

# ZERO TO THREE's 26th National Training Institute (NTI)

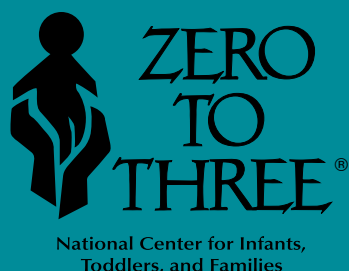
## Connecting Science, Policy, and Practice

December 9–11, 2011

Pre-Institute December 8  
Gaylord National Resort &  
Convention Center  
National Harbor-  
Washington, DC

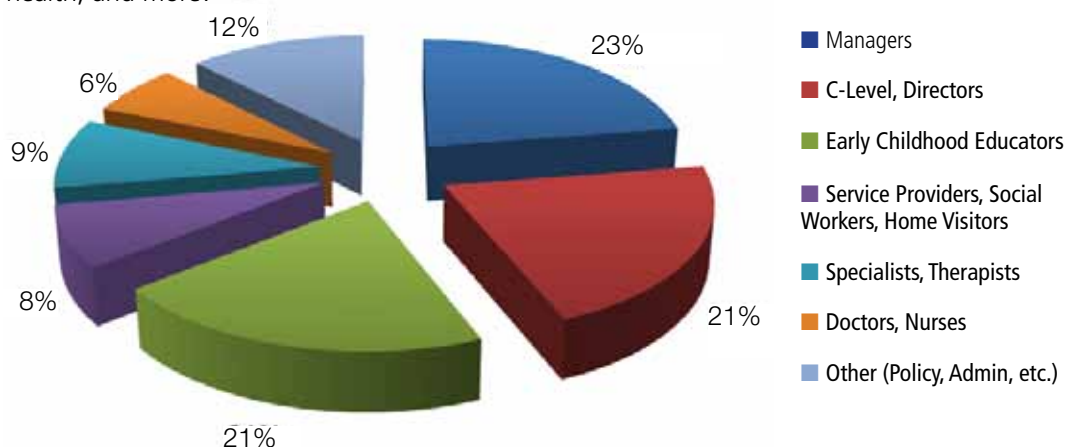


[www.zttnticonference.org](http://www.zttnticonference.org)  
1-877-215-1023



## Sponsor and Exhibitor Prospectus

The NTI offers you one-on-one contact with more than 2,000 experienced infant-family professionals in early care and education, mental health, child welfare, early intervention, health, and more!



Percentages based on 2010 attendee demographics.

## WHO SHOULD EXHIBIT AT THE NTI?

- **Producers and Suppliers** of educational products, services, and materials for practitioners and parents
- **Manufacturers and Distributors** of furniture, equipment, and toys
- **Publishers of books**, periodicals, and other publications creating or supplying critical information to the infant-family field
- **Developers and Providers** of in-service and pre-service training materials, computer hardware/software used to manage and administer child care programs, behavioral research, and other materials and applications useful to NTI audiences
- **Recruiters for professionals** in early intervention, early care and education, social work, child development, mental health, and pediatrics

## ZERO TO THREE's 26th National Training Institute (NTI)

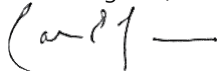
Dear Friends and Colleagues:

I would like to welcome you to take part in our 26<sup>th</sup> National Training Institute (NTI). This exceptional event is one that we take pride in year after year. It is indeed the signature event for ZERO TO THREE—a national nonprofit organization dedicated to promoting the health and development of infants and toddlers.

Each year, we work hard to ensure that the sponsorship and exhibit opportunities are designed in a way that will allow you to be successful. Your role within the conference is a vital one, and without sponsors and exhibitors the event would not be what it is today. This event offers a unique opportunity for companies and organizations in the infant-family field to reach a large, multidisciplinary audience of experienced professionals in a setting that facilitates dialogue and networking. With the audience that we bring to the conference, and the myriad of opportunities described throughout this prospectus, I am hopeful that you will find benefits that will motivate you to become a sponsor or exhibitor with us.

Thank you in advance for your participation in the 26<sup>th</sup> National Training Institute. I look forward to seeing you in our nation's capital.

Warm Regards,



Matthew E. Melmed  
Executive Director, ZERO TO THREE

### Sponsorship Opportunities

Platinum, Gold, and Silver Level Sponsorships are available for organizations seeking to increase their NTI presence. As a Sponsor you will enjoy greater visibility and valuable marketing opportunities!

Benefits	Platinum Sponsor \$10,000	Gold Sponsor \$6,000	Silver Sponsor \$3,000
<b>Opening Reception Sponsorship</b> Includes signage & program listing	√		
<b>Reserved Table at Awards Luncheon</b>	√		
<b>Opportunity to Host a Hot Topic Session</b>	√		
<b>Formal Recognition in <i>Zero to Three</i> Journal</b> Includes sponsor logo & description	√	√	
<b>One-Time Use of Pre-Conference Electronic Attendee List</b>	√	√	
<b>One-Time Use of Post-Conference Electronic Attendee List</b>	√	√	√
<b>Company Logo on Event Signage</b>	√	√	√
<b>Ad in Conference Program</b>	Full-page	Half-page	Quarter-page
<b>Company Description in Conference Program</b>	Logo with 75 words	Logo with 30 words	Name only
<b>Complimentary Full Conference Registrations</b>	Five (5)	Three (3)	Two (2)
<b>Listing on NTI Conference Website</b>	Logo	Logo	Name
<b>Exhibit Space</b> Includes applicable exhibitor benefits	8'x30'	8'x20'	8'x10'
<b>Sponsor Level Ribbons for Name Badges</b>	√	√	√

# Exhibiting Opportunities

## Exhibit Space

\$995 per 8'x10' space

## Exhibitor Benefits:

- Listing in NTI conference program
- Two (2) 'EXHIBITOR' badges for booth staff per 8'x10' space
- 15% discount off full conference registrations
- Opportunity to purchase one-time use of post-conference electronic attendee list for \$250
- Booth Package: back and sidewall pipe and drape, booth ID sign, one (1) 6' skirted table, two (2) chairs, and one (1) wastebasket

Other items for your booth are available for purchase through the conference decorator. Booth space is assigned on a first-come, first-served basis.

Note: Fees do not include materials handling or any benefit not listed above. These charges are billed separately by the conference decorator.

All exhibit booths must be carpeted. Carpeting will be available for purchase. A special NTI rate has been negotiated with the conference decorator.



## Exhibit Marketplace Schedule

*Subject to change*

	Thursday, December 8	Friday, December 9	Saturday, December 10
7:00			
7:30		Continental Breakfast 7:00PM – 8:00AM	Continental Breakfast 7:00PM – 8:00AM
8:00			
8:30			
9:00			Marketplace Open 7:00AM – 1:00PM
9:30			
10:00		Marketplace Open 7:00AM – 4:00PM	
10:30			
11:00			
11:30	Exhibitor Move-In 10:00AM – 2:00PM		Lunch 11:30AM – 12:45PM
12:00			
12:30			
1:00			Exhibitor Move-Out 1:00PM – 4:00PM
1:30			
2:00			
2:30			
3:00		Poster Session in Marketplace 3:00PM – 4:00PM	
3:30			
4:00			
4:30			
5:00			
5:30			
6:00			
6:30	Marketplace Open for Reception 6:00PM – 8:00PM		
7:00			
7:30			
8:00			
8:30			

### À La Carte

All subject to deadlines

One Item (up to 500 copies) for Take-One Table <i>Additional items \$250 each</i>	\$500
Quarter-Page Ad in NTI Conference Program	\$500
Conference Tote Bag Insert	\$750
Half-Page Ad in NTI Conference Program	\$750
Full-Page Ad in NTI Conference Program	\$1,000
Attendee Hotel Room Drop <i>Opportunity to provide item to all attendee guest rooms at hotel. All associated fees are the responsibility of the Sponsor. Drop must be scheduled to take place on designated peak night.</i>	\$1,000
Full-Page Ad on Inside Front Cover of NTI Conference Program	\$1,500
Full-Page Ad on Back Cover of NTI Conference Program	\$2,000



### Exclusive Opportunities

All subject to deadlines

Conference Message Board <i>Provide a central place of communication for all NTI attendees by sponsoring the message board!</i>	\$1,500
Custom Hotel Key Cards <i>Be the one thing attendees are sure to have with them throughout the entire event! Fee includes the right to the sponsorship. All other fees are the responsibility of the Sponsor.</i>	\$2,000
Branded Flash Drives <i>Sponsor the flash drives and load them with your promotional content! Fee includes the right to the sponsorship. All other fees are the responsibility of the Sponsor.</i>	\$2,000
Lanyards <i>Sponsor the lanyards and have your name/logo displayed around the neck of every attendee!</i>	\$3,500
Cyber Café <i>Make it possible for attendees to check their email or surf the web by sponsoring the cyber café! Signage and custom desktop and screen saver are included. Sponsor also has opportunity to provide additional promotional items i.e. mouse pads, etc.</i>	\$4,500
Friday Afternoon Break <i>A great way to deliver your name to attendees while providing needed refreshment.</i>	\$5,000
Conference Tote Bag <i>Imagine your logo alongside ZERO TO THREE's on the NTI conference tote bags!</i>	\$6,000
Resource Book CD-ROM <i>Every attendee gets one, so why not put your name/logo on the NTI Resource Book CD-ROM!</i>	\$6,500
Custom Note Pads/Flag Booklets <i>Let attendees keep important messages on your branded note pad. Note pads are included in each attendee's tote bag. All costs are included in the sponsorship fee.</i>	\$6,500

# ZERO TO THREE's 26th NATIONAL TRAINING INSTITUTE (NTI)

December 9 – 11, 2011 Pre-Institute December 8

## Sponsor and Exhibitor Application

Organization Name: \_\_\_\_\_

Check one:  Academic Institution  
 For-profit  Government Agency  
 Nonprofit  Other \_\_\_\_\_

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

We wish to participate as a(n):

Platinum Sponsor \$10,000  Exhibitor \$995 per 8'x10' booth # of booths \_\_\_\_\_  
 Gold Sponsor \$6,000  Yes, as an exhibitor I would like to pay an  
 Silver Sponsor \$3,000 additional \$250 for the post-conference attendee list

### A La Carte:

One (1) Item for Take-One Table \$500  
 Additional Item(s) for Take-One Table \$250 x # \_\_\_\_\_  
 Quarter-Page Ad in Program \$500  
 Conference Tote Bag Insert \$750  
 Half-Page Ad in Program \$750  
 Full-Page Ad in Program \$1,000  
 Attendee Hotel Room Drop \$1,000  
 Full-Page Ad on Inside Front Cover \$1,500  
 Full-Page Ad on Back Cover \$2,000

### Exclusive Opportunities:

Conference Message Board \$1,500  
 Custom Hotel Key Cards \$2,000  
 Branded Flash Drives \$2,000  
 Lanyards \$3,500  
 Cyber Café \$4,500  
 Friday Afternoon Break \$5,000  
 Conference Tote Bag \$6,000  
 Resource Book CD-Rom \$6,500  
 Custom Note Pad/Flag Booklets \$6,500

Please charge credit card below.

Visa  MasterCard  American Express  Discover

Payment Total: \$ \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

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

A check for \$ \_\_\_\_\_ is enclosed. Please make check payable to: ZERO TO THREE

Please send an invoice to the contact person above.

Note: Payment must be received within 30 days of invoice to guarantee participation.

By signing below, the undersigned understands the topic and products of services described must be appropriate to fostering the healthy development of infants, toddlers and their families and that ZERO TO THREE reserves the right to make a determination about which materials are appropriate to the intended audience. The undersigned further agrees to abide by all policies, rules and regulations of the 26th National Training Institute.

As a condition of enrollment and participation in any NTI meetings and associated activities ("Meetings"), participants and attendees of majority age ("Participants") grant ZERO TO THREE irrevocable and perpetual permission to record and use their name, voice, likeness and/or picture in connection with their participation and attendance at such Meetings, in any medium now known or hereafter invented, without further compensation to Participants for this purpose. All photographs, audiotapes, videotapes, digital recordings, broadcasts and other embodiments created by ZERO TO THREE which may include Participants' names, voices, likeness and/or pictures shall be the property of ZERO TO THREE, and Participants waive any claims that they may have with respect to such uses including, without limitation, claims of defamation, invasion of privacy or infringement of rights of publicity, copyright, trademark or moral rights.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

You will receive confirmation of your sponsorship/exhibit reservation and the exhibitor services manual at a later date. If you have any questions, please call 1-877-215-1023.

### Policies, Rules and Regulations

All Exhibitors, by submission of their application, agree to abide by the following regulations:

1. Exhibit/Payment Policy. Booth and event sponsor requests will be addressed in order of receipt of applications and payment. In order to emphasize the relevance and importance of Exhibitor's product and services, the Exhibit Hall will be arranged to promote your offerings in a non-competitive environment. Exhibitor locations will be assigned to booths based on best fit.
2. Exhibit Booth Carpeting. All Exhibitors must purchase and implement carpeting in their booth(s) from Exhibitor Move-In Thursday 12/8/11 to Exhibitor Move-Out Saturday 12/10/11.
3. Liability. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the Gaylord National Resort & Convention Center, National Harbor, MD (Hotel) and agrees to indemnify and hold harmless, ZERO TO THREE, (ZTT) its parent affiliates, their heirs, executors, directors and assigns, Designing Events (DE), and the Hotel, its agent, servants and employees, against any and all liability, losses, damages, and claims. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners, and managers, which results from any act of omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless ZERO TO THREE, DE, and Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries, and 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 or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the 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.
4. Insurance. Exhibitor shall obtain and maintain in force and effect, for the dates of the NTI Event, a commercial general liability insurance policy with combined single limits for personal injury and property damage of \$1,000,000 per occurrence and \$2,000,000 in the aggregate and shall provide ZTT with a certificate of insurance confirming such coverage and naming ZTT and the Gaylord National Hotel and Convention Center as an additional insured. Such certificate of insurance must be provided to ZTT at least 45 days prior to the NTI Event and may not be cancelled without at least 30 days prior written notice to ZTT.
5. Property. The Exhibitor is responsible for damage to Hotel property. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or damage them. Likewise, no attachments may be made to the floor by nails, screws, or any other device that would damage or mark it. Floor loading limits must not be exceeded.
6. Safety Regulations. The use or storage of flammable liquids, gases, or solids will not be permitted. Only a safety film can be used. Video presentations must be arranged so that aisles are not blocked. Exhibitor must adhere to all municipal and state laws, rules, and regulations. All combustible decorations and other materials must comply with fire department regulations.
7. Use of Space. The subletting of space is prohibited. The Exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the move-in period, 2:00 PM Thursday, December 8, 2011. This space may be resold, reassigned, or used by the exhibit management. Exhibits shall be so installed that they will not in any way project beyond space allotted. They shall not obstruct the view of nor interfere with the exhibits of others.
8. Early Dismantling of Booths. Exhibits are to remain set up until 1:00 PM Saturday, December 10, 2011. Early dismantling of booths may result in loss of Exhibitor privileges in future years.
9. Amendment of Rules. Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of ZERO TO THREE and the Hotel.
10. Cancellation/Refunds. In the event the Exhibitor cancels its reservation for space, and does so on or before October 31, 2011, the Exhibitor will be refunded the rental fee less a non-refundable deposit of 50% of the booth rental fee. Cancellations received after October 31, 2011, will forfeit the entire rental fee. No refunds will be made if space is not used, or for space not used part of the time.
11. Endorsement of Products by ZERO TO THREE or the NTI: By agreeing to sponsor and/or exhibit at the NTI, this does not in any way mean that ZERO TO THREE or the NTI supports and/or endorses your product, service, company or organization. Any promotions that the Sponsor or Exhibitor may do before, during or after the event, shall not imply that a product, service, company or organization is endorsed or supported in any way by ZERO TO THREE or the NTI.
12. Participation as an exhibitor and/or sponsor does not entitle the company or organization to influence the content planning of the National Training Institute.

Submit this form to:

**ZERO TO THREE**  
**National Training Institute**  
**P.O. BOX 759206**  
**Baltimore, MD 21275-9206**

**Fax: 410-654-5335**

**ZERO TO THREE**  
**Federal Tax ID#: 52-1105189**