

## Join the Movement — Become a Sponsor or Exhibitor at the 2025 Alabama Early Childhood Education Conference!

Theme: “*Playology Revolution: Transforming Learning One Joyful Step at a Time*”

October 28–30, 2025

Birmingham-Jefferson Convention Complex (BJCC)

The Alabama Early Childhood Education Conference is more than an event — it’s a **movement**. As we ignite a *Playology Revolution* in 2025, we invite you to join thousands of early childhood educators, administrators, policymakers, and advocates in shaping the future of learning through the power of **joy, creativity, and play**.

This year, we're reaching new heights: from humble beginnings, our conference has grown exponentially — with over **4,000 registrations expected this fall!** With the support of organizations like yours, we are building a legacy of innovation, inspiration, and excellence in early learning across Alabama and beyond.

### Why Become a Sponsor or Exhibitor?

Your involvement directly supports the continued success of this dynamic gathering, **fueling the passion and progress of early childhood professionals**. When teachers return to their classrooms inspired and equipped, children across our state benefit from richer, more joyful learning experiences.

By joining us, you will:

- Showcase your brand to thousands of passionate educators and decision-makers.
- Make a lasting impact by supporting high-quality professional development.
- Align your organization with one of the **largest early childhood conferences in the Southeastern U.S.**

### What's New for 2025?

- **Stage Spotlight Demos** – Reserve a prime-time slot for a live product demo or learning showcase in the exhibit hall!
- **Attendee Bag Inserts** – Put your brand directly in the hands of every participant with custom promotional items.
- **Mobile App Engagement** – Advertise, host interactive polls, and connect instantly with attendees via our dynamic conference app.
- **Program Ads** – From full-page features to inside-cover exclusives, showcase your message in our beautifully designed printed program.
- **À La Carte Add-Ons** – Customize your presence with unique, high-visibility opportunities for every budget.

### Your Partnership Has Purpose

Sponsorship at this conference is more than a marketing opportunity — it’s a **commitment to Alabama’s children**. Your support helps ensure educators leave empowered, connected, and ready to transform their classrooms into places where every child can thrive through play.

We believe play is powerful — and with your help, we can build a future where joyful learning is at the center of every child’s day.

### Reserve Your Spot!

Exhibitor booths and sponsorship tiers are now available — **but space is limited**, and demand is high. Join us as we lead the Playology Revolution and make your mark on early childhood education in Alabama and beyond.

On behalf of the Alabama Early Childhood Education Conference planning team, **thank you** for considering this opportunity. We look forward to partnering with you to make 2025 our most impactful conference yet.

For additional support, please contact [tara.skiles@ece.alabama.gov](mailto:tara.skiles@ece.alabama.gov)

**[Exhibitor/Sponsor Registration](#)**



## **Sponsorship & Exhibitor Opportunities**

### **ECE FRIEND – \$750**

**Ideal for small businesses and first-time exhibitors looking to make an impression.**

- Company logo in the printed Conference Program
  - Company logo on scrolling mobile event banner
  - **2 full-access conference registrations**
  - **10'x10' booth** in the Exhibit Hall
  - **1 app push notification** during the event
  - Recognition on event signage and in "Friends of ECE" digital display loop
- 

### **BRONZE SPONSOR – \$1,500**

**Strong visibility and meaningful reach at an affordable level.**

- Company logo in the printed Conference Program
  - Company logo on scrolling mobile event banner
  - **3 full-access registrations**
  - **10'x10' booth** in the Exhibit Hall
  - **Acknowledgement in pre/post-event social media shout-outs**
  - **8-second ad in looping promo reel** at keynote sessions (2+ plays)
  - **½ page ad in the printed Conference Program** (Due Aug. 15, 2025)
  - **1 app push notification** to drive booth traffic
- 

### **SILVER SPONSOR – \$2,500**

**Engage directly with your audience in the heart of the action.**

- Company logo in the printed Conference Program
  - Company logo on scrolling mobile event banner
  - **4 full-access registrations**
  - **10'x20' premium booth space**
  - **Acknowledgement in pre/post-event social media shout-outs**
  - **8-second ad in looping promo reel** at keynote sessions (2+ plays)
  - **½ page ad in the printed Conference Program** (Due Aug. 15, 2025)
  - **15-minute live demo on the Exhibit Hall stage** (prime time)
  - **2 app push notifications**
- 

### **GOLD SPONSOR – \$5,000**

**Maximize brand visibility and activate a premium experience.**

- Company logo in the printed Conference Program
  - Company logo on scrolling mobile event banner
  - **5 full-access registrations**
  - **20'x20' priority booth placement**
  - **Acknowledgement in pre/post-event social media shout-outs**
  - **8-second ad in looping promo reel** at keynote sessions (2+ plays)
  - **15-minute live demo on the Exhibit Hall stage** (prime time)
  - **Full page ad in the printed Conference Program** (Due Aug. 15, 2025)
  - **4 app push notifications**
  - **Access to attendee mailing list** (postal addresses only)
- 



## PLATINUM SPONSOR – \$7,500

### Stand out as a leading force in early education.

- Company logo in the printed Conference Program
- Company logo on scrolling mobile event banner
- **6 full-access registrations**
- **20'x30' premium booth location**
- **Acknowledgement in pre/post-event social media shout-outs**
- **15-minute live demo on the Exhibit Hall stage** (prime time)
- **Full page ad** in the printed Conference Program (Due Aug. 15, 2025)
- **Two looping 8-second ads** in plenary session reel
- **6 app push notifications**
- **Access to attendee mailing list** (postal addresses only)

---

## DIAMOND SPONSOR – \$12,500

### The highest level of impact, visibility, and partnership.

- Company logo in the printed Conference Program
- Company logo on scrolling mobile event banner
- **10 full-access registrations**
- **Custom booth layout** in Exhibit Hall (choose from top-tier locations)
- **Acknowledgement in pre/post-event social media shout-outs**
- **Two 15-minute demo slots** on the Exhibit Hall stage
- **Full page ad** in the printed Conference Program (Due Aug. 15, 2025)
- **Two looping 8-second ads** in plenary session reel
- **8 app push notifications**
- **Access to attendee mailing list** (postal addresses only)
- **Lead retrieval access** through conference mobile app

---

## A La Carte Add-Ons

### Exhibitor Booth – \$375

- 10'x10' Booth with pipe and drape
- 6' draped table, 2 chairs, wastebasket

### Conference Program Ads

- Full Page – **\$400**
- Half Page – **\$200**
- Cover Ads (inside front cover, inside back cover) – **\$1,000**
- Cover Ads (back cover)- **\$1,500**

*Deadline: August 15, 2025*

### Bag Insert or Promotional Item – \$1,500

- Include your flyer, product sample, or branded item in every attendee bag (Qty: 4,250)
- Preview of insert due August 15. Items due by September 15, 2025.*

### Exhibitor Prime Parking – \$500 (Mon–Thurs)

- Secure front-row access for daily unloading and restocking—**limited spots available!**



## TERMS & CONDITIONS & EXHIBITOR POLICIES

1. Booths are assigned on a first-come, first-served basis.
2. Fees are non-refundable. No exhibitor is permitted to set up unless payment is received in full.
3. Exhibitors must confine their activities to the assigned booth space. Exhibitor display is not allowed to extend beyond the booth space into the aisle.
4. The Alabama Partnership for Children (APC) and the Alabama Department of Early Childhood Education (ADECE) reserve the right to refuse an exhibitor's application that does not meet the Developmentally Appropriate Standards as identified in the Alabama Standards for Early Learning and Development (ASELD).
5. The APC and ADECE conference staff reserve the right to inspect booth space and merchandise. If an exhibitor is found with counterfeit merchandise, they will be required to remove ALL counterfeit merchandise from the exhibit hall immediately. Failure to comply will result in the exhibitor's immediate removal from the exhibit hall, no refunds will be given, and the exhibitor will not be allowed to return.
6. Exhibit set-up starts Monday, October 27, 2025, at 8:00 am. All booths must be cleared Thursday, October 30, 2025, by 3:30 pm. Exhibit hours are Tuesday, October 28 from 8:00 am – 5:30 pm, Wednesday, October 29 from 7:00 am – 5:30 pm, and Thursday, October 30 from 7:00 am – 11:30 am. Security will be provided daily after exhibit hall hours.
7. After your completed contract and payment are received, you will be assigned a booth. On October 1, 2025, you will be provided with an exhibitor kit with instructions for shipping and ordering additional materials for your booth.
8. The Birmingham Sheraton Hotel is the host hotel for the Alabama Early Childhood Education Conference. Please contact [beth.aspden@ece.alabama.gov](mailto:beth.aspden@ece.alabama.gov) for assistance with reserving your room in our limited exhibitor/sponsor room block. Conference rates are offered based on availability.
9. It is mandatory that each exhibitor carry adequate liability and property insurance. Liability insurance should provide public liability coverage for bodily injury and property damage occurring from an accident in your exhibit booth. Property insurance should cover theft or damage of your property from the time materials leave their point-of-origin until they reach their post-show destination including the time on the show floor. Some exhibitors also insure against non-arrival of freight or exhibit material at the show site.
10. Exhibitors may also show support of the conference by sponsoring special events, giveaways or donating door prizes. If your company is interested, or if you have any questions, please contact Tara Skiles as [tara.skiles@ece.alabama.gov](mailto:tara.skiles@ece.alabama.gov).

### HOLD HARMLESS CLAUSE

We submit the following "Hold Harmless Clause", which is part of our exhibit rules and regulations. "The exhibitor assumes the entire responsibility and liability for losses, damage and claims arriving out on injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the BJCC in Birmingham, Alabama, and shall indemnify and hold harmless the APC and ADECE and agents and employees from all such losses, damage and claims."

