



**California Head Start Association Annual Education Conference  
February 3-5, 2010  
Exhibitor Information & Application**

*“Renewed and Reaffirmed”*

The California Head Start Association is proud to announce its Annual Education Conference to be held on February 3-5, 2010. The conference theme is “Renewed and Reaffirmed,” and it will be hosted in Long Beach, CA at the Renaissance Long Beach Hotel. We anticipate that over 500 participants will be in attendance, and we are inviting you to come share your company’s products and services with our attendees.

**Exhibitor space is very limited this year to 25 spaces and we expect to sell out early.  
Please reserve your space today!**

Enclosed are our Exhibitors Manual/Agreement and Application Form. Reserve your booth by **December 8, 2009** and save! Ad space in the Conference Program is also available, please see the enclosed flyer. If you have any questions please contact Christina Hake at [christinah@caheadstart.org](mailto:christinah@caheadstart.org) or (916) 444-7760.

Thank you for your support, and we look forward to seeing you in Long Beach!

Sincerely,

**Rick Mockler**  
Executive Director

**California Head Start Association  
2010 Annual Education Conference  
Exhibitors Manual/Agreement**



**Introduction:** The Annual Education Conference is the California Head Start Association's premier event. Marketing for this event targets directors, senior staff, content experts and classroom staff. Exhibits are a very important part of our conference, and we want to make the conference as beneficial as possible for our exhibitors. Please review the following for important information regarding our event, how to reserve your booth and other ways you can promote your business.

**Exhibitor Schedule:**

*(All times subject to change.)*

**Tuesday, February 2, 2010**

Exhibitor Registration and Setup . . . . . 1:00 – 5:00pm

**Wednesday, February 3, 2010**

Exhibit Area open . . . . . 10:30am – 6:00pm  
Attendees Lunch available in Exhibit Area. . 10:30am – 12:00pm  
*(1 boxed lunch provided for each booth)*  
Reception for all attendees.....4:00 – 6:00pm

**Thursday, February 4, 2010**

Exhibit Area open . . . . . 7:30am – 3:00pm  
*(Continental breakfast provided to the attendees 7:30 - 8:30am in the exhibit area)*  
Exhibit Area Take Down . . . . . 4:30pm

**Exhibit Booth Information:** Each 8'x8' booth rental includes one 6' draped table, two chairs, one wastebasket, eight foot background drape, three foot side drape electrical outlet and Exhibitor ID sign. Space is available on a first-come, first-serve basis. Please refer to the exhibit floor plan to make your selections for first, second and third choice options. Full payment **MUST BE INCLUDED** with the Exhibitor Application form to secure space selection. Once we receive your Exhibitor Application and payment, you may request an exhibitor's service manual from Western Event Service at their website [www.WesternEventService.com](http://www.WesternEventService.com).

**Exhibitor Fees:**

Early Bird (postmarked by 12/08/09)	\$725
Regular (postmarked after 12/08/09)	\$800

**Conference & Exhibit Area Location:**

Renaissance Long Beach Hotel, 111 East Ocean Boulevard, Long Beach, CA 90802  
Conference room rate: \$169 Single/Double  
Please call the hotel for reservations at (562) 437-5900 by January 15, 2010, and refer to the California Head Start Association to receive the conference room rate.

**Hotel Parking:**

On-site parking, fee: 2 USD hourly, 16 USD daily  
Valet parking, fee: 20 USD daily

## Advertising Information

The California Head Start Association provides all attendees with an attractive and comprehensive conference program. An advertisement in our conference program is an effective marketing tool to promote your products and services, or you can provide us with a one-page flyer or advertisement to be included in attendees' conference bags.

If you are not able to exhibit at our Annual Conference, you are still welcome to advertise in our program or provide a conference bag item.

Please contact Christina Hake at [christinah@caheadstart.org](mailto:christinah@caheadstart.org) or (916) 444-7760 for more information.

### Conference Program Ads:

Full page ad:	\$450/Conference Exhibitor	\$500/Non-Exhibitor
Half page ad:	\$315/Conference Exhibitor	\$350/Non-Exhibitor
Quarter page ad:	\$180/Conference Exhibitor	\$200/Non-Exhibitor

**Advertising deadline: December 11, 2009**

### Conference Bag Stuffing Materials:

You may submit a one-page flyer, advertisement or approved item for distribution in the conference bags to all attendees. Fee: **\$500 per item: Items must be received by January 18, 2010.**

*PLEASE MAIL ALL BAG STUFFER ITEMS TO THE BELOW ADDRESS. DO NOT SEND THEM TO THE CHSA OFFICE.*

Long Beach Unified School District  
2898 Orange Avenue  
Signal Hill, CA 90755  
Attn: Ms. Keena Rush

# Exhibitor Application (Only **one** booth per exhibitor please.)

Booth location preferred \_\_\_\_\_ (first choice) \_\_\_\_\_ (second choice) \_\_\_\_\_ (third choice)

Name of Company \_\_\_\_\_

Authorized Company Representative \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

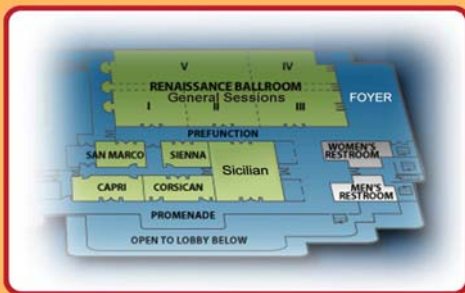
Additional persons for name badges \_\_\_\_\_

\_\_\_\_\_

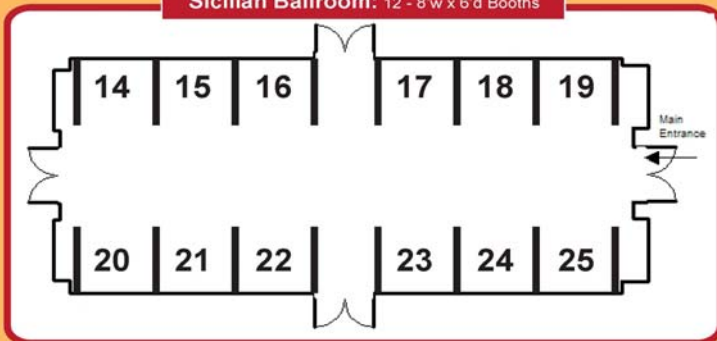
\_\_\_\_\_

Describe your product \_\_\_\_\_

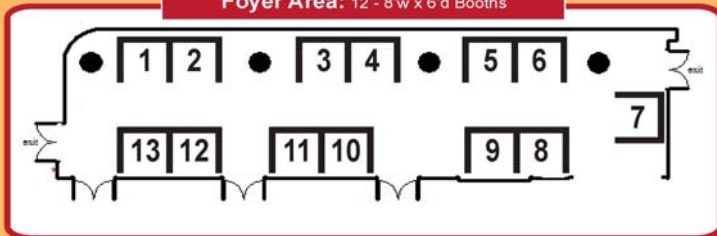
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**Sicilian Ballroom: 12 - 8'w x 6'd Booths**



**Foyer Area: 12 - 8'w x 6'd Booths**



## Payment enclosed:

Early Bird Booth Rental \$ 725.00  
*(Postmarked by 12/08/09)*

Regular Booth Rental \$ 800.00  
*(Postmarked after 12/08/09)*

Conference Program Ad \$ \_\_\_\_\_  
*(Items received by 12/11/2009)*

Conference Bag Item \$ \_\_\_\_\_  
*(Items received by 1/18/2010)*

Total Amount \$ \_\_\_\_\_

**Submit this application, along with your payment, to the address below.**