SPONSOR/EXHIBITOR PACKET
Increase your company’s visibility among early childhood leaders across the country.

Leadership Connections™
NATIONAL LEADERSHIP CONFERENCE
WHEELING, IL | MAY 12-14, 2016
Attendee Profile

There were 575 attendees at Leadership Connections 2015, representing 27 states. Attendance at the conference increased by 23% from 2014. Of these, 436 (76%) were Illinois residents. Fifty-four percent (302) of attendees were first-time registrants and 46% (254) had attended at least one Leadership Connections conference in the past.

2016 Leadership Connections™

CONFERENCE OBJECTIVES

1. Increase the number of attendees by 20%.
2. Provide opportunities and a climate that fosters networking in the Marketplace (expo).
3. Offer session tracks to meet the needs of specific audience segments.
4. Provide increased session options that engage participants in meaningful professional development experiences.
5. Create an experience so that participants are renewed, re-energized, and inspired.

CONFERENCE TOPICS

- Administrative Leadership
- Early Childhood Policy
- Instructional Leadership
- *NEW* Leadership Essentials
- *NEW* Professional Well-being
- Social and Emotional Development
- Supervision, Coaching, and Mentorship
- Technology

CONNECTING OPPORTUNITIES

- 15 hours built into the conference schedule for networking opportunities.
- All meals and breaks held in Marketplace (expo) area
- Pre- and post-conference communications available

INTERESTED IN MORE DETAILS?

View our Leadership Connections webpages at McCormickCenter.nl.edu to see the keynote speakers and session presenters who will help us draw attendees.

Every year, Leadership Connections reorients me toward mindfulness, helps me feel connected to the wider field, and grounds me so that I come out of my day-to-day and remember why I do what I do.

— DIANE PRINCE, 2015 ATTENDEE
<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Unparalled opportunity to communicate directly with leaders in the field of early childhood education.</th>
</tr>
</thead>
</table>
| **$7,500** | • Your choice of centerpieces at opening or closing keynote luncheon  
• Two (2) adjacent exhibitor booths, Friday breakfast and Friday lunch  
• Front or back inside cover advertisement in conference program, full page (5.5”x 8.5”), full color  
• Logo featured in all Leadership Connections electronic bulletins reaching 27,000  
• During the conference, mentions and images of your booth and your sponsored session on McCormick Center’s social media outlets reaching 4,800+  
• Your choice of a skill-building session sponsorship, which includes acknowledgement in the conference program and your logo on session signage  
• A link to your webpage from the Leadership Connections webpage  
• Recognition from podium during opening and closing remarks  
• Logo on signage displayed during breakfast or lunch buffet  
• Two (2) VIP invitations to the opening and/or closing keynote luncheons  
• Two (2) conference registrations  
• Flyer or promotional item in each conference bag  
• Recognition in the conference program sponsorship section |
| **$5,000** | • Your choice of a skill-building session sponsorship, which includes acknowledgement in the conference program and your logo on session signage  
• A link to your webpage from the Leadership Connections webpage  
• Recognition from podium during opening and closing remarks  
• Logo on signage displayed during breakfast or lunch buffet  
• Two (2) VIP invitations to the opening and/or closing keynote luncheons  
• Two (2) conference registrations  
• Flyer or promotional item in each conference bag  
• Recognition in the conference program sponsorship section |
| **$2,500** | • Full page (5.5”x 8.5”), full color advertisement in conference program  
• One (1) VIP invitation to the opening and/or closing keynote luncheons  
• One (1) conference registration  
• Mention in a Leadership Connections electronic bulletin reaching 27,000  
• Mentions on McCormick Center’s social media outlets reaching 4,800+  
• Recognition in the conference program sponsorship section |
| **$1,500** | • One (1) conference registration  
• Mention in a Leadership Connections electronic bulletin reaching 27,000  
• Mentions on McCormick Center’s social media outlets reaching 4,800+  
• Half page (5.5”x 4.125”), full color advertisement  
• Recognition in the conference program sponsorship section |
| **$500** | • Half page (5.5”x 4.125”), full color advertisement  
• Recognition in the conference program sponsorship section |

**INTERESTED IN A LARGER SPONSORSHIP?**  
Let us work with you to put together a unique package tailored to your needs.
When we have more knowledge, better stress management, and consistent support, we can provide professional care to all children.

— TERESE QUARINO, 2015 ATTENDEE

Exhibit

Unparalleled opportunity to make on-the-spot sales and demonstrations to key decision makers.

In years past the Leadership Connections Marketplace (expo) has drawn an average 35 vendors, representing a range of learning materials, equipment, technologies, organizations, and specialty and personal items. With this year’s enhanced Marketplace hours, vendors will have up to 12 hours of contact with conference attendees over two days.

**8’ X 10’ BOOTH OPTION**

- One booth .................................. $375
- Two adjacent booths ................... $650

Includes:
- One table and two chairs per booth
- Pipe and drape
- Standard company sign
- Breakfast and lunch buffet (Friday)
- Recognition in the conference program

*Electricity, internet connections, and additional booths and tables are available for a nominal fee.*

**6’ TABLE OPTION**

- One table ................................. $200
- Two adjacent tables ................... $350

Includes:
- Skirted table(s) and chairs
- Standard company sign
- Breakfast and lunch buffet (Friday)
- Recognition in the conference program

**INSTALLATION, EXHIBIT, AND DISMANTLING HOURS**

- Installation 3:00 p.m. – 5:30 p.m., Thursday May 12
- Exhibition 5:30 p.m. – 7:00 p.m., Thursday May 12
- Exhibition 7:00 a.m. – 6:00 p.m., Friday May 13
- Dismantling 6:00 p.m. – 8:00 p.m., Friday May 13

Consider donating a door prize

There will be designated times during Marketplace hours for participants to win door prizes donated by vendors. Consider another opportunity to highlight your business.
SPONSOR AND EXHIBITOR REGISTRATION

Who should the Leadership Connections conference coordinator contact?
Company Name: ________________________________________
Contact Name: _________________________________________
Street Address: __________________________________________
City, State, Zip: _________________________________________
Telephone: _____________________________________________
Fax: __________________________________________________
E-mail: _______________________________________________

Who should conference attendees contact? This information will be listed in the conference program book.
Company Name: ________________________________
Contact Name: _________________________________
Telephone: _______________________________________
E-mail: _________________________________________
Company Website: _______________________________

SPONSOR OPTIONS

<table>
<thead>
<tr>
<th>Amount</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>$7,500</td>
<td>□</td>
</tr>
<tr>
<td>$5,000</td>
<td>□</td>
</tr>
<tr>
<td>$2,500</td>
<td>□</td>
</tr>
<tr>
<td>$1,500</td>
<td>□</td>
</tr>
<tr>
<td>$500</td>
<td>□</td>
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</tbody>
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EXHIBIT OPTIONS

<table>
<thead>
<tr>
<th>Options</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>One 8’ x 10’ booth</td>
<td>$375</td>
</tr>
<tr>
<td>Two adjacent 8’ x 10’ booths</td>
<td>$650</td>
</tr>
<tr>
<td>One 6’ table and 2 chairs</td>
<td>$200</td>
</tr>
<tr>
<td>Two adjacent 6’ tables</td>
<td>$350</td>
</tr>
</tbody>
</table>

DOOR PRIZE

□ Yes, I will bring a door prize to the conference.
Description: ____________________________________________ Value: $ ___________

METHOD OF PAYMENT

□ Check (Make checks payable to National Louis University)
□ Credit Card
  Credit Card # ____________________________ Expiration Date: ________________
  □ MasterCard □ Visa □ Discover □ American Express
  □ Yes, I will bring a door prize to the conference.

THANK YOU for partnering with us to build a brighter future for children… one leader at a time.

Return this form by March 1, 2016 to:
Marleen Barrett | Conference Coordinator | marleen.barrett@nl.edu | 847.947.5267