

opening minds 2012

The Chicago Early Education, Child Care, and School Age Conference & Trade Show
Exhibitor and Advertiser Prospectus
January 25-28, 2012 • Hyatt Regency McCormick Place • Chicago, Illinois

Opening Minds has a long history of providing professional development to those who work with young children and their families. The four day event brings together more than 5,000 participants from a five state region, making it the largest event of its type in the Midwest and one of the largest in the nation. Opening Minds attracts professionals from a wide range of specializations and a variety of roles, and is presented by Chicago Metropolitan Association for the Education of Young Children (Chicago Metro AEYC). We invite you to join us in bringing early childhood professionals the very best!

EXHIBIT HALL

Hosting a booth in the Opening Minds exhibit hall gives you the opportunity to personally connect with thousands of leaders in child care and early education. You may use a booth to sell, demonstrate, and take orders for educationally related products and services. We will be accepting applications on a **first come first served** basis.

VIRTUAL EXHIBIT HALL

The Virtual Exhibit Hall, on the Opening Minds webpage, will allow exhibitors to expand their reach from the physical location of the exhibit hall to the virtual world. Attendees will have the opportunity to view links to your website, marketing collateral, products, and contact information.

PRINT ADVERTISING

Thousands of professionals read the Opening Minds conference program, then take it back to their workplace to share with colleagues. **Program ads are an excellent way to attract extra attention to your booth in the exhibit hall or advertise your products and services if you are unable to attend.**

ONLINE ADVERTISING

Thousands of teachers, administrators and professionals visit the Chicago Metro AEYC website each year. Online banners provide a high-impact and highly visible placement of your brand or logo. If interested, please see page four, call 312.427.5399 or email gconway@chicagometroaeyc.org.

SPONSOR

Increase your visibility with administrators and other decision makers. Become an Opening Minds sponsor! With a variety of sponsorship levels, you can choose the visibility and price that is right for your business. Chicago Metro AEYC is a 501 © (3) non-profit organization. Contributions are fully tax deductible and a donation receipt will be mailed to you for every contribution.

EXHIBIT HALL

Exhibit Hall

Inside Booth: \$585 (if reserved by September 30, 2011), \$650 (if reserved after September 30, 2011)

Corner Booth: \$655 (if reserved by September 30, 2011), \$765 (if reserved after September 30, 2011)

The booth fee includes an 8' high back drape and a 3' high side drape, one 8' draped table, two side chairs, a wastebasket, and a 7" x 44" sign. A listing in the conference program is included if the booth is reserved by October 28, 2011. Each booth measures 8' x 10'. A manual containing order forms for all rates and services (i.e., shipping, electric, audio/visual, additional tables) will be e-mailed to all exhibitors. Please note: The exhibit hall is carpeted, so exhibitors do not need to order additional carpeting.

Booths will start being assigned on October 7, 2011 according to the number of booths reserved by a single company and the date payment is received. Within each category, priority will be based on the date payment was received. If your application for a corner booth is not available, you will be assigned an inside booth and the additional fee will be refunded by check. Booth assignments will be confirmed via fax or e-mail. No refunds are available.

Exhibit Hours *(Subject to change)*

Thurs. Jan. 26 [12:00 noon - 4:30p.m.] Fri. Jan. 27 [8:00 a.m. - 4:30 p.m.] Sat. Jan. 28 [8:00 a.m. - 2:00 p.m.]

Installation and Dismantling

Booths will be ready for setup Wednesday, January 25, from 12:00 p.m. until 4:30 p.m., and Thursday, January 26 from 7:30 a.m. until 10:30 a.m. The Exhibit Hall will close Saturday, January 28 at 2:00 p.m. Exhibitors **must** agree to not have any part of their exhibits dismantled, packed, or removed before 2:00 p.m. on Saturday, January 28, 2012.

Drayage

Exhibitors may only hand-carry small amounts of materials to exhibit booths. This is limited to what you can carry in your arms in one trip, or what you can fit on a small two-wheel cart such as a luggage carrier. Larger amounts of materials must be brought into the exhibit hall by union workers, according to one of the following three options:

1. **(Recommended)** Exhibitors may ship their materials in advance to the warehouse of the exposition services company, GES. The rate for GES to move these materials to the exhibit hall floor (drayage) is \$119.20 per hundred pounds, based on move-in at straight time and move-out (Saturday) on overtime. Additional fees will be charged for odd-shaped items or uncrated/unboxed items. **The drayage cost will be reduced by 10% for exhibitors who book roundtrip shipping using the GES Logistics shipping service.**
2. Exhibitors may ship their materials directly to the Hyatt Regency McCormick on set-up day. The drayage rate for these materials is \$126.25 per hundred pounds, based on move-in at straight time and move-out (Saturday) at overtime. Additional fees will be charged for odd-shaped items or uncrated/unboxed items.
3. Exhibitors arriving at the Hyatt Regency McCormick Place in private vehicles (personal or company cars) with no more than 400 lbs. of materials may choose to use the cartload service at a cost of \$241.50. Cartload service is available for one-time entry and exit (not multiple trips). Cartload/Curb-Side Load-In will take place at the Hotel loading dock. Guests should pull up near the curb past the dock in front of the ramp. A GES Representative will be available to assist guests with Curb-Side Load-In. The Hotel's Loading Dock is located on the East Side of the Main Building between the North Building of McCormick Place & the Hotel. Please note, guests are not allowed to park any vehicles in this location. Curb-Side Load-In is simply meant for drop & go. Dates/Times will be available in the Exhibitor Kit.

VIRTUAL EXHIBIT HALL

On-site Exhibitors: logo link with company information on the Opening Minds webpage: \$20

Basic Rate: logo link with company information on Opening Minds webpage: \$45.

Please complete the application, sign the liability clause, and provide a description of your company. Retain a copy for your files, and send the completed documents along with full payment to Chicago Metro AEYC. For more information, please contact Chicago Metro AEYC at 312.427.5399 or cfogel@chicagometroaeyc.org.

PRINT ADVERTISING

Thousands of professionals read the Opening Minds conference program, then take it back to their workplace to share with colleagues. **Program ads are an excellent way to attract extra attention to your booth in the exhibit hall.**

Select a Size for Your Ad in the Final Program

1/4 page (3.25" x 4.25")

Exhibitor rate: \$250

Basic rate: \$325

1/2 page horizontal (6.75" x 4.25")

Exhibitor rate: \$450

Basic rate: \$525

Full page (7" x 9.75")

Exhibitor rate: \$650

Basic rate: \$725

Prepare Your Ad

The conference program is an 8.5" x 11" document. All ads appear in PMS 2955, and require a ruled box. No bleeds are available. Art will be returned only upon request from the advertiser.

- All ads must be submitted as camera-ready digital files. Required file formats: PDF or EPS (fonts must be "created as outlines"). Ads must be high-resolution (300 dpi). Word documents cannot be accepted as camera ready art.

- Charges will be billed at cost (minimum \$20) for additional production and design work necessary to prepare an ad for publication; this includes typesetting, layout, reduction, enlargement, halftones, reverses, and rules or boxes.

Place Your Order

To place an ad, please send the enclosed order form to Chicago Metro AEYC at 30 E. Adams, Suite 1000, Chicago, IL 60603 by October 28, 2011. E-mail ads to Archie Jeter at ajeter@chicagometroaeyc.org. Payment in full must accompany the order form. Any additional charges for production and design work necessary to prepare the ad for publication will be invoiced to the advertiser. Exhibitors may place ads in the conference program at a discounted rate. (Please see above for specific prices.) Advertising agency discounts are not available. If you have questions about submitting an ad, please contact Archie Jeter at ajeter@chicagometroaeyc.org.

ONLINE ADVERTISING

Website Traffic Totals

- Up to 4,700 unique visitors per month
- Up to 7,600 total visitors per month
- 25,000 page views the month of January
- Average 3.67 page views per visit

Online Ad Placement

Reach our entire online audience through a banner ad placed on the pages of chicagometroaeyc.org. Ads are sold on a per thousand basis.

Home Page Ads

Located directly to the right of the editorial content, rectangles are a 180x150 pixel banner providing high-impact and highly visible placement of your brand or logo. Two ads are available.

The screenshot shows the Chicago Metro AEYC website home page. At the top is the logo for "chicago metro association for the education of aeyc young children". Below the logo is a navigation menu with links: About Us, Professional Development, Job Board, Conference, Contact Us, Donate, Membership, Speak Up. The main content area features a photo of a teacher and children, a quote from a professor, and a large blue banner for the "2010 Head to Toe: The Midwest Interactive Infant-Toddler Conference™". The banner includes the date (05/22/2010), location (Merchandise Mart, Chicago), and cost (\$75). Two dark blue rectangular ad boxes are overlaid on the right side of the page, each labeled "Rectangle Ad 180 x 150".

Job Board Ad

The full banner provides advertising partners with the opportunity to showcase their brand identity or logo in a highly visible platform. Positioned directly above the job board content, the full banner is the first visual viewers will see.

The screenshot shows the Chicago Metro AEYC website job board page. At the top is the logo for "chicago metro association for the education of aeyc young children". Below the logo is a navigation menu with links: About Us, Professional Development, Job Board, Conference, Contact Us, Donate, Membership, Speak Up. The main content area features a "Job Postings" section with a large blue banner that reads "Full Banner Ad: 468 x 60". Below the banner is a table of job listings. To the right of the table are two boxes: "Subscribe to Connections Newsletter" and "Job Board and Community Login".

	Job Location	Organization Name	
Full and Part Time Teachers Needed	City of Chicago downtown	Sprouts Academy	02/09/10
Early Care & Education Director	other	Growing Green Child Development Center	01/18/10

Conference Ads

Located directly to the right of the editorial content, rectangles are a 180x150 pixel banner providing high-impact and highly visible placement of your brand or logo. Two ads are available.

The screenshot shows the Chicago Metro AEYC website. At the top is the logo for Chicago Metro AEYC (Association for the Education of Young Children) with a sun icon. Below the logo is a navigation bar with links: About Us, Professional Development, Job Board, Conference, Contact Us, Donate, Membership, and Speak Up. The main content area features two conference listings. The first is 'Opening Minds: The Chicago Early Education, Child Care and School-Age Conference' held from January 28-30, 2010. The second is 'Head to Toe: The Midwest Interactive Infant-Toddler Conference' held on May 22, 2010. To the right of each listing is a blue rectangle with white text that reads 'Rectangle Ad 180 x 150'.

RATE CARD

Rectangle \$39/m impressions

Full banner \$39/m impressions

Banner Specifications

- IAB approved ad sizes:
 - 180x150 pixels (Rectangle)
 - 468x60 pixels (Full Banner)
- JPEG and GIF formats accepted (size limit 30k)

SPONSORSHIP

There are six sponsorship levels available for our conferences, events, and even year-round. Each sponsorship level includes a variety of marketing opportunities for your organization; an **ad in the final program**, opportunities to **distribute company materials**, a **free exhibit booth** and more! For sponsorship details, please contact Gail Conway at 312-427-5399 or gconway@chicagometroaeyc.org

Diamond (\$50,000)

Diamond-level sponsors enjoy all the benefits of a Gold or Professional Practice sponsorship, PLUS:

- Listing as a Presenting Sponsor for Opening Minds **and** Head to Toe Infant Toddler Conferences on front page of print materials
- Logo and company name on Conference Bag (a minimum of 15,000 impressions on site for Opening Minds and more after the conference ends)
- 180 x 150 pixel rectangle ad on Chicago Metro AEYC's home page above the fold, for the entire year (103,000 page views) providing high-impact and highly visible placement of your brand or logo
- 468 x 60 pixel full banner ad on Chicago Metro AEYC's Quarterly E-Newsletters (circulation 18,000+)

Platinum (\$25,000)

Platinum-level sponsors enjoy all the benefits of a Gold or Professional Practice sponsorship, PLUS:

- Logo and company name on Conference Bag (a minimum of 15,000 impressions on site for Opening Minds and more after the conference ends)
- 180 x 150 pixel rectangle ad on Chicago Metro AEYC's home page for November, December and January for Opening Minds conference, or April, May and June for Head to Toe, providing high-impact and highly visible placement of your brand or logo

Professional Practice Sponsorship (\$12,000)

Available for Opening Minds Conference ONLY, Professional Practice-level sponsors enjoy:

- Dedicated workshop space for three days: January 26-28, 2012
- 8' x 10' booth in prime location in exhibit hall
- Full-page ad in Final Conference Program
- Free virtual exhibit hall space
- Highlighting in preliminary program (circulation of 40,000)
- Easel sign outside workshop space listing schedule of workshops/activities for each day
- Listings in HIGHLIGHTS and AT A GLANCE sections of the Final Conference Program booklet

Gold (\$5,000)

Available for either Opening Minds or Head to Toe Conferences, Gold-level sponsors enjoy:

- Sponsorship of signature event
- 8' x 10' booth in prime location for Opening Minds or (1) exhibit table for Head to Toe Conference
- Opportunity to place approved company materials within sponsored room
- Full-page ad in the final program (circulation 5,000 for OM or 700 for Head to Toe)
- Appropriate signs and verbal recognition at sponsored event
- Free virtual exhibit hall space
- Opportunity to distribute approved company materials to all attendees during signature event
- Highlighted in preliminary program (circulation of 40,000)
- Easel sign(s) in visible locations

Silver (\$2,500)

Available for Opening Minds or Head to Toe Conferences, Silver-level sponsors enjoy:

- Sponsorship of a highlighted presenter
- (1) 8' x 10' booth in prime location or (1) exhibit table for Head to Toe Conference
- Opportunity to place approved company materials within sponsored room
- Full-page ad in the final conference program
- Appropriate signs and verbal recognition at sponsored event
- Free virtual exhibit hall space

For more information, please contact Chicago Metro AEYC at 312.427.5399 or gconway@chicagometroaeyc.org.

Liability

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency McCormick Place, Chicago Metropolitan Association for the Education of Young Children (Chicago Metro AEYC), GES, and their owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency McCormick Place, Chicago Metro AEYC, GES, and its owners, managers, officers or directors, agents, employees, subsidiaries or 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, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

In addition, Exhibitor acknowledges that Chicago Metro AEYC, GES, and Hyatt Regency McCormick Place, do not maintain insurance covering exhibitor property and that it is the sole responsibility of Exhibitor to obtain interruption and property insurance covering such losses by Exhibitor.

Policies and Guidelines

1. The assignments, subletting, or sharing of space already assigned is prohibited without prior written consent from Chicago Metro AEYC. Exhibitors may not alter the locations of exhibits or of booths without prior written consent of Chicago Metro AEYC.
2. The exhibit and related activities must be designed and displayed to conform to the size of the space leased. Nothing shall be displayed, distributed, performed, or projected outside the space leased or in such a manner as to obstruct the view of or interfere with the exhibits of others.
3. Attention to safety regulations is imperative. Aisles, passageways, and lobby or exit areas giving access to fire extinguishing apparatus must be kept clear at all times. All materials used in decorating must be flame retardant.
4. Exhibitors will exercise all precautions against damage or defacement of Hyatt Regency McCormick Place and its property. Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs or posters to the walls or columns, or hang anything from the ceiling or sprinkler pipes. Any items leaning against the walls must be properly padded so as not to cause damage.
5. Exhibitors assume full responsibility in determining applicable union regulations and fees regarding setting up displays and transporting materials to and from the exhibit hall.
6. Precautions will be taken to ensure the safety of exhibit material. However, Chicago Metro AEYC and its contractors cannot accept responsibility for the protection of exhibitors' materials and displays. Exhibitors are expected to carry all risk insurance on their booths, as appropriate, at their own expense. All property shipped to and/or from the conference by the exhibitor for installation or display is at the risk of the exhibitor.
7. Chicago Metro AEYC reserves the right to prohibit or remove any exhibit that, in the opinion of the Association management, may detract from the general character of the exhibition as a whole. This reservation includes persons, objects, printed matter, or anything of a character that the Association management determines is objectionable to the exhibit. In the event of such restriction or eviction, the Association is not liable for any damage nor will it refund rentals or other exhibit expenses.
8. Order taking and direct sales of educationally-related products or services by exhibitors are permitted.
9. This prospectus is not a contract.

Product Guidelines

The learning materials, books and other products you bring to this conference must reflect and support Developmentally Appropriate Practice. That is, activities for children should be open-ended, process oriented and noncompetitive. Additionally, products sold at the conference must not promote bias or reflect stereotypes of race, religion, age, sex, sexual orientation, handicapping condition, or national origin.

APPLICATION FORM

The Chicago Early Education, Child Care, and School-Age Conference and Trade Show

January 25-28, 2012 • Hyatt Regency McCormick Place • Chicago, IL ~ Chicago Metro AEYC

EXHIBIT

Please reserve the following booth(s): See floor plan on page 10.

_____ (1st choice) _____ (2nd choice) _____ (3rd choice) _____ (4th choice)

If your request for a corner booth is not available, you will be assigned an inside booth and the additional fee will be refunded by check.

Inside Booth: \$585 (if reserved by September 30, 2011), \$650 (if reserved after September 30, 2011) Number of booths _____

Corner Booth: \$655 (if reserved by September 30, 2011), \$765 (if reserved after September 30, 2011) Virtual Exhibit Hall _____

Virtual Exhibit Hall

___ On-site Exhibitor rate \$20; basic rate: \$45

EXHIBIT TOTAL \$

Please put your current contact information. All exhibitor information will be emailed to the address provided.

Company or organization _____ Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Vendor Representative's E-mail _____

I agree our exhibit booth will not be dismantled, packed, or removed before 2:00 p.m. on Saturday, January 28, 2012.

We wish to be listed in the 2012 Conference Final Program as:

Company name _____ Telephone _____

E-mail _____ Web site _____

Our booth identification sign should read:

(Company name) _____

Our vendor representative's names (2 per booth) are: (1) _____ (2) _____

To reserve a booth, you must also include full payment, a signed copy of the liability clause, and a description of your company.

PRINT ADVERTISING

Please reserve the following ad space in the Conference Final Program. (Ads must be received by October 28, 2011.)

___ 1/4 page ad (exhibitor rate: \$250, basic rate: \$325)

___ 1/2 page horizontal ad (exhibitor rate: \$450, basic rate: \$525)

___ Full page ad (exhibitor rate: \$650, basic rate: \$725)

Contact Person _____ Telephone _____

E-mail _____ Fax _____

PRINT TOTAL \$

ONLINE ADVERTISING

___ I would like to advertise online, please call me at (phone number) _____ to discuss specifications.

Homepage Ad

Job Board Ad

Conference Ad

ONLINE TOTAL \$

SPONSOR

___ I would like to become a sponsor at Opening Minds, please call me at (phone number) _____ to discuss.

Diamond (\$50,000)

Prof. Practice (\$12,000)

Silver (\$2,500)

Platinum (\$25,000)

Gold (\$5,000)

SPONSOR TOTAL \$

PAYMENT

Please mail this application with payment and related forms to **Chicago Metro AEYC, 30 E. Adams, Suite 1000, Chicago, IL 60603.**

Payment method ___ Check ___ Visa ___ MasterCard ___ AmEx ___ Discover

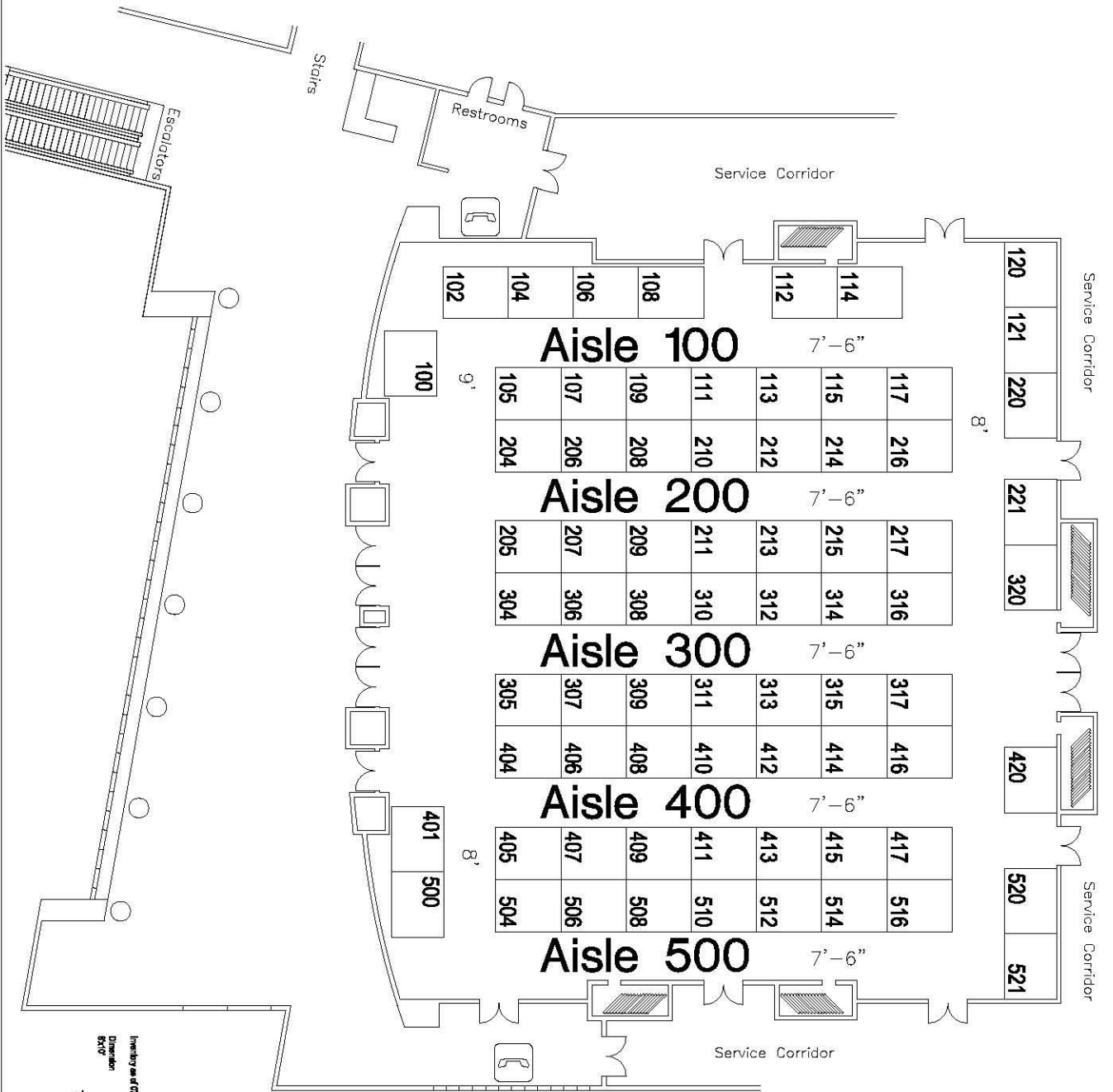
Credit card number _____ CCV Code _____ Expiration date _____

Cardholder's name _____

Signature _____

FINAL TOTAL \$

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Inventory as of 07/18/2009

Dimension	Qty	By	Est	Revised	Analysis
8'x10'	88	TS	5240	0	TS
Total	79	TS	5240	0	79

8x10 BOOTH MAX LAYOUT
Opening Day - Closing Day

Hyatt Regency McCormick Place • Regency Ballroom
SUBJECT TO FIRE MARSHAL APPROVAL

OPENING MINDS – Liability Clause: please return with application

The Chicago Early Education, Child Care, & School-Age Conference and Trade Show

January 25-28, 2012 • Hyatt Regency McCormick Place • Chicago, IL ~ Chicago Metro AEYC

Liability Clause

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency McCormick Place, Chicago Metropolitan Association for the Education of Young Children (Chicago Metro AEYC), GES, their owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency McCormick Place, Chicago Metro AEYC, GES, its owners, managers, officers or directors, agents, employees, subsidiaries or 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, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

In addition, Exhibitor acknowledges that Chicago Metropolitan Association for the Education of Young Children, GES, and Hyatt Regency McCormick Place do not maintain insurance covering exhibitor property and that it is the sole responsibility of Exhibitor to obtain interruption and property insurance covering such losses by Exhibitor.

Please sign the Liability Clause to indicate that your organization has both read and understood the contents thereof.

Authorized signature _____ Date _____

Please provide a description of your company, service, and products.

Please return this form, along with completed application and payment, to:

Chicago Metro AEYC
30 E. Adams, Suite 1000
Chicago, IL 60603
Fax: 312-427-5028

For more information, please contact Chicago Metro AEYC at 312.427.5399 or cfogel@chicagometroaeyc.org.

