



2019 Sponsorship and Exhibitor Opportunities



About Head Start California

Head Start California (HSC) is the premier advocacy organization for Head Start agencies throughout California. HSC advocates for its members at the federal, state and local county level ensuring that members speak with a unified voice about the challenges facing California’s most vulnerable families, and the Head Start community that serves them. By communicating with members, and creating opportunities for learning and connecting, HSC members are increasingly engaged, unified and supported as they work to better serve their clients and communities.

Who is Head Start California?

HSC represents the largest Head Start community of programs in the nation.

- **100,000+** children in California, and their families
- **20,000+** Head Start employees
- **156** agencies

Who attends our events?

Annual Conference	Health Institute	Policy & Leadership Conference
400+ Attendees	250+ Attendees	300+ Attendees
53% Head Start Educational Staff	57% Head Start Health Staff	43% Head Start Administration
28% Head Start Administration		

Why should I sponsor?

This is an exciting time to be involved with HSC! HSC event attendees are looking for the latest solutions for their programs.

- Establish your presence in the marketplace
- Introduce new products
- Reinforce and grow relationships with existing clients
- Discover new clients from your target audience—all for an excellent value— at HSC’s 2019 events!

I am an HSC Corporate Partner, why should I also sponsor?

Maximize your Head Start exposure in California by creating unique and valuable member experiences at our events! Nothing replaces having a physical presence and positive engagement experience on-site with our event attendees — your solution purchasers and users. Get the most out of your partnership by collaborating at one (or all!) of our 2019 events!

Connect with us today at headstartca.org

HSC Annual Conference

The conference provides innovative training, updates on expectations from the National Office of Head Start and a forum for networking with colleagues across the state with two events coming together to create one conference. These training opportunities allow staff to learn about the current best practices in their respective areas of interest at an affordable cost.

Parent and Family Engagement Conference February 4 - 5

**not an exhibiting event, sponsor opportunity only.*

HSC's Parent and Family Engagement Conference provides trainings for Head Start parents and staff who support parents. It includes the latest on the Family Engagement Framework, as developed by the OHS' National Center on Parent, Family and Community Engagement. Additional workshops for both parents and family service staff will center on communication skills, parenting techniques, child development and more.

Audience: HS/EHS Parents & Policy Council Members, FSWs, Family Engagement Staff/Advocates.

Education Conference February 6 - 8

HSC's Education Conference advances the knowledge and skills of those involved in the education of children age zero to five. This event imparts developmentally appropriate practices, teaches critical new skills, broadens awareness and disseminates valuable educational resources.

Expo February 6 - 7

Audience: Teachers, site managers, home based supervisors, child development and education managers, family and community partnership managers and program directors for both HS and EHS.



February 4-8, 2019

Location:

Riverside Convention Center
3637 5th St
Riverside, CA 92501

Hotels:

The Mission Inn Hotel & Spa
3649 Mission Inn Avenue
Riverside, CA 92501

Riverside Marriott
400 Market Street
Riverside, CA 92501

Hyatt Place Riverside/
Downtown 3500 Market Street
Riverside, CA 92501

Education Conference Exhibiting Information

Each 8'x 10' booth rental includes one 6' draped table, two chairs, one wastebasket, eight-foot background drape, three-foot side rail and Exhibitor ID sign. Each HSC Corporate Partner will receive additional signage showing their support of the association. Space is available on a first-come, first-served basis.

Booth Cost: \$1,000

Exhibitor Schedule

(subject to change)

Tuesday, February 5, 2019

Exhibitor Registration and Setup 1 pm - 5 pm

Wednesday, February 6, 2019

Exhibit Hall opens 7:30 am - 4 pm

Coffee & Tea provided in Exhibit Hall 8 am - 9 am

Lunch Break (no workshops or sessions). 11:30 pm - 1:30 pm

Attendee Snack break in Exhibit Area 3 pm - 3:30 pm

Thursday, February 7, 2019

Exhibit Area open 7:30 am - 3:45 pm

Attendee continental breakfast in the exhibit area 7:30 - 8:30 am

Exhibit Area Take Down 3:45 pm - 6:00 pm

HSC Health Institute

HSC's Health Institute provides training for the Head Start staff who work with families on all aspects of health.

Some of the topics covered at the Institute are:

Children and	Mental Health
Trauma	Monitoring/Tracking/Follow Up
Environmental	Oral Health
Health Food Service	Parent Health Communication
Safety Health	Safety Preparedness
Conditions	School Readiness
Health Services	Mindfulness Techniques
Management Healthy	Stress Reduction for staff
Classrooms Hearing/Vision	Immunizations

April 15-17, 2019

Location and Hotel:

Hyatt Sacramento
1209 L St
Sacramento, CA 95814

Exhibiting Information

Exhibiting at this event does not include a booth, but instead is a table-top at the event location. This includes a draped 6ft table, chair, and waste basket. Electrical and internet must be purchased separately from the hotel.

Table-top cost: \$900

Schedule of Events

(subject to change)

Tuesday, April 16, 2019

Table Set-up (DAY OF EXHIBIT) 6 am - 7:30 am
Registration & Breakfast: 7:30 am - 9:00 am
Opening Session: 9 am - 10:15 am
Lunch Break: 12 pm - 1:15 pm
Afternoon Break: 3 pm - 3:15 pm
Workshops Conclude: 4:45 pm

HSC Policy and Leadership Conference

Policy Summit ***April 17***

The HSC 2019 Policy Summit provides Head Start administration and staff with Federal and State news and perspective to informed about the budget and policy changes that impact their programs and the Head Start community.

Manager and Directors Institute ***April 18***

The Manager and Director Institute provides Head Start leaders with high quality training on critical management and leadership issues and an opportunity to connect with other Head Start leaders across the state.

April 17-18, 2019

Location and Hotel:

Sheraton Grand Sacramento
1230 J St
Sacramento, CA 95814

Exhibiting Information

To exhibit at this event, you must be a current **HSC Corporate Partner**. Not a partner? Contact Karen at Karen@headstartca.org. Exhibiting at this event does not include a booth, but instead is a table-top at the event location. This includes a draped 6ft table, chair, and waste basket. Electrical and internet must be purchased separately from the hotel.

Wednesday, April 17, 2019

Exhibitor Registration and Setup: 7 – 8:30 am
Exhibit Area Open: 9 am – 4 pm
Lunch: 11:45 am – 12:30 pm

Thursday, April 18, 2019

Breakfast: 8 am - 9 am
Exhibit Area Open: 8 am – 11 am
Exhibit Area Take Down: 11 am

How can your company get involved with HSC Events?

Sponsor a component of our event attendee experience below! Make your impact and improve your event visibility to attendees through multiple collaborative options.

ED = Education Conference
HI = Health Institute

PC = Parent and Family Engagement Conference
P&L = Policy and Leadership Conference

Item	Non-Partner Cost				Partner Cost			
	ED	PC	HI	P&L	ED	PC	HI	P&L

Personal Touch

Name Badges	\$1,600	\$800	\$800	\$800	\$1,200	\$600	\$600	\$600
	Give your company brand visibility with your logo on attendee badges!							
Lanyards	\$3,200	\$1,900	\$1,900	\$1,900	\$2,400	\$1,400	\$1,400	\$1,400
	Get your logo on a visible item every attendee will have, the official lanyard!							
Water Bottles	\$5,500	\$3,500	\$3,500	\$3,500	\$4,000	\$2,500	\$2,500	\$2,500
	Have attendees see your logo every time they hydrate at the event, and after! Sponsorship includes your company logo on a custom event water bottle given to attendees.							

Healthy Touch

Snack Station	\$13,000	\$6,500	\$6,500	\$6,500	\$10,000	\$5,000	\$5,000	\$5,000
	Treat attendees to a morning or afternoon pick-me-up! Allow attendees to get a delicious snack to recharge in between sessions.							
Caffeination Station-Coffee Lounge	\$3,900	\$2,600	\$2,600	\$2,600	\$3,000	\$2,000	\$2,000	\$2,000
	Treat attendees to a morning or afternoon pick-me-up! Allow attendees to get their favorite coffee beverage and recharge in a lounge area as they navigate before and in between sessions.							

Digital Touch

WIFI	Pricing Upon Request				Pricing Upon Request			
	Give attendees online access! Sponsorship includes signage at the event and the sponsor's name in the WIFI access code.							


Item	Non-Partner Cost				Partner Cost			
	ED	PC	HI	P&L	ED	PC	HI	P&L
Charging Lounge	\$2,000				\$1,400 per charging unit			
	Your company's logo can be wrapped on one of the charging stations where attendees can relax and recharge in between sessions.							
Electronic/ Digital Signage	\$3,640	\$3,640	\$3,640	\$3,640	\$2,800	\$2,800	\$2,800	\$2,800
	Make your company REALLY stand out with your logo on the signage attendees use to move from one session to another!							

Knowledge is Power

Keynote Sponsor	\$10,000	\$6,500	\$6,500	\$10,000	\$5,000	\$5,000
	Prominent speakers draw the most attention at any event. Sponsorship of a keynote speaker guarantees exposure to the largest amount at their peak of attendee excitement!					

Event BOOST

Attendee Experience Booster	Not Available	\$2,000+, Customized to Opportunity
	There are many ways to have an engaging experience with our attendees and get your messages across to our attendees. Contact us to create a custom package that fits your budget and is the right experience for your company.	



“As a non-profit organization, Pacific Oaks College understands the importance of wise decision-making when it comes to investing in partnership or sponsorship opportunities. I can definitely say that hosting the VIP Reception at the 2018 HSC Annual Education conference provided us with a unique opportunity to network and build relationships that was well-worth the investment!”

*-Michael R. Patton, MPA
Associate Vice President of Admissions
Pacific Oaks College & Children's School*

2019 Annual Education Conference - Expo Vendor Bingo Game and Giveaway

Increase your visibility by getting involved in our HSC 2019 events!

Vendor Bingo Game

Join HSC in playing an optional, on-site game and prize giveaway that attracts conference attendees to the Exhibit Hall at the 2019 Annual Education Conference.

Why should my company participate?

Why WOULDN'T your exhibiting company want to get your name and products front-and-center to event attendees? By participating in the game and donating a prize you:

1. Get your company additional on-site visibility in the expo hall
2. Increase one-on-one engagement with on-site attendees by playing the game and interacting with attendees to build and grow your Head Start relationships
3. Boost the attendee experience in the expo hall by participating in a fun, engaging activity that makes your company look good!

How attendees play:

Each conference attendee is given a bingo card with a square corresponding to each exhibitor booth/table. Each exhibit is given a stamp to validate the bingo card. Conference attendees are encouraged to visit each vendor to acquaint themselves with our exhibitors and get their card stamped.

To qualify for a prize drawing, attendees will be required to complete their bingo card with a full blackout, diagonal, horizontal, or vertical completion.

How can my company participate?

There are three levels.

Level 1: Optional Prize Donation Only

Participate and increase your visibility by donating a prize valued at a minimum of \$100. Note: This means that your company will not be on the bingo card, but your company-donated prize will be announced at the drawing.

Level 2: Optional: Become an HSC Vendor Bingo Sponsor

Requirements

- \$100 game fee (waived for HSC Corporate Partners)
- Submit your Bingo trivia question to place on the attendee bingo card (in the exhibitor registration process).

Level 3: Don't participate

But who wants to miss out on the fun??

You will be asked how you wish to participate during exhibitor registration for this event.



2019 Event

Annual Education Conference

Complete Application Date

January 16, 2019

Prize Delivery

On Site: Tuesday, February 5, HSC
Registration Desk

HSC Exhibitor Policies and Guidelines

Cancellation & Refund Policy

There will be a \$250 administrative fee applied to all cancellations one month before the event start date. All cancellations or requests for refunds must be made in writing and received by HSC one month prior the HSC event start date. Cancellations or requests received in the month leading up to the event will not be refunded.

Exhibitor Attendance to HSC Event Sessions/Workshops

Want to attend educational workshops? Exhibiting at HSC events does NOT include attendance for event sessions or work- shops. All exhibitors are given two booth staff passes for their exhibit/tabletop location depending on the type of space, but must register and pay as an attendee in order to attend the workshops. Registration details will be sent to exhibitors closer to the event dates.

Exhibitor Professionalism

Exhibitors at HSC events shall at all times (a) conduct business in a manner that reflects favorably on the HSC the good name, goodwill and reputation of HSC, (b) avoid deceptive, misleading or unethical practices that are detrimental to HSC and refrain from making false or misleading representations, advertisements or claims with regard to HSC and the event. Exhibitors are required at all times to conduct themselves in compliance with all federal, state and local laws, rules, regulations, and canons of professional ethics. Failure to do so can result to immediate removal of exhibitor status and will need to leave the HSC event premises immediately.

Interested in sponsorship opportunities?

Complete the application [here](#).

Interested in exhibiting at our 2019 events?

Annual Education Conference:

Reserve your space [here](#).

Health Institute and Policy and Leadership Conference:

Check www.headstartca.org for the exhibit registration announcement, or contact karen@headstartca.org to be added to the contact list.