



An Ocean of Caring National Child Care Conference 2007 Marketing Opportunities Package

March 29, 2007

Dear Business Partner, Related Community and Non Profit Child Care Organization Partners:

Child Care Connection Nova Scotia is convening An Ocean of Caring Conference and Trade Show on behalf of the Canadian Child Care Federation (CCCF) and its Nova Scotia affiliates, Nova Scotia Child Care Association and Certification Council of Early Childhood Educators of Nova Scotia. *An Ocean of Caring National Child Care Conference* is to be held at the Halifax Marriott Harbourfront, Halifax, Nova Scotia, on June 15th - 17th, 2007.

The conference presents you with a marketing opportunity that will provide you with exposure to child care participants from across Canada. Our open concept layout places the location of exhibitors in the middle of conference activities to maximize traffic to the exhibits. The conference schedule contains designated times for Trade Show viewing. Your company logo, contact information and web address will be posted on the conference website, and will remain posted for participants' reference until January 2008.

Enclosed, you will find the Marketing Opportunities Package such as an Ocean of Caring Trade Show exhibit, advertising and sponsorship opportunities. To take advantage of the marketing prospects, please complete and return the contract form by May 1, 2007. Spaces in the trade show are reserved on a first-come-first-serve basis, so book early to ensure your choice of location! Also, please consider donating product for our fundraising activities. Your company will be acknowledged on our conference website as a donor.

Should you have any questions or require additional information, please do not hesitate to contact me at (902) 423-8199 or 1-800-565-8199 (*Atlantic Canada*). Our conference website, www.cccns.org/ocean.html, will keep you informed of conference progress. I look forward to hearing from you and I hope to see you at *An Ocean of Caring Trade Show* on June 15th and 16th, 2007.

Sincerely,

Michelle Cannizzaro
Fundraising and
Events Coordinator
**Child Care
Connections**



**An Ocean of Caring National Child Care Conference 2007
Marketing Opportunities Package
Marketing Opportunities
An Ocean of Caring National Child Care Conference & Trade Show 2007**

Trade Show Exhibit:

Private Businesses/Child care Suppliers	\$350.00
Related Community Organizations	\$150.00
Non-Profit Child Care Organization	\$ 50.00

Advertising:

The Ocean of Caring Conference package is distributed to 300-450 conference participants at *An Ocean of Caring National Child Care Conference and Trade Show*, June 15th- 17th, 2007. Participants include early learning and child care practitioners, researchers, licensers, consultants and trainers. Inserts in the package provide a targeted opportunity to describe your product or service.

Advertising Specifications:

Ad Placement	Size	Cost per page or part there of
Insert in conference package	8 x 11" page	\$175.00
Exhibitors discount for insert	8 X 11" page	\$150.00

Deadlines:

- Contract filled out and returned to Connections by **May 1, 2007**.
- 450 copies of the advertising insert must be received by Connections by **May 30, 2007**

Sponsorship:

Sponsoring a Session \$500.00

Benefits to the sponsor include:

- Recognition of sponsorship in promotional materials and during the event
- Link to your website listed in the program

Sponsoring a Break \$250.00

Benefits to the sponsor include:

- Recognition of sponsorship in promotional materials and during the event

Donating a Fundraising Item

During An Ocean of Caring National Child Care Conference, there will be fundraising activities such as silent auctions, raffles etc. Donors will be acknowledged in the conference Program. You can give support by donating goods or services, as well by bidding on auction items.



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Marketing Contract:

Child Care Connection Nova Scotia is convening An Ocean of Caring Conference and Trade Show on behalf of the Canadian Child Care Federation, and its Nova Scotia affiliates, the Nova Scotia Child Care Association and the Certification Council of Early Childhood Educators of Nova Scotia.

Please sign this contract indicating participation. Return pages 3 and 4 with remittance, if yet unpaid, by **May 1, 2007**.

Exhibit Space(s) (Check One)

- \$350/ table for suppliers/ private business
- \$150/ table for Related Community Organizations
- \$50/ table for non-profit child care organizations

Number of exhibits: _____

Indicate location choice number(s) as shown on the floor plan (See page 8)

1st _____ 2nd _____ 3rd _____

Sub-total cost of exhibit space: \$ _____

Advertising Commitment (see enclosed information sheet)

Cost of Inserts in conference package (Check one)

- Non-Exhibitors: \$175 per 8 X 11' page or part thereof;
- Exhibitors: \$150 per 8 X 11' page or part thereof

Number of Inserts: _____ totaling \$ _____

Saturday Lobster Dinner

- ◆ Saturday evening Lobster Dinner @ \$30.00 each:

I will attend No. of guests accompanying you: _____ totaling \$ _____

Total (exhibit space, advertising, reception):

\$ _____

Fundraising Item:

Please consider donating an item for the conference fundraising events.

- Yes, I will donate an item

Please describe the item you wish to donate:

-
- I will deliver the item to Child Care Connections before the trade show
 - I will bring the item to the trade show on June 15th, 2007

Enclosed, please find our remittance of \$ _____, (if yet unpaid), which represents the cost of space, advertising and/or dinner for which we are applying.

Total payment is due by May 1st, 2007

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

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Agreement

We have read and agree to abide by the information outlined in the "Terms and Conditions for Exhibitors" and "Marriott Regulations for Displays and Exhibits" regarding exhibiting at An Ocean of Caring National Child Care Conference and Trade Show 2007, including booth information, set-up, dismantling, and liability. 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 June 1st, 2007. The exhibitor is eligible for a refund of 50% of the exhibit space prior to this date. No refund will be made after this date.

Liability

The exhibitor agrees not to hold responsible Child Care Connection Nova Scotia, their employees and agents, the Marriott Harbourfront Hotel, and 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 Marriott Harbourfront Hotel to any exhibitor or organization 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 for Exhibitors as outlined on page 5 of this document package and the Marriott's Regulations for Display and Exhibits as outlined on pages 6 & 7 this document package.

Contact Name:

Title:

Company/ Organization Name:

Address:

..... Postal code:

Phone: .. Fax: E-mail:

Names of those who will attend the trade show:

.....

.....

.....

Signature

Date

Office Use Only:

Date Received:

Cheque no: or Money Order no:

Total Received:

Received by:

Please return the completed contract to:
Child Care Connection Nova Scotia 100-1200 Tower Rd., Halifax, NS B3H 4K6 Fax: (902) 492-8106
by May 1st, 2007

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Terms & Conditions for Exhibitors

National Child Care Conference & Trade Show 2007

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 on May 1, 2007. Exhibitors are responsible for providing staff to be present in their booth at the designated times.

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. Every effort will be made to accommodate when possible. Exhibitors are responsible to meet Marriott Regulations for Displays and Exhibits (page 6 & 7).

Exhibit Set-up

Exhibit set up begins Friday, June 15th at noon, and must be completed by 5:00 p.m., Friday, June 15th, 2007.

Exhibit Tear-down

Dismantling, loading, and departure of displays and exhibits must be accomplished after 3:00 p.m. on Saturday, June 16th. If exhibits have not been removed from the hotel by 5:00 p.m. 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) 428- 7824.

Security

Security will be provided between 7 pm on Friday, June 15, 2007 and 7a.m. Saturday, June 16, 2007.

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 Marriott's Events Manager at: (902) 428- 7824
When handling posters, only masking tape 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 or internet services in the trade show area, please contact the Marriott's Events Manager at: (902) 428- 7824 or email you requests to: genaya.macmillan@marriott.com . Also please be advised that charges will apply.
4. All costs and liability for shipping and storage are the responsibility of the exhibitor. The hotel does not provide storage space. The Catering Office must first approve the arrival of all display materials and exhibits. The Halifax Marriott Harbourfront will not assume responsibility for any property brought into the Hotel outside the hotel's legal obligations.

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REGULATIONS FOR DISPLAY AND EXHIBITS

1. Arrival, unloading, erection, breakdown, loading and departure of display and exhibit material:
 - A. Halifax Marriott Harbourfront Hotel has very limited storage space. For this reason we ask that no displays or exhibits be sent to the hotel prior to 24 hours before the function is to commence. Attached are recommended services for storage of exhibits, displays or packing cases.
 - B. Due to Fire Regulations, displays and exhibits will be set up using fireproof fabric which exhibitors must provide through exhibit companies.
 - C. Displays and exhibits may be brought into Halifax Marriott Harbourfront Hotel via the Receiving Department entrance on the North side of the building during predetermined times.
 - D. Any form of transportation of exhibits must be on rubber wheeled dollies and must be supplied by the exhibitor. Halifax Marriott Harbourfront Hotel does have a limited number of dollies.
 - E. Displays and exhibits of excessive weight must first be approved by the Chief Engineer or designated Event Manager and must be placed on wooden platforms to avoid damaging the floor and to distribute the weight evenly. The specifications on the freight elevators are as follows:
 - Floor load capacity per square foot is 150 lbs.
 - Service elevator dimensions are: length 7'11", width 5'4"
 - Door width 4', height 8'6", maximum weight 4,000 lbs.
 - F. Displays or exhibits containing or using any form of liquid must first be approved by the Event Manager and will not be permitted unless a plastic sheet protects the floor area under and surrounding the exhibit.
 - G. Clear access to all entrances and fire exits must be preserved. No displays or exhibits, tables or any other furniture may block entrance or fire exit doors. Halifax Marriott Harbourfront Hotel must approve exhibit floor plans.
 - H. No displays may be attached to the drapes, chandeliers, or wall decorations, or hung from the ceiling. No nails or tacks may be hammered into the floors or walls. Only paper displays may be attached to the walls and only masking tape may be used as an adhesive.
 - I. No combustible or inflammable liquid or material may be used in exhibit or display.
 - J. Dismantling, loading and departure of displays and exhibits must be accomplished immediately following the conclusion of the function (Halifax Marriott Harbourfront Hotel will be flexible whenever possible). If exhibits have not been removed from the hotel at the time agreed upon, Halifax Marriott Harbourfront Hotel may have them removed at the expense of the exhibitor

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2. Any electrical hook-ups required by an exhibitor must be arranged in advance Genaya MacMillian, Halifax Marriott Harbourfront Hotel, 902 428-7824
3. Security for your exhibits and displays will be supplied from 7 pm to 7 am on the night of Friday June 15. If you require additional security you can call Securitaas Atlantic direct at:

SECURITAAS ATLANTIC CANADA
175 Main St., suite 301
Dartmouth, NS B2X 1S1
(902) 434-2442
(800) 565-0686

4. Labour, storage, electrical, booth decorating, etc. can be arranged by contacting the following:
Genaya MacMillian, Halifax Marriott Harbourfront Hotel, 902 428-7824

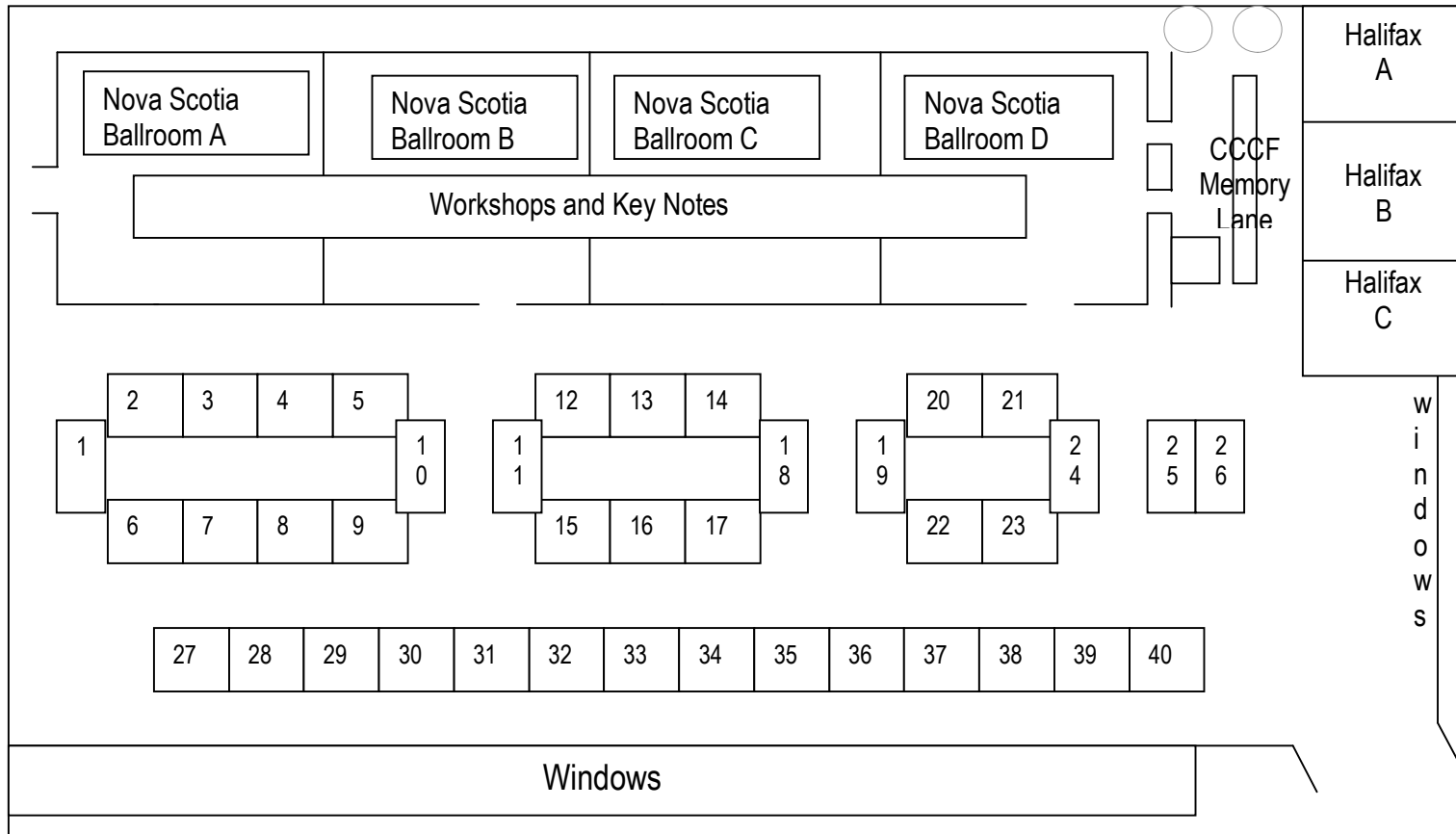
NOTE: Neither the Halifax Marriott Harbourfront Hotel nor the employees of Halifax Marriott Harbourfront Hotel shall be responsible for loss or damage to displays or exhibits while they are in the hotel. A charge will apply to any exhibitor or organization for damages resulting from negligence or carelessness or lack of adherence to the above mentioned regulations.

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Trade Show Layout

The Trade Show is located on the 2nd floor foyer, with conference participants passing through on their way to key note speakers and workshops. In addition to this exposure, there are trade show viewing times designated in the program schedule:

Fri: June 15th, 2007: 5-7p.m. & Sat: June 16th, 2007: 11:45a.m. -1:15p.m.



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Exhibitor Notes & Tips

National Child Care Conference & Trade Show 2007

- Include an ad or an insert in the Conference Event Folder. All participants receive this folder, so it is a great way to let everyone know about new products, upcoming sales, etc.
- Planning to host an on-site demonstration, presentation or special promotion at your exhibit? Contact Connections for ideas, vehicles and special opportunities that will get your message heard!
- 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! Mini-contests and draws at exhibitor booths are a great way to entice participants to your exhibit.
- A donation to the fundraising activities such as the trade show silent auction will be displayed, with acknowledgement given to your organization, throughout the two-day conference.
- Provide discount vouchers for the participant packages, to be used June 15th and 16th only, or to be used at a later date.
- If your company prepares proposals for new or expanding centres, advertise this as an insert in the conference package, or at your exhibit.
- Please fill out the Exhibitor Evaluation Form you will receive at the conference. We want to know about your experience, and your suggestions!
- For the conference, Marriott is offering a reduced room rate of \$169.00 per night for participants on June 15th and June 16th, 2007. If you are planning to reserve a room for these dates and take advantage of the discount rate, please book your reservation through Marriott at 1-800-943-6760 and mention that you are looking to book with the "Ocean of Caring: Set Sail" conference. If you are planning to book online the website is www.marriott.com/yhzmcc and insert the special code: NCCNCCA.

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General Information & Conference Schedule

National Child Care Conference & Trade Show 2007

Schedule: Please see www.cccns.org/Ocean.html for program specifics

Friday June 15th, 2007

9 – 10 a.m.	Registration
10 – 4 p.m.	All-day workshops
12:00 p.m.	Trade Show Set-Up
5 – 6 p.m.	Registration
5 – 7 p.m.	Trade Show Opening and Viewing
7 – 8 p.m.	Public Presentation
8 – 10:30 p.m.	Networking Reception/Band

Saturday June 16th, 2007

8 – 9 a.m.	Registration
9 – 10 a.m.	Keynote
10 – 10:15 a.m.	Break
10:15 – 11:45 a.m.	Workshops (7) and Centre Tours
11:45 – 1:15 p.m.	Lunch in Trade Show
12:00 – 12:30 p.m.	Keynote
1:15 – 2:45 p.m.	Workshops (7)
2:45 – 3:00 p.m.	Break
3:00 – 4:00 p.m.	Keynote
4:30 – 5:30 p.m.	CCCF Annual General Meeting
7:00 – 10:00 p.m.	Lobster Dinner, Acadian Dancers, Storytelling Circle