

Virtual Joint Annual Conference 2021: An Invitation to Sponsors and Exhibitors

California's premiere educational conference for the Child Care Resource and Referral and Alternative Payment Program field will be held virtually, October 6-7, 2021. The California Child Care Resource & Referral Network (R&R Network) and the California Alternative Payment Program Association (CAPPA) will be joining forces once again to build our capacity to impact the communities we serve all across the state. We invite you to take advantage of this special event to support early childhood education and promote your company and products at our joint conference. Our goal is to continue to ensure the safety of our members and attendees. To do this, we have once again decided that this year we will move forward with a virtual conference. Although we cannot be in the same physical location, assisted by technology, we can do all that. With no travel and flexibility, we look forward to new opportunities with our conference partners.

There are a variety of ways to sponsor The Virtual Conference or show your support. Whether you are interested in one of our many sponsorship opportunities, purchasing ad space in the Virtual Conference program or hosting an exhibit booth in our Virtual Exhibition Hall to showcase new products or launch promotions, there will be ample opportunity for your company to be recognized as a contributor to the Early Learning and Child Care field and for you to build visibility and connect with senior management and key decision makers.

Research has shown that high quality early care and education experiences make a difference in children's lifelong academic and social success. In addition, child care helps support parents as they work, attend school, or engage in training programs. By participating in our joint conference, you are demonstrating your support for California's children and their families, and will be able to make a connection with a significant number of leaders in the early childhood and education community.

Highlights for this year's program include:

- 800 people from across the state are expected to attend this conference, including line staff, managers, directors and executive directors of agencies
- 3 Dynamic keynote speakers and over 60 exciting workshops
- Ample opportunities to virtually meet Resource & Referral, Alternative Payment professionals and other stakeholders in the Early Learning and Child Care and Development community
- No Transportation, hotel, food and beverage, booth set up, freight costs
- The Conference Platform will be available to access until midnight on November 6th. This is an opportunity for sponsors and exhibitors to live on for 1 whole month post-conference.

Attached are the sponsorship opportunities that we ask you to consider. Please contact Danielle Metzger at (916) 567-6797 or danielle@cappaonline.com with any questions.

Sincerely,



Linda Asato
Executive Director, CCCRRN



Delyne Micheletti Colburn
Chief Executive Officer, CAPPA

CONFERENCE SPONSORSHIP OPPORTUNITIES

The Network and CAPPa invite you to take advantage of a special opportunity to promote your agency's visibility at our Virtual Joint Annual Conference on October 6-7, 2021



\$15,000

Title Sponsor

- Exclusive recognition as the "Title Sponsor"
- Co-Sponsorship of the Conference Platform
- Five-minute pre-recorded video placed in the Virtual Lobby welcoming attendees to the conference
- Your company logo included in the Virtual Lobby, which is the first thing attendees will see when they log in to the platform
- Full conference participation for four
- Access to contact information for all attending agencies and businesses
- Attendees will be sent a special email blast two weeks prior to the event, with a message from you
- Opportunity to host a meet-and-greet or product demonstration on Thursday afternoon
- Recognition in the conference program and one full-page color advertisement in program
- Complimentary Premium booth in the Virtual Exhibit Hall with priority placement
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rnetwork.org and www.cappaonline.com
- Company name and logo on all event promotions, weekly newsletter and social media leading up to the event

\$7,500

Technology Sponsor

- Exclusive recognition as the "Technology Sponsor"
- Co-Sponsorship of the Conference Platform
- Full conference participation for two
- Access to contact information for all attending agencies and businesses
- Opportunity to host a meet-and-greet or product demonstration on Thursday afternoon
- Recognition in the conference program and one half-page color advertisement in program
- Complimentary Premium booth in the Virtual Exhibit Hall with priority placement
- Your company logo included in the Virtual Lobby, which is the first thing attendees will see when they log in to the platform
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rnetwork.org and www.cappaonline.com
- Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

\$5,000

Keynote Speaker Sponsor
(3 opportunities available!)

- Full conference participation for two
- Access to contact information for all attending agencies and businesses
- Email blast recognizing your sponsorship of a keynote session
- Opportunity to pre-record a 3-minute welcome to the keynote session you choose to sponsor and time to introduce yourself and your business
- Recognition in the conference program and half-page color advertisement in program
- Complimentary Premium booth in the Virtual Exhibit Hall with priority placement
- Your logo will be prominently placed in Virtual Lobby, which all attendees will access daily
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rnetwork.org and www.cappaonline.com
- Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

\$2,500

Virtual Lobby Sponsorship

- Would you like the most brand visibility? Become a Virtual Lobby Sponsor! In the Virtual Lobby section of the Conference. Your logo with a link to your website will become visible as attendees login!
- Full conference participation for one
- Access to contact information for all attending agencies and businesses
- Recognition in the conference program and half-page color advertisement in program
- Complimentary Premium booth in the Virtual Exhibit Hall with priority placement
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rnetwork.org and www.cappaonline.com
- Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

\$2,000
Virtual Menu Sponsorship

- Your logo will be prominently placed in the menu bar which all attendees will access daily
- Full conference participation for one
- Access to contact information for all attending agencies and businesses
- Recognition in the conference program and half-page color advertisement in program
- Complimentary Standard booth in the Virtual Exhibit Hall
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rrnetwork.org and www.cappaonline.com
- Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

\$1,500 each
Partner

- Partner logos will be prominently placed in the menu bar which all attendees will access daily
- Access to contact information for all attending agencies and businesses
- Recognition in the conference program and quarter-page color advertisement in program
- Complimentary Standard booth in the Virtual Exhibit Hall
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rrnetwork.org and www.cappaonline.com
- Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

\$750
Supporter

- Supporter logos will be prominently placed in the Agenda section which attendees will access daily
- Access to contact information for all attending agencies and businesses
- Recognition in the conference program and quarter-page color advertisement in program
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rrnetwork.org and www.cappaonline.com
- Company name and logo on all event promotions, weekly newsletters and social media leading up to the event

\$250
Workshop Sponsor

- Sponsor a specific workshop (with over 60 to choose from)
- Reach 100+ attendees each session by sponsoring a Workshop Session
- Receive recognition as the workshop sponsor with company logo placed in the workshop details section for that specific workshop
- Recognition on the virtual conference platform in the Sponsorship tab with your logo and a link to your website
- Logo and web link on conference website page – www.rrnetwork.org and www.cappaonline.com
- Recognition in the conference program
- Company name and logo on all event promotions, weekly newsletters and social media leading up to

CONFERENCE EXHIBITOR OPPORTUNITIES

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The Virtual Exhibit Hall will be open the entire duration of the conference, as well as for 1-month post-conference. There are two options for a virtual exhibitor booth:

Standard Booth: \$600	Premium Booth: \$1,200
N/A	Premium Booths will be listed first in the Exhibit Hall
N/A	Introduction Video when attendees enter your booth
N/A	Document Hosting can host up to 5 Documents
N/A	1 Booth representative gets a conference registration
N/A	One-on-One Scheduled Video/Audio Appointments
Passport Game (Encourages Attendees to visit your booth and lead generation)	Passport Game (Encourages Attendees to visit your booth and lead generation)
Conference Program: Company listed and description	Conference Program: Company listed and description
In Booth: Company Description	In Booth: Company Description
In Booth: Company Logo	In Booth: Company Logo
In Booth: Link to Company Website	In Booth: Link to Company Website
In Booth: Company Contact information	In Booth: Company Contact information
Live Chat during Exhibit Hall Time	Live Chat during Exhibit Hall Time
Access to contact information for all attendees	Access to contact information for all attendees
Post analytics data provided by Virtual Platform (who visited your booth (lead generation), what content attendees visited)	Post analytics data provided by Virtual Platform (who visited your booth (lead generation), what content attendees visited)
Easy Booth Setup with Self-Service Portal	Easy Booth Setup with Self-Service Portal
Bonus for 2021: No travel, hotel, booth set-up or freight costs	Bonus for 2021: No travel, hotel, booth set-up or freight costs

Network & CAPP Virtual Joint Annual Conference

October 6-7, 2021

REPLY FORM Please submit by Friday, September 24th!



Organization/Business Name: _____
Contact: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

SPONSORSHIP

YES! Please acknowledge us at the following sponsorship level:

- Title Sponsor - \$15,000 Virtual Lobby Sponsor - \$2,500 Conference Supporter - \$750
- Technology Sponsor - \$7,500 Virtual Menu Sponsor - \$2,000 Workshop Sponsor - \$250
- Keynote Sponsor - \$5,000 Conference Partner - \$1,500
- We are unable to commit to sponsoring the event but would like to make a contribution in the amount of \$_____

EXHIBITS AND ADVERTISING

YES! We would like to purchase the following:

- A Virtual Exhibitor Booth to be displayed for the duration of the Virtual Conference
 - Standard Booth for \$600
 - Premium Booth for \$1,200

Advertisement

Color advertisements are included in the program booklet and posted on the conference website pages.

YES! We would like to purchase the following:

- Full Page (8in x 11in) for \$600
- Half Page (5.5in x 4in) for \$450
- Quarter Page for \$300

* All orders for advertising, artwork and payments must be received no later than September 24, 2021. Artwork must be provided to size in JPG or Pdf format. No bleeds allowed. Fonts must be embedded. Please contact Danielle Metzger at (916) 567-6797 or Danielle@cappaonline.com.

Total Charges

Sponsorship	\$ _____
Virtual Booth	\$ _____
Program Advertising	\$ _____
Total Amount Due	\$ _____

Name of Booth Staff

Please submit the names of exhibit personnel (can add up to 10- continue on back of page if needed):

1. _____
2. _____
3. _____
4. _____

Please submit this form by Friday, September 24th!

Send this form to: CAPP, 1451 River Park Drive, Suite 185, Sacramento, CA 95815

Phone: (916) 567-6797 Email: danielle@cappaonline.com

Please make checks payable to California Alternative Payment Program Association.

The California Alternative Payment Program Association is a registered 501(c)(3)

non-profit organization: Tax ID#: 03-0521444