EXHIBITING OPPORTUNITIES
Join Us in New Orleans

The 2023 Parents as Teachers Conference connects you with more than 1,400 early childhood development professionals who specialize in children from prenatal through Kindergarten.

Becoming a Parents as Teachers Conference exhibitor or advertiser aligns you with professionals who make purchasing decisions and recommendations at national, state and local levels.

Don’t miss your opportunity to be part of the Parents as Teachers 2023 International Conference!

Showcase your products, solutions and services to hundreds of decision makers from early childhood professionals, social work experts and healthcare professionals from around the world!

Contact us today to reserve your exhibitor or advertiser opportunity.

Email Bart Holland at patconference@parentsasteachers.org

For more information, visit our website at parentsasteachersconference.org
Exhibiting: Why Exhibit?

- Meet face-to-face with more than 1,400 potential customers
- Opportunity to introduce new products, reach new markets, and present to parenting, education and early childhood development professionals
- Capitalize on great traffic flow with attendee breaks, celebrations and incentives in the exhibit space
- Drive engagement and share company information, key messaging and contact info with attendees before Conference starts on the Conference Digital Platform/App
In-Person Exhibiting
2023 Rates

<table>
<thead>
<tr>
<th></th>
<th>Early Bird Rate</th>
<th>Regular Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>until 7/28/2023</td>
<td>7/29 – 10/13/2023</td>
</tr>
<tr>
<td>Single Booth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For-Profit Organization</td>
<td>$700</td>
<td>$750</td>
</tr>
<tr>
<td>Single Booth</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nonprofit Organization</td>
<td>$600</td>
<td>$650</td>
</tr>
<tr>
<td>Additional Staff</td>
<td></td>
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</tr>
<tr>
<td>For In-Person Booth</td>
<td>$250</td>
<td>$300</td>
</tr>
</tbody>
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In-Person Exhibiting Registration Includes

- 8x10 or 10x10 (based on space) Booth at the In-Person Conference
- Virtual Exhibitor Booth on Digital Platform
- 2 staff registrations for the conference
- 7” x 44” Standard Booth ID Sign
- 3ft. Drape between booth spaces
- (1) 6ft. Skirted Table
- (2) Side chairs
- (1) Recyclable Wastebasket
- Mobile App Listing
- Listing in Digital On-Site Guide
- Security during non-show hours

**Please note:** Exhibitor Booths are Tabletop Booths this year, as we must adhere to fire code in the hotel

* See next page for features included in the Virtual Exhibitor Booth on the Digital Platform

In-person exhibitors who cancel on or before July 15, 2022 will be refunded minus a $150 processing fee. Cancellations received after July 16, 2022 will not be refunded.
**NEW:** Virtual Exhibitor Booths on the Digital Platform will be accessible by all attendees for 90 days after Conference.

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**Digital Exhibiting 2023 Rates**

<table>
<thead>
<tr>
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<th>Early Bird Rate (until 7/28/2023)</th>
<th>Regular Rate (7/29 – 10/13/2023)</th>
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</thead>
<tbody>
<tr>
<td>Digital Booth</td>
<td>$350</td>
<td>$400</td>
</tr>
<tr>
<td>Extra Digital Staff</td>
<td>$100</td>
<td>$200</td>
</tr>
</tbody>
</table>

Maximize your booth’s personalization and interactivity through your booth staff. Use messaging capabilities and real-time video to interact with attendees during specified Exhibit Hours.

Give your brand and product the chance to shine in your own virtual exhibitor booth. Your booth is entirely customizable — bring your brand to life with your logo, descriptive information, keywords, documents, and multimedia content.

**Digital Exhibiting Registration Includes**

- Virtual exhibitor booth on digital platform
- Customize your company profile
- Option to embed videos
- Upload collateral materials for attendees to download
- One on one meetings and chat during virtual booth hours
- In platform messaging capability
- Visitor analytics and downloadable lead list
- Mobile app listing
- Listing in digital on-site guide
- Ability to add booth staff
- Ability to share resources with your booth staff

*Lead retrieval services is available through Expo Logic for an additional fee. Digital exhibitors who cancel on or before August 1, 2023 will receive a full refund. Cancellations received after August 1, 2023 will be refunded minus a $150 processing fee.*
Exhibiting Details

Exhibitor Schedule

EXHIBITOR SET UP DATES/TIMES:

Monday, October 16
12:00 p.m.–3:00 p.m.

SHOW HOURS:

Monday, October 16
3:00 p.m.–7:30 p.m.

Tuesday, October 17
7:30 a.m.–4:00 p.m.

Wednesday, October 18
7:30 a.m.–4:00 p.m.

Thursday, October 19
7:30 a.m.–11:00 a.m.

Note to Exhibitors:

Exhibitor Booths are Tabletop Booths this year, as we must adhere to fire code in the hotel.

MOVE OUT:

Thursday, October 19
11:00 a.m.–2:00 p.m.
Exhibiting Details

Exhibitor Booth Floorplan
Exhibiting Details

All Exhibitors Are Responsible For:

• Travel expenses, parking, food/beverage, incidentals, labor costs, shipping costs, electricity, internet, audio visual needs and booth enhancements.

• Providing adequate staffing during exhibition hours. (Make appropriate arrangements for food purchases and restroom breaks during slow exhibit traffic.)

• Parents as Teachers will send you a link to the Exhibitor Service Kit, which will include information about the onsite service contractor, drayage labor, custom cleaning and other needed services.

• Please notify the Conference Coordinator of any special needs for your booth space at patconference@parentsasteachers.org.

• Confirmed exhibitors will receive an Exhibitor Service Kit in August 2023.

See Exhibitor Registration Site for Terms and Conditions of Contract to Exhibit.
Cancellation, Substitution and Refund Policy:

Because Parents as Teachers National Center, Inc. works hard to make our conference relevant and encouraging, we must ask the registrants to adhere to the following cancellation, substitution, and refund policy. Cancellation of registrations must be submitted in writing via email to accountsreceivable@parentsasteachers.org.

- Exhibitor Registrations which cancel before September 1, 2023, are subject to a processing fee of $150.00.
- Exhibitor Registrations that cancel after September 1, 2023, are due in full and WILL NOT be refunded.
- Exhibitor Registrations for the Virtual event are subject to a FULL refund up until September 1, 2023. After that, Virtual event Registrations are subject to a processing fee of $150.00 if there has been no access to the virtual events.
- There will be no processing fee assessed for changing from a Virtual Exhibitor Registration to In-Person Exhibitor Registration or In-Person to Virtual.
  **Please Note: There will be no changes allowed after September 1, 2023, due to the deadline for Food & Beverage orders to be submitted to the hotel.**
- After the deadlines, in cases of emergency, refund requests will be considered on a case-by-case basis. These requests must be made in writing, by emailing accountsreceivable@parentsasteachers.org. **Requests cannot be made over the telephone.**
- Allow four weeks to process cancellations and refunds and for the review of emergency requests after the deadline.

Cancellation of an exhibitor conference registration does not constitute a cancellation of your hotel room. Please be sure to handle both separately.
Promotional Opportunities

<table>
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<th>Sponsor Type</th>
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<tr>
<td>Registration Sponsor $10,000</td>
<td>The Registration Desk, centered near the General Session Ballroom, is where all attendees are welcomed once they arrive to Conference. Sponsoring the registration area is a great way to prominently display your company logo, products, or other information.</td>
</tr>
<tr>
<td>Conference Bag Sponsor $5,000</td>
<td>Showcase your company on the conference bag that each attendee will receive at the time of registration.</td>
</tr>
<tr>
<td>Water Bottle Sponsor $5,000</td>
<td>Showcase your company on the water bottles that each attendee will receive as Parents as Teachers makes its first attempt to “Go Green” this year at conference.</td>
</tr>
<tr>
<td>Breakfast Sponsor $5,000</td>
<td>Individual Continental Breakfasts kick off each day of the Conference. Sponsoring one of the breakfast days will give your company prominent brand recognition to include on packaging, displays and items unique to your company.</td>
</tr>
<tr>
<td>Lanyard Sponsor $5,000</td>
<td>Conference attendees will wear your name and logo around their neck for everyone to see. Lanyards will be given to attendees, exhibitors, etc. and MUST be worn at all times during the conference.</td>
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<td><strong>Charging Station Sponsor</strong></td>
<td>$4,000 This one-of-a-kind opportunity allows your company to brand a Mobile Charging station. All attendees will know that your company provided the power to charge their cell phones, laptops and more.</td>
</tr>
<tr>
<td><strong>Snack Break Sponsor</strong></td>
<td>$3,000 Conference snack breaks are popular events that give attendees an ability to recharge between sessions. Sponsoring one of the breaks offers a unique opportunity to feature your logo.</td>
</tr>
<tr>
<td><strong>Parent Educator Scholarship Sponsor</strong></td>
<td>$1,000 Support our Parent Educators’ Conference attendance by underwriting a portion of the associated costs (registration, transportation, etc.), so they can experience and receive everything our annual International Conference has to offer.</td>
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