



Hello,

We are pleased to present you with the **2019 Exhibitor's Information Package** for the Nova Scotia Child Care Association's (NSCCA) Early Childhood Education and Care annual conference and trade show. We are excited to be hosting the two-day event which will run Friday, May 24<sup>th</sup> to Saturday, May 25<sup>th</sup> at the DoubleTree by Hilton, in Dartmouth once again. The theme of this year's conference is "*Broadening & Deepening Our Professional Practice*" and we are expecting over 200 childcare practitioners and professionals in the field will be attending the conference to gather, learn, network and share inspired ideas.

We hope that you will be joining us this year as a returning Exhibitor or that we can welcome you to our list of respected industry partners as a new comer! The enclosed Trade Show Package includes general information, schedules, trade show notes and tips, corporate recognition and sponsorship opportunities, terms and conditions and the exhibitor contract. To book an exhibit space, please complete and return the contract form along with your payment by **March 15, 2019**. Spaces are reserved on a first-come-first-served basis, so book early!

To garner additional awareness for your business at the event please consider purchasing the option of including your promotional flyer in our welcome kits or donating products for draws and prizes at the conference.

Should you have any questions or require additional information, please do not hesitate to contact us at (902) 423-8199. We hope to see you in May!

Kind regards,

*Catherine Cross*

Executive Director

*The Nova Scotia Child Care Association is pleased to partner with the Certification Council of Early Childhood Educators of Nova Scotia and the Department of Education and Early Childhood Development in hosting this event.*



### Benefits to You as a Trade Show Exhibitor

- Your company name will be displayed in the conference promotional flyer widely distributed to our members and everyone in our contact network.
- Your company's name and contact information will be included on the exhibitors' contact list distributed to each conference attendee in their welcome package
- You will meet key people in the early childhood care and education sector
- There will be direct selling opportunities to your target market
- Access to 200+ of your ideal customers in one place
- Trade Show will also be open to the public each day at certain times
- Two days of continuous market research opportunities
- Attract viewers to your exhibit with draws for prizes to showcase your products.
- Special discount on hotel room rates
- You will receive one boxed lunch per day (per contract) valued at \$30
- 15% discount to insert your company promo flyer in welcome kits.
- Free onsite parking
- NEW – extended Trade Show viewing hours.

### Event Location:

DoubleTree by Hilton Halifax/Dartmouth  
101 Wyse Road, Dartmouth, NS B3A 1L9  
Tel: 902-463-1100 / Fax: 902-464-1227

#### **Hotel Reservations:** *(Special room rates available)*

Tel: 902-463-1100 to make your reservation. Please identify yourself as a Nova Scotia Child Care Association conference participant.

The DoubleTree by Hilton Dartmouth location is offering a special conference rate of **\$179 per night** (single/double) for conference guests and exhibitors based on availability up to **April 23, 2019**. Reservation requests after that date will be at the regular rate.

#### **Hotel Catering Manager:** *(Please contact for shipping of displays/materials instructions)*

Email: shauna.krasuski@hilton.com  
Tel: 902-464-5425





### Conference Schedule and Trade Show Viewing Times

Trade Show Dates: Friday, May 24<sup>th</sup> and Saturday, May 25<sup>th</sup>  
(Setup can begin Friday at 9:00 am and must be completed by 10:30 am)

- Friday, May 24<sup>th</sup> – Trade Show Open: 10:30 – 11:00, 12:00 -1:30, 3:30 – 6:00
- Saturday, May 25<sup>th</sup> -Trade Show Open: 8:30-9:00, 10:00-10:30, 12:00-1:30
- Friday, May 24<sup>th</sup> – Trade Show Open to Public: 1:00 – 6:00
- Saturday, May 25<sup>th</sup> – Trade Show Open to Public: 10:30 – Noon

#### Friday, May 24<sup>th</sup>, 2019

8:00 - 9:00 Registration and Networking  
9:00 - 12:00 Keynote Presentation  
12:00 -1:30 Lunch  
1:30 - 3:30 Workshop

*(30-minute nutrition break at 10:30 am)*

*6:30 Awards and Recognition Gala*

#### Saturday, May 25<sup>th</sup>, 2019

8:30 - 9:00 Registration and Networking  
9:00 - 10:30 Keynote Presentation  
10:30 - 12:00 Breakout session  
12:00 - 1:30 Lunch  
1:30 - 3:30 Workshop

*(30-minute nutrition break at 10:00 am)*



### Important Dates

#### March 15<sup>th</sup>

Final day to email the completed, signed contract, a copy of your current Logo in JPEG format and payment to Nova Scotia Child Care Association (NSCCA).

#### April 19<sup>th</sup>

Deadline for cancellation and full refund. Written notice must be received by mail, fax or email on or before April 19<sup>th</sup> to receive full refund<sup>1</sup>.

#### April 23<sup>rd</sup> **Book your hotel room before this date!!**

Last day to receive the special room rate of \$179 if there are any rooms still available (first come first served). Hotel Reservations: Tel: 902-463-1100 to make your reservation. Please identify yourself as a Nova Scotia Child Care Association conference participant.

#### May 3<sup>rd</sup>

200 Copies of your promotional inserts for welcome kits (*if included in contract*) **received** at NSCCA offices:

Nova Scotia Child Care Association  
Suite 102 - 3845 Joseph Howe Drive  
Halifax, NS B3L 4H9

#### May 3<sup>rd</sup>

Cancellation deadline for 50% refund. Written notice must be received by mail, fax or email on or before May 3<sup>rd</sup>. No refunds will be made after May 3<sup>rd</sup>.

#### May 24<sup>th</sup> - Day 1

Trade Show Set Up (9:00 am – 10:30 am)

Nova Scotia Child Care Conference, Trade Show and Gala Awards Reception

#### May 25<sup>th</sup> - Day 2

Nova Scotia Child Care Conference and Trade Show Final Day

Trade Show Dismantled (1:30 pm – 4:00 pm)

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<sup>1</sup> Refunds do not include payment processing fees



## Sponsorship Opportunities

The Nova Scotia Child Care Association and partners will host an *Awards and Recognition Gala Reception* on Friday, May 24<sup>th</sup> at 6:30 in the Lake City Ball Room. The Gala is a celebration of the service and commitment of early childhood educators and programs in Nova Scotia. We expect 100 guests to attend the Gala including conference participants, government representatives and guests.

Three prestigious awards will be given out that evening to dedicated and inspired members of the Early Childhood Care and Education Community. Sponsorship of these awards is a wonderful opportunity for your company to demonstrate its support and celebration of excellence and quality in child care programs and practice. In addition to **Award Sponsorships** we are also offering opportunities for **Gala Table Sponsorships**, **Chocolate Fountain Sponsorships** and a **Flower Sponsorship**.

<p><b>Sponsorship Package #1:</b> <b>\$800 each</b> <b>(2 Sponsorship Options)</b> ECLC Award for <b>either</b> Excellence in Program <b>or</b> Excellence in Practice</p>	<p><b>Sponsorship Package #2:</b> <b>\$325</b> ECCE 20+ Service Award</p>	<p><b>Sponsorship Package #3:</b> <b>\$175 – Gala Table Sponsor</b> - Signage on table with sponsor logo and name. and in conference promotional flyer</p>
<ul style="list-style-type: none"> <li>- Your company name/ logo on the award certificate.</li> <li>- Your company name/ logo displayed as sponsor of the award winner's table.</li> <li>- Advertising insert of sponsor's choice in the conference folder (\$150 value).</li> <li>- One Gala reception ticket for your representative and one ticket for the winner at the winner's table.</li> <li>- Opportunity for a representative to present the award to the recipient.</li> </ul>	<ul style="list-style-type: none"> <li>- Ticket for one representative of the sponsoring organization to attend the reception.</li> <li>- Opportunity for representative to present the award to the recipient.</li> <li>- Sponsor table with your logo and name</li> <li>- Company name/logo in conference promotional flyer</li> </ul>	<p><b>Sponsorship Package #4:</b> <b>\$500 - Chocolate Fountain</b></p> <ul style="list-style-type: none"> <li>- Sponsor logo and name on signage by fountain and in promotional flyer</li> </ul> <hr/> <p><b>Sponsorship Package #5:</b> <b>\$500 – Flower Sponsor</b></p> <ul style="list-style-type: none"> <li>- Sponsor name on each card given with flower to every Early Childhood Educator at the Gala</li> <li>- Name and logo in promotional flyer</li> </ul>



### Award Details

#### **Early Childhood Learning and Care (ECLC) Awards of Excellence – Two Awards:**

The ECLC Awards of Excellence include two categories: Practice and Program. The awards are juried by a panel of peers representing the Nova Scotia Child Care Association, Certification Council of Early Childhood Educators, and the Centre provincial de ressources préscolaires. Winners in this category receive a \$250 gift card, conference registration and two complementary tickets to the gala, as well as a framed certificate and an ECLC pin. A winner is selected from each category:

1. **ECLC Award of Excellence in Programs:** Awarded to a Nova Scotia licensed early learning and care program or family home agency that demonstrates best practices in delivering a high-quality program and;
2. **The ECLC Award of Excellence in Practice:** Awarded to an individual working as an early childhood educator who demonstrates best practices in their care and education for children, dedication to the children and families, and commitment to the profession of early childhood education.

#### **Early Childhood Care and Education (ECCE) 20+ Service - One Award:**

1. The ECCE 20+ Service Award is presented to early childhood care and education programs that have been providing 20 or more years of service and commitment to Nova Scotia's children and families. The Award was instituted to celebrate the former Child Care Connection Nova Scotia's 20th anniversary in 2009. **ECCE 20+ Service Award** centres receive a certificate of recognition, medallion, and a complementary ticket to the gala.



### Exhibitor Notes and Tips

- Child care and education staff do not always make the major purchases for a centre but 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.
- Include your Company's promotional **insert** in the Conference Welcome Folder. All participants receive this folder, so it is a great way to let everyone know about new products, upcoming sales, etc., (See pricing and deadline details on page 12).
- Conference **participants love product samples!** Mini-contests and draws at exhibitor booths are a great way to entice participants to your exhibit and to get contact coordinates.
- Provide product **discount vouchers** for conference welcome packages.
- Please complete the **Exhibitor Evaluation Form** you will receive at the conference. We want to know about your experience, and how we can make it even better the next time!





### Terms & Conditions for Exhibitors

#### Assignment of Exhibit Space

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 returning exhibitors and those whose applications are received before the deadline (March 15<sup>th</sup>, 2019). Exhibitors are responsible for providing staff to be present in their booth at the designated times. *(See schedule on page 3)*

#### Exhibit Size

Each individual display area includes one skirted 6' table. **If you require a larger space you have the option to purchase an additional table.** To provide adequate clearance and access, the trade show staff reserve 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 can begin at 9:00 am Friday, May 24<sup>th</sup> but must be completed by 10:30 am of the same day. This will allow guests to browse the Trade Show during their morning break.

#### Exhibit Tear-down

Dismantling, loading, and departure of displays and exhibits must be accomplished by 4:00 pm on Saturday, May 25<sup>th</sup>. If exhibits have not been removed from the Trade Show location by that time, NSCCA may have them removed, at the exhibitor's expense.

***The Nova Scotia Child Care Association reserves the right to decline services or products that do not meet our vision, mission or objectives related to best practices and programming.***





### Shipping of Displays and Material

**Shipping of materials.** If you are sending materials to the hotel for use at the trade show, please ship to arrive no earlier than three (2) days prior to the event. Items must be labelled as follows:

**Attention:**

Conference Services Manager  
DoubleTree by Hilton Halifax Dartmouth  
101 Wyse Road, Dartmouth, NS B3A 1L9  
Tel: 902-463-1100 / Fax: 902-464-1227

**Hold for:** (Your Name and Company Name)

**Exhibitor at:** Nova Scotia Child Care Association Conference and Trade Show

**Date:** Friday, May 24<sup>th</sup> and Saturday, May 25<sup>th</sup>, 2019

**Box \_\_\_\_ of \_\_\_\_** (multiple boxes MUST be numbered)

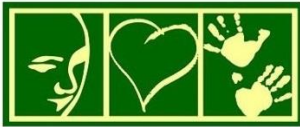
- There is no loading dock at the hotel therefore pallet items must be broken down outside and then brought into the convention centre.
- Shipping charges must be paid by the shipper prior to the items being delivered to the hotel.
- If items arrive at the hotel with payment due they will be sent back to the shipper.

Please contact the Hotel directly for any questions regarding shipping of materials:

Email: [shauna.krasuski@hilton.com](mailto:shauna.krasuski@hilton.com)  
Tel: 902-464-5425

**Exhibitor's fees do not cover:** shipping, transportation, 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 during business hours Monday to Friday 9am – 5pm.

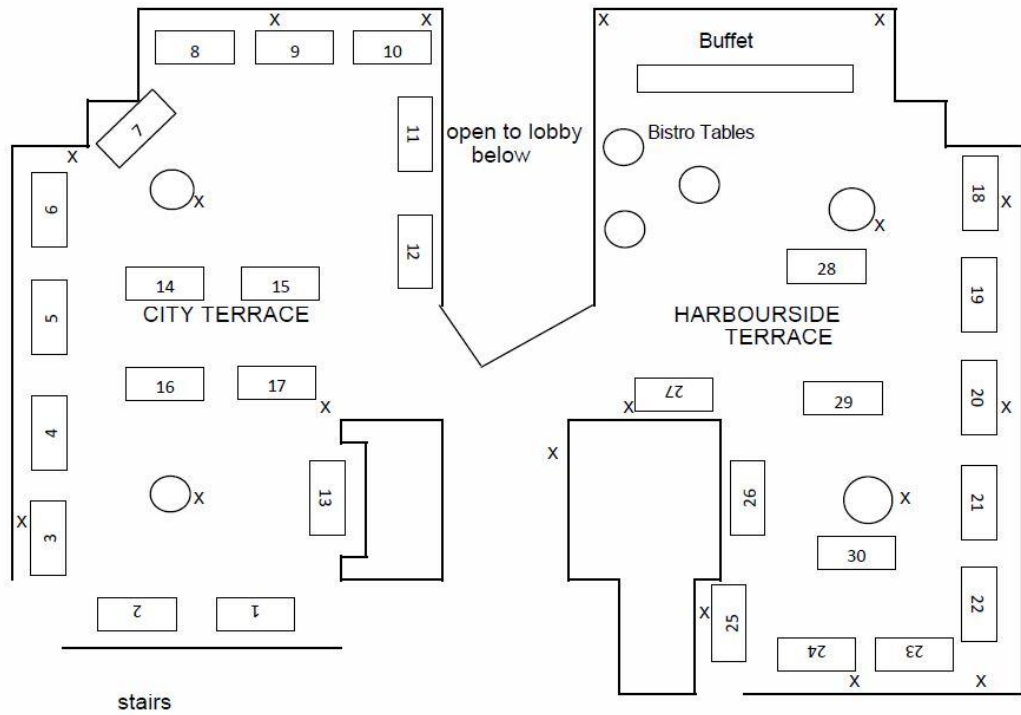
The DoubleTree by Hilton Halifax Dartmouth, the Nova Scotia Child Care Association and other organization conference conveners are not liable for lost or missing articles during the Conference.



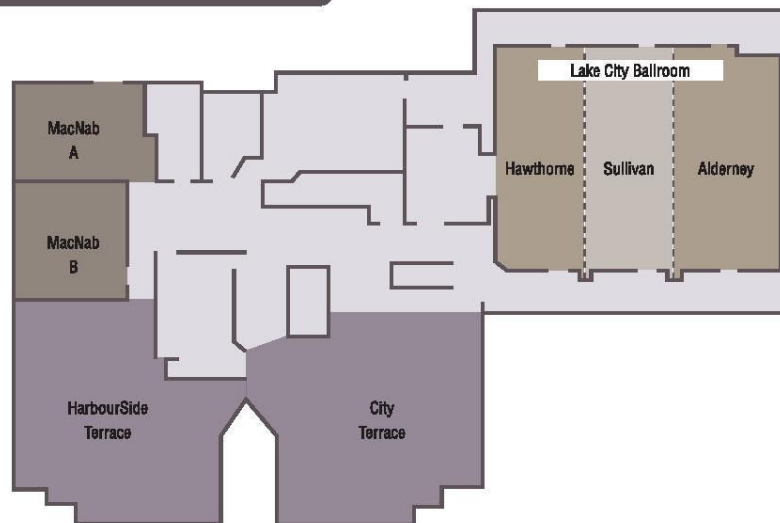
## DoubleTree Hilton Dartmouth - Trade Show Floor Plan

The following Tables have been reserved:

- 1 - Certification Council of Early Childhood Educators of Nova Scotia
- 2 - Department of Education and Early Childhood Development
- 3 - Nova Scotia Child Care Association



### CONVENTION LEVEL





## Exhibitor/Advertiser Contract

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### Agreement

We have read and agree to abide by the information outlined in the "Terms and Conditions for Exhibitors" regarding exhibiting at the Nova Scotia Child Care Conference and Trade Show 2019 including booth information, set-up, dismantling, and liability. All allocations of space will be made by the trade show staff of Nova Scotia Child Care Association. Priority will be given to return exhibitors and those whose completed contracts and payments have been received prior to the **March 15<sup>th</sup>, 2019** deadline. Provision of exhibit space by Nova Scotia Child Care Association does not constitute endorsement of goods and/or services.

### Cancellation Policy

Should the exhibitor wish to cancel commitment to exhibit after submitting this application, they may only do so by providing written notice by mail, fax or email to Nova Scotia Child Care Association on or before **April 19<sup>th</sup>, 2019**. The exhibitor is eligible for a **full refund** up to and including April 19<sup>th</sup>, 2019. Refunds of **50%** will be offered up to and including **May 3<sup>rd</sup>, 2019** providing written notice has been received on or before that date. No refunds will be made after **May 4<sup>th</sup>, 2019**. *Refunds do not include processing fees.*

### Liability

The exhibitor agrees not to hold responsible DoubleTree by Hilton Halifax Dartmouth, the Nova Scotia Child Care Association or their employees and agents for any and all claims whatsoever of liability, loss, damage, or expense resulting for the exhibitor's use of the exhibit space. A charge will be applied by the hotel to any exhibitor for damages resulting from negligence or carelessness or lack of adherence to the hotel regulations.

By signing this contract, the exhibitor agrees with the terms and conditions pertaining to the ***Nova Scotia Child Care Association Conference and Trade Show, May 24<sup>th</sup> - May 25<sup>th</sup>, 2019*** as outlined in this document.

***Thank you for supporting this event. We are looking forward to seeing you in May!***



Please complete and return this contract along with your payment by **March 15, 2019**. **Cheques** should be made payable to **Nova Scotia Child Care Association**. We also accept payments by **e-Transfers** to [exd@nschildcareassociation.org](mailto:exd@nschildcareassociation.org)

Please indicate your **exhibitor location preferences** using the table number(s) shown on the floor plan on **page 10**. *(Tables 1, 2 and 13 have been reserved)*

<b>1<sup>st</sup> Choice</b>	<b>2<sup>nd</sup> Choice</b>	<b>3<sup>rd</sup> Choice</b>
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Each exhibitor's space includes one 6' skirted table and one boxed lunch, please order additional lunches below if needed. *HST is payable on total cost.*

One Table	Corporate and Government Rate	\$250	
Two Tables	Corporate and Government Rate	\$350	
One Table	ECE Training Programs, Unions and Non-Profit Organizations	\$150	
Two Tables	ECE Training Programs, Unions and Non-Profit Organizations	\$250	
1 Batch of 350	Promotional Inserts (Non-Exhibitor)	\$150	
1 Batch of 350	Promotional Inserts (Exhibitor) (@15% Exhibitor's Discount)	\$127.50	
# of Batches	Additional Batches of 350 Inserts (\$150 per batch)	\$150	
One ticket	Gala Awards Reception ~ Friday, May 24th NSCCA member	\$50	
One ticket	Gala Awards Reception ~ Friday, May 24th NSCCA non-member	\$75	
<b>Extra lunch</b> (only 1 lunch included with cost of table)	Additional Boxed Lunch(s) – Friday Dietary Considerations:	\$30/lunch	
<b>Extra lunch</b> (only 1 lunch included with cost of table)	Additional Boxed Lunch(s) – Saturday Dietary Considerations:	\$30/lunch	
	<b>SUBTOTAL</b>		\$
	<b>HST</b>	15%	
	<b>TOTAL</b>		\$

\*Promotional inserts measuring no larger than 8.5 x 11 (letter size sheet) must be delivered to the Nova Scotia Child Care Association office by Friday, May 3<sup>rd</sup>.



## Exhibitor Contract / Page 3 of 4

**Would you like to support one of the Sponsorship opportunities at the Awards and Recognition Gala Reception on Friday, May 24th?**

Yes Please

No Thank You

**If yes, in which sponsorship opportunity are you interested?**

ECLC Award of Excellence in Program	\$800	Available	
ECLC Award of Excellence in Practice	\$800	Assigned	
ECCE 20+ Service Award	\$325	Available	
Gala Table Sponsor (per table)	\$175	Available	
Chocolate Fountain	\$500	Available	
Flower Sponsor	\$500	Available	

*Please contact the Nova Scotia Child Care Association to confirm the availability of the sponsorship you have selected. [info@nschildcareassociation.org](mailto:info@nschildcareassociation.org)*

**Please find enclosed my total remittance of \$ \_\_\_\_\_**

**I am paying by (please check one)**

	<b>Cheque #</b>				<b>e-Transfer</b>
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I will be bringing an item(s) to donate to the silent auction or a door prize.



## Exhibitor Contract / Page 4 of 4

Please print clearly

Contact name:	
Company/Organization Name:	
Address:	
Postal Code:	
Tel:	Email:
Company/Organization Name to appear on Exhibitor List <small>(Leave blank if you do not wish to be listed)</small>	
Email to appear on Exhibitor List <small>(Leave blank if you do not wish to be listed)</small>	
Contact Name to appear on Exhibitor List <small>(Leave blank if you do not wish to be listed)</small>	
Are there any food sensitivities that we should be aware of when ordering lunches?	Name:  Sensitivity: _____
Names to appear on Name Tags (2 Badges per Exhibit): <b>Print Clearly</b>	
Name 1	
Name 2	

Signature: \_\_\_\_\_

Dated: \_\_\_\_\_

Please return your completed contract with remittance to:

Nova Scotia Child Care Association  
Suite 102 - 3845 Joseph Howe Drive  
Halifax, NS B3L 4H9

902-423-8199

info@nschildcareassociation.org

nschildcareassociation.org

Presented in partnership with:

