



2020 CHILD ABUSE PREVENTION CONFERENCE

May 4-5, 2020

SPONSOR AND VENDOR OPPORTUNITIES

Dear Supporters,

Prevent Child Abuse Iowa truly values our relationship with your organization. Thank you for your commitment to supporting and strengthening children and families in Iowa. We would like to provide you with a unique opportunity to support our mission by being a sponsor or vendor at the 2020 Child Abuse Prevention Conference.

This year's conference, "**Champions for Children**", will be held on May 4-5, 2020, at the FFA Enrichment Center in Ankeny, Iowa.

We have redesigned our sponsorship and vendor packages to better reflect our partnerships and provide clear outcomes for those supporting our conference. As always, we are open to customizing packages to best fit your marketing and outreach goals. Your brand can be represented in a number of ways: promotional items, track sponsorships, technology, exhibit space, social media posts, website representation, and more.

Please let us know your interest in becoming a sponsor or vendor for this year's annual conference. The deadline to receive maximum sponsorship benefits is December 31, 2019. Exhibitor space is limited to 25 booths, so guarantee your spot by registering today.

On behalf of all of our network partners, thank you for your consideration of supporting the 2020 Child Abuse Prevention Conference.

Sincerely,

Greg Bellville
Executive Director

Alli Moerman
Marketing and Development Manager

ABOUT US

Prevent Child Abuse Iowa's mission is to empower communities to provide safe and happy childhoods through collaboration with diverse partners, leading to a better future for Iowa.

The Child Abuse Prevention Conference brings more than 400 professionals to Des Moines with a focus on improving wellbeing in Iowa families. National and state experts share the latest research and strategies among service sectors including family support, early childhood, health care, and social work. This nationally-recognized event increases the knowledge, skills, and collaboration needed to improve the future wellbeing of our state.

TARGET AUDIENCES

Conference attendees are nurses, social workers, counselors, family therapists, parent educators, and in-home support workers representing agencies throughout Iowa.

Education provided to these professionals improves their practices in providing resources and education to parents, increases their knowledge of emerging research in improving child development, and helps them engage their communities in creating safer, nurturing environments for all children.

REASONS TO SPONSOR

1. Increase your organization's name and brand recognition.
2. Increase your reach and exposure in the prevention community.
3. Connect and engage with partners that support families and children throughout the state of Iowa.
4. Give attendees a taste of your organization's brand and offerings.
5. Market your organization inexpensively.

CONFERENCE SCHEDULE

Day 1: Monday, May 4

11:00 a.m. – 12:30 p.m.	Registration / Networking
12:30 p.m. – 1:30 p.m.	Opening Keynote
1:30 p.m. – 1:45 p.m.	Break
1:45 p.m. – 2:45 p.m.	Concurrent Breakout Session 1
2:45 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:00 p.m.	Concurrent Breakout Session 2

Day 2: Tuesday, May 5

8:00 a.m. – 9:00 a.m.	Concurrent Breakout Session 3
9:00 a.m. – 9:15 a.m.	Break
9:15 a.m. – 10:15 a.m.	Concurrent Breakout Session 4
10:15 a.m. – 10:30 a.m.	Break
10:30 a.m. – 11:30 a.m.	Concurrent Breakout Session 5
11:30 a.m. – 1:00 p.m.	Lunch and Awards Presentation
1:00 p.m. – 2:00 p.m.	Concurrent Breakout Session 6
2:00 p.m. – 2:15 p.m.	Break
2:15 p.m. – 3:15 p.m.	Closing Keynote
3:15 p.m. – 3:30 p.m.	Closing Remarks

ELECTRICAL ACCESS

Electrical Access will be provided to exhibitors at no additional cost. Please indicate if you will need access to an electrical outlet while registering to ensure access (note that electrical access is limited and will be granted on a first come, first-served basis).

INTERNET ACCESS

Wireless internet is available at no additional cost.

REGISTRATION

Sponsors and Exhibitors can contact Alli Moerman at amoerman@pcaiowa.org to register. Conference registration for attendees will be available in early 2020.

LOCATION AND DETAILS

Date:

May 4-5, 2020

Location:

FFA Enrichment Center
1055 SW Prairie Trail Pkwy
Ankeny, IA 50023

Exhibit Times:

Monday, May 4: 11:00 a.m. – 4:00 p.m.
Tuesday, May 5: 8:00 a.m. – 3:30 p.m.

	PRESENTING SPONSOR	CONFERENCE TRACK SPONSOR	COMMUNITY HERO SPONSOR	SWAG SPONSOR	TECHNOLOGY SPONSOR	LUNCH SPONSOR	BREAKFAST SPONSOR	PRINT SPONSOR (IN-KIND)	REFRESHMENT BREAK SPONSOR	SELF-CARE SPACE SPONSOR	PINWHEEL GARDEN SPONSOR
	SOLD OUT	2 3 Available \$5,000	2 3 Available \$2,500	1 Available \$2,500	1 Available \$1,500	1 Available \$1,500	1 Available \$1,500	1 Available \$1,000	SOLD OUT	SOLD OUT	SOLD OUT
BENEFITS AND OPPORTUNITIES OF EACH PACKAGE	Receive the most recognition as the exclusive conference sponsor! Includes logo on all conference communication and opportunity to address attendees before keynote speaker.	A great opportunity to promote your organization as a topic expert! Sponsors will select speakers for 6 breakout sessions within a focused subject matter and have additional signage in the breakout room.	The Community Hero Sponsor has the opportunity to speak to conference attendees and present an award to a community member recognized for their role in prevention.	Attendees will receive a gift for attending the conference. This sponsor will have high visibility - logo will be included on the item. Promo item TBD and will be agreed upon by sponsor and PCA Iowa staff.	The technology sponsor is featured in all things tech. Company logo and banner will be on each page of the conference app and your company name will be the wi-fi password for the event.	The Lunch Sponsor will be featured on signage in the ballroom and table tents at the lunch stations.	The Breakfast Sponsor will be featured on signage in the ballroom and table tents at the breakfast stations.	The Print Sponsor will provide in-kind print materials for the conference including name tags, conference brochure, and event signage.	The Refreshment Break Sponsor(s) will be featured on signage in the ballroom and table tents at the refreshment break stations.	The Self-Care Space Sponsor will receive signage at the self-care space for attendees to decompress between conference sessions.	The Pinwheel Garden Sponsor will receive signage at the outdoor pinwheel garden featuring 250+ pinwheels. Pinwheel Garden will be at main entrance of conference center.
CO-BRANDED LOGO AS PRESENTING SPONSOR	✓										
BREAKOUT TRACK SELECTION AND SIGNAGE		✓									
OPPORTUNITY TO ADDRESS CONFERENCE ATTENDEES	✓		✓								
LOGO ON PROMO ITEM	✓			✓							
BRANDING FOR CONFERENCE APP, WI-FI PASSWORD					✓						
STAND-ALONE ON-SITE SIGNAGE	✓	✓				✓	✓		✓	✓	✓
RECOGNITION ON SIGNAGE, MATERIALS, AND WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
RECOGNITION IN DIGITAL SAVE THE DATE, INVITATION	✓	✓	✓	✓							
LOGO ON ATTENDEE NAMETAGS	✓										
SOCIAL MEDIA MENTION AND TAG	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
VENDOR BOOTH	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
COMPLIMENTARY REGISTRATIONS	5 (\$775 value)	4 (\$620 value)	3 (\$465 value)	3 (\$465 value)	2 (\$310 value)	2 (\$310 value)	2 (\$310 value)	2 (\$310 value)	1 (\$155 value)	1 (\$155 value)	1 (\$155 value)

SPONSORSHIP PACKAGES

PRESENTING SPONSOR: \$10,000

SOLD OUT

- Co-branded logo as presenting sponsor
- Introduction before the opening keynote speaker (15 minutes)
- Logo recognition on conference signage, materials, and conference website
- Logo recognition in digital save the date and invitation
- Logo on attendee nametags (400+)
- Social Media Mention & Tag
- Vendor Booth
- 5 complimentary registrations (\$775 value)

CONFERENCE TRACK SPONSOR: \$5,000

~~2~~ AVAILABLE – LIMIT ONE PER SPONSOR

- Sponsorship of breakout sessions within a focused subject matter, and opportunity to select speakers and topics for 6 1-hour sessions (agreed upon by sponsor and PCA Iowa)
- Verbal recognition during conference, plus “presented by” acknowledgment of breakout track
- Sponsorship signage inside/outside breakout room
- Logo recognition on conference signage, materials, and conference website
- Logo recognition in digital save the date and invitation
- Social Media Mention & Tag
- Vendor Booth
- 4 complimentary registrations (\$620 value)

COMMUNITY HERO AWARD SPONSOR: \$2,500

~~2~~ AVAILABLE

- Introduction before award recognition of community heroes
- Logo recognition on conference signage, materials, and conference website
- Logo recognition in digital save the date and invitation
- Social Media Mention & Tag
- Vendor Booth
- 3 complimentary registrations (\$465 value)

SWAG SPONSOR: \$2500

1 AVAILABLE

- Company logo printed on item distributed to all conference attendees (TBD and agreed upon by sponsor and PCA Iowa)
- Logo recognition on conference signage, materials, and conference website
- Social Media Mention & Tag
- Vendor Booth
- 3 complimentary registrations (\$465 value)

TECHNOLOGY SPONSOR: \$1500

1 AVAILABLE

- Technology Sponsor for conference app, with company name as conference wi-fi password
- Logo recognition on conference signage, materials, and conference website
- Social Media Mention & Tag
- Vendor Booth
- 2 complimentary registrations (\$310 value)

SPONSORSHIP PACKAGES

LUNCH SPONSOR: \$1500

1 AVAILABLE

- Sponsorship signage in ballroom and at lunch stations
- Logo recognition on conference signage, materials, and conference website
- Social Media Mention & Tag
- Vendor Booth
- 2 complimentary registrations (\$310 value)

BREAKFAST SPONSOR: \$1500

1 AVAILABLE

- Sponsorship signage in ballroom and breakfast stations
- Logo recognition on conference signage, materials, and conference website
- Social Media Mention & Tag
- Vendor Booth
- 2 complimentary registrations (\$310 value)

PRINT SPONSOR (IN-KIND): \$1000

1 AVAILABLE

- In-Kind Sponsorship of print materials for conference including name tags, conference brochure, and event signage
- Logo recognition on conference signage, materials, and conference website
- Social Media Mention & Tag
- Vendor Booth
- 2 complimentary registrations (\$310 value)

REFRESHMENT BREAK SPONSOR: \$500

SOLD OUT

- Sponsorship signage at break stations
- Logo recognition on conference signage, materials, and conference website
- Social Media Mention & Tag
- Vendor Booth
- 1 complimentary registration (\$155 value)

SELF-CARE SPACE SPONSOR: \$500

SOLD OUT

- Sponsorship signage at self-care space
- Logo recognition on conference signage, materials, and conference website
- Social Media Mention & Tag
- Vendor Booth
- 1 complimentary registration (\$155 value)

PINWHEEL GARDEN SPONSOR: \$500

SOLD OUT

- Sponsorship signage at outdoor pinwheel garden featuring 250+ pinwheels, the symbol of child abuse prevention
- Logo recognition on conference signage, materials, and conference website
- Social Media Mention & Tag
- Vendor Booth
- 1 complimentary registration (\$155 value)

VENDOR BOOTHS AND SCHOLARSHIPS

EXHIBIT SPACE ONLY: \$200 (FOR PROFIT); \$100 (NON-PROFIT)

- Name listing on conference website
- Vendor booth
- Access to 450+ attendees during five 15 minute breaks throughout the conference
- Lunch registration for 1 attendee

CONFERENCE SCHOLARSHIP: \$155 PER ATTENDEE

- Sponsor an attendee to attend the conference
- Name listing for you or your company on website
- Logo on sponsored attendee's nametag
- Designate a specific attendee or have PCA Iowa select an attendee for you
- Attendee will be notified of their sponsor

FAQS

How do I register to be a sponsor or vendor?

Please contact Alli Moerman at amoerman@pcaiowa.org to register as a sponsor or vendor.

Is there an advantage to submitting our registration early?

By submitting your registration early, you have a better chance of securing the sponsorship package that best fits your marketing and outreach goals. Limited spots are available at each level. Sponsorships confirmed by Dec. 31 will receive the maximum exposure in sponsorship benefits.

What is included at my exhibitor table?

Sponsors/Vendors will be assigned a 6 foot table and two chairs. Please note there will not be a table cloth or skirting provided. Electrical outlets will be available upon request. Please indicate if you will need access to an electrical outlet during the registration process.

How can I pay for my sponsor/vendor registration?

Payment via check is preferred, but payment will also be accepted via Visa, Mastercard, American Express, and Discover.

Can I receive an invoice or a receipt for my sponsor/vendor registration?

Yes, please contact Kate Murphy (kmurphy@pcaiowa.org) to receive an invoice or receipt.

When will exhibitor booths be assigned?

Booths are assigned based on sponsorship level and first-come, first-served basis for vendors. Please visit the registration table upon arrival at the conference to receive your booth assignment.

How do I submit my logo to be included in the program and promotional materials?

All logos should be sent in high quality JPG, PNG, or EPS format so they can be scaled and used as needed. Logos should be submitted to Alli Moerman at amoerman@pcaiowa.org.