



61st Annual SECA Conference • January 21-23, 2010  
The Peabody • Little Rock, AR

## *The Early Childhood Years: A Time of Opportunity*

### Exhibitor Prospectus

#### What's Inside

- Page 2 Daily Schedule  
Important Deadlines
- Page 3 Exhibit Pricing  
Exhibit Information
- Page 4 Exhibit Maps
- Page 5 Conference Marketing  
Opportunities
- Page 6 Exhibitor Contract  
Payment Information
- Page 7 Contract Stipulations

#### Marketing Opportunities

- Tradeshow Exhibits
- Conference Sponsorships
- Web Hotlink
- Conference Packet Insert
- Advertising in the Conference Program



PO Box 55930  
Little Rock, AR 72215-5930  
1-800-305-SECA  
501-227-5297 (fax)

[www.SouthernEarlyChildhood.org](http://www.SouthernEarlyChildhood.org)

The Southern Early Childhood Association (SECA), the oldest early childhood professional association in the South, is an organization of over 19,000 early childhood professionals in 14 Southern States and across the U.S. We have members in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. We also have members outside the South and around the world.

**SECA extends an invitation to you and your company to join us January 21-23, 2010 at The Peabody in Little Rock, Arkansas!**

With an average yearly attendance of 1000 to 1400 early childhood professionals, the SECA conference is a great opportunity for exhibitors to interact personally with school administrators, directors, and teachers, and to introduce the newest in early childhood professional resources and equipment.

#### Our attendees include:

- For Profit & Non-Profit Child Care
- Head Start
- Military Child Care
- Faith-Based Programs
- University & College Staff & Faculty
- Licensing Agencies
- Family Child Care
- Native American Programs
- Early Intervention Staff
- Resource & Referral Agencies
- And many more...

**We have a marketing opportunity just for you, regardless of your size or budget.** Take a look inside at the different options available to help you reach the SECA market. The SECA conference is known for its hospitality, opportunity to network, and "friendly feel". Our attendees come for education, fun, and the latest and greatest in products and information. Our exhibitors have the satisfaction of time and resources well spent.

**We hope to see you in Little Rock!**



## Southern Early Childhood Association



61st Annual Conference

January 21-23, 2010

The Peabody • Little Rock, AR

## *The Early Childhood Years: A Time of Opportunity*

### Daily Schedule

---

#### *Thursday - January 21, 2010*

Set-up 1:00pm-4:30pm

#### *Friday - January 22, 2010*

Exhibitor Showcase 7:45am-8:45am

Exhibits Open 7:45am-6:30pm

#### *Saturday - January 23, 2010*

Exhibits Open 7:30am-2:00pm

Tear Down 2:00pm-6:00pm

*All times are subject to change. You will be notified of any such changes.*

### Exhibit Deadlines

---

**9/15/09**

Booth Selection Begins  
*Reserve early to get the best space!*

**12/15/09**

Exhibitor Service Kits Mailed  
Approval for program inserts  
Camera-ready art and copy due  
to SECA for final conference pro-  
gram & promotional items

**12/1/09**

Inserts samples to SECA office

**1/21/10**

Exhibitor Move-In - The Peabody/  
State House Convention Center  
(1:00pm-4:30pm)

### Contact Information

---

Questions about exhibiting at SECA 2010? Give us a call or drop us an email and we'll tell you everything you need to know!

**Contact Person - Megan Sullins**

1-800-305-7322

megansullins@southernearlychildhood.org

PO Box 55930

Little Rock, AR 72215-5930

## Exhibit Information

---

### **Booth Package** (The Peabody Mezzanine)

Size: 6' x 10'

8' back wall and 3' side dividers

(1) 6' topped and skirted table

(2) Side chairs

(1) Identification sign

Exhibit area floors are carpeted.

One (1) Booth                      \$350

Multiple Booths                  \$350/first booth

\$300/each additional booth

SECA will provide security for exhibit booths during non-operational hours.

### **Table Package** (State House Convention Center)

(1) 6' topped and skirted table

(2) Chairs

(1) Identification sign

Exhibit area floors are carpeted.

One (1) Table                      \$150

SECA will not provide security for table exhibits in the Convention Center.



### **Application for Space**

Applications will be accepted by mail or fax and must be accompanied by check, money order, or credit card information for the full amount of each unit of space reserved. No space will be reserved until payment has been received in the SECA office.

### **Exhibit Service**

Sunbelt Convention Services has been chosen by SECA as the exhibit service provider. Booths confirmed by December 1, 2009 will receive a complete service kit by December 15, 2009. Service kits will be forwarded by email to the email address and person you specify, or you may request that it be mailed to you.

### **Drayage**

All drayage will be handled by Sunbelt Convention Services.

### **Electrical Service**

Electrical services for exhibits must be coordinated with the Peabody or with the State House Convention Center, depending on the location of your exhibit space. Order forms will be included in your service kit.

### **Sunbelt Convention Services**

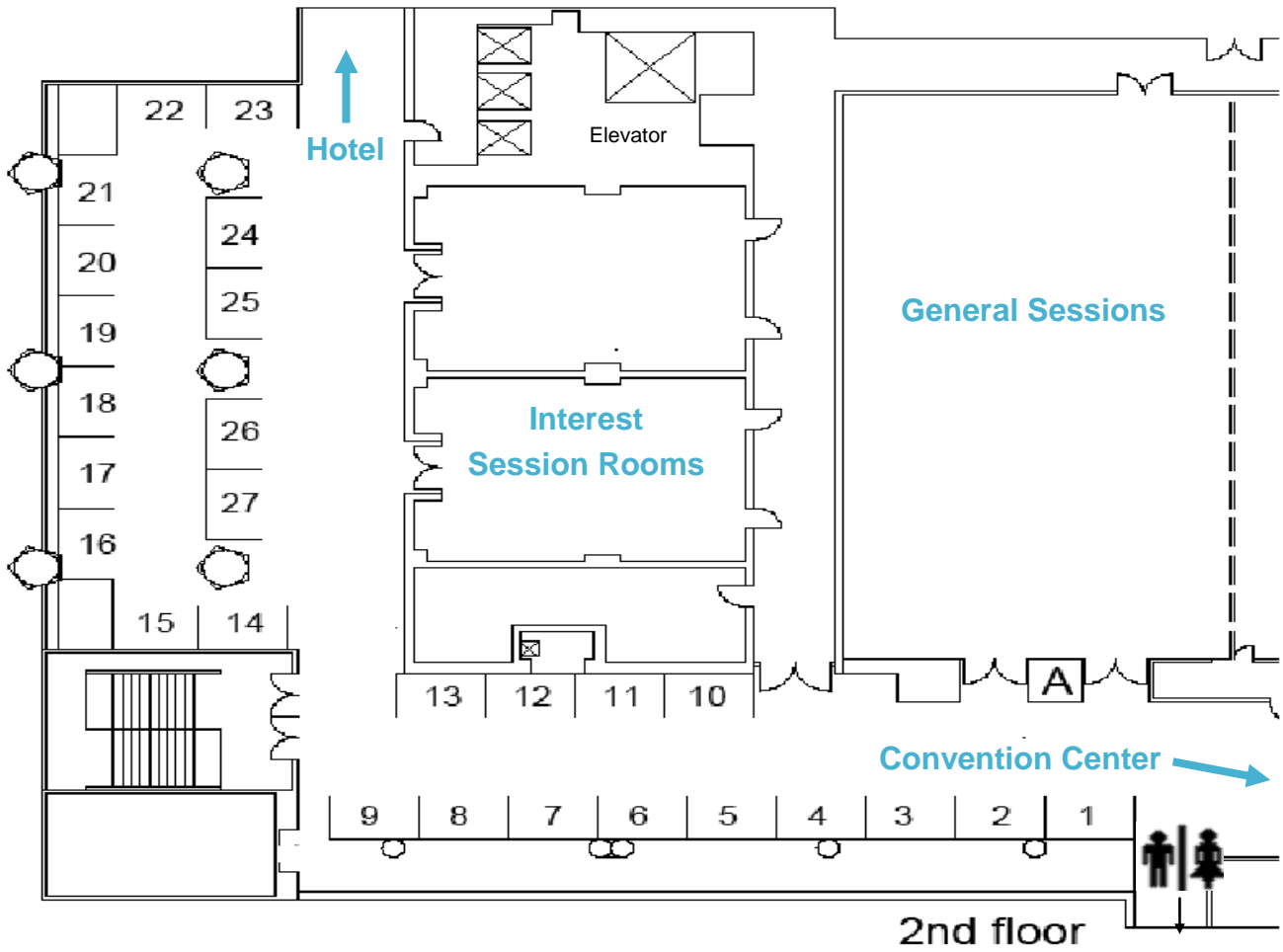
409 Collins Street

Little Rock, AR 72202

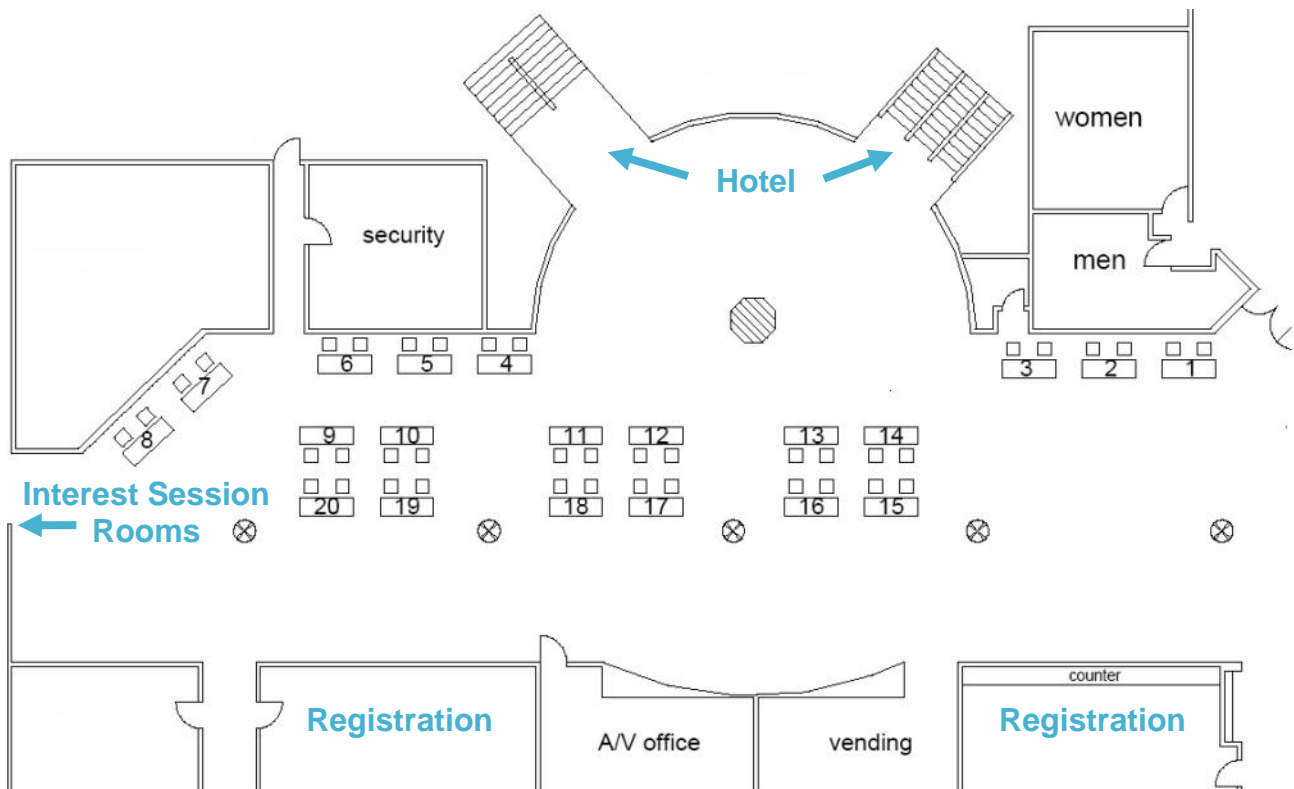
Phone: (501) 244-9955

Fax: (501) 244-9995

## Peabody Exhibit Map (booths)



## Convention Center Exhibit Map (tables)



## Marketing Opportunities

---

Extend the impact of your presence at SECA 2010 beyond your booth by taking advantage of our various marketing opportunities. We have plenty of options for every budget to get your message out.

### Conference Program Inserts

Cost	\$150 per item
Number of Inserts Required	1000
Maximum Size of Insert	8 1/2" x 11" (one page only)

SECA will receive and insert a limited quantity of promotional material in the final conference program. All promotional materials must be approved by SECA; the deadline for submitting the sample item is December 1, 2009. SECA does not produce the inserts and the vendor is responsible for providing the finished inserts to SECA by January 1, 2010. *\*Check with the SECA office about the availability of catalog distribution. Program inserts must be a single page.*

### Imprinted Lanyards/Participant Badges

Have your message attached to every participant name badge. Imprinted lanyards in your choice of color and imprint. (SECA can print or vendor may print and furnish these lanyards to SECA for promotional use. No charge to vendor if lanyards are provided to SECA.)

Cost	\$2000
Quantity	1000

### Sponsorships

Sponsorships will be noted in the conference program and by signs posted at the event.

#### Participant Coffee/Soft Drink Breaks Exhibit Hall

Partial Sponsorship	\$500
Total Sponsorship	\$1500

#### Student Break

Partial Sponsorship	\$250
Total Sponsorship	\$500

### Advertising in Final Conference Program

1/6 page (2 3/8" h x 4 7/8" w)	\$40
1/3 page (9 3/4" h x 2 3/8" w)	\$75
1/2 page (5" h x 7 1/2" w)	\$100
Full page (9 3/4" h x 7 1/2" w)	\$200
Inside Front Cover (full page)	\$250
Inside Back Cover (full page)	\$250
Back Cover (full page)	\$300

Additional costs for full color. Call SECA at 1-800-305-7322 for a customized quote.

## Post-Conference Marketing

---

### Mailing List

Can't attend the conference, but you'd still like to do some promotion? SECA can provide you with a mailing list of our members or conference participants. The database is available in digital format, either by e-mail or disk, and can be sorted by state.

### Special Conference Discount

Cost	\$25 per 1000 names
Full SECA database	\$450

### Web Hot Link

Extend your marketing reach by placing your company's logo and web link on our website, [www.SouthernEarlyChildhood.org](http://www.SouthernEarlyChildhood.org). The links include full color graphics. Links will go up in February 2010 and will remain until February 2011. Take advantage of this very low cost option and use our marketing power to spread your message across the South!

Cost	\$100
------	-------

## Exhibit Contract

Complete and return this contract with payment. A confirmation of booth/table assignment will be returned within two weeks of receipt of the contract and payment in the SECA office. SECA will make every attempt to provide your requested booth assignment, depending upon availability. If your preferred booth/table is not available, we will contact you for a second choice.

### PLEASE TYPE OR PRINT CLEARLY

#### Booth/s

Number of Booths Requested \_\_\_\_\_ Total Booth \$ \_\_\_\_\_ Booth Number/s Preference \_\_\_\_\_  
(See exhibit map.)

#### Table/s

Number of Tables Requested \_\_\_\_\_ Total Table \$ \_\_\_\_\_ Table Number/s Preference \_\_\_\_\_  
(See exhibit map.)

#### Advertisement

Size of ad \_\_\_\_\_ Total Ad \$ \_\_\_\_\_

#### Sponsorship

Selected Event: \_\_\_\_\_ Sponsorship \$ \_\_\_\_\_

#### Mailing List

Quantity and Sort \_\_\_\_\_ Mailing List \$ \_\_\_\_\_

#### Program Insert

Quantity \_\_\_\_\_ Insert \$ \_\_\_\_\_

#### Imprinted Lanyards

Lanyard \$ \_\_\_\_\_

#### Web Hotlink

Hotlink \$ \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_

Telephone # \_\_\_\_\_ E-mail \_\_\_\_\_ Website \_\_\_\_\_

We hereby make application for exhibit space at the forthcoming conference of the Southern Early Childhood Association, January 21-23, 2010 at The Peabody, Little Rock, AR. We have read and fully understand all provisions as printed on the reverse of this contract and agree to abide by all exhibit rules and regulations.

\_\_\_\_\_  
Authorized signature (print or type)

\_\_\_\_\_  
Signature and Date

#### Payment Information

Make Check Payable to: SECA  
Mail to: PO Box 55930  
Little Rock, AR 72215-5930

If paying by credit card, fax contract to 501-227-5297

Credit Card Type:  VISA  Master Card  Discover  AMEX

Credit Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature for Credit Card \_\_\_\_\_

#### For SECA Office Use:

Date Received: \_\_\_\_\_ Amount \$ \_\_\_\_\_ Assigned Booth/Table/s \_\_\_\_\_

Other: \_\_\_\_\_

## Contract Stipulations

---

By signing the application/contract form, you agree to the following stipulations:

### Exhibitor Restrictions

SECA reserves the right to prohibit any exhibit or part of an exhibit, that, in its opinion, is not suitable to, or in keeping with, the character or purpose of the Exhibition, or for any reasons that might become objectionable. In the event of such restriction, SECA is not liable for any refunds or rentals or other exhibit-related expenses.

### Liability and Insurance

Exhibitors agree to protect and hold harmless the Southern Early Childhood Association, The Peabody, and the State House Convention Center, and their officers, employees and agents from any and all claims for damages, suits, etc. and all persons or others that may result on account of injury, loss or damage sustained upon the space occupied by the exhibitors, or on account of machinery and property under the control of an exhibitor, his representatives or employees. Neither SECA, The Peabody, nor the State House Convention Center, will be responsible for any loss, injury or damage, including that by fire or theft, that may occur to an exhibitor or to his agents or employees, or to his or their property or wares arising from any course whatsoever, prior, during or subsequent to the period of the exhibition. Each exhibitor, by signing an application and contract to exhibit, understands that he releases SECA, its agents, The Peabody, and the State House Convention Center from and agrees to indemnify each against any and all claims from any such loss, injury or damage.

### Protection of the Building

Exhibitors will be liable for any damage caused to the property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, doors, walls, floors or other parts of the building and furnishings. Whatever may be necessary to properly protect the building, equipment, or furniture will be installed at the expense of the exhibitor.

### Interpretation and Violation

Any points not covered here or elsewhere are subject to settlement by the management. All rules and regulations promulgated by The Peabody and State House Convention Center will apply to activities within the exhibit areas. Any violation of these rules and regulations by any exhibitor will void the agreement for exhibit space, and such exhibitor will forfeit all monies that have been paid. The SECA Executive Director shall have the right to terminate the agreement for exhibit space and re-entry is not allowed.

### Refund Policy

- A processing fee of \$50 will be charged on all refunds.
- No refunds will be made for cancellations received after January 15, 2010.
- No refunds will be made if space is not used, nor will any refund be made on space used only for a part or portion of the exhibit period.

**Any exhibit space not claimed and/or occupied by 5:00 pm on Thursday, January 21, 2010, may be reassigned without refund. Exhibit spaces should be completely set-up by 5:00 pm on Thursday, January 21, 2010. The original contracting exhibitor shall be liable for the full amount of the exhibit space rental whether or not the space is used.**

### Exhibit Cancellation

Payment for exhibit space will be returned, less any actual expenses incurred in connection with Exhibition, if the Exhibition is cancelled 90 days or less prior to the opening date because of fire, or any act of God or the public enemy, or strike, or epidemic or any law, regulation or public authority that makes it impossible or impractical to hold the Exhibition.

### Conducting Exhibits

- Exhibits must be staffed at all times while the exhibit hall is open.
- Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.
- Interviews, distribution of literature, samples and detailing should take place inside booths in order to avoid infringement of the rights and privileges of other exhibitors.
- Exhibitors who play recorded or live music in the exhibit hall must furnish waivers from the composers and performers stating that neither BMI nor ASCAP will collect from SECA.
- All licenses and taxes are the responsibility of the exhibitor.

### Security and Insurance

- SECA cannot guarantee against loss or damage of any kind but will endeavor to protect exhibitors by ensuring the security of the exhibit booth area in The Peabody during non-operational hours. No security will be provided for exhibit tables in the Convention Center.
- Exhibitors wishing to insure their exhibit materials, goods and/or wares on exhibit against theft, damage by fire, accident or loss of any kind must do so at their own expense.