

Chattanooga Marriott Downtown – Tennessee

Strengthening THE Foundation OF Social & Emotional Development

2021

Exhibitor Prospectus

Southern Early Childhood Association

March 4-6

EXHIBIT & PRICING INFORMATION

Call us if you're interested in
virtual exhibitions!

Booth Exhibit Package (8' x 10') \$425.00

8' back wall & 3' side drapes

One (1) 6' x 30" skirted table

Two (2) side chairs

The exhibit hall will be locked after hours.

Table Exhibit Package \$325.00

One (1) 6' x 30" skirted table

Two (2) side chairs

Exhibit floors are carpeted.

SECA will not provide security
for exhibit area.

Contract for Exhibit Space

Contracts will be accepted by mail, or email and must be accompanied by check, money order, or credit card information for the full amount of each unit of space reserved. No space will be reserved until payment has been received in the SECA office.

Electrical & Internet Service

Electrical services for exhibits must be coordinated with The Convention Center. Order details will be included in your service kit.

Exhibit and Drayage Service

Exhibit and drayage services will be provided by Chattanooga Convention Center. Exhibitors will receive an email with a link to that kit once it is available. That email will go to the address listed on the Exhibit Contract.



HOTEL RESERVATIONS

Chattanooga Marriott
Downtown – Tennessee

2 Carter Plaza
Chattanooga, Tennessee,
37402

TEL: 1– 423-756-0002

WEB: WWW.Marriott.COM

**Book by February 9th to
receive the discount
rate!**

www.seca.info/hotel

EXHIBITOR SCHEDULE

Thursday, March 4, 2021

7:00 AM—11:00 AM Exhibits Move-in/Set-up

12:00 PM—5:00 PM Exhibits Open

6:30 AM—5:00 PM Registration Opens

Friday, March 5, 2021

6:30 AM—5:00 PM Registration Opens

9:00 AM—5:00 PM Exhibits Open

7:30 AM—5:00 PM Sessions

8:30 AM—3:50 PM Silent Auction

Saturday, March 6, 2021

7:00 AM—4:00 PM Registration Opens

8:00 AM—1:00 PM Exhibits Open

7:30 AM—2:00 PM Sessions

1:00 PM Exhibits Close

1:00 PM—2:00 PM Tear Down/Move Out



**Ad Deadline
is
January 2nd,
2021**



The Southern Early Childhood Association is the oldest early childhood professional association in the south.

14
Southern
States



300

Socially Distanced
Professional Attendees

ATTENDEES INCLUDE

Teachers, Directors, Administrators, Program Mangers, For Profit & Non-profit Child Care, Head Start, Students (Staff and Faculty), Licensing Agencies, Family Child Care, Early Intervention Staff, Home Visitors, Special Needs, Faith Based Entities.

Conference Program Advertising (Digital & Print)

1/6 page (2 3/8" h x 4 7/8" w)	\$75
1/3 page (9 3/4" h x 2 3/8" w)	\$125
1/2 page (5" h x 7 1/2" w)	\$175
Full page (9 3/4" h x 7 1/2" w)	\$300
Inside covers (full page)	\$350
Back cover (full page)	\$450

Sponsorships

For a complete breakdown of sponsorships see page 5 of this prospectus.

Platinum	\$5,000
Gold	\$2,500
Silver	\$1,500
Bronze	\$1,000
Friend	\$ 500

Website Hot Link **\$150**

Extend your marketing reach by placing your company's logo and web link on the SECA website. The links include full color graphics. Links will go up in March 2021 and will remain until March 2022. Take advantage of this very low cost option and use our marketing power to spread your message across the South!

Mailing List **\$150**

SECA can provide you with a mailing list of our conference participants. The Database is available in digital format and can be sorted by state.

Create your own sponsorship!

Please contact the office to discuss your idea. Exhibits@Seca.info

SPONSORSHIP OPPORTUNITIES

SECA has developed an exciting array of sponsorship opportunities and we wanted to ask for your support. By becoming a sponsor, the Southern Early Childhood Association can offer an enhanced experience at conference to both our experienced and emerging young professionals throughout the Southern states.

Your sponsorship will be recognized at the conference in several ways, including conference materials and program. Additionally, we will recognize your contribution from the stage during one of our general sessions.

Sponsorship Benefits	Platinum (\$5,000)	Gold (\$2,500)	Silver (\$ 1,500)	Bronze (\$1000)	Friend (\$500)
Complimentary Booth/s	XX	XX	X	X	
Hot link on website	X	X	X	X	X
Ad in Conference program	BACK COVER/COLOR	INSIDE FRONT OR INSIDE BACK COVER/COLOR	1/2 PAGE INTERIOR AD B & W	1/3 PAGE INTERIOR AD B & W	1/6 PAGE INTERIOR AD B & W
Ad in <i>Dimensions of Early Childhood</i>	BACK COVER/COLOR	INSIDE FRONT OR INSIDE BACK COVER/COLOR	1/2 PAGE INTERIOR AD B & W		
Name/logo placement on conference bags	X				

****(art work for sponsorship is due by January 2, 2021)***

We have a variety of events for which you can be listed as a sponsor/co-sponsor, depending upon the sponsor-ship level that you select. You may request the event for which you will be listed as a sponsor.

- ◆ SECA Leadership Summit
- ◆ SECA Leadership Breakfast
- ◆ Just for Students! Lunch
- ◆ Customized break for participants, based upon sponsor request

FLOOR PLAN

Exhibit Hall Ballrooms E/F

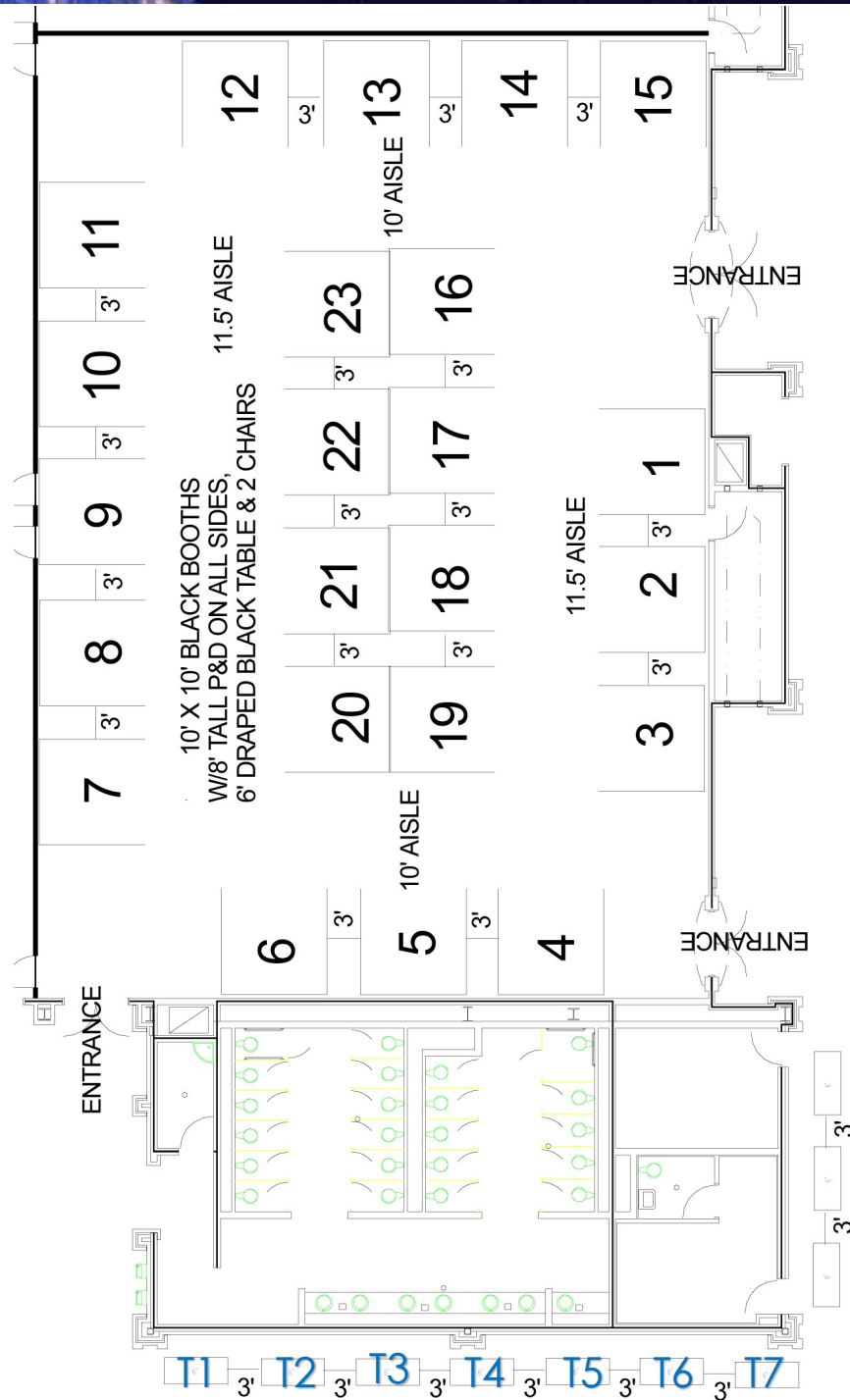


Exhibit Tables Lobby Foyer



Strengthening the Foundation of Social and Emotional Development

72nd Annual SECA Conference March 4-6, 2021

Exhibit Booth/Table Application and Agreement

Complete and return this contract with payment. A confirmation of booth assignment will be returned within two weeks of receipt of the contract and payment in the SECA office. SECA will make every attempt to provide your requested booth assignment, depending upon availability. If your preferred booth is not available, we will contact you for a second choice.

Please type or print clearly.

Company _____
Address _____ City _____ State _____ Zip _____
Contact Person _____ Telephone # _____
E-mail _____ Website _____

We hereby make application for exhibit space at the forthcoming conference of the Southern Early Childhood Association, March 4-6, 2021 at the Chattanooga Marriott Downtown, TN. We have read and fully understand all provisions as printed on the reverse of this contract and agree to abide by all exhibit rules and regulations.

Authorized signature (print or type)

Signature and Date

Booth/Table Package

Booth/Table Number/s Preference _____ \$ _____

Web Hotlink

\$ _____

Program Ad/Size _____

\$ _____

Sponsorship

Selected Event _____ \$ _____

Mailing List

\$ _____

Total

\$ _____

Payment Information

Make Check Payable to: SECA

Mail to: PO Box 8109

Jacksonville, AR 72078

If paying by credit card,
send contract to exhibits@seca.info or pay
online by [clicking here!](#)

☐ VISA ☐ MasterCard ☐ Discover ☐ Amex

Credit Card # _____

Expiration Date _____

Signature _____



It Starts with Relationships

Contract Stipulations

Contract Stipulations

By signing the application/contract form, you agree to the following stipulations:

Exhibitor Restrictions

SECA reserves the right to prohibit any exhibit or part of an exhibit, that, in its opinion, is not suitable to, or in keeping with, the character or purpose of the Exhibition, or for any reasons that might become objectionable. In the event of such restriction, SECA is not liable for any refunds or rentals or other exhibit-related expenses.

Liability and Insurance

Exhibitors agree to protect and hold harmless the Southern Early Childhood Association, the Chattanooga Marriott Downtown and Convention Center, and their officers, employees and agents from any and all claims for damages, suits, etc. and all persons or others that may result on account of injury, loss or damage sustained upon the space occupied by the exhibitors, or on account of machinery and property under the control of an exhibitor, his representatives or employees. Neither SECA nor the Chattanooga Marriott Downtown and Convention Center will be responsible for any loss, injury or damage, including that by fire or theft, that may occur to an exhibitor or to his agents or employees, or to his or their property or wares arising from any course whatsoever, prior, during or subsequent to the period of the exhibition. Each exhibitor, by signing an application and contract to exhibit, understands that he releases SECA, the Chattanooga Marriott Downtown and Convention Center, and their employees, officers, and agents from and agrees to indemnify each against any and all claims from any such loss, injury or damage.

Protection of the Building

Exhibitors will be liable for any damage caused to the property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, doors, walls, floors or other parts of the building and furnishings. Whatever may be necessary to properly protect the building, equipment, or furniture will be installed at the expense of the exhibitor.

Interpretation and Violation

Any points not covered here or elsewhere are subject to settlement by the management. All rules and regulations promulgated by the Chattanooga Marriott Downtown and Convention Center will apply to activities within the exhibit areas. Any violation of these rules and regulations by any exhibitor will void the agreement for exhibit space, and such exhibitor will forfeit all monies that have been paid.

The SECA President or President-Elect shall have the right

to terminate the agreement for exhibit space and re-entry is not allowed.

Refund Policy

- A processing fee of \$50 will be charged on all refunds.
- No refunds will be made for cancellations received after December 31, 2020.
- No refunds will be made if space is not used, nor will any refund be made on space used only for a part or portion of the exhibit period.

Any exhibit space not claimed and/or occupied by 5:00 pm on Thursday, March 4, 2021, may be reassigned without refund. The original contracting exhibitor shall be liable for the full amount of the exhibit space rental whether or not the space is used.

Exhibit Cancellation

Payment for exhibit space will be returned, less any actual expenses incurred in connection with Exhibition, if the Exhibition is cancelled 90 days or less prior to the opening date because of fire, or any act of God or the public enemy, or strike, or epidemic, or pandemic, or any law, regulation or public authority that makes it impossible or impractical to hold the Exhibition.

Conducting Exhibits

- Exhibits must be staffed at all times while the exhibit hall is open.
- Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.
- Interviews, distribution of literature, samples and detailing should take place inside booths in order to avoid infringement of the rights and privileges of other exhibitors.
- Exhibitors who play recorded or live music in the exhibit hall must furnish waivers from the composers and performers stating that neither BMI nor ASCAP will collect from SECA.
- All licenses and taxes are the responsibility of the exhibitor.

Security and Insurance

- SECA cannot guarantee against loss or damage of any kind but will endeavor to protect exhibitors by ensuring the security of the exhibit area during non-operational hours if exhibit hall cannot be locked.
- Exhibitors wishing to insure their exhibit materials, goods and/or wares on exhibit against theft, damage by fire, accident or loss of any kind must do so at their own expense.