



## Trade Show Package 2010

January 1, 2010



**Child Care Connections**  
100-1200 Tower Road  
Halifax, Nova Scotia  
B3H 4K6

Dear Business Partner:

Thank you for your interest in *Nurturing Nature/La nature: un jeu d'enfant/La nature: un jeu d'enfant*, the 2010 Child Care Conference and Trade Show, set to take place June 11 & 12, 2010 at the Holiday Inn Harbourview, Dartmouth, Nova Scotia. Child Care Connection NS (CCCNS) is pleased to be partnering with our sister organizations, le Centre provincial de ressources préscolaires (CPRPS), the Certification Council of Early Childhood Educators of NS (CCECENS), and the Nova Scotia Child Care Association (NSCCA) in presenting this annual Child Care Conference.

Enclosed, you will find the Trade Show Package, which includes general information and schedule, trade show notes and tips, information about advertising, trade show layout, terms and conditions and the exhibitor/ advertiser contract. To book an exhibit space, please complete and return the contract form by **April 16, 2010**. Spaces are reserved on a first-come-first-serve basis, so book early to ensure your choice of location!

Please indicate on the contract form if you wish to become a sponsor of the Awards and Recognition dinner, which includes the *Early Learning and Child Care Awards of Excellence* and the *Early Childhood Care and Education 20+ Service Awards*, or if you'd like to make a donation to one of several fundraising auctions taking place during the conference. We hope you will join us for the awards ceremony and reception!

Should you have any questions or require additional information, please do not hesitate to contact us at (902) 423-8199 or 1-800-565-8199 (*Atlantic Canada*). We hope to see you at *Nurturing Nature/La nature: un jeu d'enfant, Child Care Conference and Trade Show* on June 11 & 12, 2010.

Sincerely,

Pat McCormack  
Office Coordinator  
and  
Elaine Ferguson  
Executive Director

Enclosures



## General Information & Conference Schedule



### Child Care Trade Show 2010

**Theme:** Nurturing Nature/La nature: un jeu d'enfant Child Care Conference and Trade Show 2010

**Trade Show Location:** Holiday Inn Harbourview, Dartmouth, NS  
Harbourside and City Terraces

**Trade Show Dates:** Friday & Saturday, June 11 & 12, 2010

#### Trade Show Prices:

Private Business/ Child Care Suppliers..... \$200  
ECE Training Institutions/ Unions..... \$100  
Non-profit Child Care Organizations..... \$50



#### Schedule:

##### Friday June 11, 2010

9:00 am-4:00 pm Administrator Professional Development Session  
11:00 am – 12:30pm\* Trade Show setup  
12:00 – 6:00 pm\* Book Fair (Trade show open)  
1:00-1:30 pm\* Administrator/directors trade show viewing  
4:30-6:30 pm\* Trade Show & Auction viewing  
5:00 pm. Official Opening of Trade Show  
6:30-10:30 pm ***Awards & Recognition Dinner Gala***

##### Saturday June 12, 2010

7:30-9:00 am\* Registration, Trade Show viewing & Silent Auction  
9:00-10:30 am Morning Workshops Series A  
10:30-10:45 am\* Nutrition Break in Trade Show area  
10:45 am-12:15 pm Workshop Series B  
12:15-1:15 pm\* Lunch in Trade Show area  
1:15-2:00 pm Keynote Address  
2:00-2:30 pm\* Last chance for the Trade Show  
Exhibitor Draws  
2:30-4:00 pm. Afternoon Workshops Series C  
2:30-4:00 pm\* Tear-down of Trade Show

\* *Times when exhibitors are present at their booths.*

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## Exhibitor Notes & Tips

### Child Care Trade Show 2010

- Include an advertisement or an insert in the Connections Participant Folder. All participants receive this folder, so it is a great way to let everyone know about new products, upcoming sales, etc. (Exhibitors special \$100, others \$125)
- Consider becoming a sponsor of an *Early Childhood Learning and Care Award of Excellence* or an *Early Childhood Care and Education 20+ Service Award* presented at the Awards and Recognition Dinner Gala on Friday, June 11 at 6:30 pm. It's a great opportunity to show that your organization supports and celebrates excellence in the child care field. This is an excellent opportunity to network and make connections with child care folks. \* See page 4 for more details on the Gala Sponsorship packages



If sponsorship of the reception is not an option, consider joining our participants and distinguished guests at the dinner. Cost is \$30 per person.

- Three of the workshops are delivered in French so consider providing information and materials that are in French as well as in English.
- Though child care staff do not always make the major purchases for a centre, they certainly influence the buying decisions. You might include a few demonstrations of new toys, games, creative materials, equipment or software at your exhibit space.
- Conference participants love presents! Product samples, mini-contests and draws at exhibitor booths are a great way to entice participants to your exhibit and to get contact coordinates.
- A donation to the trade show silent auction will be displayed throughout the two-day conference, with acknowledgement given to your company or organization.
- Provide discount vouchers for the participant packages, to be used June 11 & 12 or at a later date.
- Please fill out the Exhibitor Evaluation Form you will receive at the conference. We want to know about your experience, and your suggestions for next time!
- The Holiday Inn Harbourview is offering a special conference rate of \$139 per night (single/double), up to May 1, 2010. After that date, cost is regular rates per room. Call (902) 463-1100 to make your reservation (identify yourself as a participant in the Connections conference).
- On Saturday, June 12, conference participants will have a bag lunch in the trade show area. Exhibitors can purchase a lunch for \$15.00. A lunch ticket will be included in your trade show package and on your exhibitor badge.

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## Sponsorship Opportunity: Awards & Recognition Dinner Gala

On **June 11, 2010** at 6 pm, to kick off the *Nurturing Nature/La nature: un jeu d'enfant Conference & Trade Show*, our organizations will host the Awards & Recognition Dinner Gala. The Gala is a celebration of the service and commitment of early childhood practitioners and programs in Nova Scotia and you can recognize that by sponsoring an award and/or a table. Guests (150-200) include conference participants, VIP's and other stakeholders. Two of the awards being presented provide sponsorship opportunities: the **ECLC Awards of Excellence** & the **ECCE 20+ Service Awards**. You can also sponsor a table. Sponsorship is an opportunity for your organization to demonstrate its support for and celebration of excellence and quality in child care programs and practice.

### ¶ Early Childhood Learning and Care (ECLC) Awards of Excellence :

- The *ECLC Awards of Excellence* 2010 include two categories. The Awards are juried by a panel of peers representing our organizations. One winner from each category receives the award. (See [www.cccns.org/conf10/ECLC.pdf](http://www.cccns.org/conf10/ECLC.pdf) for the nomination package)
- **The ECLC Award of Excellence in Programs:** (*Sponsored by Scholar's Choice Moyer*) Awarded to a Nova Scotia licensed early childhood learning and care program or family home agency that demonstrates best practices in delivering a high quality ECLC program.
- **The ECLC Award for Excellence in Practice:** Awarded to an individual working in the child care sector who demonstrates best practices in their care of children, dedication to the children they care for, and commitment to the child care field.
- Winners of each award receive a \$200 gift certificate, a conference registration, two complementary tickets to the Dinner Gala, a framed certificate and an ECLC pin.

### ¶ Early Childhood Care & Education (ECCE) 20+ Service Awards:

- The ECCE 20+ Service Award is presented to Child Care Programs that have been providing twenty or more years of service and commitment to Nova Scotia children and families. The Award was instituted to celebrate Child Care Connection Nova Scotia's 20<sup>th</sup> Anniversary.
- The stories of the Centres receiving the award are documented and presented in a booklet titled "Centre Stories" found in conference participants packages and at the Gala.
- ECCE 20+Service Award centres receive a certificate and a complementary ticket to the Dinner Gala.

### Awards Gala Sponsorship Packages:

Sponsorship Package #1: ECLC Award for Excellence in Program and Practice Sponsor Program sponsor: Scholar's Choice Moyer Practice sponsor: Dairy farmers of Canada- Maritimes	Sponsorship Package #2: ECCE 20+ Service Awards Sponsor	Sponsorship Package #3: Gala Table Sponsor
<b>\$750</b>	<b>\$300</b>	<b>\$150</b>
<ul style="list-style-type: none"> <li>• Sponsor's company name/ logo printed on the award certificate,</li> <li>• Sponsor logo and name displayed as sponsor of the award winner's table.</li> <li>• Advertising insert of sponsor's choice included in the Conference Delegate Folder (\$125 value).</li> <li>• Ticket for one representative of the sponsoring organization to attend the dinner at the winner's table.</li> <li>• Opportunity for a representative to present the award to award winner.</li> </ul>	<ul style="list-style-type: none"> <li>• Ticket for one representative of the sponsoring organization to attend the dinner</li> <li>• Sponsor recognized in the "Centre Stories" booklet</li> <li>• Sponsor table with logo and name</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsor table with logo and name</li> </ul>



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## Advertising Insert: Child Care Conference 2010 Participant Folder

The Child Care Conference Participant Folder is distributed to all conference participants, trade show exhibitors, presenters and special guests at the *Child Care Conference and Trade Show*, **June 11 & 12, 2010**. The event is attended by 250 to 350 administrators and staff of child care centres, as well as others in the child care community throughout Atlantic Canada. The conference folder contains conference information as well as advertising.



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### Advertising Insert Marketing Opportunity

- **Inserts**

Inserts in the folder provide a targeted opportunity to describe your product or service. These are placed in the inside pockets of the folder, and are distributed at the *Child Care Conference and Trade Show* (distribution **250 to 350**). Child Care Connections is also pleased to offer organizations exhibiting in the trade show a special price for an insert in the delegate folder (see below for details).

#### Advertising Specifications:

<u>Ad Placement</u>	<u>Size</u>	<u>Cost per page</u>
Insert in conference package	8 x 11" page or part thereof	\$125
Trade show exhibitors special	8 x 11" page or part thereof	\$100

#### Deadlines:

- Contract filled out and sent to Connections by **April 16, 2010**
- 300 copies of the advertising insert must be received by **May 28, 2010**.



## Terms & Conditions for Exhibitors

### Child Care Trade Show 2010

#### Exhibit Allocation

Exhibit space is allocated by the trade show staff based on when the applications were received, the nature of the exhibit, and the size and space required. Preference is given to those whose applications were received before the deadline (April 16, 2010). Exhibitors are responsible for providing staff to be present in their booth at the designated times. \*See schedule on page 2.

#### Exhibit Size

Each display area includes one 6' table. In order to provide adequate clearance and access, the trade show staff reserves the right to restrict exhibits to specific dimensions. If your exhibit exceeds these limits or requires special equipment and/or attention, please notify the trade show coordinator prior to set-up.

#### Exhibit Set-up

Exhibit set up begins Friday, June 11, 2010 at 11 am., and must be completed by 12:30 p.m., Friday, June 11, 2010.

#### Exhibit Tear-down

Dismantling, loading, and departure of displays and exhibits must be accomplished immediately following the conclusion of the conference (by 4:00 p.m. on Saturday, June 12, 2010). If exhibits have not been removed from the hotel by that time, the hotel may have them removed, at the exhibitor's expense. If you will require storage space, you must make arrangements with the hotel Catering Department at (902) 464-5430.

#### Rental Cost Does Not Include:

1. Transportation, warehousing, customer brokerage charges, handling of merchandise, uncrating, assembling, tear down, and re-crating of display material. Displays and exhibits will be brought into the hotel via the Receiving Entrance. The receiving entrance operational hours are Monday to Friday, 9 a.m. to 5 p.m.
2. Tables, chairs, or furnishings required to display (other than what has been specified). Additional materials or equipment can be arranged by contacting the Catering Department, Dartmouth Holiday Inn Harbourview at (902) 464-5430. **When handling posters, only masking tape or putty is permitted.**
3. Daily cleaning and electrical service. Information pertaining to electrical power should be discussed no later than two weeks prior to the trade show. If you require power in the trade show area, please contact the Holiday Inn Harbourview Catering Department.
4. All costs and liability for shipping and storage are the responsibility of the exhibitor. The hotel does not provide storage space. The arrival of all display materials and exhibits must first be approved by the Catering Office. The Holiday Inn Harbourview will not assume responsibility for any property brought into the Hotel outside the hotel's legal obligations.
5. The Holiday Inn Harbourview & Child Care Connections of Nova Scotia and other organization conference conveners (CCECENS, CPRPS, NSCCA) are not liable for lost or missing articles during the 2010 Annual Conference.



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## Exhibitor / Advertiser Contract

### Child Care Conference & Trade Show 2010

Please complete and return contract (pages 6-8 (3)) with remittance, (if yet unpaid) by **April 16, 2010**.

*Cheques should be made payable to Child Care Connection Nova Scotia.*

#### Exhibit Space(s):

Number of exhibit spaces: \_\_\_\_\_ @

£ \$200/ Suppliers and Government

£ \$100/ECE Training Programs, Unions and Related Non Profit Organizations

£ \$50/ Non-Profit Child Care Organizations

*Indicate location choice number(s) as shown on the floor plan (p.9)*

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

Sub-total cost of exhibit space(s): \_\_\_\_\_ \$ \_\_\_\_\_



#### Events participation tickets:

\_\_\_ Tickets for the Awards & Recognition Dinner Gala Friday, June 11, 6:30 pm @ \$30 each

\$ \_\_\_\_\_

\_\_\_ Lunch tickets for Friday, June 11 @ \$15 each \$ \_\_\_\_\_

\_\_\_ Lunch tickets for Saturday, June 12 @ \$15 each \$ \_\_\_\_\_

Sub-total cost of events participation: \_\_\_\_\_ \$ \_\_\_\_\_

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#### Advertising Inserts in Conference Package:

Number of Inserts (each measuring 8.5" X 11" or part thereof pages): \_\_\_\_\_ @

.. \$125 \$ \_\_\_\_\_

.. \$100 Trade Show Exhibitor's Special \$ \_\_\_\_\_

*(300 copies of the advertising inserts must be received by May 28, 2010)*

Sub-total cost of Advertising: \_\_\_\_\_ \$ \_\_\_\_\_

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#### Awards Dinner Gala 2010 Sponsorship, packages Friday, June 11, 2010:

ECLC Award of Excellence in Program (Scholar's Choice Moyer)

ECLC Award of Excellence in Practice (Dairy Farmers of Canada)

\_\_\_ ECCE 20+ Service Awards (Sponsorship Pkg. #2) @ \$300 \$ \_\_\_\_\_

\_\_\_ Gala Table sponsor (Sponsorship Pkg. #3) @ \$150 \$ \_\_\_\_\_

Sub-total cost of Gala Sponsorship(s): \_\_\_\_\_ \$ \_\_\_\_\_

Total costs :( exhibits/ events participation/ advertising/sponsorship): \$ \_\_\_\_\_

Enclosed, please find our remittance of \$ \_\_\_\_\_, (if yet unpaid), which represents the cost of exhibit space(s) /events tickets /advertising inserts /sponsorship(s) for which we are applying.

**Total payment is due by April 16, 2010**

#### Auction 2010 Sponsorship:

Please consider donating an item to our silent and public auctions. Funds raised will go toward supporting CCECENS, CPRPS, and NSCCA.

£ Yes, I will donate an item to the auction (Please describe the item you wish to donate): \_\_\_\_\_

£ I will deliver the item to you before the trade show

£ I will bring the item to the trade show on June 11, 2010



## Agreement

We have read and agree to abide by the information outlined in the "Terms and Conditions for Exhibitors" regarding exhibiting at the Child Care Conference and Trade Show 2010, including booth information, set-up, dismantling, and liability. All allocations of space will be made by the trade show staff of Child Care Connection Nova Scotia. Priority will be given to return exhibits. Provision of exhibit space by Child Care Connection Nova Scotia does not constitute endorsement of goods and/or services.

## Cancellation Policy

Should the exhibitor wish to cancel commitment to exhibit after submitting this application, s/he may only do so by giving written notice to Child Care Connection Nova Scotia, mailed, faxed or e-mailed by May 1, 2010. The exhibitor is eligible for a full refund; between May 2, 2010 and May 15, 2010 the refund is 50% of the cost of exhibit space. No refund will be made after May 15, 2010.



## Liability

The exhibitor agrees not to hold responsible Child Care Connection Nova Scotia, Centre provincial de ressources préscolaires, Certification Council of Early Childhood Educators of NS and Nova Scotia Child Care Association, Holiday Inn Harbourview, and their employees and agents for any and all claims whatsoever of liability, loss, damage, or expense resulting from the exhibitor's use of the exhibit space. A charge will be applied by the Holiday Inn Harbourview to any exhibitor or organization for damages resulting from negligence or carelessness or lack of adherence to the hotel regulations.

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By signing this contract, the exhibitor agrees with the terms and conditions pertaining to the *2010 Nurturing Nature/La nature: un jeu d'enfant Child Care Conference and Trade Show* as outlined in this document package.

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Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company/ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Postal code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Names of those who will attend the trade show:

\_\_\_\_\_  
\_\_\_\_\_

Signature

Date

*For CCCNS Office Use: Received*

Amount:..... Chq #:.....

Signature:..... Date:.....

Please return the completed contract with remittance to:  
Child Care Connection Nova Scotia, 100-1200 Tower Rd., Halifax, NS B3H 4K6  
Fax: (902) 492-8106; Voice- 902 423-8199; Email: info@cccns.org : www.cccns.org





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 June 11 & 12, 2010  
 Holiday Inn Harbourview, Dartmouth



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