

BECOME PART OF OUR NETWORK

If your products and services support the healthy development of young children or help Head Start/Early Head Start programs operate more efficiently and effectively, the Region IV Head Start Association (RIVHSA) invites you to take a look at the many advertising, exhibiting, and sponsorship opportunities we offer.

With 3 regional in-person conferences, professional development webinars, and other outreach opportunities to the early childhood education field, we are certain your firm will get the most out of your marketing resources by partnering with us to reach the largest regional audience of influencers and stakeholders with a huge referral base.

- FEBRUARY: Annual Training Conference & Expo (ATCE): Open to all vendors to purchase advertising, exhibiting, and sponsorship opportunities. Space will be reserved on a first-come, first-paid basis with priority selection given to corporate sponsors by tier.
- JUNE: Leadership Summit (LS): Corporate sponsors are the only vendors admitted. Consider activating a corporate sponsorship for an exclusive invitation.
- SEPTEMBER: Early Head Start Institute (EHSI): Open to all vendors to purchase advertising, exhibiting, and sponsorship opportunities. Space will be reserved on a first-come, first-paid basis with priority selection given to corporate sponsors by tier.

ADVICE MENT

RIVHSA encourages the exchange of diverse opinion at our conferences. Thus, the ideas presented do not necessarily reflect RIVHSA's official position on a particular topic or issue and RIVHSA assumes no responsibility for any statement of fact or opinion presented at our conferences. In addition, the acceptance of advertising or exhibitors does not imply endorsement of products or services by RIVHSA.

ABOUT RIVHSA

The Region IV Head Start Association, Inc. (RIVHSA), founded in 1986, is a private, not-for-profit membership organization dedicated to improving the quality of early care and education for Head Start (HS) and Early Head Start (EHS) children and their families. It is our mission to serve as a clearinghouse to our grantees and affiliate groups by providing resources, technical assistance, and training that promote their delivery of quality services. RIVHSA represents more than 170,000 children, 40,000 staff and 300 member programs. Our regional network includes a growing alliance of corporate partners and individual members, as well as our 8 state affiliates: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee.

OUR EVENTS

Join us for incredible opportunities to connect with existing and prospective clients as well as colleagues and experts in your own field and across disciplines. It is this unique gathering of participants which gives our conferences their energy and wide-reach. The conference experience is a unique blend of pre-conference events, speaker expertise, learning tracks, presentation formats and our lively expo center showcasing the latest materials and products by industry leaders in the child and family development field.

TARGET AUDIENCE

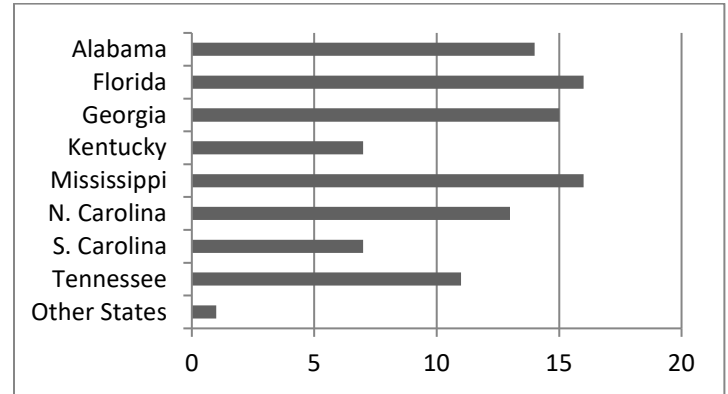
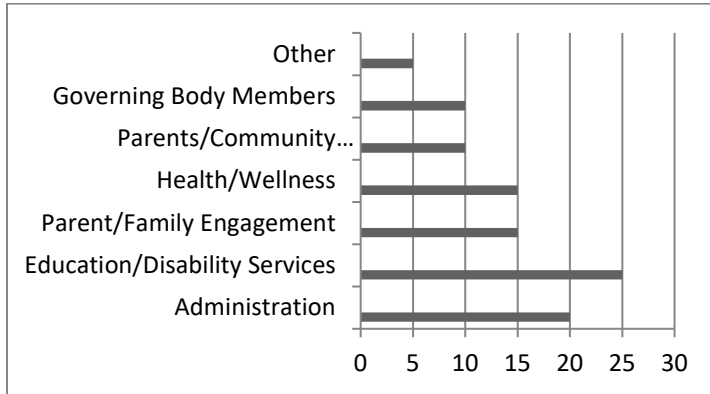
	DECISION-MAKERS		INFLUENCERS				
	Administration Content Managers	Governing Body Members	Teaching	Family Support	Other Center-Based Professionals	Parents	Community Partners
FEBRUARY - ATCE	*	*	*	*	*	*	*
JUNE - LS	*	*				*	*
SEPTEMBER - EHSI	*	*	*	*	*	*	*

EXPECTED ATTENDANCE

Our conferences attract early care and learning administrators, professionals, parents, governing body members, and partners throughout the region and around the country.

- Annual Training Conference & Expo (February): 1000+
- Leadership Summit (June): 500+
- Early Head Start Institute (September): 350+

The chart below indicates the percentage of attendance by participant category and affiliate states.



EXHIBITOR PROSPECTUS

WHY EXHIBIT?

Exhibiting at RIVHSA's convention can help you bring your brand to life and meet your engagement goals. Our lively expo center features attractions such as an evening networking reception, morning/afternoon breaks, charging station, and games to encourage attendee traffic. These features are also complemented by designated breaks during the daily schedule to drive attendee traffic.

- Build visibility in the regional HS/EHS community.
- Gain access to more than 1000 HS/EHS professionals, parents and partners in a single venue.
- Demonstrate, promote, and sell your products and/or services.

WHO SHOULD EXHIBIT

RIVHSA welcomes organizations and companies that offer a wide variety of products and services for the HS/EHS community. The majority of the organizations and companies that exhibit at our event offer products and/or services which focus primarily in the areas of early childhood education, parent and family engagement, health and wellness, professional development, program operation and management, as well as technology and research.

EXHIBIT SPECIFICATIONS

The expo center is located closely to educational breakout sessions to help drive attendee traffic. Specifications for the 40-booth expo: (1) 10'x10' booth in a high traffic area with 8' high back wall, 3' high side drape, a 6' x 30" draped table, 2 chairs, wastebasket, 1-line company ID 7"x44" sign, and 1-line sponsorship tier 7"x44" sign.

Other plan features include: (2) Expo Center only passes; Discounted rate for additional expo only passes; Real-time attendee access with mobile app; Print and digital exhibitor directory listing, single-sided PDF upload and hyperlink to mobile app.

EXHIBIT SALES [CORNER \$625 / IN-LINE \$525]

There is no limit on the number of booths that can be purchased. Sales conducted on a **first-come, first-paid basis with priority selection given to corporate sponsors by tier.**

- Private Sale to Sponsors: Nov 1 - Dec 5
- Public Sale to Vendors: Dec 6 - Jan 15

After booth selection and receipt of payment, exhibitors receive a planning packet from our contracted exposition company.

ADVERTISER PROSPECTUS

WHY ADVERTISE?

Our conference program is an effective marketing tool to prompt more than 1000 professionals from the Head Start and early childhood development community to stop by your exhibit booth, visit your website, or call your office to learn more about your exciting resources and products. If your organization is interested in advertising in our conference program, please purchase ad space early to secure the best location in the conference program. Please review the price list below and remit your registration form with payment to our office.

Program Ads	Rates
Program Cover (Color Outside Back Page only)	\$1000.00
Program Cover (Color Inside Front and Back Pages)	\$750.00
Full Page (Color)	\$750.00
Full Page (Black/White)	\$500.00
Half Page (Color)	\$375.00
Half Page (Black/White)	\$250.00



CORPORATE SPONSOR PROSPECTUS

Becoming a corporate sponsor shows a vested interest in RIVHSA and our member programs. As a corporate sponsor, your company is doing more than establishing or strengthening its connection to our member network, but you're also joining a community of professionals, parents and partners dedicated to making a difference.

PARTNERS IN QUALITY

Over the years, Head Start and Early Head Start has experienced tremendous growth in all areas of service delivery. Consequently, RIVHSA seeks partnerships that can help to offset the increased resources grantees need to be innovative and effective.

PARTNERS IN PUBLIC POLICY

RIVHSA is committed to telling our collective story in a compelling manner to achieve results in shaping public policy that impacts the Head Start community. Our partners remain abreast of current public policy issues and learn how to be a change agent.

PARTNERS IN PROFESSIONAL DEVELOPMENT

RIVHSA offers training opportunities that strengthen program administration, staff development, parent involvement, and community partnership. We collaborate with our partners to provide quality learning experiences addressing key issues, initiatives, and best practices.



ADVANTAGES OF CORPORATE SPONSORSHIP

There are many advantages of sponsorship, and our program allows you to customize a package that fits your needs as well as your budget. When you customize your package, you build in tremendous value and unleash opportunities to grow your business.

The sponsorship year is valid for the period of October 1 – September 30. Our corporate sponsorship program is a powerful tool for expanding and strengthening customer networks through partnerships that support quality, advocacy, and professional development.



EXPERIENCE THE VALUE OF SPONSORSHIP

- Enrollment in the RIVHSA Marketplace, a one-stop resource for programs to find standard discounts from our corporate members.
- Recognition in our Annual Report, e-newsletters and e-alerts, as well as signage
- Exclusive access to attendee list for events as well as grantee members.
- Exclusive invitation to our summer conferences for regional HS/EHS leadership
- Policy and legislative alerts as well as regional updates
- The opportunity to expand professional networks and strengthen your voice as an advocate at the regional and national level