



# ZERO to THREE LEARN *Conference* MINNEAPOLIS | SEPT 19-20, 2023

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Sponsor | Exhibitor | Advertiser  
**Prospectus**



# Sponsor, Exhibit or Advertise at the LEARN Conference in Minneapolis!

Sponsor, Exhibit or Advertise at the LEARN Conference in Minneapolis! This exciting two-day education event will have Baby Talk sessions presented in the Exhibit Hall throughout the day along with Practice and Research/Scientific Plenaries, Issue Intensives, Lectures and a Reflection Gallery.

We're excited to have our Exhibitors back in person to promote products and services to the anticipated 3,000 early childhood professionals at the ZERO TO THREE Conference in Minneapolis. Connect with early childhood professionals from all disciplines to learn, network and shop for solutions to help them in their professional lives.



## Exhibit Hall Hours:

(Subject to change)

### Monday, September 18, 2023

- 10:00–4:00 p.m. Exhibitor Load In
- 4:00–5:00 p.m. Exhibitor Management Walk-through

### Tuesday, September 19, 2023

- 10:00 a.m. Exhibit hall opens
- 10:15–10:30 a.m. AM Break
- 10:30–11:30 a.m. Baby Talk (1)
- 11:30–1:00 p.m. Time with Exhibitors & Lunch (concessions open)
- 1:00–2:00 p.m. Baby Talk (2)
- 2:00–2:15 p.m. PM Break
- 2:15–3:15 p.m. Baby Talk (3)
- 5:00–6:30 p.m. Reception

### Wednesday, September 20, 2023

- 10:00 a.m. Exhibit hall opens
- 10:15–10:30 a.m. AM Break
- 10:30–11:30 a.m. Baby Talk (4)
- 11:30–1:00 p.m. Time with Exhibitors & Lunch (concessions open)
- 1:00–2:00 p.m. Baby Talk (5)
- 2:00–2:15 p.m. PM Break
- 2:15–3:15 p.m. Baby Talk (6)
- 3:15–3:30 p.m. Break
- 3:30 p.m. Hall Closing
- 3:30–5:30 p.m. Exhibit Tear Down



# Sponsor Levels & Benefits

Be recognized as a **CHAMPION, PARTNER** or **ADVOCATE** with benefits at the **LEARN Conference**.

## Champion – \$15,000

### Benefits Include

- Welcome Remarks (2 minutes) at an Opening or Policy Plenary
- 10'x20' Exhibit Booth in a premium location in the exhibit hall including back and sidewall pipe and drape, booth ID sign, two (2) 6' skirted tables, four (4) chairs, and wastebasket
- Two (2) Full complimentary registrations and (2) Exhibitor Only badges
- Top-tier company logo on event signage, online and printed materials.
- Pre and post conference attendee lists for one time use\*\* (including emails)
- Raffle opportunity
- Mobile App Listing

## Partner – \$10,000

### Benefits Include

- 10'x10' Exhibit Booth in a premium location in the exhibit hall including back and sidewall pipe and drape, booth ID sign, one (1) 6' skirted table, two (2) chairs, and wastebasket
- One (1) Full complimentary registrations and (1) Exhibitor Only badge for booth staff
- High-level company logo on event signage, online and printed materials.
- Pre and post conference attendee lists for one time use\*\* (including emails)
- Raffle opportunity
- Mobile App Listing

## Advocate – \$5,000

### Benefits Include

- 1 Full complimentary registration
- Company logo on event signage, online and printed materials
- Pre and post conference attendee lists for one time use\*\*
- Raffle opportunity
- Mobile App Listing

\*\* Participant list is for one-time use pre and one time use post 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 lists provided pre and post conference.





# Exhibit with ZERO TO THREE

**Commercial: \$3,000**

**Non-Profit/Government: \$2,000**

**Booth Package (per 10'x10' space) includes:**

- Back and sidewall pipe and drape, booth ID sign, one (1) 6' skirted table, two (2) chairs, and wastebasket. Carpet is optional and is available for rental.\*
- One (1) Full Complimentary Registration
- One (1) Exhibitor Only badge
- Pre and post conference attendee lists for one-time use (including email addresses)\*\*
- Raffle opportunity
- Mobile App Listing

\*\*Registered participants will be able to "opt out" of the participant list.



## Sponsorship Opportunities

### Registration Sponsorship \$6,000

- Your Logo/Banner on Conference Registration Confirmation emails
- Your Logo/Banner in the Know Before You Go messages to conference participants
- Recognition as Registration Sponsor at On-Site Registration

### Opening Day Reception Sponsor: \$10,000

- At the close of the Research/Science Plenary, personally invite attendees during your 2 minute remarks and be recognized as the sponsor of the Opening Day Reception (Sept 19th) being held in the exhibit hall from 5-6:30pm on Day 1 of the Conference. Your logo will be included on meeting signage, the mobile app and branded napkins.

### Baby Talk Sponsor \$5,000 per day or \$9,000 for both days

- There will be 11 hours (5.5 hours per day) of powerful content during the Baby Talk sessions being held at the dynamic center of the exhibit hall. Sponsor one day or both days. With three 60 minute sessions daily, presentations will be 30 minutes followed by 30 minutes of interactive discussion. Sponsor branding will be visible throughout the Baby Talk area before, during and after Baby Talk sessions where attendee will also have the opportunity to network when sessions are not being held.

### Daily Break Sponsor \$2500 per day or \$4,000 for both days

- Pick A Day! Tuesday or Wednesday or Both! Your logo will be included on meeting signage, the mobile app and branded napkins. Attendees will be present in the exhibit hall during three (3) breaks and lunch (on their own) available at concessions in the exhibit hall.



# Sponsorship Opportunities

## Branding Sponsorships

### Lanyard Sponsor - \$5,000

- Add your organization name or logo to lanyards the anticipated 3,000 attendees will wear daily.

### Power Sponsor - \$1,500

- Brand charging tables with your logo, tagline and QR code to share organization information. Placement options: Registration Area or the Exhibit Hall.

### Social Media - \$1,250. (One post per platform during a pre-selected week)

- Instagram story (Followers: ~18,100)
- Facebook story (Following: ~111,000)
- Facebook Group (Members: ~3,900)
- Twitter (Followers: ~37,500)
- LinkedIn (Followers: 46,515)
- All posts should have an associated graphic, video or link with optimized social media link preview. Material is due two (2) weeks before scheduled post.

### "Take One" Table Item - \$1,250

- Ship your 1-page marketing piece to be displayed in a high-traffic area. Estimate 3,000 copies.

### Advertising Add-On: Pre and Post Conference Attendee List - \$500

- (Attendee list must be purchased with other sponsorship.)
- The attendee list may be used once pre-conference and once post-conference. Participants are given the opportunity to "opt out" of providing their contact information to sponsors. Participants who "opt out" will not be included in Attendee Lists.

Contact Wendy Ashburn at:  
**wendya@windsortradeshows.com**  
or **202-416-4227** for information on  
Digital Signage, Headshot Lounge, Keycard  
Sponsorships, Cling Wraps (floor, column,  
window, elevator) or to customize any of  
the current sponsorship offerings.



# 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 2023 ZERO TO THREE LEARN Conference ("Conference") located at the Minneapolis Convention Center, September 19 & 20, 2023 ("Center") respectively. Exhibitor agrees as follows:

1. **Exhibit Space and Sponsor Assignments.** Exhibit space and event sponsorship requests will be given priority in order of receipt of applications and payment. In order to emphasize the relevance and importance of Exhibitor's product and services, the exhibit hall at the Center will be arranged to promote Exhibitor's offerings in a non-competitive environment. ZTT and Windsor Association Management ("WAM" together with ZTT, "ZTT/WAM") reserve the right to make final assignments and may modify exhibit space assignments as necessary for the best interests of ZTT and the Conference. Decisions regarding exhibit space are solely at the discretion of ZTT/WAM. The subletting of exhibit space is prohibited. Exhibitor will forfeit exhibit space not occupied by the close of the move-in period, Tuesday, September 18, 2023, and Exhibitor will not be entitled to any refund by ZTT. Forfeited exhibit space may be resold, reassigned, or used by ZTT/WAM at its sole discretion.

2. **Exhibit Staffing and Displays.** Each exhibit space may be staffed with Exhibitor's registered representatives during the Conference and must adhere to the terms and conditions as may be established by ZTT. A minimum of one registered representative must be present at all times at Exhibitor's exhibit space. Exhibitor is solely responsible for its own exhibit materials and should insure its exhibit against loss or damage. Exhibits shall be installed such that they will not in any way project beyond the assigned space. Exhibits shall not obstruct the view of nor interfere with other exhibitors and their exhibit space. ZTT/WAM shall have the right to prohibit the use of amplifying equipment or music which, in its sole discretion, it considers objectionable. ZTT/WAM reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations. Further, ZTT/WAM reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or is inconsistent with the character of the Conference.

3. **Payments and Cancellation by Exhibitor.** In the event Exhibitor cancels its reservation for exhibit space on or before Monday, July 17, 2023 shall retain or collect 50% of the exhibit space rental fee. Cancellations received after Monday, July 17, 2023, will result in ZTT retaining or collecting 100% of the exhibit space rental fee. No refunds will be made for Exhibitor's failure to use exhibit space, whether in whole or in part. Subsequent assignment of canceled space by ZTT does not relieve Exhibitor of the obligation to pay the cancellation fees described in this section. Exhibitor agrees that by cancelling exhibit space, Exhibitor relinquishes all benefits included with the exhibit space.

4. **Cancellation or Change of Conference.** In the event that Center becomes unfit for occupancy or 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 or moved to another appropriate location, 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 fire, casualty, flood, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, orders or regulation, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel labor union disputes, loss of lease or other termination by the Center, municipal, state, or federal laws, or acts of God. If ZTT terminates this Agreement pursuant to this section, Exhibitor waives any and all resulting claims for damage.

5. **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.

6. **Liability.** Neither ZTT, its agents, employees, nor WAM or Center, its representatives or employees shall be liable for any damage to the property or loss of business to Exhibitor by theft, damage by fire or other means or for any injuries to

the Exhibitor, its employees, agents, customers, or guests; for any damage of any nature, including damage to its business for failure to provide exhibit space; for failure to hold the Conference as scheduled; nor for any action or omission of ZTT. ZTT shall bear no responsibility for the safety of Exhibitor, its personnel, employees, agents, or representatives of personal property. ZTT will have no liability whatsoever for any indirect, consequential, special, or incidental damages, regardless of how those damages are incurred. Exhibitor, on behalf of itself, its employees and agents, shall protect, indemnify save and defend and hold harmless ZTT, its agents and employees and the Center, its agents and employees from all costs losses, damages, and expenses arising out of or from any accident or other occurrence connected with the use or occupation of Exhibitor of its exhibit space.

7. Indemnification. Exhibitor agrees to defend, indemnify and hold harmless ZTT, WAM, and Center, 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.

8. Insurance. Exhibitor shall obtain and maintain in force and effect, for the dates of the Conference, a commercial general liability insurance policy with combined single limits for personal injury and property damage of \$1,000,000 per occurrence and \$2,000,000 in the aggregate, and shall provide ZTT with a certificate of insurance confirming such coverage naming ZTT and Center as additional insureds. Such certificate of insurance must be provided to ZTT at least 45 days prior to the Conference and may not be cancelled without at least 30 days prior written notice to ZTT.

9. Center Property. Exhibitor is responsible for damage to Center property. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or damage them. Likewise, no attachments may be made to the floor by nails, screws, or any other device that would damage or mark it. Floor loading limits must not be exceeded.

10. Safety Regulations. The use or storage of flammable liquids, gases, or solids will not be permitted. Only a safety film can be used. Video presentations must be arranged so that aisles are not blocked. Exhibitor must adhere to all municipal and state laws, rules, and regulations. All combustible decorations and other materials must comply with fire department regulations and require advance written notice to and approval by ZTT/WAM.

11. Early Dismantling of Exhibit Booths. Exhibits shall remain set up until 3:30 pm on Wednesday, September 20, 2023, or the final time determined as Exhibitor Load-Out. Early dismantling of booths may result in loss of exhibitor privileges at future conferences.

12. 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, to the extent applicable, Center.

13. 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.

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

15. Guard Service. ZTT/WAM will provide guard service when the exhibit hall is closed and exercise reasonable care for the protection of Exhibitor's material and display. Beyond this, ZTT/WAM, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) is not responsible for any damage to or for the loss or destruction of Exhibitor's exhibit or other property either from fire, theft, accidents or other causes.

16. Food and Beverage. If Exhibitor plans on distributing food and/or beverage in its exhibit space, Exhibitor must receive prior approval from ZTT/WAM, and any additional fees that are levied by the Center will be Exhibitor's sole responsibility. Please contact ZTT/WAM prior to the Conference to determine the cost associated with Exhibitor's planned food and/or beverage distribution.

17. Official Service Contractor. To assure orderly and efficient installation, operation and removal of the exhibit displays

and to minimize confusion by the presence or solicitation of unknown or unqualified firms, ZTT/WAM will select a contractor as the official logistics provider and decorator. The contractor will provide a warehouse in advance for materials to be sent. The contractor will send all confirmed exhibitors a service kit containing information regarding shipping of materials and information regarding furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, and computer rental.

18. **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.

19. **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.

20. **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.

21. **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.



## 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, sub-licensees, 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.

