Be great

ZERO TO THREE Virtual Annual Conference 2020

October 5–9
zerotothree.org/annualconference

Be proactive

Uncover New Leads to Grow Your Business

ZERO TO THREE’s Annual Conference is going VIRTUAL for 2020! Attendees will gather on a state-of-the-art live platform that allows for just as many sponsorship and exhibitor opportunities—IF NOT MORE.

BE SEEN. Meet customers and constituents in your own virtual exhibit booth. Connect authentically and personally via chat, sponsor fun activities, and gain exposure through graphics, social posts and online resources.

BE CONNECTED to leading early childhood professionals from all disciplines who learn, network, and shop for solutions to support their career and workplace.
Be a ZERO TO THREE Annual Conference Sponsor!

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND LEVEL</th>
<th>PLATINUM LEVEL</th>
<th>GOLD LEVEL</th>
<th>SILVER LEVEL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Comp Full Registrations</strong>&lt;br&gt;(Only Early Bird Full Registrations receive Conference in a Box)</td>
<td>6</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>Expo Hall Only Registration</strong></td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Virtual Booth**<br>Each level will receive a Virtual Booth, Contact Us & Social Media Links, Chat, Google Form for Attendee Connect, Link of Embedded Video, Post Conference Attendee List* and Scavenger Hunt Inclusion

<table>
<thead>
<tr>
<th><strong>Company Listing</strong></th>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
<th>Tier 4</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Virtual Booth Layout</strong></th>
<th>Customized Layout</th>
<th>Customized Layout</th>
<th>Pre-Assigned Layout</th>
<th>Pre-Assigned Layout</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>About Us</strong></th>
<th>150 words</th>
<th>100 words</th>
<th>75 words</th>
<th>75 words</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Resources available for download (PDF)</strong></th>
<th>Unlimited</th>
<th>Unlimited</th>
<th>7</th>
<th>5</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Online Video Chat Link</strong>&lt;br&gt;(provided by Sponsor)</th>
<th>✔</th>
<th>✔</th>
<th>✔</th>
<th>+$500</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Post Graphics</strong></th>
<th>Unlimited</th>
<th>Unlimited</th>
<th>Limit 4</th>
<th>+$500 (Limit 4)</th>
</tr>
</thead>
</table>

**Branding Opportunities**<br>Each level will have their logo on screen during the Keynote Address as well as the opportunity for additional placement opportunities outlined on page 3.

<table>
<thead>
<tr>
<th><strong>Logo Placement on Virtual Platform</strong>*</th>
<th>Main Page Rotating Window</th>
<th>Main Page Rotating Window</th>
<th>Main Page Rotating Window</th>
<th>-</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Logo on Conference Homepage</strong>&lt;br&gt;with link</th>
<th>✔</th>
<th>✔</th>
<th>✔</th>
<th>✔</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>2 min video played at Plenary</strong>&lt;br&gt;First Choice</th>
<th>✔</th>
<th>-</th>
<th>-</th>
<th>-</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Breakout Session Sponsor</strong>&lt;br&gt;will be shown in perpetuity</th>
<th>✔</th>
<th>✔</th>
<th>+$500</th>
<th>+$500</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Mindfulness Moment</strong>&lt;br&gt;</th>
<th>✔</th>
<th>✔</th>
<th>+$1,000</th>
<th>+$1,000</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Virtual Registration</strong>&lt;br&gt;</th>
<th>✔</th>
<th>-</th>
<th>-</th>
<th>-</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Social Media Post(s)</strong>&lt;br&gt;</th>
<th>✔</th>
<th>✔</th>
<th>+$750</th>
<th>+$750</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Conference in a Box</strong>&lt;br&gt;</th>
<th>Shipped to US participants only. Must be received by 8/31/20</th>
<th>✔</th>
<th>✔</th>
<th>✔</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>One Item</strong>&lt;br&gt;(provided by sponsor w/ZTT approval)</th>
<th>✔</th>
<th>+$2,000</th>
<th>+$2,000</th>
<th>+$2,000</th>
</tr>
</thead>
</table>

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*The attendee list is for one-time use only. ANNUAL CONFERENCE participants are given the opportunity to "opt out" of having their contact information provided to exhibitors and sponsors. These participants will not be included in the list provided.*
Virtual EXHIBIT BOOTH FEATURES

**Standards Exhibitor:** $1,600

**Non-Profit Exhibitor:** $1,295

Booth Package includes one (1) Full Registration* and one (1) Expo Hall Only Registration. Additional Full Registrations available at $100 Discount (Limit 2).

*Only Early Bird Registrations receive Conference in a Box - Shipped to US participants only. Items must be received by 8/31/20.

**ANNUAL CONFERENCE participants are given the opportunity to “opt out” of having their contact information provided to exhibitors and sponsors. These participants will not be included in the list provided.

Virtual Booth Features include:

- About Us - 50 word limit
- Resources available for download (PDF) - Limit 3
- Access to Analytics on Resources Downloaded
- Contact Us
- Social Media Links
- Chat
- Google Form for Attendee Contact
- Available to Conference Attendees for 30-Days Post Conference
- Post Conference Attendee List for One Time Use Only**

**Additional Promotional Opportunities**

- “Item” in Conference in a Box* $2,000
- Social Media Post $750
- Conference in a Box Flyer* $750
- Online Video Chat Link (provided by Sponsor) $500
- Link to Embedded Video $500
- Posting Graphics (Limit 4) $500

**Education Sponsorships**

(Available in perpetuity)

- Issue Intensive $1,000
- Healthy Steps Session/Booth $1,000
- Pre-Conference Session $1,000
- Baby Talk Session $500
- Breakout Session $500

**Networking Sponsorships**

- Reception Co-Sponsor, Bingo, Comedy and Trivia Nights! $1,000
- “Play” Sponsor $500
- Crib Sponsor $500
- Poster Session $TBD

**Mindfulness Moments Available**

Mindfulness Moments such as stretching breaks, breathing/meditation, “Yappy Hour Puppy Cam,” and other Fun Activities are available to sponsor for $1,000 each.

**EXHIBIT BOOTHS**

Be noticed with Additional Promotional Opportunities and Add-ons

**BENEFITS:** Constant exposure, Prominent placement, Dedicated message
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 2020 ZERO TO THREE Virtual Annual Conference ("Conference"). Exhibitor agrees as follows:

1. EXHIBIT ASSIGNMENTS. In the virtual environment, Exhibits and Sponsorships will be displayed first by level of participation and secondly in alphabetical order by company name. Decisions regarding virtual exhibit space are solely at the discretion of ZTT/Meeting Management Services ("MMS"). Any Exhibitor that fails to provide information for their virtual booth by 5pm, Monday, September 28, 2020 will forfeit exhibit and Exhibitor will not be entitled to any refund by ZTT.

2. PAYMENTS AND CANCELLATION BY EXHIBITOR. In the event Exhibitor cancels its reservation for exhibit space on or before Friday, August 28, 2020, ZTT shall retain or collect 50% of the exhibit fee. Cancellations received after Friday, August 28, 2020, will result in ZTT retaining or collecting 100% of the exhibit fee. No refunds will be made for Exhibitor’s failure to use exhibit space, whether in whole or in part. Exhibitor agrees that by cancelling exhibit space, Exhibitor relinquishes all benefits included with the exhibit space.

3. CANCELLATION OR CHANGE OF CONFERENCE. In the event that the virtual platform becomes 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 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, acts of God, government restraints, orders of regulation, inability to secure sufficient labor, terrorism, threat of terrorism, internet, server, or platform failure, and any other events, including emergencies or non-emergencies. If ZTT terminates this Agreement pursuant to this section, Exhibitor waives any and all resulting claims for damage.

4. 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.

5. INDEMNIFICATION. Exhibitor agrees to defend, indemnify and hold harmless ZTT, and MMS, 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.

6. 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 MMS, as applicable.

7. 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.

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

9. 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.

10. 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.
Advertising 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 advertising company ("Advertiser"). Advertiser agrees as follows:

1. PAYMENT. Full payment for the advertisement ("Advertisement") shall be as set forth in the Advertising Rate Card, and must be received within 30 days of submission of the Advertisement or 60 days prior to the first day of the publication month, whichever is sooner. All purchases are nonrefundable except as provided in this Agreement. ZTT reserves the right to refuse the Advertisement if payment is not received by the deadline. If Advertiser cancels this Agreement prior to its conclusion, Advertiser shall remain liable to pay ZTT the full amount due.

2. ADVERTISEMENT SUBMISSION. Advertiser will submit the Advertisement, including all necessary artwork, to ZTT at least 60 days prior to the first day of the publication month. In the event that all necessary artwork is not received by the due date, ZTT may at its sole option elect to use artwork from previous Advertisements placed by Advertiser, if any. Advertiser agrees that the positioning, placement, frequency, and other editorial decisions related to the Advertisement shall be made by ZTT in its sole discretion.

3. LICENSE. Advertiser hereby grants to ZTT a limited, non-exclusive license to copy, use, display, and publish Advertiser’s Advertisement (including Advertiser’s name, marks, and logos shown) solely in connection with this Agreement. Advertiser retains all right, title, and interest, including copyright and other proprietary or intellectual property rights in the content of the Advertisement and Advertiser’s name, marks, and logos.

4. WARRANTIES. Advertiser represents and warrants that (a) the Advertisement is Advertiser’s own original work; (b) that Advertiser is the sole owner of the work and all of the rights granted to ZTT under these terms and conditions; (c) that the content of the Advertisement does not violate any copyright, trademark, proprietary, or personal rights of others, as well as any applicable advertising laws or regulations; and (d) the Advertisement is factually accurate and does not contain any content which is unlawful, harmful, abusive, hateful, lewd, obscene, threatening, defamatory or libelous or constitute unfair competition or unfair trade practice.

5. INDEMNIFICATION. Advertiser agrees to defend, indemnify, and hold harmless ZTT, its officers, directors, sublicensees, employees and agents, from and against any claims, actions, liabilities, costs or demands, including without limitation reasonable legal and accounting fees, for any loss or damage or claims resulting or arising from the use or publication of the Advertisement, including but not limited to claims for copyright or trademark infringement, unfair competition, defamation, breach of contract, or breach of the warranties provided in this Agreement. ZTT shall provide notice to Advertiser promptly of any such claim, suit, or proceeding and shall assist Advertiser, at Advertiser’s sole expense, in defending any such claim, suit or proceeding.

6. CANCELLATION. ZTT reserves the right to cancel or refuse the display of an Advertisement at any time and for any reason, including but not limited to failure to conform to applicable laws and regulations, ZTT’s policies, ZTT’s mission or the public interest, regardless of whether such advertisement previously was accepted by ZTT. If ZTT cancels or refuses to place the Advertisement then this Agreement shall be deemed terminated and ZTT will refund to Advertiser any advertising fees paid. The refund of fees shall be Advertiser’s sole remedy for ZTT’s termination of this Agreement.

7. CORRECTIONS. Advertiser is responsible for checking advertising copy for corrections and providing ZTT with prompt written notice of errors or changes. Advertiser acknowledges and agrees that submitting a correction may result in the delay of placement of the Advertisement.

8. NO ENDORSEMENT. Advertising with ZTT does not in any way mean that ZTT approves or endorses Advertiser or Advertiser’s products or services. Advertisements shall not imply or convey ZTT’s approval, endorsement, certification, acceptance, or referral of Advertiser or Advertiser’s products or services.

9. PARTICIPATION. Participation as an advertiser does not entitle Advertiser to influence the content planning of any ZTT publication or event.

11. 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.

12. 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.

Contact Wendy Ashburn: wendya@mmsmeetings.com
2019 Marketplace Sponsors and Exhibitors

Sponsors and Exhibitors included publishers; manufacturers of furniture, equipment, and toys; developers and providers of training materials, hardware, and software; producers and suppliers of educational products, services, and materials; and nonprofit organizations.

Access Sourcing Solutions, LLC

For information on customized sponsor packages, contact Wendy Ashburn, 202-624-1775 or wendya@mmsmeetings.com.

Save the Date

ZERO TO THREE ANNUAL CONFERENCE 2021

October 6-8
Greater Columbus Convention Center
Columbus, Ohio

zerotothree.org/annualconference