibit space, whether in whole or in part. Subsequent assignment of canceled space by ZTT does not relieve Exhibitor of the obligation to pay the cancellation fees described in this section. Exhibitor agrees that by cancelling exhibit space, Exhibitor relinquishes all benefits included with the exhibit space.

**4. CANCELLATION OR CHANGE OF CONFERENCE.** In the event that Center becomes unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of ZTT or its agents, the Conference may be canceled or moved to another appropriate location, at the sole discretion of ZTT. ZTT is not responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising directly or indirectly by virtue of a cause or causes not reasonably within the control of ZTT, including but not limited to fire, casualty, flood, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, orders or regulation, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel labor union disputes, loss of lease or other termination by the Center, municipal, state, or federal laws, or acts of God. If ZTT terminates this Agreement pursuant to this section, Exhibitor waives any and all resulting claims for damage.

**5. PARTICIPANT LIST.** If applicable, ZTT grants to Exhibitor a non-exclusive, revocable, limited, and non-transferable license to the pre- or post-conference participant list ("ZTT Conference List") for a one-time use to contact Conference participants regarding Exhibitor's products and services. Exhibitor acknowledges that Conference participants are given the opportunity to opt out of having their contact information provided to Conference exhibitors and sponsors, and that any participants that elect to opt out will not be included in the ZTT Conference List provided to Exhibitor. Exhibitor agrees it will not share, sell, or otherwise disclose the ZTT Conference List to any third party in any manner, except with the prior written consent of ZTT.

**6. LIABILITY.** Neither ZTT, its agents, employees, nor WAM or Center, its representatives or employees shall be liable



for any damage to the property or loss of business to Exhibitor by theft, damage by fire or other means or for any injuries to the Exhibitor, its employees, agents, customers, or guests; for any damage of any nature, including damage to its business for failure to provide exhibit space; for failure to hold the Conference as scheduled; nor for any action or omission of ZTT. ZTT shall bear no responsibility for the safety of Exhibitor, its personnel, employees, agents, or representatives of personal property. ZTT will have no liability whatsoever for any indirect, consequential, special, or incidental damages, regardless of how those damages are incurred. Exhibitor, on behalf of itself, its employees and agents, shall protect, indemnify save and defend and hold harmless ZTT, its agents and employees and the Center, its agents and employees from all costs losses, damages, and expenses arising out of or from any accident or other occurrence connected with the use or occupation of Exhibitor of its exhibit space.

**7. INDEMNIFICATION.** Exhibitor agrees to defend, indemnify and hold harmless ZTT, WAM, and Center, and their respective owners, managers, officers, directors, agents, employees, subsidiaries, and affiliates, from any and all damages, liabilities, losses, expenses, or claims (including, but not limited to, claims for injury to Exhibitor, its employees, agents, representatives or Conference attendees), suits, demands, judgments, and causes of action of any nature arising from or as a result of (i) an act or omission by Exhibitor, Exhibitor's agents, employees or representatives; (ii) the failure of Exhibitor, Exhibitor's agents, employees or representatives to comply with any of these terms or conditions of this Agreement; and/or (iii) the breach of any representation or warranty given or made by Exhibitor.

**8. INSURANCE.** Exhibitor shall obtain and maintain in force and effect, for the dates of the Conference, 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 ZTT with a certificate of insurance confirming such coverage naming ZTT and Center as additional insureds. Such certificate of insurance must be provided to ZTT at least 45 days prior to the Conference and may not be cancelled without at least 30 days prior written notice to ZTT.

**9. CENTER PROPERTY.** Exhibitor is responsible for damage to Center 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.

**10. 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 and require advance written notice to and approval by ZTT/WAM.

**11. EARLY DISMANTLING OF EXHIBIT BOOTHS.** Exhibits shall remain set up until 3:30 pm on Wednesday,

August 1, 2024, or the final time determined as Exhibitor Load-Out. Early dismantling of booths may result in loss of exhibitor privileges at future conferences.

**12. AMENDMENTS.** These terms and conditions may be amended or modified by ZTT at its sole discretion at any time. Any and all matters not specifically covered by these terms or conditions shall be subject solely to the discretion of ZTT and, to the extent applicable, Center.

**13. NO ENDORSEMENT.** Participation as a sponsor or exhibitor at the Conference does not in any way mean that ZTT or the Conference approves or endorses Exhibitor or Exhibitor's products or services. Any promotions that Exhibitor undertakes or conducts before, during, or after the Conference shall not imply or convey ZTT's approval, endorsement, certification, acceptance, or referral of Exhibitor or Exhibitor's products or services.

**14. PARTICIPATION.** Participation as an exhibitor or sponsor does not entitle Exhibitor to influence the content planning of the Conference.

**15. GUARD SERVICE.** ZTT/WAM will provide guard service when the exhibit hall is closed and exercise reasonable care for the protection of Exhibitor's material and display. Beyond this, ZTT/WAM, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) is not responsible for any damage to or for the loss or destruction of Exhibitor's exhibit or other property either from fire, theft, accidents or other causes.

**16. FOOD AND BEVERAGE.** If Exhibitor plans on distributing food and/or beverage in its exhibit space, Exhibitor must receive prior approval from ZTT/WAM, and any additional fees that are levied by the Center will be Exhibitor's sole responsibility. Please contact ZTT/WAM prior to the Conference to determine the cost associated with Exhibitor's planned food and/or beverage distribution.

**17. OFFICIAL SERVICE CONTRACTOR.** To assure orderly and efficient installation, operation and removal of the exhibit displays and to minimize confusion by the presence or solicitation of unknown or unqualified firms, ZTT/WAM will select a contractor as the official logistics provider and decorator. The contractor will provide a warehouse in advance for materials to be sent. The contractor will send all confirmed exhibitors a service kit containing information regarding shipping of materials and information regarding furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, and computer rental.

**18. SPONSOR RECOGNITION.** In the event Exhibitor is a sponsor and receives sponsorship benefits, Exhibitor will be recognized as a sponsor of ZTT and the Conference consistent with the Internal Revenue Service's ("IRS") rules and regulations on "qualified sponsorships." The placement, form, content, appearance, and all other aspects of the identification and acknowledgment of Exhibitor will be determined by ZTT in its sole discretion. It is understood that such recognition will not include general "advertising" information as defined in by the IRS.

**19. INTELLECTUAL PROPERTY.** Exhibitor grants to ZTT a limited, non-exclusive license to use Exhibitor's name, acronym, and logo ("Exhibitor Marks") to identify Exhibitor as an exhibitor and/or sponsor of the Conference. ZTT acknowledges and agrees that Exhibitor is the sole owner of all right, title, and interest to the Exhibitor Marks. Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in exhibit booths or displays. Exhibitor will not be permitted to play, broadcast, or perform music or display any other copyrighted material, such as photographs or other artistic works, without first presenting to ZTT satisfactory proof that Exhibitor has, or does not need, a license to use such music or copyrighted material. Exhibitor agrees to defend, indemnify, and hold harmless ZTT, its officers, directors, employees, and agents, harmless from all loss, cost, claims, causes of action, obligations, suits, damages, liability expenses, and costs including attorneys' fees arising from or out of any dispute involving intellectual property owned or used by Exhibitor at the Conference.

**20. ZERO TO THREE (ZTT) LOGO.** Use of the ZTT logo and/or Conference marketing/branding by Exhibitor in conjunction with advertisements signs, promotional materials, endorsements, statements, contests and/or awards of any kind must be approved in advance by ZTT.

**21. WARRANTIES.** Exhibitor represents and warrants that it will comply with all applicable laws and regulations, that it has the full right and legal authority to enter into and fully perform this Agreement in accordance with its terms without violating the rights of any other person, and that it is the owner or licensee of all intellectual property used by Exhibitor at the Conference or in promotion of the Conference.

