



April 18-20, 2012 | New York's Hotel Pennsylvania | youngchildexpo.com






Prospectus for Young Child Expo & Conference 2012

Presented by Fordham University's Graduate School of Education and Los Niños Services, the Young Child Expo & Conference 2012 is a unique forum in New York that brings together early childhood professionals and parents to learn about the latest information, products, services, and resources for early childhood development. The conference program is evenly split between general topics affecting all children such as speech and social development, sleep issues, behavior challenges, and topics relevant for children with special needs, including autism.

Professionals and parents always want and need to know the latest information about early childhood development, educational and developmental programs, products, resources, and services – and the Young Child Expo & Conference is the perfect venue for you to connect with them!

LAST YEARS CONFERENCE ATTRACTED 1,000 EARLY CHILDHOOD PROFESSIONALS AND PARENTS

-  75% professionals – teachers, administrators, psychologists, social workers, speech pathologists, occupational therapists, physical therapists and child care professionals (*most of whom are also parents*)
-  15% parents
-  10% students

SPONSOR, EXHIBITOR & ADVERTISER OPPORTUNITIES

Sponsor this event and be recognized as a leader in the field of early childhood education and care. The Exhibit space at New York's Hotel Pennsylvania has the capacity for 30 exhibitors. Reserve your exhibit table by January 31st and enjoy last years' exhibit rates, plus extended exhibit time with our now 3 day event! See details below.

GROUP DISCOUNTS

Register your staff and make this the ultimate professional development day. You can accomplish your professional development goals and your staff will return to work energized and inspired with new and useful information about early childhood development, services, resources and products.

2011 ASSOCIATION & MAJOR SPONSORS

- | | |
|---|--|
| 90.7 WFUV.org | 92 Street Y |
| All About Kids | AECIP (Assn Early Childhood/Infant Psychologists) |
| Attachment Parenting International | Autism Society – Manhattan Chapter |
| Autism Speaks | Autism Spectrum News |
| Bank Street College | Bilinguals Inc. |
| Brooklyn Children's Museum | Building Blocks: A Special Needs Magazine |
| Center for Children's Initiatives | Children's Museum of Manhattan |
| Choices in Childbirth | Graham Windham |
| Family Publications New York | Jewish Board of Family and Children Services |
| Infant Massage USA | Joseph M. Sanzari Children's Hospital – Hackensack UMC |
| Maple Leaf Clinic | Navigating the Spectrum |
| NYASP (NY Assn of School Psychologists) | NYCAEYC (NYC Assn for the Education of Young Children) |
| NYC Department of Education | NYC Department of Health and Mental Hygiene |
| New York Freudian Society & Psychoanalytic Train. Inst. | New York Family Magazine |
| NY Metro Parents Magazines | NYS Parenting Education Partnership |
| NYU Child Study Center | Resources for Children with Special Needs, Inc. |
| Staten Island Children's Museum | Take Care NY |
| The Parents League of New York | William Alanson White Institute |
| Wildlife Conservation Society | Wizdom Audio Visual (WAV) |
| Young Audiences New York | |

We welcome your participation in this year's conference.

Dr. Vincent Alfonso, *Co-Conference Director*
Associate Dean, Graduate School of Education
Fordham University

Dr. Scott Mesh, *Co-Conference Director*
Executive Director
Los Niños Services



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presented by FORDHAM UNIVERSITY THE ICADIC UNIVERSITY OF NEW YORK

SPONSORSHIP, EXHIBITOR & ADVERTISING OPPORTUNITIES

The Young Child Expo & Conference offers a diverse array of important promotional opportunities developed to assist you in maximizing your exposure to attendees. From print advertising, event sponsorship, and table displays, the Young Child Expo & Conference provides the opportunity to reach hundreds of attendees and make a strong public statement about your value to the community.

Platinum Sponsor **\$5000**

- Recognition during Keynote Session (3 days)
- 1-Exhibitor table in Penn Top Center (3 days)
- 4-Full Conference Registrations (3 days)
- Company logo printed on conference bag
- Company material inserted in conference bag
- Inside cover ad in conference program
- Company logo and description in conference program and website
- 2 keynote sponsorships (*incl. program, signage, and verbal recognition at keynote session*)

Gold Sponsor **\$3500**

- 1-Exhibitor table in Penn Top Center (3 days)
- 3-Full Conference Registrations (3 days)
- Company logo printed on conference bag
- Company material inserted in conference bag
- Full page ad in conference program
- Company logo in conference program and website
- 1 keynote sponsorship (*incl. program, signage, and verbal recognition at keynote session.*)

Silver Sponsor **\$2750**

- 1-Exhibitor table in Penn Top Center (3 days)
- 2-Full Conference Registrations (3 days)
- Company logo printed on conference bag
- Half page ad in conference program
- Company logo in conference program and website
- 2 conference session sponsorships (*incl. program and signage recognition – sponsor will be able to choose among available sessions.*)

Bronze Sponsor **\$2250**

- 1-Exhibitor table in Penn Top Center (3 days)
- 1-Full Conference Registration (3 days)
- Company logo printed on conference bag
- Quarter page ad in conference program
- Company logo in conference program and website
- 1 conference session sponsorship (*incl. program and signage recognition – sponsor will be able to choose among available sessions.*)

Conference Exhibitor Tables (See Floor Plan)

Take advantage of our now extended 3 day exhibit time!

Table in Penn Top Center	
Early Bird Price (exp. 1/31/2012)	\$895
Regular Price	\$995
Additional Table	\$695

Table in Penn Top South	
For Profit Table	\$775
Non-Profit Association	\$575

Table in SkyTop	
Non-Profit Association	\$375

All Tables Include:

- 6 ft skirted table, 2 chairs
- 1 – Full Conference Registration (3 days)
- Company listing in conference program
- Exhibitor listing on conference website








**For additional information, call
212-787-9700 ext.333 or ext.327**

or visit



www.youngchildexpo.com

Advertising Opportunities



Final Conference Program - Advertising

-  ~~\$2500~~ Inside front cover in directory (Sold)
-  **\$1500** Inside back cover in directory
-  **\$2000** Outside back cover in directory
-  **\$ 750** Full Page Ad in directory
-  **\$ 500** Half Page Ad in directory
-  **\$ 250** Quarter Page Ad in directory
-  **\$ 125** Eighth Page Ad in directory

Conference Bag

-  Company logo printed on conference bag **\$1500**
-  PR material inserted in conference bag **\$250**

Take-One-Table

-  One item (up to 1000 copies) **\$150**
-  Additional Items **\$100**

Media, Association & Nonprofit Sponsorships

Contact Nancy Evangelista or Torie Wiggins
212-787-9700 ext. 333 or ext. 327
or www.youngchildexpo.com



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presented by FORDHAM UNIVERSITY THE SEVENTH UNIVERSITY OF NEW YORK

2012 MECHANICAL REQUIREMENTS

FILE FORMATS

All ad materials must be provided in Hi Resolution, PDF format.

PDF should originate from: InDesign CS, QuarkXpress, Adobe Illustrator CS.

Work on print-ready ads may result in a surcharge

FILE SUBMISSION

All ads must be sent to expo@losninos.com

RECEIVING MATERIALS

We must receive advertising materials no later than March 2, 2012.

CONTACTS:

Advertising Sales Inquiries to:
Nancy Evangelista, Conference Coordinator
212.787.9700 X333 or x327 or e-mail expo@losninos.com

AD PRICING

- Inside front cover (\$2500) **SOLD**
- Inside back cover (\$1500)
- Outside back cover (\$2000)
- Full Page Ad (\$750)
- Half Page Ad (\$500)
- Quarter Page Ad (\$250)
- Eighth Page Ad (\$125)

ATTENDEE INFORMATION

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

*PHONE work _____ home _____ cell _____

METHOD OF PAYMENT

- CHECK (ENCLOSED)
- CREDIT CARD PAYMENT - CHARGE TO (CIRCLE ONE) VISA/ MASTERCARD/AMEX (EXP DATE) _____
CARD NUMBER _____ 3 OR 4 DIGIT VERIFICATION CODE _____

MAIL TO Los Niños Services
535 8th Avenue, 2nd Floor, New York, NY 10018

FAX 212.787.4418

presented by



HALF PAGE AD
7.75" (w) X 5.0625" (h)

QUARTER PAGE AD
3.8125" (w) X 5.0625" (h)

EIGHTH PAGE AD
3.8125" (w) X 2.4688" (h)

NON-BLEED ADS			
<i>All ads except back of program and inside covers</i>			
	width	x	height (inches)
Full Page Ad	7.75	x	10.25
Half Page Ad	7.75	x	5.0625
Quarter page Ad	3.8125	x	5.0625
Eighth page Ad	3.8125	x	2.4688

BLEED ADS			
<i>Back of program and inside covers only</i>			
	width	x	height (inches)
Bleed	9	x	11.5
Trim	8.5	x	11
Safety	7.5	x	10.5



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ASSOCIATION & NON-PROFIT SPONSORSHIP

The Young Child Expo & Conference offers a no-cost sponsorship and advertising opportunity that will increase the visibility of your association to more than 30,000 young child professionals, educators and parents. By agreeing to display your association's name on all Young Child Expo & Conference materials and website, your association will reach a larger audience thereby creating the opportunity to increase your membership.

As a sponsor, your members will receive an invitation to attend the Young Child Expo & Conference - the premiere early childhood development event in the Tri-State area! Your members will thank you for connecting them with this conference, which offers the latest information on early childhood development, services, resources and products to help young children learn and grow! It's a win-win for both us - at no cost to you!

YOUR BENEFITS – Provide Member Value Through The Following:

- ✦ Increased awareness of your organization's mission
- ✦ Increased traffic to your website through links from our website.
- ✦ Increased membership
- ✦ Visibility to more than 30,000 Young Child professionals, educators and parents
- ✦ Exposure to an expected 1,000+ conference attendees
- ✦ Free Take One – your brochure on the Free Take One table (complimentary)
- ✦ Provide member value
- ✦ Connection to the premiere young child development conference in NYC!

YOUR RESPONSIBILITIES

- ✦ Link your website to the Young Child Expo & Conference website
- ✦ Distribute or allow distribution of Young Child Expo & Conference materials at your meetings/events and/or facility
- ✦ Promote the Conference through your association newsletters, e-newsletters/updates

OPTIONAL BENEFIT - Discount Exhibitor Table \$575 (\$375 if exhibiting in Skytop room)

2011 ASSOCIATION & MAJOR SPONSORS

90.7 WFUV.org	92 Street Y
All About Kids	AECIP (Assn Early Childhood/Infant Psychologists)
Attachment Parenting International	Autism Society – Manhattan Chapter
Autism Speaks	Autism Spectrum News
Bank Street College	Bilinguals Inc.
Brooklyn Children's Museum	Building Blocks: A Special Needs Magazine
Center for Children's Initiatives	Children's Museum of Manhattan
Choices in Childbirth	Graham Windham
Family Publications New York	Jewish Board of Family and Children Services
Infant Massage USA	Joseph M. Sanzari Children's Hospital – Hackensack UMC
Maple Leaf Clinic	Navigating the Spectrum
NYASP (NY Assn of School Psychologists)	NYCAEYC (NYC Assn for the Education of Young Children)
NYC Department of Education	NYC Department of Health and Mental Hygiene
New York Freudian Society & Psychoanalytic Train. Inst.	New York Family Magazine
NY Metro Parents Magazine	NYS Parenting Education Partnership
NYU Child Study Center	Resources for Children with Special Needs, Inc.
Staten Island Children's Museum	Take Care NY
The Parents League of New York	William Alanson White Institute
Wildlife Conservation Society	Wizdom Audio Visual (WAV)
Young Audiences New York	

For Information Contact Nancy Evangelista or Torie Wiggins: 212-787-9700 x333 or x327
expo@losninos.com www.youngchildexpo.com



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Conference Association/Non-Profit Sponsorship Agreement

Association Name: _____
Email Address: _____
Association Address: _____




Contact Name: _____
Phone: _____
Fax: _____

This is an agreement between the Young Child Expo & Conference 2012 (YCEXPO 12) and the Association Sponsor. The conference will be held at New York's Hotel Pennsylvania April 18-20, 2012.

As part of this agreement YCEXPO 12 will provide the Sponsor the following:

-  Sponsor's logo will appear on preliminary program mailings providing company logo is received according to deadlines provided to the sponsor.
-  Sponsor's company logo will appear on web page, with a link to your home page. Sponsors logo must be submitted with the signed agreement. *(Please note: YCEXPO12 will make final determination of logo size and placement on website, print, advertising, and all other communications.)*

Sponsor Agrees to:

-  Link your website to the Young Child Expo & Conference website.
-  Distribute or allow distribution of the Young Child Expo & Conference flyer at your meetings or facility.
-  Promote the Young Child Expo & Conference through your association newsletters, updates or electronic communications.

There is no fee for this sponsorship. Please sign and return the agreement to:

Young Child Expo & Conference 2012
c/o Los Niños Services
535 8th Avenue, 2nd Floor
New York, NY 10018

Young Child Expo & Conference

Association/Non-Profit Sponsor

Signature

Date

Signature

Date

Nancy Evangelista
Print Full Name

Print Full Name



Young Child EXPO & CONFERENCE

April 18-20, 2012 | New York's Hotel Pennsylvania | youngchildexpo.com

presented by FORDHAM UNIVERSITY THE SEVENTH UNIVERSITY OF NEW YORK los niños SERVICES

Conference Association/Non-Profit Sponsorship Exhibitor Agreement

Association Name: _____
 Email Address: _____
 Association Address: _____

 Contact Name: _____
 Phone: _____
 Fax: _____

This is an agreement between the Young Child Expo & Conference 2012 (YCEXpo 12) and the Association Sponsor. The conference will be held at New York's Hotel Pennsylvania April 18-20, 2012.

As part of this agreement YCEXpo 12 will provide the Sponsor the following:

- A 6-foot skirted table.
- Sponsor's logo will appear on preliminary program mailings providing company logo, agreement, and payment is received according to deadlines provided to the sponsor. *(Please note: YCEXpo12 will make final determination of logo size and placement on website, print, advertising, and all other communications.)*
- Sponsor's company logo will appear on web page, with a link to your home page. Sponsors logo must be submitted with agreement and payment.
- 1 - Full 3 Day Registration to the Young Child Conference and Expo 2012.
- Table Number - 1st Choice _____ 2nd Choice _____ 3rd Choice _____

Sponsor Agrees to:

- Link your website to the Young Child Expo & Conference website.
- Distribute or allow distribution of the Young Child Expo & Conference flyer at your meetings or facility.
- Promote the Young Child Expo & Conference through your association newsletters or updates.
- Participate as a conference exhibitor at the discount rate of \$575 (\$375 for Skytop.)

Note: Exhibitor table assignments will be confirmed once agreement and payment are received. YCEXpo 12 reserves the right to make final table assignments and to accept Sponsors at its sole discretion.

Set-up for Exhibitors will open **Wednesday, April 18th at 12 noon**, and breakdown will begin **Friday, April 20th at 2pm**. Exhibitors must be completely broken down and out of the exhibit space no later than 6pm.

Total cost of this sponsorship is **\$575** (Unless exhibiting in the Skytop room, at which case the cost will be **\$375**.) Please sign and return the agreement and payment to:

Young Child Expo & Conference 2012
c/o Los Niños Services
535 8th Avenue, 2nd Floor
New York, NY 10018

Young Child Expo & Conference

Association/Non-Profit Sponsor

Signature _____ Date _____

Signature _____ Date _____

Nancy Evangelista _____

Young Child Expo & Conference (YCEXPO 12), April 18-20, 2012, New York's Hotel Pennsylvania Application and Association Exhibitor Contract

Please reserve the following table(s): First choice _____ Second choice _____ Third choice _____ Number of corners _____

Full name of firm or organization _____

Complete Address _____
(Street) _____ (Suite/Floor) _____

(City) _____ (State) _____ (Zip) _____ (Country) _____
Telephone with Area Code (_____) _____ Fax with Area Code (_____) _____

Email address _____ Website _____

Non-Profit _____ (please check if it applies)

We wish to be listed in the 2012 Conference Final Program as

Full name of firm or organization _____

Telephone with Area Code (_____) _____ Fax with Area Code (_____) _____

Email address _____ Website _____

Brief Description of product or service _____

Los Niños Services, Inc., is not responsible for typographical errors and incorrect or missing copy in Young Child Expo & Conference 2012 Programs or other exhibit materials.

The company name on our table identification sign should read

Table number(s) will be included in the Conference Final Program listing and on the table sign. Only one company name will be included in the Conference Final Program and on the table sign. I understand that submission of the Application and Exhibitor Contract constitutes agreement to abide by YCEXPO 12's exhibit policies and information on pages 1 through 2. I understand that there may be additional charges incurred as an exhibitor (see "Table furnishings and service information"/"Installation and dismantling of exhibits" on page 2 of this document).

Name and title of person making reservation _____ Signature of person making reservation _____ Date _____

Name of primary contact/person to receive information _____

Payment method: Check/money order enclosed VISA MasterCard American Express Discover (Check one) \$ _____

(Young Child Expo & Conference 2012 is an event managed by Los Niños Services, Inc. All checks should be made payable to "Los Niños Services") Amount enclosed

If paying by credit card, please complete the following:

Credit card number _____ CV # _____ Expiration date _____

(Credit Card payments will be processed by Los Niños Services, Inc.) (last three digits on back of card)

Cardholder's name _____ Signature _____

Mail the completed Application and Exhibitor Contract with payment to: Young Child Expo & Conference 2012
c/o Los Niños Services, Inc., 535 8th Avenue, 2nd Floor, New York, NY 10018 212.787.9700 fax 212.787.4418

Information for exhibitors All exhibit tables are \$995.00 per table unit; corner tables, where there is cross-traffic, are an additional \$200.00 per corner. All tables will be sold as a 6 foot exhibit table. Any table configuration which spans or incorporates aisle space will have that aisle space factored into the total table cost. Please complete this Application and Exhibitor Contract, sign the application, and return it along with a nonrefundable deposit of 50% of the total table cost to YCEXPO 12 Exhibits, c/o Los Niños Services, Inc. Keep a copy for your files. The Exhibit Confirmation & Invoice for the balance of the rental charge will be sent to the person signing the application. Exhibitors who do not remit the balance due by **January 24, 2012** will forfeit their table space. Non-U.S. exhibitor's fees must be paid in full in U.S. funds by International Money Order. For more information, contact YCEXPO 12, Los Niños Services, Inc. (212.787.9700).

Payment/cancellation Check, money order, VISA, MasterCard, American Express, or Discover may be used for payment. Table deposits are nonrefundable. If an Exhibitor decides to cancel the reservation after full payment has been made, 50% of the table price will be refunded if a written

request is received on or before **January 24, 2012**. No refunds will be made after **January 24, 2012**.

Contract Exhibitor hereby agrees and understands that the policies and information for Exhibitors stated on the Application and Exhibitor Contract are part of a contract between the Exhibitor and YCEXPO 12, and that the submission of the Application and Exhibitor Contract constitutes the Exhibitor's agreement to abide by these policies and information (the "Agreement").

Exhibitor badges May be picked up on-site at the Exhibitors' registration desk.

Table furnishings and service information The price of table rental includes the 6 foot skirted table and a table sign that lists the company's name and table number. Complete shipping and handling instructions along with information and order forms regarding table furniture, drayage, electrical outlets, carpet rental, etc., will be provided by the exhibiting company. Additional charges may apply – see exhibitor prospectus. This kit will be available to YCEXPO 12 exhibitors prior to the show.

Installation and dismantling of exhibits Tables will be ready for setup at 12 noon on Wednesday, April 18th. No Exhibitor will be permitted to set up a table unless YCEXPO 12 has received prior payment in full. Exhibits will close on Friday, April 20, at 2:00 p.m. Exhibit hours and days are subject to change. Exhibitors must agree not to have any part of their exhibits dismantled, packed, or removed before 2:00 p.m. on Friday, April 20th. It is the duty and responsibility of the Exhibitor to make arrangements with Los Niños Services, Inc., for the installation of the exhibit before the opening of the Conference and to dismantle and remove the exhibit immediately after the closing. Exhibitor agrees to conform to the exhibit schedule. Exhibitor assumes full responsibility in determining applicable union regulations and fees regarding setting up displays and transporting materials to and from the exhibit space.

Liability The Exhibitor hereby agrees to assume full responsibility and liability for all losses, injury, claims, demands, suits, costs, expenses (including reasonable attorneys' fees) of whatever nature and description arising out of or related in any way to Exhibitor's activities at the Conference and under this agreement. Exhibitor further agrees to indemnify and hold harmless YCEXPO 12, its officers, members, volunteers, Los Niños Services, Inc., and employees, New York's Hotel Pennsylvania and the City of New York, NY, from any and all losses, injury, claims, demands, suits, costs, expenses (including reasonable attorneys' fees) of whatever nature and description arising out of or related in any way to the negligent acts or omissions or willful misconduct of, or breach of this agreement by, Exhibitor, its employees, agents, or subcontractors in connection with Exhibitor during the Conference or under this agreement. IN NO EVENT SHALL YCEXPO 12 OR LOS NIÑOS SERVICES, INC. BE LIABLE TO EXHIBIT FOR SPECIAL, INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, OR LOSSES OF PROFITS, ARISING FROM EXHIBITOR'S ACTIVITIES DURING THE CONFERENCE OR UNDER THIS AGREEMENT, OR ANY BREACH OF THIS AGREEMENT BY YCEXPO 12 OR LOS NIÑOS SERVICES, INC.

Exhibit hours Exhibitors must be ready for opening at 12 noon on Wednesday, April 18th. Exhibit hours will be as follows:

Wednesday, April 18th — 12 noon to 5:00 pm

Thursday, April 19th - 8:00 am to 5:00 pm

Friday, April 20 — 8:00 am to 2:00 pm

Exhibit hours and days are subject to change without prior notice.

YCEXPO 12 Exhibitor Policy

Policy statement

In this day of rapid developments, controversy, experimentation, and striving for excellence in education, it is the belief of the Exhibit Committee that YCEXPO 12 should not designate as approved individual items on display. Rather, the goal should be an ongoing search for criteria through its conferences, publications, and other services that will enable its members and guests to evaluate critically materials, equipment, and education.

General exhibit policy

1. Use of space. Exhibitor may not alter the locations of its exhibit or table without the written consent of YCEXPO 12 management. The assignment, subletting, or sharing of space by an Exhibitor is prohibited without the prior written consent of YCEXPO 12. The exhibit must be designed and displayed to conform to the size of the space leased. Nothing shall be displayed in such a manner as to obstruct the view of, or interfere with, the exhibits of others. Brochures or advertising materials of any description may be distributed only within the space assigned to the Exhibitor. Aisle space may not be used to distribute promotional material. No firm or agency without assigned space will be permitted to solicit business in any manner. Demonstrations—including singers and/or the use of films, tapes, records, musical instruments, or any other sound device must be kept at a volume sufficiently low so as not to be objectionable to nearby exhibits or Conference participants. Exhibitor's demonstrations must be confined within the boundaries of its respective tables.

2. Safety. All materials used in decorating must be flameproof. All hangings must clear the floor. Attention to safety regulations is imperative. Aisles, passageways, and lobby or exit areas giving access to fire extinguishing apparatus must be kept clear at all times.

3. Children under the age of 13. Children under the age of 13 are not permitted in the Exhibit space. In addition, children under the age of 13 are not permitted to, including but not limited to the following, work, distribute materials, perform, or demonstrate products on the exhibit floor. Exhibitor shall be required to comply with all applicable Federal and state child labor regulations, as well as any policies, rules, and regulations of YCEXPO 12 and New York's Hotel Pennsylvania.

4. Care of building and equipment. Exhibitor shall exercise all precautions against damage or defacement of New York's Hotel Pennsylvania and its property. Exhibitor may not tape, paste, thumb-tack, nail, or otherwise affix signs

or posters to the walls, columns, or table draperies, or hang things from sprinkler pipes. Any signs or posters leaning against the walls must be properly padded so as not to cause damage. Exhibitor hereby indemnifies YCEXPO 12 and New York's Hotel Pennsylvania from any damage caused by Exhibitor.

5. Restrictions. YCEXPO 12 reserves the exclusive right to alter the location of exhibits or tables if, in the sole judgment of YCEXPO 12, it deems it to be in the best interests of the Conference. YCEXPO 12 reserves the right to prohibit or remove any exhibit or part of any exhibit that, in the sole discretion and judgment of YCEXPO 12, may detract from the general character of the Conference. This reservation includes persons, objects, printed matter, or anything of a character that YCEXPO 12 determines is objectionable to the Conference. In the event of such restriction or action by YCEXPO 12, Exhibitor agrees that YCEXPO 12 shall not be liable for any damages to Exhibitor nor will YCEXPO 12 be liable for a refund to Exhibitor of rental or other exhibit expenses.

6. Sales. Exhibitor's order taking and direct sales shall be limited to educationally related products or services only. In the event that Exhibitor shall choose to sell merchandise at the YCEXPO 12 Annual Conference & Expo the Exhibitor shall assume full responsibility for securing a vendor's license and complying with all applicable laws and regulations, including sales tax and revenue laws and regulations.

7. Security. YCEXPO 12 shall employ reasonable precautions to safeguard exhibit material. The exhibit space will be locked, and peripheral guard service will be provided when exhibits are not scheduled to be open. Some guard service will also be provided during exhibit hours. However, YCEXPO 12, New York's Hotel Pennsylvania, the City of New York, NY and Los Niños Services Inc. and its subcontractors do not accept responsibility for the protection of Exhibitor's materials and displays nor for any loss or damage to such materials and displays. Exhibitors are solely responsible for obtaining insurance on their exhibits, utilizing lock boxes, and/or arranging for their own security in their tables as appropriate, at their own expense. All property shipped to or from the Conference by the Exhibitor for installation or display shall be done at the sole risk of the Exhibitor.

8. Certificate of liability insurance Exhibitor shall provide Los Niños Services, Inc. with a certificate of insurance evidencing insurance with at least the following limits and evidencing YCEXPO 12, New York's Hotel Pennsylvania, and Los Niños Services, Inc., Inc. as additional insureds:

- Comprehensive General Liability of not less than \$1,000,000 with respect to injuries to any one person in an occurrence.
- \$2,000,000 with respect to injuries to more than one person in any occurrence.
- Workers' Compensation Insurance, including employee liability coverage, in a minimum amount not less than \$1,000,000 of individual and/or aggregate coverage.

9. Americans with Disabilities Act. Exhibitor agrees to operate its exhibit during the Conference in full compliance with Title III of the Americans with Disabilities Act and the regulations promulgated thereunder.

10. Rules and regulations compliance. Exhibitor agrees to abide by all Exhibitor rules and regulations contained in this contract or otherwise communicated to Exhibitor by YCEXPO 12.

11. Convention Center lease compliance. Exhibitor acknowledges & understands that this contract is subject to all terms & conditions of YCEXPO 12's agreement with New York's Hotel Pennsylvania.

12. Exhibit limitations. Exhibitor shall locate its equipment and display within the confines of their exhibit table. Equipment will not be permitted to overhang the table of another Exhibitor, unless prior written consent is obtained from the other Exhibitor. Overhanging of aisle space is not permissible, and YCEXPO 12 reserves the right to move any equipment overhanging in violation of these rules, or to remove the equipment from the exhibit space at the expense of the offending exhibitor. YCEXPO 12, in the event such movement or removal is not possible, further reserves the right to require payment for space used outside the exhibit table by the offending exhibitor. Any demonstration or activity by Exhibitor that results in obstruction of aisles or prevents ready access to a nearby exhibitor's table shall be suspended for any period specified by YCEXPO 12 without any liability to Exhibitor. In addition, YCEXPO 12 shall have the right to cancel this Agreement, at any time, with no liability to Exhibitor, if in the sole opinion of YCEXPO 12, Exhibitor's exhibit becomes objectionable because of the conduct of persons involved, the use of printed matter, or for any other cause which distracts from the best interests of all exhibitors or the show itself.

Agreed to by Exhibitor (authorized representative of the company)

Name

Signature



April 18-20, 2012 | New York's Hotel Pennsylvania | youngchildexpo.com








presented by  FORDHAM UNIVERSITY THE COLLEGE UNIVERSITY OF NEW YORK  losninos SERVICES

MEDIA SPONSORSHIP




The Young Child Expo & Conference offers several advertising and promotional opportunities that will increase the visibility of your publication to more than 30,000 young child professionals, educators and parents. By partnering with the Young Child Expo and Conference 2012 (YCEXpo 12) and agreeing to display your logo on all YCEXpo 12 materials and website, your publication will reach a larger audience thereby creating the opportunity to increase your readership. Help us reach parents and professionals seeking the latest information on early childhood development, services, resources and products and serve as a leading media organization improving the lives of young children and families.

As a Media Sponsor, you will receive recognition as a supporter of the Young Child Expo & Conference - the PREMIERE early childhood development event in the Tri-State area.

YOUR BENEFITS

-  Visibility to more than 30,000 Young Child professionals, educators and parents via conference advertising
-  Exposure to all conference attendees (over 1200 expected) and increased awareness of your publication(s) and organization
-  4-Full Conference Registrations (3 days)
-  Half-Page Ad in Final Conference Program
-  Magazine or Publication inserted in conference bag
-  Your company logo printed on conference bag (*Please note: YCEXpo12 will make final determination of logo size and placement on website, print, advertising, and all other communications.*)
-  Your company logo in Final Conference Program and website (*Please note: YCEXpo12 will make final determination of logo size and placement on website, print, advertising, and all other communications.*)

YOUR RESPONSIBILITIES

-  Advertise the Young Child Expo & Conference in your publication and/or other media affiliates.
-  Place the Young Child Expo & Conference link on your website
-  Circulate the Young Child Expo & Conference invitation and flyers at your events and via email

2011 ASSOCIATION & MAJOR SPONSORS

90.7 WFUV.org	92 Street Y
All About Kids	AECIP (Assn Early Childhood/Infant Psychologists)
Attachment Parenting International	Autism Society - Manhattan Chapter
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Brooklyn Children's Museum	Building Blocks: A Special Needs Magazine
Center for Children's Initiatives	Children's Museum of Manhattan
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Family Publications New York	Jewish Board of Family and Children Services
Infant Massage USA	Joseph M. Sanzari Children's Hospital - Hackensack UMC
Maple Leaf Clinic	Navigating the Spectrum
NYASP (NY Assn of School Psychologists)	NYCAEYC (NYCAssn for the Education of Young Children)
NYC Department of Education	NYC Department of Health and Mental Hygiene
New York Freudian Society & Psychoanalytic Train. Inst.	New York Family Magazine
NY Metro Parents Magazines	NYS Parenting Education Partnership
NYU Child Study Center	Resources for Children with Special Needs, Inc.
Staten Island Children's Museum	Take Care NY
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Wildlife Conservation Society	Wizdom Audio Visual (WAV)
Young Audiences New York	

For Information Contact Nancy Evangelista or Torie Wiggins: 212-787-9700 x333 or x327
expo@losninos.com www.youngchildexpo.com

Media Sponsorship Agreement

Publication Name: _____
Email Address: _____
Publication Address: _____

Contact Name: _____
Phone: _____
Fax: _____

This is an agreement between the Young Child Expo & Conference 2012 (YCExpo 12) and the Media Sponsor. The conference will be held at the New York's Hotel Pennsylvania April 18-20, 2012.

As part of this agreement YCExpo 12 will provide the Sponsor the following:

- ✦ Visibility to more than 30,000 Young Child professionals, educators and parents via conference advertising
- ✦ Exposure to all conference attendees (over 1000 expected) and increased awareness of your publication(s) and organization
- ✦ 4-Full Conference Registrations (3 days)
- ✦ Half-Page Ad in Final Conference Program
- ✦ Magazine or Publication inserted in conference bag
- ✦ Your company logo printed on conference bag (*Please note: YCExpo12 will make final determination of logo size and placement on website, print, advertising, and all other communications.*)
- ✦ Your company logo in Final Conference Program and website (*Please note: YCExpo12 will make final determination of logo size and placement on website, print, advertising, and all other communications.*)

Sponsor Agrees to:

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Young Child Expo & Conference 2012
 c/o Los Niños Services
 535 8th Avenue, 2nd Floor
 New York, NY 10018

Young Child Expo & Conference

Media Sponsor

Signature Date

Signature Date

Nancy Evangelista
Print Full Name

Print Full Name



April 18-20, 2012 | New York's Hotel Pennsylvania | youngchildexpo.com



GROUP REGISTRATION DISCOUNTS

The Ultimate Professional Development Day!

The 9th Annual Young Child Expo & Conference offers significant group registration discounts for organizations sending 3 or more employees to the conference! With more than 25 conference sessions including full and half day workshops, the Young Child Expo & Conference provides diverse offerings for the ultimate Professional Development Day! Held at the New York's Hotel Pennsylvania in midtown Manhattan, the Young Child Expo & Conference is highly rated and regarded among childhood professionals as a unique educational forum that brings together early childhood professionals and parents to learn about the latest resources, services, products and information on early childhood development.

Last years conference attracted over 1,000 early childhood professionals and parents:

- 👉 75% professionals – teachers, administrators, psychologists, social workers, speech pathologists, occupational therapists, physical therapists and child care professionals (*Most of whom are also parents.*)
- 👉 15% parents
- 👉 10% students

The conference program is evenly split between general topics affecting all children such as speech and social development, sleep issues, behavior challenges, and topics relevant for children with special needs, including autism.

The Young Child Expo & Conference offers the following group discounts:

	1 Day	2 Day	3 Day
Early Bird (until 3/21/12)	\$125 each	\$225 each	\$295 each
Professional Regular	\$145 each	\$245 each	\$315 each
Parent/Student	\$115 each	\$195 each	\$265 each
*Full Day Workshop Special Pre-Registration Additional Fee	\$40	\$40	\$40
Groups	1 Day	2 Day	3 Day
3-10 Registrants	\$115 each	\$195 each	\$265
11-25 Registrants	\$110 each	\$190 each	\$260
26 or more Registrants	\$105 each	\$185 each	\$255

- 👉 ***Full-day workshops require a special pre-registration additional fee of \$40**
- 👉 **For 51 or more Registrants, please call for pricing.**

We welcome your partnership and input. Please call us to discuss the learning needs of your organization.

For further info, contact Nancy Evangelista or Torie Wiggins: 212-787-9700 x333 or x327
expo@losninos.com www.youngchildexpo.com