December 2019

Delaware Head Start Association (DHSA), in partnership with early childhood stakeholders, will hold the 9th Annual Making A Difference Conference on Friday, March 27 & Saturday, March 28, 2020. This conference for Early Childhood Professionals will be held at Delaware Technical Community College, Terri Campus, in Dover.

We are excited to announce that this year’s Making A Difference Conference theme is *I Make A Difference.* What children learn between birth and the time they start kindergarten lays the foundation for their learning and development for years to come. For children to reach their full potential during these early years, adults around them must provide experiences and environments that promote learning and growth. The adults must be conscious of how we interact with children, selective of the experiences we provide, and mindful of how we meet the individual needs of each child. The goal of the 2020 MADC is to address the diverse training needs of the early childhood community as they help children reach their full potential. We invite you to be an exhibitor, sponsor, or advertiser at MADC. Attached is a list of sponsorship/vendor opportunities for our 2020 conference.

Early childhood professionals throughout Delaware and neighboring states will come together to expand their knowledge base, learn about the latest practices and research, discover new resources, and make new connections. The conference also provides valuable networking opportunities and resource links to businesses like yours. You do *make a difference* in the quality of our conference.

In addition to quality vendors featuring early childhood goods and services, we seek vendors dealing directly with our audience, mostly adult women. Personal products and services, athletics, education, health and hygiene, financial services, food, fun stuff—we welcome traditional and non-traditional vendors.

During the two-day conference, drawings for door prizes will take place. Vendors are invited to provide door prizes and may indicate that desire on the application form. Please attach a business card to donated items.

For more information, please contact Diane Frentzel at madccoordinator@gmail.com or 302.547.2984. Thank you for your time and we hope to see you at the 2020 Making A Difference Conference in Dover, DE.

With warm regards,

**Diane Frentzel**  
Making A Difference Conference Coordinator  
4023 Kennett Pike #304  
Wilmington, DE 19807  
302.547.2984 – phone  
madccoordinator@gmail.com

“The greatest invention in the world is the mind of a child.” – Thomas Edison
Sponsorship Opportunities

Gold Level Sponsor - $2,500
- High visibility on all marketing materials, signage, website, and Facebook – including an active link to your organization’s website
- Two inserts in conference tote bag
- Prime complementary exhibit space
- Full page ad in conference program with prominent recognition as Gold Level Sponsor
- Verbal recognition during the conference welcome
- Recognition as a gold level sponsor on the slideshow

Silver Level Sponsor - $1,000
- High visibility on all marketing materials, signage, website, Facebook, and Twitter – including an active link to your organization’s website
- One insert in conference tote bag
- Complementary exhibit space
- Half page ad in conference program with prominent recognition as Silver Level Sponsor
- Recognition as a silver level sponsor on the slideshow

Bronze Level Sponsor - $500
- Visibility on all marketing materials, signage, website, Facebook, and Twitter – including an active link to your organization’s website
- One insert in conference tote bag
- Complementary exhibit space
- Quarter page ad in conference program and prominent recognition as Bronze Level Sponsor
- Recognition as a bronze level sponsor on the slideshow

Classroom Session Sponsor - $250
- Signage and logo outside classroom
- Option to provide material/literature for distribution to attendees of workshops held in the classroom
- In-room recognition
- Back cover recognition on conference program

Exhibitor Levels
- Non-profit - $150.00
- Vendor - $200.00
- Additional table - $50.00
- Late Fee - $25.00
- Sponsor – Complimentary
- Quarter Page Advertisement in the Conference Program- $250.00

The Making A Difference Conference is a 501(c)(3) under Delaware Head Start Association.
Tax ID- 02-0568983

EXHIBIT AREA GUIDELINES AND DESCRIPTIONS

“The greatest invention in the world is the mind of a child.” – Thomas Edison
We will provide one 6 ft. table and 2 chairs for each booth space reserved.
Additional tables may be purchased at a cost of $50.00 each.
Skirting and signs are optional and responsibility of each individual vendor.
The conference committee will assign all tables on a first come, first serve basis. Conference sponsors will have priority and prime exhibit space is reserved for gold level sponsors.
Electrical outlets are available in some locations and may be requested on the application form.
Exhibitors may not assign, sublet, or share space already assigned without the written permission of the Making A Difference Conference Committee.
The Exhibit must be designed and displayed to conform to the size of the space leased. Nothing shall be displayed in such a manner as to obstruct the view of or interfere with the exhibits of others, or the exits/walkways of the building.
All audio-visual equipment must be kept at a volume low enough as not to disturb other exhibitors and conferees.
Exhibitor demonstrations must remain within the boundaries of their respective exhibits.
Exhibitors will exercise all precautions against damage to the property. Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs or posters to the walls or floors. Any signs or posters leaning against the walls must be properly padded so as not to cause damage.
Exhibitors selling merchandise assume full responsibility in securing a vendor license.
All vendor tables include the cost of one lunch per day. An additional fee of $12 per person per day will apply for each additional lunch needed.

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 Delaware Technical Community College-Terry Campus. The exhibitor shall indemnify, hold harmless and agree to make no claim against the Making A Difference Conference Committee for any reason whatsoever, including negligence, theft, damage, or destruction of goods, loss of income/sales, or for any injury to the exhibitor, her/his agents, or employees while in the Conference area, or for any damage of any nature or character whatsoever including any damage to her/his business by reason of failure to provide space for the exhibit or the removal of the exhibit, or for any action of any nature of the Making A Difference Conference Committee for failure to hold the Conference schedule.

CANCELLATION POLICY

The sponsors and planning committee of the Making A Difference Conference reserve the right to cancel the conference thereby voiding this and subsequent agreements in the event of insufficient registrations or any other event(s) that would make cancellation necessary. DHSA will not be held liable for any damages or loss of income if cancellation becomes necessary, however, exhibitors will be entitled to a full refund of reservation space fees.

APPLICATION FORM

Please complete the enclosed application form and return it with payment by March 2, 2020 to:
Making A Difference Conference, 4023 Kennett Pike #304, Wilmington, DE 19807 Make all checks payable to DHSA.

OTHER CONFERENCE OPPORTUNITIES

You may also place an ad or ‘coupon’ in the final conference brochure. This brochure will be distributed to all conference attendees.
After the closing session of each day, a drawing for raffle baskets and door prizes is conducted. Vendors are invited to provide door prizes and may indicate that desire on the application form. Please attach a business card to items being donated.

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