



o p e n i n g m i n d s

The Chicago Early Education, Child Care, & School Age
Conference & Trade Show
Exhibitor and Advertiser Prospectus

January 25-27, 2007
McCormick Place
Chicago, Illinois

3 days • 400 workshops • 5,500 attendees
exhibit • advertise • connect

Chicago Metro AEYC • Action for Children • M.O.S.T.

CONNECT

Opening Minds, the Chicago Early Education, Child Care, and School-Age Conference and Trade Show, has a long history of providing professional development to those who work with young children and their families. The three-day event brings together more than 5,500 participants from Chicago and beyond, making it the largest event of its type in the region and one of the largest in the country. Opening Minds attracts professionals from a wide range of specializations and a variety of roles. It is presented by Chicago Metropolitan Association for the Education of Young Children (Chicago Metro AEYC), Action for Children, and M.O.S.T. We invite you to join us in bringing early childhood professionals the very best!

Become a sponsor.

Connect with even more educators, caregivers, and administrators by becoming a sponsor at Opening Minds! Applications are being accepted for sponsorships at a variety of levels. If you are interested in learning more about making connections through sponsorship, please call 312.427.5399 or email tkennon@chicagometroaeyc.org.

Donate a prize.

Build your reputation by donating a prize to be awarded at Opening Minds. Your generosity will be recognized in signage and printed materials at special events throughout the conference. For more details, please see the enclosed application form, call 312.427.5399, or email tkennon@chicagometroaeyc.org.

ADVERTISE

Thousands of professionals read the Opening Minds conference program, then take it back to their workplace to share with colleagues. You can reach this wide network of dedicated professionals by advertising in the conference program. Program ads are also an excellent way to attract extra attention to your booth in the exhibit hall.

Select a size for your ad.



1/4 page (3.25" x 4.75")
Basic rate: \$300
Exhibitor rate: \$250



full page (6.667" x 10")
Basic rate: \$700
Exhibitor rate: \$650



1/2 page vertical (3.25" x 10")
Basic rate: \$500
Exhibitor rate: \$450



1/2 page horizontal (6.667" x 4.75")
Basic rate: \$500
Exhibitor rate: \$450

Prepare your ad.

The conference program is an 8.5" x 11" document. All ads appear in black and white, and require a rule box if smaller than a full page. Art will be returned only upon request from the advertiser.

- All ads must be submitted as camera-ready digital files and must be accompanied by a PDF file.
- Rule boxes are required for 1/4 page and 1/2 page ads; no bleeds are available.
- Charges will be billed at cost (minimum \$10) for additional production and design work necessary to prepare an ad for publication; this includes typesetting, layout, reduction, enlargement, halftones, reverses, and rules or boxes.

Place your order.

To place an ad, please send the enclosed order form and camera-ready art to Chicago Metro AEYC at 30 E. Adams, Suite 1000, Chicago IL 60603 by **November 10, 2006**. You may also email ads to tkennon@chicagometroaeyc.org. Payment in full must accompany the order form. Any additional charges for production and design work necessary to prepare the ad for publication will be invoiced to the advertiser. Exhibitors may place ads in the conference program at a discounted rate. (Please see above for specific prices.) Advertising agency discounts are not available. For more information, please contact Tara Kennon at 312.427.5399 or tkennon@chicagometroaeyc.org.

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EXHIBIT

Hosting a booth in the Opening Minds exhibit hall gives you the opportunity to engage, inspire, and personally connect with thousands of leaders in child care and early education. You may use a booth to sell, demonstrate, and take orders for educationally-related products and services.

Reserve your booth.

Inside Booth: \$525 (if reserved by October 20, 2006), \$575 (if reserved after October 20, 2006)

Corner Booth: \$595 (if reserved by October 20, 2006), \$645 (if reserved after October 20, 2006)

Please complete the application, sign the liability clause, and provide a description of your company. Please retain a copy for your files, and send the completed documents along with full payment to Chicago Metro AEYC.

The booth fee includes an 8' high back drape and a 3' high side drape, one 8' draped table, one side chair, a wastebasket, and a 7" x 44" sign. A listing in the conference program is included if the booth is reserved by November 10, 2006. Each booth measures 8' x 10'. A manual containing order forms for all rates and services (i.e., shipping, electric, audio/visual, additional tables) will be mailed to all exhibitors.

Please note: The exhibit hall is carpeted, so exhibitors do not need to order additional carpeting.

Booths will be assigned on October 23, 2006 according to the number of booths reserved by a single company and the date payment is received. For example, companies reserving four booths will have priority over companies reserving three booths. Within each category, priority will be based on the date payment was received. If your application for a corner booth is not available, you will be assigned an inside booth and the additional fee will be refunded by check. Booth assignments will be confirmed via fax or e-mail. If a written request for cancellation is received by December 1, 2006, 50% of the booth fee will be refunded. Refunds will not be available after December 1, 2006.

Prepare to exhibit.

Exhibit Hours (*Subject to change*)

Thurs. Jan. 25 [12:00 noon - 5:00 p.m.]

Fri. Jan. 26 [7:30 a.m. - 4:30 p.m.]

Sat. Jan. 27 [8:00 a.m. - 2:00 p.m.]

Installation and Dismantling

Booths will be ready for setup Wednesday, January 24, from 12:00 p.m. until 5:00 p.m., and Thursday, January 25 from 7:30 a.m. until 10:30 a.m. Exhibits will close Saturday, January 27 at 2:00 p.m. Exhibitors must agree to not have any part of their exhibits dismantled, packed, or removed before 2:00 p.m. on Saturday, January 27, 2007.

Drayage

Exhibitors may only hand-carry small amounts of materials to exhibit booths. This is limited to what you can carry in your arms in one trip, or what you can fit on a small two-wheel cart such as a luggage carrier. Larger amounts of materials must be brought into the exhibit hall by union workers, according to one of the following three options:

1. **(Recommended)** Exhibitors may ship their materials in advance to the warehouse of the exposition services company, GES. The rate for GES to move these materials to the exhibit hall floor (drayage) is \$78.00 per hundred pounds, based on move-in at straight time and move-out (Saturday) on overtime. Additional fees will be charged for odd-shaped items or uncrated/unboxed items. **The drayage cost will be reduced by 10% for exhibitors who ship to the warehouse using the GES Logistics shipping service.**
2. Exhibitors may ship their materials directly to McCormick Place on set-up day. The drayage rate for these materials is \$83.00 per hundred pounds, based on move-in at straight time and move-out (Saturday) on overtime. Additional fees will be charged for odd-shaped items or uncrated/unboxed items.
3. Exhibitors arriving at McCormick Place in private vehicles (personal or company cars) with no more than 400 lbs. of materials may choose to use the cartload service instead of the regular dock service. Cartload service is available for one-time entry and exit (not multiple trips) and is only for loads of up to 400 lbs. that have been transported in a private vehicle. The flat fee (one trip in and out) for cart service is \$200.

For more information, please contact Chicago Metro AEYC at 312.427.5399 or tkennon@chicagometroaeyc.org.

Contact

For more information about any of the opportunities described in this prospectus, please contact:

Chicago Metro AEYC
Director of Professional Events
30 E. Adams, Suite 1000
Chicago, IL 60603

312.427.5399 [phone] • 312.427.5028 [fax] • tkennon@chicagometroaeyc.org

Liability

Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency McCormick Place, McCormick Place, Chicago Metropolitan Association for the Education of Young Children (Chicago Metro AEYC), GES, Action for Children, their owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency McCormick Place, McCormick Place, Chicago Metro AEYC, GES, Action for Children, its owners, managers, officers or directors, agents, employees, subsidiaries or affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

In addition, Exhibitor acknowledges that Chicago Metro AEYC, Action for Children, GES, Hyatt Regency McCormick Place, and McCormick Place do not maintain insurance covering exhibitor property and that it is the sole responsibility of Exhibitor to obtain interruption and property insurance covering such losses by Exhibitor.

Policies and Guidelines

1. The assignments, subletting, or sharing of space already assigned is prohibited without prior written consent from Chicago Metro AEYC. Exhibitors may not alter the locations of exhibits or of booths without prior written consent of Chicago Metro AEYC.
2. The exhibit and related activities must be designed and displayed to conform to the size of the space leased. Nothing shall be displayed, distributed, performed, or projected outside the space leased or in such a manner as to obstruct the view of or interfere with the exhibits of others. Stickers and balloons may not be distributed at McCormick Place.
3. 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. All materials used in decorating must be flame retardant.
4. Exhibitors will exercise all precautions against damage or defacement of Hyatt Regency McCormick Place and McCormick Place and its property. Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs or posters to the walls or columns, or hang anything from the ceiling or sprinkler pipes. Any items leaning against the walls must be properly padded so as not to cause damage.
5. Exhibitors assume full responsibility in determining applicable union regulations and fees regarding setting up displays and transporting materials to and from the exhibit hall.
6. Precautions will be taken to ensure the safety of exhibit material. However, Chicago Metro AEYC and its contractors cannot accept responsibility for the protection of exhibitors' materials and displays. Exhibitors are expected to carry all risk insurance on their booths, as appropriate, at their own expense. All property shipped to and/or from the conference by the exhibitor for installation or display is at the risk of the exhibitor.
7. Chicago Metro AEYC reserves the right to prohibit or remove any exhibit that, in the opinion of Association management, may detract from the general character of the exhibition as a whole. This reservation includes persons, objects, printed matter, or anything of a character that Association management determines is objectionable to the exhibit. In the event of such restriction or eviction, the Association is not liable for any damage nor will it refund rentals or other exhibit expenses.
8. Order taking and direct sales of educationally-related products or services by exhibitors are permitted.
9. This prospectus is not a contract.

Product Guidelines

The learning materials, books and other products you bring to this conference must reflect and support Developmentally Appropriate Practice. That is, activities for children should be open-ended, process oriented and noncompetitive. Additionally, products sold at the conference must not promote bias or reflect stereotypes of race, religion, age, sex, sexual orientation, handicapping condition, or national origin.

Opening Minds Application to Exhibit and Advertise

The Chicago Early Education, Child Care, & School-Age Conference and Trade Show

January 25-27, 2007 • Hyatt Regency McCormick Place • Chicago, IL ~ Chicago Metro AEYC • Action for Children • M.O.S.T.

Exhibit

Please reserve the following booth(s): *See enclosed floor plan.*

_____ (1st choice) _____ (2nd choice) _____ (3rd choice)
_____ (4th choice) _____ (5th choice) _____ (6th choice)

If your request for a corner booth is not available, you will be assigned an inside booth and the additional fee will be refunded by check.

Inside Booth: \$525 (if reserved by October 20, 2006), \$575 (if reserved after October 20, 2006)

Corner Booth: \$595 (if reserved by October 20, 2006), \$645 (if reserved after October 20, 2006)

New exhibitor discount: Experience the value of Opening Minds! New exhibitors receive a 20% discount on booth fees.

Full name of firm or organization _____

Complete address _____

Telephone _____ Fax _____

E-mail _____ Web site _____

We wish to be listed in the 2007 Conference Final Program as:

Company name _____

Mailing address _____

Telephone _____ Fax _____

E-mail _____ Web site _____

Our booth identification sign should read:

(line one: company name) _____

(line two: city and state) _____

To reserve a booth, you must also include full payment, a signed copy of the liability clause, and a description of your company.

Advertise

Please reserve the following ad space in the Conference Final Program. (*Ads must be received by November 10, 2006.*)

___ 1/4 page ad (exhibitor rate: \$250, basic rate: \$300) ___ full page ad (exhibitor rate: \$650, basic rate: \$700)

___ 1/2 page vertical ad (exhibitor rate: \$450, basic rate: \$500) ___ 1/2 page horizontal ad (exhibitor rate: \$450, basic rate: \$500)

Contact Person _____ Company Name _____

Address _____

Telephone _____ Fax _____

E-mail _____ Web site _____

Connect

_____ Please send me more information about becoming a sponsor at Opening Minds.

_____ I would like to donate a prize to be awarded at Opening Minds. I will deliver the prize to the conference on January 24.

Brief description of prize _____ Value of prize \$ _____

Please mail this application with payment and related forms to **Chicago Metro AEYC, 30 E. Adams, Suite 1000, Chicago, IL 60603.**

Amount enclosed \$ _____ Payment method ___ check ___ Visa ___ MasterCard ___ AmEx ___ Discover

Credit card number _____ Expiration date _____

Cardholder's name _____ Signature _____

Opening Minds Liability Clause: please return with application

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In addition, Exhibitor acknowledges that Chicago Metropolitan Association for the Education of Young Children, GES, Hyatt Regency McCormick Place, and McCormick Place do not maintain insurance covering exhibitor property and that it is the sole responsibility of Exhibitor to obtain interruption and property insurance covering such losses by Exhibitor.

Please sign the Liability Clause to indicate that your organization has both read and understood the contents thereof.

Authorized signature _____ Date _____

Please provide a description of your company, service, and products.

Please return this form, along with completed application and payment, to:

Chicago Metro AEYC
30 E. Adams, Suite 1000
Chicago, IL 60603

For more information, please contact Chicago Metro AEYC at 312.427.5399 or tkennon@chicagometroaeyc.org.