

# EXHIBITOR TOOLKIT



## Thank you for choosing to bring your business to the Head Start California 2020 Annual Conference!

Now that you've reserved your booth, this toolkit will help you manage your exhibit preparations and promote your presence on the exhibit floor. It's loaded with everything you need to make the most of the event and spread the word to your clients, potential clients and colleagues.

### Want to drive traffic to your booth?

Want more leads and sales? It takes much more than just staffing your booth and giving away tchotchkes. Use these resources and tips to maximize your investment and your time. By working together, we can help you reach your exhibit marketing goals.



#### Exhibitor Contact:

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## Important Dates & Booth Information

**January 13-15, 2020**

**Exhibit Hall dates:** January 13-14, 2020

**Location:** Hyatt Regency Sacramento  
1209 L St, Sacramento, CA 95814

### Your Booth: Each 8'x 10' booth rental includes:

- One 6' draped table
- Two chairs
- One wastebasket
- 8' background drape
- 3' side rail
- Exhibitor ID sign
- Note: Electricity and WIFI are available but are **separate fees**. (see checklist for details)

**\*Attention Partners:** Each HSC Corporate Partner will receive additional signage showing their support of the association.

### Hotel & Venue



#### Hyatt Regency Sacramento

1209 L Street  
Sacramento, CA 95814

*Single Occupancy Room Rate: \$185*

#### Room Block Reservations

**Phone:** 1-916-443-1234

**Group Code:** G-20CH

**Reservation Link:** <https://www.hyatt.com/en-US/group-booking/SACRA/G-20CH>

**Cutoff Date:** 12/23/2019



## Exhibitor Schedule

### Sunday, Jan. 12, 2020

**Exhibitor Registration & Setup:** 1 pm - 5 pm

### Monday, Jan. 13, 2020

**Exhibit Hall open:** 7:30 am – 4:00 pm

**Breakfast in the Exhibit Hall:** 7:30 am – 9:00 am

**Lunch Break** (no workshops or sessions): 12:00 pm - 1:30 pm

**Attendee Snack Break in Exhibit Hall:** 3:00 pm - 3:30 pm

**Welcome Reception:** 5:15 pm – 6:45 pm

### Tuesday, Jan. 14, 2020

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

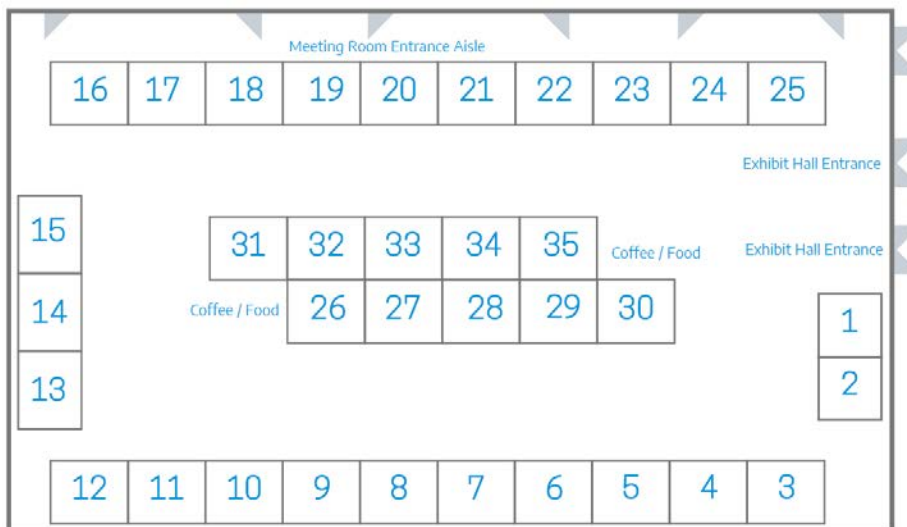
**Coffee & Tea in the Exhibit Hall:** 7:30 am – 9:00 am

**Attendee Lunch - California's Kids Count:** 12:15 – 1:30 p.m.

**Snack Break:** 3:00 – 3:30 pm

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

## Exhibit Floorplan





## Exhibitor Checklist

Item or Activity	Deadline	Details/Links	✓
Purchase your booth & make your booth payment	At time of registration or invoices must be paid within 30 days of reserving your booth	<a href="https://events.headstartca.org/profile/form/index.cfm?PKformID=0x13263abcd&amp;&amp;varPage=register">https://events.headstartca.org/profile/form/index.cfm?PKformID=0x13263abcd&amp;&amp;varPage=register</a>	
Make sure you provided HSC with your high res company logo	At time of registration	Upload to booth sign up page, or email to <a href="mailto:Karen@headstartca.org">Karen@headstartca.org</a>	
Book Hotel & Travel	By 12/23/2019	See hotel info on Page 2	
Submit form to AES for furniture & materials handling	Order by 12/23/19	HSC has contracted with American Exposition Services (AES) to provide drayage services. Please review the <a href="#">AES forms</a> and submit by 12/23	
Order electrical & internet	Order by 12/23/19	View the order form attached for PSAV / Hyatt Regency	
Register any company staff for the conference if they wish to attend sessions	By 12/31/19	Email Christine Feenstra with your booth staff names at <a href="mailto:christine@headstartca.org">christine@headstartca.org</a>	
Advance shipping to AES warehouse	Dec. 12 thru Jan. 8	See <a href="#">AES form</a>	
Direct shipping to Show Site	<i>Only</i> on Jan. 12	See <a href="#">AES form</a>	
Send an email/ mailing to your clients, encourage them to register, attend, and visit!	Now thru Jan. 13	See the attached written content as well as logos/graphics as needed	
Submit raffle item donation description	By 1/6/2019	Submit your prize donation commitment: <a href="https://zfrmz.com/fKIWQbs2tsR0s9yDp9aJ">https://zfrmz.com/fKIWQbs2tsR0s9yDp9aJ</a>	
Submit raffle item for giveaway	By 1/13/19	Please drop off your prize at the event registration desk by 10 am on 1/13	
Send reminders to your prospects to visit your booth!	1/2/20 thru 1/13/20	See the attached written content as well as logos/graphics as needed	
Follow up with attendees via email	1/20/20 Use the list 1x within 1 week of receiving the list	We'll provide you the attendee email list by 1/20/2019	



## Marketing Toolkit

### Pre-Event Marketing

Many HSC Annual Conference attendees come to conferences and tradeshows with pre-determined agendas and already have an idea which sessions they want to attend, and exhibitors they plan to visit. Your goal is to be one of the companies on their must-see list! We encourage our exhibitors to let their current clients and potential clients know in advance who you are and what you will offer at the show outside of HSC's current communications.

#### Pre-event promotion has a positive, direct and measurable effect on your ROI because it:

- Keeps your current clients, as well as potential customers, in the loop on your business
- Increases traffic to your booth
- Provides an opportunity for attendees to preview products and/or services

### Pre-Event Promotional Ideas

1. **Direct Mail:** Use the written content attached on *your* company letterhead to promote the show via a direct mail letter to your clients/contact lists. Remember to include your company and booth information where it is highlighted!
2. **Email:** Use the written content attached in your email communications to promote the show via a direct email to your clients/contact lists.
3. **Online:** Use the conference logo attached online and in your digital marketing! Make sure you hyperlink to the registration site at <https://events.headstartca.org/profile/web/index.cfm?PKwebID=0x2870abcd>
4. **Social Networks Post:** [Use this graphic](#) (or one of your creations! on your company's social network pages.

"[Company name/hashtag/twitter handle] is exhibiting at the HSC 2020 Annual Conference! Visit us at booth #\_\_\_"  
Note: if you are holding a prize drawing or have a special offer during the show, be sure to include it in your post!





5. **Sample Facebook, LinkedIn or Discussion Post** (make sure you tag @caheadstart and #HSC2020AC!  
“We’re joining early education professionals across California by exhibiting at the HSC Annual Conference, the premier early education event. 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. Register today at [www.headstartca.org/events](http://www.headstartca.org/events)”
6. **Send flyers and invitations:** Use your company templates to advertise your participation in the conference and invite your customers to your booth is by designing and inserting a flyer with your invoices, letters or other correspondence you send out to prospects.

## On-Site Marketing

**Become a Sponsor:** One of the best ways to attract the attention of conference attendees is through a sponsorship. Extending the visibility of your company will increase qualified traffic to your booth and leave a lasting impression even after the show is over. We love innovation! If you have a specialized idea of how you would like to engage with conference attendees, let us know! To inquire about sponsorship availability, take a look at the [available sponsorship opportunities](#) and contact [Christine@headstartca.org](mailto:Christine@headstartca.org).

**Participate in the On-Site Prize Giveaway:** Another way to make a big impression on our attendees is by participating in the exhibitor prize giveaway! Let us know what you would like to give away to our attendees [here](#). Please submit your prize to the registration desk before Monday morning (1/13), 10 am. The giveaway will take place at the Welcome Reception on Monday evening. Paper tickets will be given to attendees as they enter the reception.

## Post-Event Marketing

**A note to our Corporate Partners:** You will have access to the Annual Conference attendee email contact list one week after the event (you must attend the event as an exhibitor to receive the email contact list and adhere to the HSC email list policy you signed to as part of the partnership). Not a HSC Partner? [Learn more here](#) and contact [Christine@headstartca.org](mailto:Christine@headstartca.org) with any questions.

### Remember to:

- Follow up with your sales leads! Who did you meet on-site?

## HSC 2020 Annual Conference **EXHIBITOR TOOLKIT**



- Reserve space on your company calendar for our future events! All dates and locations are listed here: <https://headstartca.org/events/>
- Have a post-show staff meeting when everyone is back in the office, let us know your feedback!
- Recognize staff members who did an excellent job at the show.

We look forward to your attendance and participation on-site in Sacramento for a fun, engaging and successful event! Further questions? Contact Christine Feenstra at [Christine@headstartca.org](mailto:Christine@headstartca.org)