



ZERO TO THREE LEARN *Institute*

PALM SPRINGS | DEC 5-6, 2023



Sponsor/Exhibitor/Advertiser Prospectus

The ZERO TO THREE LEARN Institute creates an in-person experience for early childhood professionals from diverse backgrounds and roles to work together to tackle the most pressing issues facing our early childhood education and infant & early childhood mental health sectors.

Join us at the beautiful
**Renaissance Esmeralda
Resort & Spa**
Indian Wells | Palm Springs, CA



WHO will be attending?

The LEARN Institute is limited to 600 attendees in the following roles and career stages.

Early childhood professionals that are workplace mentors, emerging leaders and senior leaders

- Early Childhood Educators
- Adult Educators
- Parent/Family Education & Support Specialists
- Early Interventionists
- Social Workers
- Home Visitors
- Program Administrators
- Agency and System Administrators

Infant and early childhood mental health mid-level professionals

- Mental Health Clinicians
- State and Tribal IECMH Leaders
- Mental Health Practitioners
- Mental Health Agencies
- IECMH Consultation Program Directors and Consultants
- IECMH System Leaders
- Professionals from State Associations of Infant Mental Health

WHAT will the focus be?

Does your organization have a focus on one or more of these Tracks? Consider a Track Power Sponsorship! See page 8 for details!

- **Track 1:** Current Challenges and Developments in Attachment Theory
- **Track 2:** Viewing Nature and Climate Change Through the Eyes of the Infant
- **Track 3:** Family Engagement Strategies for Meeting Parents in the Moment
- **Track 4:** Creating Healing Justice-based Leadership and Policies to Further the Well-being of Young Children and Families
- **Track 5:** Caring, Coping and Competence in Working with Infants and Young Children with Special Health Care Needs
- **Track 6:** Approaching IECMH Diagnosis and Diagnostic Systems from a Multicultural Social Justice Perspective (exclusively for IECMH leaders with clinical-related scope)



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Questions?
Contact Wendy Ashburn
(240) 416-4227
wendya@windsortradeshow.com

HOW is this different from the LEARN Conference?

The LEARN Conference offers a menu of 1- and 2-hour sessions that address a broad spectrum of multi-disciplinary early childhood content at introductory and intermediate levels.

The LEARN Institute is designed specifically for IECMH and ECE professionals to focus on emerging or challenging field issues. Participants spend most of the two-day program in small learner cohorts, advancing in-depth exploration, reflection and considerations for application in practice in the issue area.

WHERE will it be held?

This year's LEARN Institute will take place at the stunning **Renaissance Esmeralda Resort & Spa**. Set against the backdrop of the beautiful Coachella Valley and enveloped by palms, this family-friendly 4-star spa resort is the perfect oasis of modern luxury and relaxation. Our discounted room rate is \$249 plus taxes per night.





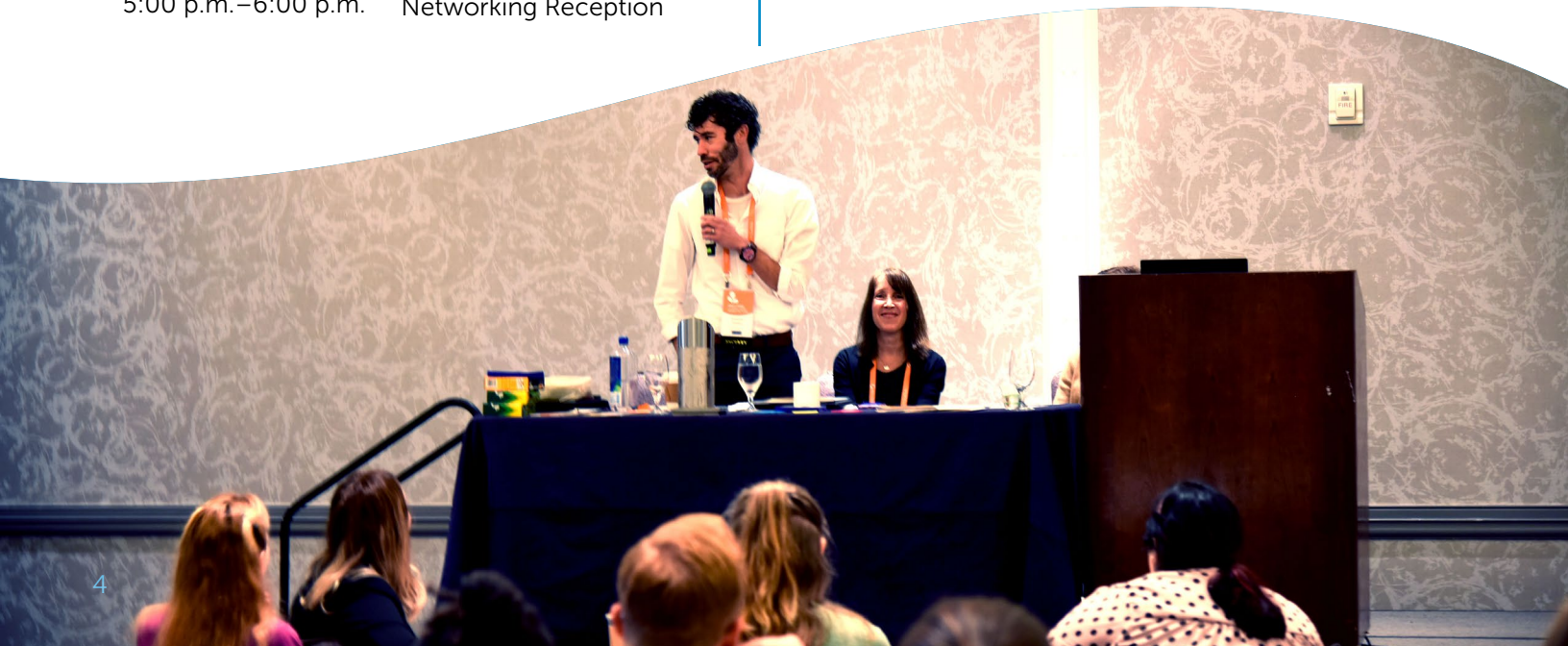
Schedule at a Glance:

Tuesday, December 5, 2023

- 7:00 a.m.–7:45 a.m. Stretch and Move Options
- 7:45 a.m.–8:30 a.m. Breakfast
- 8:30 a.m.– 10:00 a.m. Opening and Plenary
- 10:00 a.m.–10:30 a.m. Break
- 10:30 a.m.–12:00 p.m. Morning Session
- 12:00 p.m.–1:15 p.m. Lunch
- 1:15 p.m.–2:45 p.m. Afternoon Session 1 (all tracks)
- 2:45 p.m.–3:00 p.m. Break
- 3:00 p.m.–4:30 p.m. Afternoon Session 2 (all tracks)
- 4:30 p.m. Adjourn for the Day
- 5:00 p.m.–6:00 p.m. Networking Reception

Wednesday, December 6, 2023

- 7:00 a.m.–7:45 a.m. Stretch and Move Options
- 7:45 a.m.–8:30 a.m. Breakfast
- 8:30 a.m.– 10:00 a.m. Opening and Plenary
- 10:00 a.m.–10:30 a.m. Break
- 10:30 a.m.–12:00 p.m. Morning Session
- 12:00 p.m.–1:15 p.m. Lunch
- 1:15 p.m.–2:45 p.m. Afternoon Session 1 (all tracks)
- 2:45 p.m.–3:00 p.m. Break
- 3:00 p.m.–4:30 p.m. Afternoon Session 2 (all tracks)
- 4:30 p.m. Institute Adjourns





Sponsorship Opportunities:

CHAMPION SPONSOR – \$10,000

All Champion Sponsors receive the following benefits in addition to the benefits outlined within the specific event detail below.

- Top-tier logo recognition throughout the event and online
- Two (2) full complimentary registrations
- Pre- and post-conference attendee list for one-time use only** (including emails)

Plenary Sponsor

- Make welcome remarks at the sponsored plenary
- (Tuesday OR Wednesday, 7:45 a.m.–8:30 a.m.)

Breakfast and Lunch Sponsor

- Be recognized with tabletop signage at each table
- (Tuesday OR Wednesday, 7:45 a.m.–8:30 a.m.)

Networking Reception Sponsor

- Branded cocktail napkins
- (Tuesday 5:00 p.m.–6:00 p.m.)

Hospitality Suite Sponsor

- Branded cocktail napkins and exclusive use of Hospitality Suite on Tuesday and Wednesday.
Note: All food and beverage costs, including service charges are the responsibility of the host and must be ordered through ZERO TO THREE.

PARTNER – \$5,000

Benefits:

- Tabletop in the Esmerelda Foyer where all breaks will be held
- One (1) full complimentary registration
- Logo recognition throughout the event and online
- Pre- and post-conference attendee list for one-time use only** (including emails)

** Participant list is for one-time use pre and one time use post conference. Participants are given the opportunity to "opt in" to having their contact information provided to sponsors. Participants that do not "opt in" will not be included in lists provided pre and post conference.



ADVOCATE – \$3,500

Benefits:

- One (1) full complimentary registration
- Logo recognition throughout the event and on-line
- Pre- and post-conference attendee list for one-time use only** (including emails)

** Participant list is for one-time use pre and one time use post conference. Participants are given the opportunity to "opt in" to having their contact information provided to sponsors. Participants that do not "opt in" will not be included in lists provided pre and post conference.

Thank you to the Sponsors at the ZERO TO THREE LEARN Conference in Minneapolis!

We are extending sponsor benefits to the LEARN Institute at a reduced cost. Contact Wendy Ashburn at 240-416-4227 or wendya@windsortradeshow.com for more information.

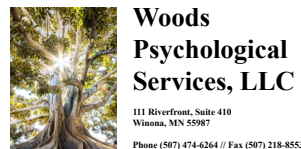
FUNDER



ADVOCATE



CHAMPION





Additional Opportunities:

Hosted Reception Sponsor | \$5,000

- Host your own reception Tuesday or Wednesday evening (location TBD). We provide you with a targeted list of attendees to invite! Note: All food and beverage costs, including service charges, are the responsibility of the host.

Tabletop Sponsor | \$3,000*

- A 6ft tabletop to meet with attendees and display marketing materials in the Esmerelda Foyer where all breaks will be held
- One (1) full complimentary registration
- Pre- and post-conference attendee list for one-time use only** (including emails)

Registration Sponsor | \$3,000

- Your message/banner in registration confirmation emails
- Your message/banner in the Know Before You Go messages to participants
- Branding at on-site registration

Wi-Fi Sponsor | \$3,000

- Customize the Wi-Fi network name and password to your organization name or other branding significant to your organization.

Break Sponsor | \$2,500 per day or \$4,000 for both days

- Pick a day – Tuesday or Wednesday or Both!
- Your logo will be included on break signage and branded napkins.
- 30-minute a.m. break and 15 minute p.m. break both days.

Lanyard Sponsor | \$2,500

- Add your organization name or logo to lanyards attendees will wear at the Institute

*Limited space is available and priority goes to sponsors.

** Participant list is for one-time use pre and one time use post conference. Participants are given the opportunity to "opt in" to having their contact information provided to sponsors. Participants that do not "opt in" will not be included in lists provided pre and post conference.



Additional Opportunities:

Track Power Sponsor | \$1,500 *NEW!* Six Tracks Available!

- Power will be provided for attendees at each table in every Track. Be recognized for providing power for a specific Track! Power sponsored by “your organization” will be acknowledged at each table and share your organization marketing material at a table in the rear of the breakout session room. See details on the Tracks on page 2.

Contact us for more information on these classic Sponsorships!

- Key Card Sleeve Sponsorship - \$2,500
- Elevator Wraps
- Column Graphics
- Floor Clings
- Window Clings
- Track Sponsor

Advertising:

Room Drop | \$4,000

- Be remembered! Have a marketing piece or attendee gift delivered to attendees’ hotel room on Tuesday, December 5 with your message. Benefits include pre- and post-conference attendee list for one-time use with emails for “opted in” attendees to have their information shared with sponsors. Item to be provided by sponsor.

Social Media | \$1,250 (one post on EACH platform during a pre-selected week)

- Instagram story (Followers: ≈18,100)
- Facebook story (Following: ≈111,000)
- Facebook Group (Members: ≈3,900)
- X (Followers: ≈37,500)
- LinkedIn (Followers: ≈46,515)

All posts should have an associated graphic, video or link with optimized social media link preview. Material is due two (2) weeks before scheduled post.

Take One Table Item \$1,000

- Ship copies of your 1-page marketing piece to be displayed in a high-traffic area.

Advertising Add-On/Attendee List \$500 (must be purchased with other advertising)

- The attendee list may be used once before conference and once after conference. Participants are given the opportunity to “opt in” to having their contact information provided to sponsors. Participants that do not “opt in” will not be included in lists provided pre and post conference.



Exhibitor and Sponsor Terms and Conditions

It is understood and agreed that the following terms and conditions are accepted as a contract ("Agreement") between ZERO TO THREE ("ZTT") and the sponsor ("Sponsor") for the 2023 ZERO TO THREE LEARN Institute ("Institute") located at the Renaissance Esmeralda Resort & Spa, Indian Wells, CA, December 3 – 8, 2023 ("Hotel"). Sponsor agrees as follows:

1. Sponsor Space and Sponsor Assignments.

Sponsor space and event sponsorship requests will be given priority in order of receipt of applications and payment. In order to emphasize the relevance and importance of Sponsor's product and services, the Hotel will be arranged to promote Sponsor's offerings in a non-competitive environment. ZTT and Windsor Association Management ("WAM" together with ZTT, "ZTT/WAM") reserve the right to make final assignments and may modify space assignments as necessary for the best interests of ZTT and the Institute. Decisions regarding space are solely at the discretion of ZTT/WAM. The subletting of space is prohibited. Sponsor will forfeit space not occupied by Tuesday, December 5, 2023 at 7am, and Sponsor will not be entitled to any refund by ZTT. Forfeited space may be resold, reassigned, or used by ZTT/WAM at its sole discretion.

2. Staffing and Displays.

Each space must be staffed with Sponsor's registered representatives during the Institute and must adhere to the terms and conditions as may be established by ZTT. Sponsor is solely responsible for its own materials and should insure its equipment and materials against loss or damage. Sponsor shall not in any way project beyond the assigned space nor obstruct the view of nor interfere with other sponsors and their space. ZTT/WAM shall have the right to prohibit the use of amplifying equipment or music which, in its sole discretion, it considers objectionable. ZTT/WAM reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations. Further, ZTT/WAM reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or is inconsistent with the character of the Institute.

3. Payments and Cancellation.

In the event a Sponsor cancels on or before Wednesday, November 1, 2023 shall retain or collect 50% of the sponsor fee. Cancellations received after Wednesday, November 1, 2023, will result in ZTT retaining or collecting 100% of the sponsor fee. No refunds will be made for sponsor's failure to use space, whether

in whole or in part. Subsequent assignment of canceled space by ZTT does not relieve sponsor of the obligation to pay the cancellation fees described in this section. Sponsor agrees that by cancelling space, Sponsor relinquishes all benefits included with the Sponsor space.

4. Cancellation or Change of Institute.

In the event that Hotel becomes unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of ZTT or its agents, the Institute may be canceled or moved to another appropriate location, at the sole discretion of ZTT. ZTT is not responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising directly or indirectly by virtue of a cause or causes not reasonably within the control of ZTT, including but not limited to fire, casualty, flood, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, orders or regulation, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel labor union disputes, loss of lease or other termination by the Hotel, municipal, state, or federal laws, or acts of God. If ZTT terminates this Agreement pursuant to this section, Sponsor waives any and all resulting claims for damage.

5. Participant List.

If applicable, ZTT grants to Sponsor a non-exclusive, revocable, limited, and non-transferable license to the pre- or post-conference participant list ("ZTT Conference List") for a one-time use to contact Institute participants regarding Sponsor's products and services. Sponsor acknowledges that Institute participants are given the opportunity to "opt in" having their contact information provided to Institute sponsors, and that any participants that elect not to "opt in" will not be included in the ZTT Institute list provided to Sponsor. Sponsor agrees it will not share, sell, or otherwise disclose the ZTT Institute list to any third party in any manner, except with the prior written consent of ZTT.

6. Liability.

Neither ZTT, its agents, employees, nor WAM or Hotel, its representatives or employees shall be liable for any damage to the property or loss of business to Sponsor by theft, damage by fire or other means or for any injuries to the Sponsor, its employees, agents, customers, or guests; for any damage of any nature, including damage to its business for failure to provide space; for failure to hold the Institute as scheduled; nor for any action or omission of ZTT. ZTT shall bear no responsibility for the safety of

Sponsor, its personnel, employees, agents, or representatives of personal property. ZTT will have no liability whatsoever for any indirect, consequential, special, or incidental damages, regardless of how those damages are incurred. Sponsor, on behalf of itself, its employees and agents, shall protect, indemnify save and defend and hold harmless ZTT, its agents and employees and the Hotel, its agents and employees from all costs losses, damages, and expenses arising out of or from any accident or other occurrence connected with the use or occupation of Sponsor of its space.

7. Indemnification.

Sponsor agrees to defend, indemnify and hold harmless ZTT, WAM, and Hotel, and their respective owners, managers, officers, directors, agents, employees, subsidiaries, and affiliates, from any and all damages, liabilities, losses, expenses, or claims (including, but not limited to, claims for injury to Sponsor, its employees, agents, representatives or Institute attendees), suits, demands, judgments, and causes of action of any nature arising from or as a result of (i) an act or omission by Sponsor, Sponsor's agents, employees or representatives; (ii) the failure of Sponsor, Sponsor's agents, employees or representatives to comply with any of these terms or conditions of this Agreement; and/or (iii) the breach of any representation or warranty given or made by Sponsor.

8. Insurance.

Sponsor shall obtain and maintain in force and effect, for the dates of the Institute, a commercial general liability insurance policy with combined single limits for personal injury and property damage of \$1,000,000 per occurrence and \$2,000,000 in the aggregate, and shall provide ZTT with a certificate of insurance confirming such coverage naming ZTT and Hotel as additional insureds. Such certificate of insurance must be provided to ZTT at least 30 days prior to the Institute and may not be cancelled without at least 30 days prior written notice to ZTT.

9. Hotel Property.

Sponsor is responsible for damage to Hotel property. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or damage them. Likewise, no attachments may be made to the floor by nails, screws, or any other device that would damage or mark it. Floor loading limits must not be exceeded.

10. Safety Regulations.

The use or storage of flammable liquids, gases, or solids will not be permitted. Only a safety film can be used. Video presentations must be arranged so that aisles are not blocked. Sponsor must adhere to all municipal and state laws, rules,



Exhibitor and Sponsor Terms and Conditions

and regulations. All combustible decorations and other materials must comply with fire department regulations and require advance written notice to and approval by ZTT/WAM.

11. Early Dismantling of Space. Space shall remain set up until 3:00 pm on Wednesday, December 6, 2023, or the final time determined by ZTT/WAM. Early dismantling of space may result in loss of sponsor privileges at future Institutes.

12. Amendments. These terms and conditions may be amended or modified by ZTT at its sole discretion at any time. Any and all matters not specifically covered by these terms or conditions shall be subject solely to the discretion of ZTT and, to the extent applicable, Hotel.

13. No Endorsement. Participation as a sponsor at the Institute does not in any way mean that ZTT or the Institute approves or endorses Sponsor or Sponsor's products or services. Any promotions that Sponsor undertakes or conducts before, during, or after the Institute shall not imply or convey ZTT's approval, endorsement, certification, acceptance, or referral of Sponsor or Sponsor's products or services.

14. Participation. Participation as a sponsor does not entitle Sponsor to influence the content planning of the Institute.

15. Guard Service. ZTT/WAM will not provide guard service. ZTT/WAM, its officers, agents,

employees, subsidiaries, affiliates, and members (separately or collectively) is not responsible for any damage to or for the loss or destruction of Sponsor's property either from fire, theft, accidents or other causes.

16. Food and Beverage. If Sponsor plans on distributing food and/or beverage in its space, Sponsor must receive prior approval from ZTT/WAM, and any additional fees that are levied by the Hotel will be Sponsor's sole responsibility. Please contact ZTT/WAM prior to the Institute to determine the cost associated with Sponsor's planned food and/or beverage distribution.

17. Official Service Contractor. N/A

18. Sponsor Recognition. Sponsors that receive sponsorship benefits will be recognized as a sponsor of ZTT and the Institute consistent with the Internal Revenue Service's ("IRS") rules and regulations on "qualified sponsorships." The placement, form, content, appearance, and all other aspects of the identification and acknowledgment of Sponsor will be determined by ZTT in its sole discretion. It is understood that such recognition will not include general "advertising" information as defined in by the IRS.

19. Intellectual Property. Sponsor grants to ZTT a limited, non-exclusive license to use Sponsor's name, acronym, and logo ("Sponsor Marks") to identify Sponsor as a sponsor of the Institute. ZTT acknowledges and agrees that Sponsor is the sole owner

of all right, title, and interest to the Sponsor Marks. Sponsor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in display space. Sponsor will not be permitted to play, broadcast, or perform music or display any other copyrighted material, such as photographs or other artistic works, without first presenting to ZTT satisfactory proof that Sponsor has, or does not need, a license to use such music or copyrighted material. Sponsor agrees to defend, indemnify, and hold harmless ZTT, its officers, directors, employees, and agents, harmless from all loss, cost, claims, causes of action, obligations, suits, damages, liability expenses, and costs including attorneys' fees arising from or out of any dispute involving intellectual property owned or used by Sponsor at the Institute.

20. ZTT Logo. Use of the ZTT logo and/or Institute marketing/branding by Sponsor in conjunction with advertisements signs, promotional materials, endorsements, statements, contests and/or awards of any kind must be approved in advance by ZTT.

21. Warranties. Sponsor represents and warrants that it will comply with all applicable laws and regulations, that it has the full right and legal authority to enter into and fully perform this Agreement in accordance with its terms without violating the rights of any other person, and that it is the owner or licensee of all intellectual property used by Sponsor at the Institute or in promotion of the Institute.



Advertiser Terms and Conditions

It is understood and agreed that the following terms and conditions are accepted as a contract ("Agreement") between ZERO TO THREE ("ZTT") and the advertising company ("Advertiser"). Advertiser agrees as follows:

1. PAYMENT. Full payment for the advertisement ("Advertisement") shall be as set forth in the Prospectus, and must be received within 30 days of submission of the Advertisement or 30 days prior to the first day of the publication month, whichever is sooner. All purchases are nonrefundable except as provided in this Agreement. ZTT reserves the right to refuse the Advertisement if payment is not received by the deadline. If Advertiser cancels this Agreement prior to its conclusion, Advertiser shall remain liable to pay ZTT the full amount due.

2. ADVERTISEMENT SUBMISSION. Advertiser will submit the Advertisement, including all necessary artwork, to ZTT at least 14 days prior to the first day of the publication month. In the event that all necessary artwork is not received by the due date, ZTT may at its sole option elect to use artwork from previous Advertisements placed by Advertiser, if any. Advertiser agrees that the positioning, placement, frequency, and other editorial decisions related to the Advertisement shall be made by ZTT in its sole discretion.

3. LICENSE. Advertiser hereby grants to ZTT a limited, non-exclusive license to copy, use, display, and publish Advertiser's Advertisement (including Advertiser's name, marks, and logos shown) solely in connection with this

Agreement. Advertiser retains all right, title, and interest, including copyright and other proprietary or intellectual property rights in the content of the Advertisement and Advertiser's name, marks, and logos.

4. WARRANTIES. Advertiser represents and warrants that (a) the Advertisement is Advertiser's own original work; (b) that Advertiser is the sole owner of the work and all of the rights granted to ZTT under these terms and conditions; (c) that the content of the Advertisement does not violate any copyright, trademark, proprietary, or personal rights of others, as well as any applicable advertising laws or regulations; and (d) the Advertisement is factually accurate and does not contain any content which is unlawful, harmful, abusive, hateful, lewd, obscene, threatening, defamatory or libelous or constitute unfair competition or unfair trade practice.

5. INDEMNIFICATION. Advertiser agrees to defend, indemnify, and hold harmless ZTT, its officers, directors, sublicensees, employees and agents, from and against any claims, actions, liabilities, costs or demands, including without limitation reasonable legal and accounting fees, for any loss or damage or claims resulting or arising from the use or publication of the Advertisement, including but not limited to claims for copyright or trademark infringement, unfair competition, defamation, breach of contract, or breach of the warranties provided in this Agreement. ZTT shall provide notice to Advertiser promptly of any such claim, suit, or proceeding and shall assist Advertiser, at Advertiser's sole expense, in

defending any such claim, suit or proceeding.

6. CANCELLATION. ZTT reserves the right to cancel or refuse the display of an Advertisement at any time and for any reason, including but not limited to failure to conform to applicable laws and regulations, ZTT's policies, ZTT's mission or the public interest, regardless of whether such advertisement previously was accepted by ZTT. If ZTT cancels or refuses to place the Advertisement then this Agreement shall be deemed terminated and ZTT will refund to Advertiser any advertising fees paid. The refund of fees shall be Advertiser's sole remedy for ZTT's termination of this Agreement.

7. CORRECTIONS. Advertiser is responsible for checking advertising copy for corrections and providing ZTT with prompt written notice of errors or changes. Advertiser acknowledges and agrees that submitting a correction may result in the delay of placement of the Advertisement.

8. NO ENDORSEMENT. Advertising with ZTT does not in any way mean that ZTT approves or endorses Advertiser or Advertiser's products or services. Advertisements shall not imply or convey ZTT's approval, endorsement, certification, acceptance, or referral of Advertiser or Advertiser's products or services.

9. PARTICIPATION. Participation as an advertiser does not entitle Advertiser to influence the content planning of any ZTT publication or event.