



Our mission is to coalesce, inspire and support the Head Start field as a leader in early childhood development and education.

A large, diverse group of people, primarily women, are walking down a wide, light-colored staircase. Many are wearing lanyards with identification badges, suggesting a professional conference or event. The people are dressed in a variety of colorful and professional attire. The background shows a checkered pattern on the wall and other people in the distance.

National Head Start Prospectus

NHSA Events: 2019 - 2020



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National Head Start Prospectus

NHSA Events: 2019 - 2020

NHSA: The Voice of the Head Start Community

As a non-profit organization, the National Head Start Association works diligently for policy changes to ensure that all vulnerable children and families have what they need to succeed.

With two national conferences, three national leadership events, professional development webinars, newsletters, and other outreach to the early childhood education field, we also ensure that Head Start professionals have the knowledge and resources needed to deliver Head Start's comprehensive services.

If your products and services support the healthy development of young children or help Head Start and Early Head Start programs operate more efficiently and effectively, take a look at the many advertising, exhibiting, and sponsorship opportunities we offer. Get the most out of your marketing resources by reaching a national audience of influencers and stakeholders with a huge referral base!

Interested in becoming a valued partner with the National Head Start Association? Contact Taylor Bohn at tbohn@nhsa.org or **703-739-7553** to learn about sponsor, exhibitor, and advertising opportunities.

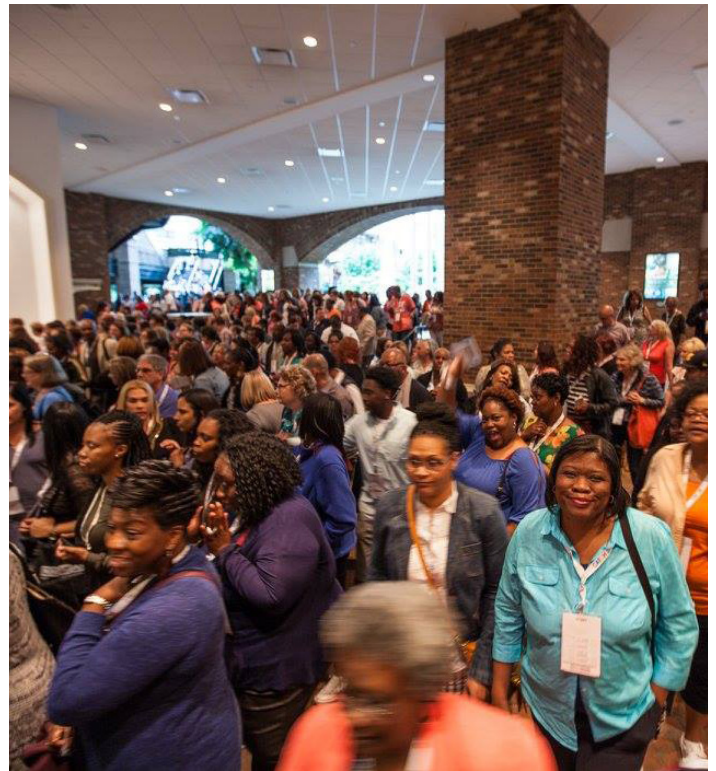
Upcoming Events

- **2019 Manager & Director Academy**
July 22 - 25, 2019 | Indianapolis, IN
- **2019 Fall Leadership Institute**
September 23 - 26, 2019 | Washington, D.C.
- **2019 Parent & Family Engagement Conference**
December 9 - 13, 2019 | Anaheim, CA
- **2020 Winter Leadership Institute**
January 27 - 31, 2020 | Washington, D.C.
- **2020 National Head Start Conference & Expo**
March 29 - April 2, 2020 | Phoenix, AZ



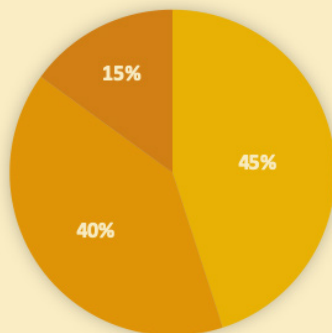
Two National Conferences and Expo's

NHSA's national conferences draw a broad audience of Head Start directors, managers, teachers, service staff, and policy council leaders, who attend to network, meet their professional development requirements, and learn about advancements and resources to help their program deliver Head Start's comprehensive services more efficiently and effectively.



2019 Parent and Family Engagement Conference

- December 9 - 13, 2019
- Anaheim, CA
- Projected Attendance: 2,000



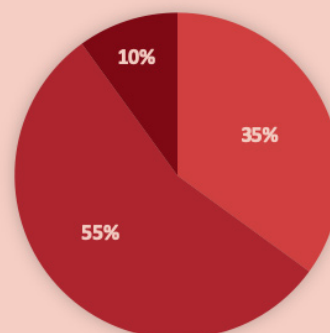
Direct-Service Staff: 45%

Senior-Level Staff: 40%

Policy Council Members: 15%

2020 National Head Start Conference and Expo

- March 29 - April 2, 2020
- Phoenix, AZ
- Projected Attendance: 4,500



Direct-Service Staff: 55%

Senior-Level Staff: 35%

Policy Council Members: 10%

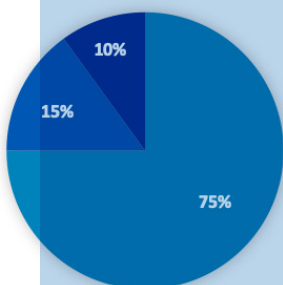
Three National Leadership Institutes

NHSA's national leadership events attract hundreds of senior-level Head Start decision makers from across the country. Our two leadership institutes are policy-driven meetings that feature updates from key Administration and Congressional officials and insights from Washington-based strategic advisors. The Manager & Director Academy is designed for Head Start Directors and their teams to hone in on their leadership and management skills while also sharing best practices among peers.



2019 Manager and Director Academy

- July 22 - 25, 2019
- Indianapolis, IN



Senior-Level Staff: 75%

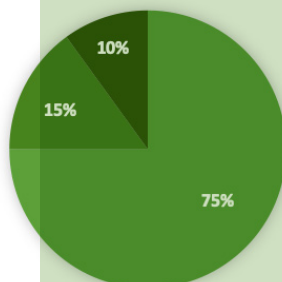
Direct-Service Staff: 15%

Operations Staff: 10%



2019 Fall Leadership Institute

- September 23 - 26, 2019
- Washington, D.C.



Senior-Level Staff: 75%

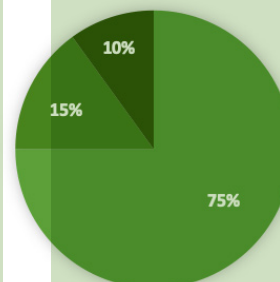
Direct-Service Staff: 10%

Policy Council Members: 15%



2020 Winter Leadership Institute

- January 27 - 31, 2020
- Washington, D.C.



Senior-Level Staff: 75%

Policy Council Members: 15%

Direct-Service Staff: 10%

Sponsorship Opportunities

Maximize your return on investment and showcase your commitment to the Head Start Community by building customer affinity through our sponsorship opportunities. Select from our list or we can tailor something to meet your marketing goals, needs, and budget.

Join the NHSA Corporate Leadership Council

Reserved for partners who make significant investments and have demonstrated a multi-conference and year commitment to NHSA, the Corporate Leadership Council has been designed to foster a deeper level of collaboration and engagement. Just twelve partners a year are invited to join the Council and Council members receive special insight into the evolving Head Start market and are invited to offer strategic guidance.

Exclusive Corporate Leadership Council benefits include:

- Annual private one-on-one meeting with NHSA's executive team
- Personalized post-conference after-action meetings with Chief Strategy Officer and Senior Manager of Partnerships to discuss continuous quality improvement opportunities
- Subscription to all NHSA communications to the Head Start field
- Quarterly webinars facilitated by NHSA
- Advance notification of marketing opportunities
- First pick of exhibit space at national conferences
- Opportunity to be featured twice a year in our Partners at Play newsletter
- Year-round sponsor recognition (logo placement) for all NHSA events



Conference Sponsorship

Throughout the year, NHSA brings together early childhood professionals, friends and supporters of the Head Start community to learn, network, and stay up to date on the latest resources that will help them succeed.



Diamond Level

- Top-level company logo on event signage and conference promotional materials
- Recognition on conference website with hotlink
- Pop-up talk in Exhibit Hall
- Four complimentary conference registrations*
- Access to the registration list
- Mobile app-enhanced listing which includes your logo and company mission statement
- Two complimentary conference app push notifications
- Reserved seating in all plenary events

Platinum Level

- Mid-level company logo on event signage and conference promotional materials
- Recognition on conference website with hotlink
- Access to the registration list
- Two complimentary conference registrations*
- Mobile app-enhanced listing which includes your logo and company mission statement
- Reserved seating in all plenary events

Gold Level

Position yourself as a popular resource for the Head Start community by becoming a Gold Level Sponsor. Choose from the list of sponsor opportunities on the next page to create your personalized package.

Benefits include:

- Company logo on event signage and conference promotional materials
- One complimentary conference registration*
- Mobile app-enhanced listing which includes your logo and company mission statement
- Reserved seating in all plenary events

**Add a booth in the Exhibit Hall to receive additional conference registrations.*

Conference Sponsorship Opportunities

Item / Event	National Conference	Parent and Family Engagement Conference	Leadership Institutes	Manager and Director Academy
Exhibit Hall Reception	✓	✓		
Wellness Activity	✓	✓	✓	✓
Networking Reception	✓	✓	✓	✓
Educational Session	✓	✓	✓	✓
Private Breakfast	✓	✓	✓	✓
Private Luncheon	✓	✓	✓	
Focus Group	✓	✓		✓
Full Day Event Sponsor			✓	✓
Conference App	✓	✓	✓	✓
Conference Wifi	✓	✓	✓	✓
Photo Booth	✓	✓	✓	✓
Grand Prize Raffle	✓	✓		
Conference Lanyards	✓	✓	✓	✓
Coffee Breaks	✓	✓	✓	✓
Hotel Room Keys	✓	✓	✓	✓
Create your own!	✓	✓	✓	✓

Exhibiting Opportunities

The digital age has disrupted many industries - some for the better - but exhibitions continue to capture the largest share of marketing budgets (over 40% among companies that invest in the opportunity, which indicates the continuous value that exhibitions deliver. Meet your prospective customers, reconnect with current clients, and display or demonstrate your product and services to a national audience of Head Start professionals.



2019 Parent and Family Engagement Conference

Exhibit Rates

- Corner Booth: \$1,500
- Commercial In-Line Booth: \$1,200
- Gov't Agency/Non-Profit In-Line Booth: \$999

Exhibit Dates and Show Hours

- Exhibitor Move-In:
 - Monday, December 9:** 9 am - 4 pm
- Expo Hours:
 - Monday, December 9:** 5 pm - 7 pm Welcome Reception
 - Tuesday, December 10:** 12 pm - 3:30 pm
 - Wednesday, December 11:** 8:30 am - 10:30 am ; 12:30 pm - 3:30 pm

Exhibitor Benefits

- 10'x10' Exhibit Space
- 6' Skirted Table
- 2 Complimentary Conference Registrations
- ID Sign with Company Sign
- Points Toward Priority Status Program*



2020 National Head Start Conference and Expo

Exhibit Rates

- Corner Booth: \$2,500
- Commercial In-Line Booth: \$2,200
- Gov't Agency/Non-Profit In-Line Booth: \$1,999

Exhibit Dates and Show Hours

- Exhibitor Move-In:
 - Monday, March 30:** 9 am - 4 pm
- Expo Hours:
 - Monday, March 30:** 5 pm - 7 pm Welcome Reception
 - Tuesday, March 31:** 12 pm - 3:30 pm
 - Wednesday, April 1:** 8:30 am - 10:30 am ; 12:30pm - 3:30 pm
 - Thursday, April 2:** 8:30 am - 10:30 am ; 12:30 pm - 2 pm

Exhibitor Benefits

- 10'x10' Exhibit Space
(booth furnishings not included)
- 2 Complimentary Conference Registrations
- ID Sign with Company Sign
- Points Toward Priority Status Program*

**Our Priority Points System recognizes a partner's loyal participation and contribution as a sponsor, exhibitor, advertiser, member, and donor which earn you priority exhibit space assignments and preferred partner status.*

Advertising Opportunities

Get national visibility for your brand at each conference, all year round, or both! Enjoy marketing opportunities that give you access to a national audience of the most active, engaged Head Start professionals, decision makers, and future leaders that fit your budget and your marketing needs!



Event-Based Advertising	National Conference	Parent and Family Engagement Conference	Leadership Institutes	Manager and Director Academy
Scheduled Mobile App Push Notification	✓	✓	✓	✓
Digital Ad in Event App	✓	✓	✓	✓
Pre-conference eBlast to field	✓	✓	✓	✓
Pre-conference eBlast to attendees	✓	✓		

Non-Event Based Advertising

- Guest blog on NHSA Medium account
- Sponsored e-blast
- Webinar
- Social Media Post - Facebook
- Social Media Post - Twitter

Let's Partner!

Broaden your competitive edge, convey your company's commitment and contribution to high-quality early childhood development, and build brand awareness and loyalty through the recognition you'll earn in front of a national audience.

For more information, opportunities, and pricing contact Taylor Bohn, Senior Manager of Partnerships.

tbohn@nhsa.org | (703) 739-7553