

Exhibitor Prospectus

2025 SECA ANNUAL CONFERENCE

SHOOT FOR THE moon

TO SECA AND BEYOND



MARCH 20-22, 2025
HOUSTON, TX

WWW.SECA.INFO/CONFERENCE



ROYAL SONESTA

EXHIBIT & PRICING INFORMATION

Booth Exhibit Package (8 x 10') \$495.00

- 10' back wall & 3' side drapes
- One (1) 6' x 30" skirted table
- Two (2) side chairs
- Listing in our conference app

Table Exhibit Package \$375.00

- One (1) 6' x 30" skirted table
- Two (2) side chairs
- Listing in our conference app

Exhibit floors are carpeted.
SECA will not provide security
for exhibit area.

Contract for Exhibit Space

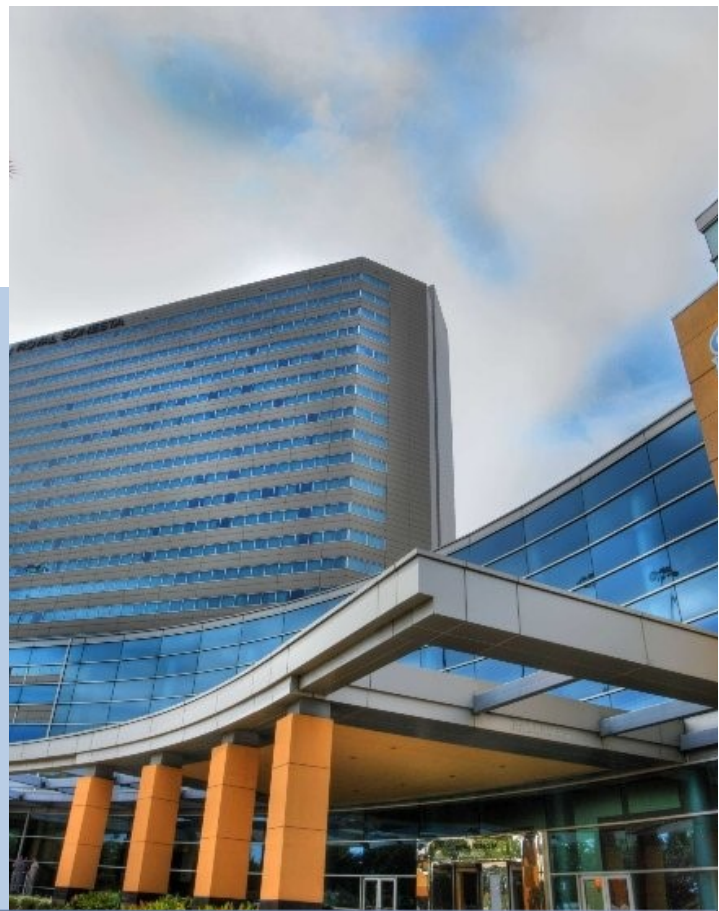
Contracts will be accepted by mail, online form or email and must be accompanied by check, money order, or credit card information for the full amount of each unit of space reserved. No space will be reserved until payment has been received in the SECA office.

Electrical & Internet Service

Electrical services for exhibits must be coordinated with Royal Productions. Details on how to order will be sent via email.

Exhibit and Drayage Service

Exhibit and drayage services will be provided by AEX/Texas Expo. Exhibitors who need additional services from AEX can request that information.



HOTEL RESERVATIONS

The Royal Sonesta Houston
Galleria

2222 West Loop South
Houston, TX 77027

**Book by February 21st to
receive the discount
rate!**

www.seca.info/hotel

EXHIBITOR SCHEDULE

Thursday, March 20, 2025

12:00 PM—4:00 PM Exhibits Move-in/Set-up

5:00 PM—8:00 PM Exhibits Open

8:00 AM —5:00 PM Sessions

Friday, March 21, 2024

6:30 AM—5:00 PM Registration Opens

9:00 AM—5:00 PM Exhibits Open

7:30 AM—4:30 PM Sessions

9:00 AM—4:45 PM Silent Auction

Saturday, March 22, 2024

7:00 AM—2:00 PM Registration Opens

8:00 AM—1:00 PM Exhibits Open

8:00 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,
2025**

2025 SECA

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

13

Southern States



500

Professional Attendees

ATTENDEES INCLUDE

Teachers, Directors, Administrators, Program Managers, 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.

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.

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 \$200

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 2024 and will remain until March 2025. Take advantage of this very low cost option and use our marketing power to spread your message across the South!

Mailing List \$200

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.

Push Notices \$200

Push notices are limited to 200 characters.

Create your own sponsorship!

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

SPONSORSHIP OPPORTUNITIES

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

All sponsors will have their logo prominently placed on the Sponsor page of the conference app as well as the SECA website.

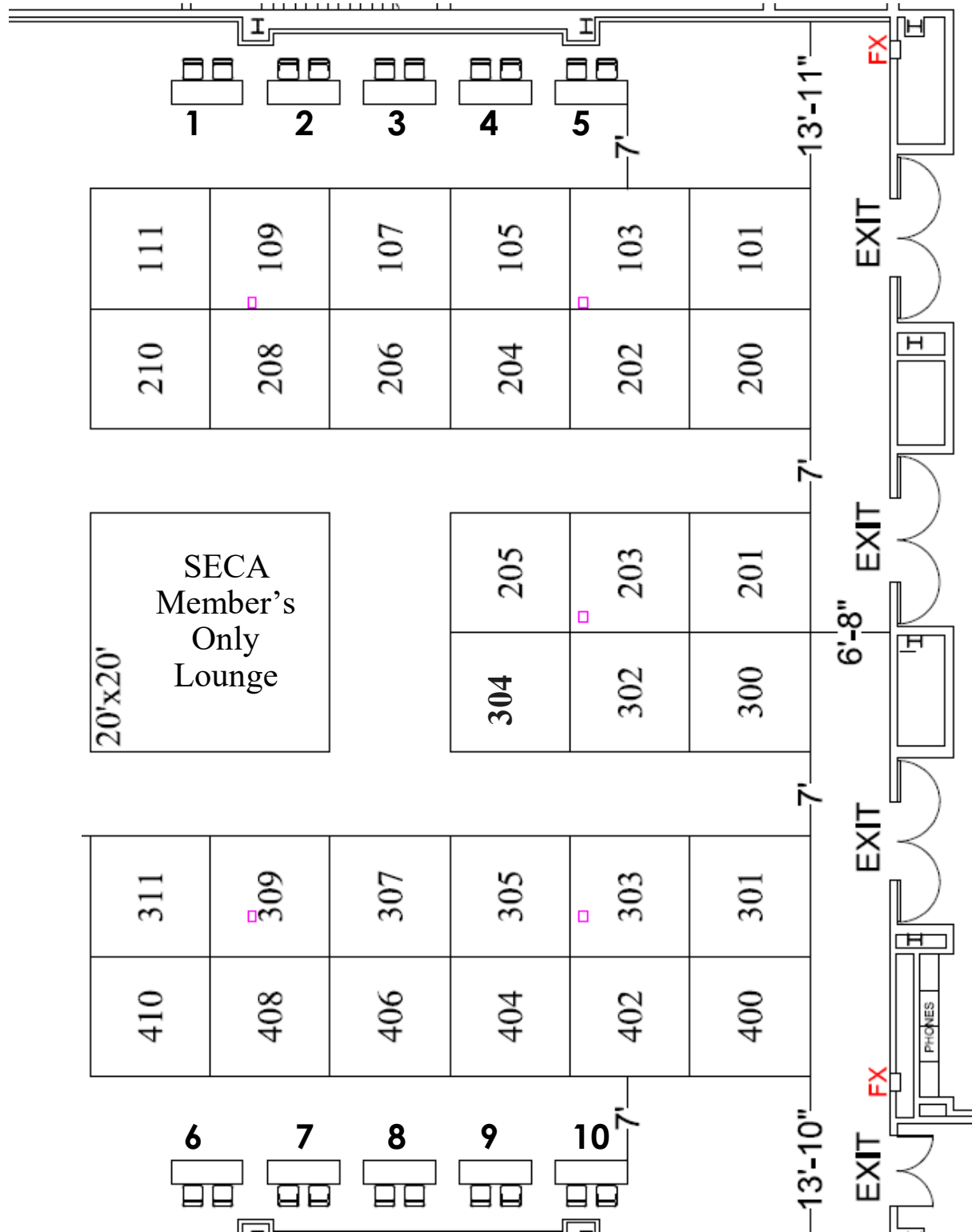
Sponsorship Benefits	Platinum (\$5,000)	Gold (\$2,500)	Silver (\$ 1,500)	Bronze (\$1000)	Friend (\$500)
Social media recognition	X	X	X	X	X
Hot link on website and/or Email marketing list	Both	Pick one	Pick one	Pick one	
Complimentary Booth/s	XX	X	X		
Recognition in opening welcome messages	X	X	X		
Push notices on our Conference app	X	X			
Ad in <i>Dimensions of Early Childhood</i>	INSIDE FRONT or BACK COVER/ COLOR	1/2 PAGE INTERIOR AD B & W			
Signage displayed at registration and sponsored events	X				

We have a variety of events for which you can be listed as a sponsor (full commitment) or co-sponsor (partial commitment), as well. You may request one of the events below to sponsor.

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

***(art work for sponsorship is due by January 2, 2025)**

Exhibit Hall Discovery Ballroom



The Exhibit hall sits to the right of sessions rooms. Sessions will be held in the adjacent ballrooms. There will be a member's only lounge in the hall where members will go for relaxation, charging stations, and other member activities.

Shoot for the Moon: To SECA and Beyond

Contract Stipulations

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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 Royal Sonesta Houston, 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 Royal Sonesta Houston 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 they release SECA, the Royal Sonesta Houston, 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 Royal Sonesta Houston 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 January 31, 2025.
- 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 20, 2025, 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. Exhibitors who purchase booths in areas that cannot be locked do so at their own risk.
- 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.