



# EXHIBITOR & SPONSORSHIP PROSPECTUS



**2024 CHILD LIFE CONFERENCE** • • • • •

San Antonio, TX May 23-26, 2024

# EXHIBITORS

Reconnect with the child life community through an exhibit hall booth at the annual Child Life Conference! This is your chance to showcase your products and services directly to an enthusiastic crowd of child life specialists and affiliated healthcare professionals.

**ACLP is excited to invite you to exhibit and sponsor during our 2024 Child Life Conference, May 23-26, 2024 at the Marriott Rivercenter in San Antonio, TX.** If you provide products or services to child life specialists, you won't want to miss this event!

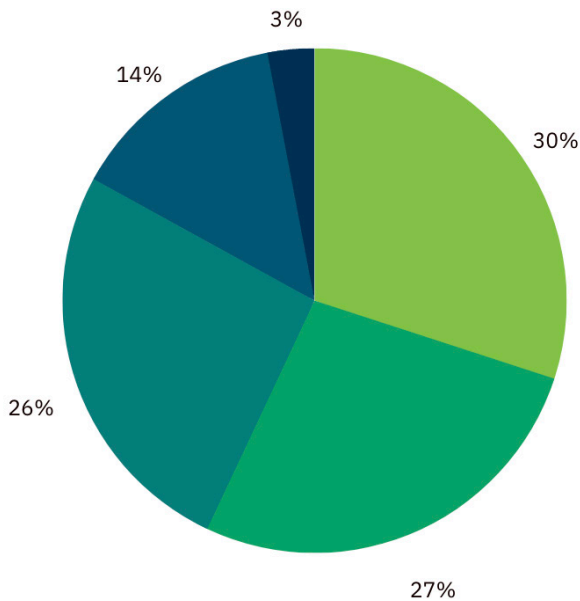
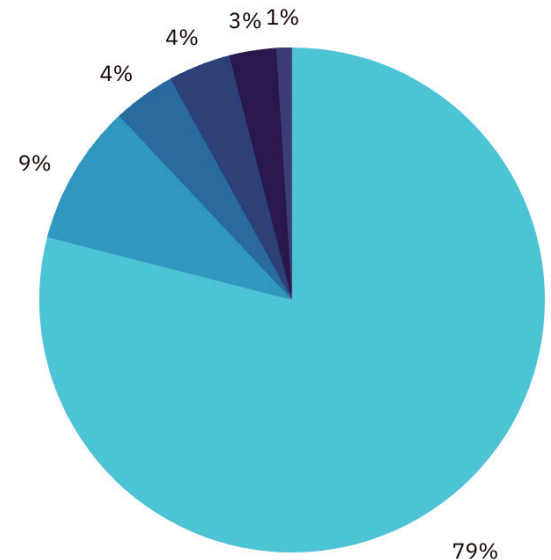


**Contact Us:**  
**Karen Tappenden**  
Account Executive  
717.430.2401  
[karen.tappenden@theygsgroup.com](mailto:karen.tappenden@theygsgroup.com)

# ATTENDEE PROFILE

## Attendee Professions

- 79% Certified Child life Specialist
- 9% admin / director level position
- 4% educators
- 4% student
- 3% other healthcare disciplines
- 1% child life assistant



## Attendee Level of Experience

- 30% less than 5 years of experience
- 27% more than 15 years of experience
- 26% 5 – 10 years of experience
- 14% 10-15 years of experience
- 3% new to the field

Attendees are primarily from the United States.

Average of 700-1,000 attendees in 2018-2019.



# 2023 EXHIBITORS

- 623 Medical • Baylor Scott & White • Beads of Courage • Bears 4 Humanity • Child Core Family Support • Children's Health • Cinemavision • Connect 1-2-3 • Cooper Trooper Foundation • Dec My Room • Driscoll Children's Hospital • Eastern Washington University • Fully Loaded Electronics • Gamers Outreach • Give Kids the World • HAPPYtown • I Am Courageous • Icing Smiles • Intermountain Health • Jessie Rees Foundation • Kidzpace Interactive • KindVR • LightZ of Hope • Medical Memories • Mighty Millie • Mimbaleball • Nixi for Children • Once Upon a Room • Paperplane Therapeutics • PDC Facilities, Inc. • Playability Toys | Nurture Smart • Playtime Edventures • Project Sunshine • Psychology Software Tools DBA RadSim • Regali Fingerprint Charms • San Diego Zoo Wildlife Alliance • Sawyers Wish • Smileyscope • Snow City Arts • South Central Foundation • Southern ACLP • South Texas Health Systems • Starlight Children's Foundation • Swank Motion Pictures, Inc. • Team Impact • TFH USA Ltd. • That's Love Publishing • The SUDC Foundation • TinySuperheroes • Together Educating All Children in Hospitals • Tonies for Teachers • UC Santa Barbara • Upopolis/Upedia • UT Southwestern Medical Center • Wunderworks USA • Zenimal • Zono Technologies



**ALL BOOTHS COME EQUIPPED WITH:**

- 10’x10’ exhibit hall booth\*
- 2 exhibit hall registrations
- Pipe & Drape
- 8’ high back wall
- 3’ high side rails
- ID sign (measures 17”x11”)
- 1 6’ draped table (3 sides)
- 2 chairs
- 1 wastebasket

\*Premiums booths are located at the end of a row or near high traffic areas

**BOOTH RATES**

NON-PROFIT	STANDARD	PREMIUM
<b>EARLY BIRD</b> (through 3/7)	\$1,605	\$1,819
<b>STANDARD</b> (3/8- 5/2)	\$1,873	\$2,087
<b>MONTH OF EVENT</b> (5/3- Event)	\$2,140	\$2,675

FOR PROFIT	STANDARD	PREMIUM
<b>EARLY BIRD</b> (through 3/7)	\$1,819	\$2,033
<b>STANDARD</b> (3/8- 5/2)	\$2,087	\$2,301
<b>MONTH OF EVENT</b> (5/4- Event)	\$2,675	\$3,310

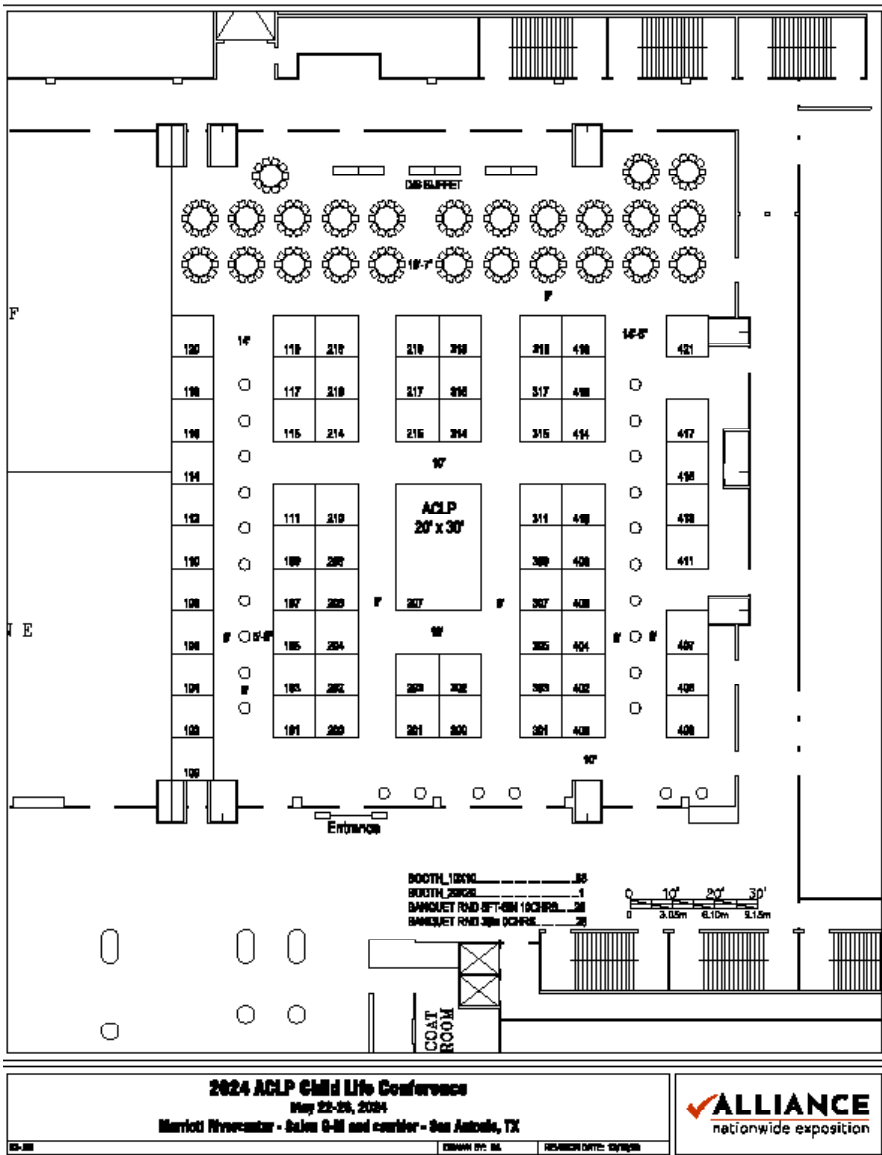
**30%**  
discount for  
booths at or  
exceeding  
200 sq. feet

**BE SURE TO CHECK OUT THE VIP EXHIBITOR PACKAGE  
UNDER OUR SPONSORSHIP OPPORTUNITIES!**

# EXHIBITOR FLOORPLAN

MARIOTT RIVERCENTER | SAN ANTONIO, TX

GRAND BALLROOM G-M



## EXHIBIT HALL SCHEDULE THURSDAY, MAY 23

1:00 PM - 4:00 PM: Exhibitor Set-up  
5:30 PM - 7:00 PM: Reception in the Exhibit Hall

## FRIDAY, MAY 24

12:30 PM - 2:30 PM: Exhibit Hall  
Opens with Lunch  
5:00PM - 7:30 PM: Welcome Reception in Exhibit Hall

## SATURDAY, MAY 25

12:15 PM - 2:00 PM: Exhibit Hall  
Opens with Lunch  
Closes after lunch. Tear down will be at 2:15-5:00



# SPONSORSHIP OPPORTUNITIES

## TIERED SPONSORSHIPS

Tiered Sponsorship Benefits	Thought Leader \$12,000   Exclusive	Impact \$7,500   Two Available	Inspiration \$5,000   Unlimited
10x10 Premium booth (includes two (2) complimentary exhibit hall registrations)	✓	✓	✓
Complimentary Tote Insert/Giveaway	✓	✓	
Opening Keynote	✓		
Thursday or Friday Reception*		✓	
Complimentary Attendee Mailing List (mailing addresses only)	✓		
30-minute Session with title listed in Conference at a Glance program and mobile app	✓		
Two (2) complimentary full conference registrations	✓	✓	1 Registration
Daily push notification through the conference app	✓	1 Push Notification	
Complimentary ad in the ACLP Bulletin	✓	✓	✓
Complimentary Conference Website & App ad	✓	✓	✓
Logo recognition on website and any on-site sponsor signage	✓	✓	✓

\*Sponsor has the opportunity to provide a branded promotional item, branded cocktail napkins and logo placement at the reception.

## A LA CARTE SPONSORSHIPS

### **Branded Hotel Keycards \$7,500 | Exclusive**

Place your company logo on every key card provided to attendees staying at the Rivercenter! These key cards will be given out at check-in and used to access hotel rooms throughout their stay. Please note that printing and hotel fees are additional costs.

### **Branded Tote Bag \$5,500 | Exclusive**

Distributed to all attendees, the tote bag will include your logo artwork, the name of the convention, and the ACLP Child Life logo. Sponsor will receive a standard 10x10 booth space in the exhibit hall and logo recognition on the column wrap near registration.

### **Branded Lanyards \$5,000 | Exclusive**

This is a highly visible opportunity! Everyone will wear your company's logo or name around their neck to display throughout the Child Life Conference. Sponsor will receive a standard 10x10 booth space in the exhibit hall and logo recognition on the column wrap near registration.

### **Conference Digital Kit \$2,500 | 3 Available**

Reach conference attendees through multiple ACLP channels! This package includes:

- One pre- or post-conference email sends to all attendees
- One pre or post social media post that will be posted on ACLP social media platforms
- Custom graphic to share on your social media pages!

If you prefer to develop a custom sponsorship to meet your specific needs, please contact Karen at [karen.tappenden@theygsgroup.com](mailto:karen.tappenden@theygsgroup.com)

## ADDITIONAL EXHIBITOR OPPORTUNITIES\*

\*must be an exhibitor to participate

### **VIP Exhibitor Package \$1,200 | Multiple**

Upgrade your experience as an exhibitor at the Child Life Conference! Take the thought process out of your on-site marketing plans with this integrated package. Drive traffic to your booth with the following, all included in this package:

- One Push Notification
- Tote Bag Insert
- Scavenger Hunt Opportunity
- VIP Exhibitor On-Site Signage on column wrap near registration

### **Tote Insert/Giveaway \$700 | Multiple**

Reach attendees in a cost-effective way! Your Promotional item will be inserted into the official branded tote bag, which is handed out to each attendee at registration. This opportunity is great for announcing a promotion, giveaway, or contest at your booth or capturing prospect information online!

Availability of bag inserts is dependent upon sponsorship of the official conference tote. Printing, production, and/or shipping associated with the bag insert are the sole responsibility of the sponsor. ACLP must approve the design of the insert/giveaway.

### **Conference Website & App Ad \$500 | Multiple**

Banner ad displayed on the conference website and app.

### **Mobile App Push Notification \$350 | Limited Availability**

Draw attendees to your booth for a special message or demonstration! The App Push Notification allows you to send a text alert to attendees through the convention app. This alert will pop up on phones of attendees who have downloaded the app.

### **Scavenger Hunt \$250 | Multiple**

Increase foot traffic to your exhibit booth and help attendees in the gamification of their Child Life Conference experience! Limited availability.

### **ACLP Bulletin Advertising \$250 | Multiple**

Exclusive discount for exhibitors and sponsors on advertising in ACLP Bulletin.

# SPONSORSHIP APPLICATION

## 2024 CHILD LIFE CONFERENCE

### SAN ANTONIO, TX

Completed applications should be submitted to Karen Tappenden at [karen.tappenden@theygsgroup.com](mailto:karen.tappenden@theygsgroup.com). Please call Karen at (717) 430-2401 with any questions.

### CONTACT INFORMATION:

Contact Name \_\_\_\_\_

Company Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

### SPONSORSHIP OPPORTUNITIES

#### TIERED SPONSORSHIPS

- Thought Leader \$12,000
- Impact \$7,500
- Inspiration \$5,000

#### A LA CARTE SPONSORSHIPS

- Branded Hotel Keycards \$7,500
- Branded Tote Bag \$5,500
- Branded Lanyards \$5,000
- Conference Digital Kit \$2,500

#### ADDITIONAL EXHIBITOR OPPORTUNITIES

- VIP Exhibitor Package \$1,200
- Tote Insert/Giveaway \$700
- Conference Website & App Ad \$500
- Mobile App Push Notification \$350
- Scavenger Hunt \$250
- ACLP Bulletin Advertising \$250

**TOTAL:** \_\_\_\_\_

### PAYMENT INFORMATION

An invoice for your confirmed contracted purchase amount will be provided in no more than 3 business days from the time of receipt of completed contract. The contracted total is due in full and required to be remitted within net 10 upon receipt of your invoice. Payments can be made via check, ACH or credit card.

A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH.

The undersigned (Vendor) enters into this agreement with ACLP to purchase the above-listed program or product in exchange for the fee listed above. The general terms and conditions of this contract will apply and are included on page 2 of the Exhibitor's Application. ACLP will provide the standard level deliverable items associated with the purchased sponsorship listed on page 1 of this contract. Where applicable, at the signing of this agreement, ACLP will project the quantity and quality of items necessary for the agreed upon program. Send all signed contracts to Karen Tappenden at [karen.tappenden.com](mailto:karen.tappenden.com)

### SIGNATURE AND AGREEMENT

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_ Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Total: US \$ \_\_\_\_\_

\*A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH. \_\_\_\_\_ Exhibitor Initials

The above-signed (Vendor) enters into this agreement with ACLP to purchase the above-listed program or product in exchange for the fee listed above. The general terms and conditions of this contract will apply and are included on the second page of this contract. ACLP will provide the standard level deliverable items associated with the purchased sponsorship listed on page 1 of this contract. Where applicable, at the signing of this agreement, ACLP will project the quantity and quality of items necessary for the agreed upon program. Send all signed contracts to your Account Executive or [ACLP@theYGSgroup.com](mailto:ACLP@theYGSgroup.com) or fax to (717) 825-2171.

**1. Use of Name, Logo, or Marks:** The ACLP logo is the property of the ACLP, and no use of the name, logo, or marks will be permitted without the express written consent of the Association of Child Life Professionals.

**2. Cancellation Policy:** In the event that either ACLP Child Life Conference does not take place in the indicated cities, ACLP will honor the sponsorship amount contracted as a credit for a future ACLP event. No refunds will be provided for other cancellation requests. If the vendor desires to cancel part or all of the contractual agreement, the vendor must do so in writing and will be obligated to pay ACLP the full amount of the agreed upon contract.

**3. Cancellation of Event:** ACLP reserves the right to cancel item or event. In the event of such a cancellation, vendor will be notified in writing and will receive a full refund. Parties agree that in the event of such cancellation, the vendor's sole remedy against ACLP shall be the refund of monies paid to ACLP by vendor pursuant to this agreement.

ACLP shall not be responsible for a failure of performance of this agreement due to an Act of God, war, disaster, strikes, civil disorder, or other emergencies making it advisable, illegal, or impossible to hold the event or deliver agreed-upon items. ACLP also does not guarantee attendance by meeting participants. ACLP shall not be responsible for and does not control exhibitor activities held within contracted booth space that may be of similar nature to sponsored events or activities.

A copy of this contract and any signatures herein shall be valid as an original.



# EXHIBITOR APPLICATION

2024 CHILD LIFE CONFERENCE  
SAN ANTONIO, TX



Completed applications should be submitted to Karen Tappenden at [karen.tappenden@theygsgroup.com](mailto:karen.tappenden@theygsgroup.com). Please call Karen at (717) 430-2401 with any questions.

## EXHIBITOR INFORMATION TO BE PUBLISHED

Exhibiting Company		
Street Address (No P.O. Boxes)		
City		
State/Province	Zip/Postal Code	Country
Phone and Ext.	Twitter Handle	
E-mail	Website	

## CONTACT INFORMATION

Contact Name		
Contact Mailing Address (if different, no P.O. Boxes)		
City		
State/Province	Zip/Postal Code	Country
Phone and Ext.	Fax	
E-mail	Website	

## EXHIBIT SPACE & RATES

NON-PROFIT	STANDARD	PREMIUM
EARLY BIRD (through 3/7)	\$1,605	\$1,819
STANDARD (3/8- 5/2)	\$1,873	\$2,087
MONTH OF EVENT (5/3- Event)	\$2,140	\$2,675

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MONTH OF EVENT (5/3- Event)	\$2,675	\$3,310

30% DISCOUNT FOR BOOTHS AT OR EXCEEDING 200 SQ. FEET

## BOOTH TYPE

- Non-Profit  
 For Profit

Booth Preferences

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

## ADDITIONAL OPPORTUNITIES FOR EXHIBITORS

- VIP Exhibitor Package \$1,200  
 Tote Insert/Giveaway \$700  
 Conference Website & App Ad \$500  
 Mobile App Push Notification \$350  
 Scavenger Hunt \$250  
 ACLP Bulletin Advertising \$250

TOTAL: \_\_\_\_\_

## PAYMENT INFORMATION

An invoice for your confirmed contracted purchase amount will be provided in no more than 3 business days from the time of receipt of completed contract. The contracted total is due in full and required to be remitted within net 10 upon receipt of your invoice. Payments can be made via check, ACH or credit card.

A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH.

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# TERMS & CONDITIONS

## ASSOCIATION OF CHILD LIFE PROFESSIONALS, INC. (ACLP), 7600 LEESBURG PIKE, SUITE 200 WEST, FALLS CHURCH, VA 22043 IS AUTHORIZED TO RESERVE EXHIBIT SPACE AT THE 2024 ANNUAL CONFERENCE IN SAN ANTONIO, TX.

All space reservations are made on a first-paid, first-served basis, subject to ACLP's rights set forth below. Cancellations must be made in writing and will be honored with a refund minus a \$150 processing fee if the booth is re-sold. If the booth is not resold, a refund minus \$500 will be issued. In the event ACLP cancels or alters the 2024 Annual Conference due to a force majeure event or circumstance, such as, but not limited to, an act of God, war or threat of war, fire, strike, terrorist activity, termination of the exhibit space by the hotel or venue, curtailment of transportation facilities, disease, influenza, or other circumstances beyond the reasonable control of ACLP, ACLP has the right to terminate this agreement without liability and shall have the right to retain all payments made prior to the termination of the Agreement.

### LOCATION

Exhibits will be located in the Grand Ballroom G-M at the Marriott Rivercenter in San Antonio Texas.

### EXPOSITION SERVICES

Expo Services will be provided by Alliance Exposition. Additional information will follow.

### EXHIBIT SPACE

Each booth will be 10' x 10', and will include one 6' draped table, two chairs, wastebasket, side and back rails, and an identification sign as well as one virtual booth (additional information to follow).

### SET-UP AND DISMANTLE

Exhibit set-up will be on Thursday, May 24, (1pm – 4pm; schedule subject to change). Dismantling will be after the close of the exhibit hall after lunch at 1:30 on Saturday, May 25. Early dismantling is not permitted.

### CODE OF CONDUCT

All exhibitors have read and will adhere to the ACLP code of conduct: <https://www.childlife.org/docs/default-source/about-aclp/aclp-professional-code-of-conduct.pdf>.

### EXHIBITOR AGREES THAT:

1. All provisions listed above shall be part of this contract.
2. Assignment of space shall be determined by earliest reservation through online application, contract and payment. ACLP will have sole discretion as to the placement of exhibitor space.
3. Association of Child Life Professionals reserves the right to reject applications for space and to terminate any exhibitor contracts with or without cause, in its sole discretion. Exhibitors must also comply with all rules and regulations of Marriott Rivercenter. ACLP shall have full power to interpret, amend, and enforce these rules and regulations, which may include removal from the Conference, provided any applicable amendments, when made, are brought to the notice of Exhibitors.
4. Upon acceptance of this agreement by ACLP, it shall be a legally binding agreement between the exhibitor and ACLP, subject to ACLP's termination rights set forth above.
5. ACLP reserves the right to rearrange exhibitors or adjust the floor plan to accommodate the best interests of ACLP. In addition, if a significant change in booth location needs to be made prior to the conference, the change will be discussed with the exhibitor.

Should any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, it must be immediately modified or removed by the Exhibitor at ACLP's request. ACLP reserves the right to inspect the quality of the appearance of each booth prior to show opening.

6. Each booth includes two exhibit hall-only conference registrations for individuals to man the booth. Exhibitor participants interested in attending educational sessions must register and pay separately online.

7. Exhibitors assume all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All booth materials and decorations must be flameproof. No combustible, hazardous, or other dangerous material will be stored in or around exhibit booths. Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors.

8. Shipping instructions will be sent to exhibitors with confirmation of their contract acceptance and booth assignment. ACLP shall not be responsible for any shipments by exhibitors.

9. Exhibits must be staffed during all open exhibit hall hours.

10. No printed materials are to be posted outside the exhibitor's assigned space. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrations or other promotional activities must be confined to the limits of the exhibit space.

11. The subletting, assignment, or apportionment of the whole or any part of the exhibitor's space is prohibited. Space not occupied by the time designated will be forfeited by exhibitors and their space may be resold, reassigned or used by ACLP without refund.

12. All exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the Conference as a whole. ACLP reserves the right to request the immediate withdrawal of any exhibit that ACLP believes in its sole discretion to be injurious to the purpose of ACLP. If an exhibitor is asked to remove an exhibit, or part thereof, and fails to do so promptly, ACLP may remove the exhibit or part thereof, at exhibitor's sole expense. ACLP will not be liable for any damage to any party for the removal, whether in whole or in part, or prohibition of the exhibit deemed unsuitable to the character or purpose of the exhibition.

13. Exhibitors must maintain general commercial liability insurance covering personal injury and property damage, in an amount of at least \$1 million, with ACLP added as an additional insured. The cost of insurance for an individual exhibit space will be borne by the exhibitor. Certificates of insurance evidencing such coverage must be provided to ACLP upon request. Exhibitor will immediately notify ACLP in the event of any changes to insurance coverage required under this Agreement.

14. While ACLP will provide an overnight guard on the nights of May 23, 24, and 25, 2024, ACLP makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. The safekeeping of the exhibitor's property shall remain the sole responsibility of the exhibitor; ACLP shall have no liability or responsibility for personal injury or property damage.

15. ACLP will not be liable for personal injury or loss or damage to the property of Exhibitors or their representatives or employees from theft, fire, accident or other causes. ACLP will not be liable for injury to Exhibitors or their employees or attendees or for damage to property in their custody, owned or controlled by them, which claims for damages, losses, or injury, may be incident to or arise from, or be in any way connected with their exhibit, the Conference or otherwise. Exhibitor shall indemnify, defend and hold ACLP and its directors, officers, employees, volunteers and representatives, harmless against any and all claims, damages, losses, liabilities, costs and expenses (including, without limitation, attorneys' fees) caused by the exhibitor or his or her agents, representatives, employees, or contractors, including, without limitation, caused by breach of this contract, negligence or misconduct. In addition, the exhibitor shall be fully responsible to pay for any and all damages to property owned by The Marriott Rivercenter, its owners or managers, which results from any act or omission of exhibitor or its employees or contractors. Exhibitor agrees to defend, indemnify and hold harmless The Marriott Rivercenter, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

16. Products/Services may only be sold within the exhibit hall during the specified hours. Sales permits and tax considerations are the responsibility of the exhibitor. Non-exhibiting suppliers are prohibited from selling or marketing products or services or distributing items.

17. Vendors must notify ACLP of any event they wish to hold in conjunction with the annual conference. Events must be approved in advance by ACLP and may not conflict with a scheduled ACLP conference event.

18. Vendors must notify ACLP of any audio or video recordings (and the intended use of such recordings) of conference attendees that will take place at their booth. ACLP reserves the right to record the conference events, including Exhibitors, as determined in the sole discretion of ACLP.

19. Violation of any of the terms of this Agreement by the exhibitor or his or her employees or agents shall at the option of ACLP forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to ACLP all monies paid or due. Upon evidence of violation, ACLP may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that ACLP may incur thereby.

20. This Agreement contains the entire agreement with respect to the subject matter hereof and supersedes all previous Agreements and proposals. This Agreement shall be interpreted and construed by the laws of the State of Virginia (excluding the choice of laws rules thereof) and the parties agree that any suit arising out of breach of the Agreement must be brought in the State of Virginia and jurisdiction over the matter and the parties and venue properly lies in the State of Virginia.