



# Exhibit & Sponsorship Proposal



Growing  
Up  
STEM



**February 21 & 22, 2025**

Hilton | Santa Monica California



**EARLY CHILDHOOD  
STEM CONFERENCE**  
Science Technology Engineering Math

# Introduction

Our mission is to **prepare today's children for the challenges of tomorrow.**

Science, technology, engineering, and mathematics (STEM) experiences are essential in equipping our children with the tools necessary to create change and innovate.



**Susan Wood**  
Executive Director,  
The Children's  
Center at Caltech



**Pauline McPeake**  
Executive Director,  
Growing Place

The ECSTEM Conference brings together educators, business leaders, policymakers, researchers, and early childhood practitioners since 2011 to make strides in promoting and increasing awareness of the importance of introducing STEM education in early childhood (birth through eight years).

"The first step in teaching students to innovate is making sure that educators have opportunities to be innovators themselves."

Suzie Boss

[Bringing Innovation to School: Empowering Students to Thrive in a Changing World](#)

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# Meet Our Keynote Speakers



**David Sobel**  
Friday Keynote

**David Sobel** is a Professor Emeritus in the Education Department at Antioch University New England in Keene, NH. He consults and speaks widely on child development and place-based education with schools, environmental organizations, and the National Park Service. In the last thirty years, he has authored ten books and more than 90 articles focused on children and nature for educators, parents, environmentalists, and school administrators.

**Aaron D. Ames** is the Bren Professor of Mechanical and Civil Engineering and Control and Dynamical Systems at the California Institute of Technology. His research interests span the areas of robotics, nonlinear control, and hybrid systems, with a special focus on applications to bipedal robotic walking—both formally and through experimental validation. His lab designs, builds and tests novel bipedal robots, humanoids and prostheses with the goal of achieving human-like bipedal robotic locomotion and translating these capabilities to robotic assistive devices.



**Aaron Ames**  
Saturday Keynote

# Exhibit or Sponsorship

Promote your company's products and services at the **15th Annual ECSTEM Conference!** This opportunity, over 2-days, will enhance your company's brand image, expand its network, and contribute to advancing early childhood education initiatives. Connect with early childhood professionals from all disciplines looking to learn, network, and shop for solutions!

## BRANDING & RECOGNITION

Your company's service or product will receive visibility from **over 500** early childhood educators, directors, and school owners.

## PROMOTIONAL OPPORTUNITIES

Your select advertisement will reach 18,000 educators via our social media: Instagram, Facebook Book, and LinkedIn.

## NETWORKING OPPORTUNITIES

Increase your network with attendees, event sponsors, and the event team. Support teachers and make a difference in quality early childhood education!



# Exhibitor & Advertisement Packages



## Exhibitor Table

6 ft. Display Table

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2 Chairs

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\$150 for additional 6 ft. table

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**\$500**

**\$400 for non-profit**



## Advertisements

**\$600** 1 Full-page 8" x 10.5"

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**\$450** 1/2 Page 8" x 5.25"

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**\$300** 1/4 Page 3.75" x 5.25"

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## Conference Scholarship

**Sponsor a scholarship for an educator!**

Logo displayed and acknowledged for contributing directly to educators via:  
Conference program, signage and  
ECSTEM's website

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Promotion on social media accounts

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**\$500**

# Sponsorship Package

Explore the best package for your company to educate our attendees about your products and services.



## Seed Package

1/4 Page ad in program

1 Free Registration

1 Promotion on Social Media

Logo on Conference Website

**\$1,000**



## Sprout Package

1/2 Page ad in program

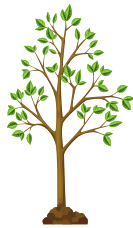
3 Free Registrations

3 Promotions on Social Media

Logo on Conference Website

**\$5,000**

# Sponsorship Package



## Sappling Package

1 Page ad in Program

5 Free Registrations

5 Promotions on Social Media

Logo on Conference Website

Sponsorship on Opening Slide

**\$10,000**



## Tree Package

2 Page ad in Program

5 Free Registrations

7 Promotions on Social Media

Logo on Conference Website & Signage

Sponsorship on Opening Slide

Snack-Break Sponsorship with  
Logo on Napkins & Signage

**\$20,000**

Name + Title

Company or Organization

Street Address

City

State | Zipcode

Email

Phone

Logos and ads must be emailed to  
ECSTEM@caltech.edu

Submit check payment with completed  
contract or contact Tiffany Chou at  
tiffanyc@caltech.edu for credit card payment

CHILDREN'S CENTER AT CALTECH  
1200 E. California Blvd. Mail Code 1-133  
Pasadena, CA 91125

FOR MORE INFORMATION,  
please email ECSTEM@caltech.edu  
or call 626.395.6860

## Sponsorship

Tree Sponsor	<input type="checkbox"/>	\$20,000
Sapling Sponsor	<input type="checkbox"/>	\$10,000
Sprouts Sponsor	<input type="checkbox"/>	\$5,000
Seeds Sponsor	<input type="checkbox"/>	\$1,000

## Full Color Program Advertisement

1 Full Page Ad. Horizontal   8" x 10.5"	<input type="checkbox"/>	\$600
1/2 Page Ad. Horizontal   8" x 5.25"	<input type="checkbox"/>	\$450
1/4 Page Ad. Vertical   3.75" x 5.125"	<input type="checkbox"/>	\$300

## Exhibitor

6' Table	<input type="checkbox"/>	\$500
6' Table (non-profit)	<input type="checkbox"/>	\$400
Additional 6' Table	<input type="checkbox"/>	\$150

## Conference Scholarship

Provide an educator a scholarship for conference registration	<input type="checkbox"/>	\$500
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**TOTAL:**

Office use:

Check #

Date received:

# Exhibitor Rules & Regulations

## EXHIBIT SCHEDULE: (All times subject to change)

Thursday, February 20, 2025

Exhibitor Registration and Set Up: 6:00 pm

Friday, February 21, 2025

Exhibitor Hall Open: 8:00 am – 5:00 pm

Saturday, February 22, 2025

Exhibitor Hall Open: 8:00 am – 3:00 pm. | Exhibitor Hall Closed & Tear Down: 3:00 pm – 5:00 pm

**CONTACT:** ECSTEM@caltech.edu or Children's Center at Caltech 626.395.6860

**HOTEL ACCOMMODATIONS:** Rooms have been reserved at the Hilton Santa Monica for the ECSTEM Conference. The special room rate will be available until the group block is sold out. Contact the Hilton Santa Monica at (310) 395-3332 to reserve a room. To receive the special group rate, individuals must identify themselves as being with the group EARLY CHILDHOOD STEM CONFERENCE at the time that the reservation is made.

**PARKING:** The Hilton Santa Monica maintains a controlled parking lot. Discounted parking rates for the ECSTEM Conference: Valet event parking is \$20, and valet overnight parking is \$30. Validate your parking ticket at the registration table to receive the discount. Day parking is also available in the 333 Civic Center Parking Structure across the street; Friday's maximum rate is \$14, and Saturday's daily rate is \$5.

**REGISTRATION:** The registration fee for commercial exhibitors is \$500. The nonprofit's registration fee is \$400 with proof of 501 (C) 3 status. Registration includes one 6' table, two chairs, and lunch for Friday, February 21, and Saturday, February 22, 2025. Additional tables may be purchased for \$150 each. Request for an additional 6' table is subject to availability. As these are tables and not booths, the space for each exhibit depends on the table size. The exhibitor hall will be at the Santa Monica Early Childhood Lab School (1802 4th Street, Santa Monica, CA 90401).

**PAYMENT TERMS:** Full payment must be included with a complete "Exhibitor Contract" form to secure space and must be received before submission of the advertisement (if applicable). Ads and logos must be submitted no later than December 1, 2024. Checks payable to **The Children's Center at Caltech**. For additional information, please email ECSTEM@caltech.edu. Any point not specifically covered in these regulations is subject to the decision of the ECSTEM Committee, whose decision shall be final.

**CANCELLATION AND REFUND:** Notice of cancellations must be made in writing to the ECSTEM Committee. Cancellations received after November 22, 2024, will result in the ECSTEM Committee retaining 50% of the full rental cost of exhibit space. No refunds for cancellations will be granted after December 1, 2024. The ECSTEM Committee shall not be liable for any interest on the amount refunded.

**PACKAGE SHIPPING AND RECEIVING:** Exhibitors are responsible for all arrangements and all expenses associated with the shipping of materials, merchandise, exhibits, or any other items to and from the Santa Monica Early Childhood Lab School. Contact: Chelsea McCants, (310)434-3813, and any consignments shipped should be addressed: Santa Monica Early Childhood Lab School, 1802 4th Street, Santa Monica, CA 90401 Attn: Chelsea McCants, Hold for ECSTEM Conference 2025.

The hotel, the ECSTEM Conference Committee, and its organizations are not responsible for damage or loss to any items delivered prior to the event or to any items or packages left on the property after the group departs. Upon request, items left on the premises after departure will be returned to the exhibitor at the exhibitor's expense.

**EXHIBITOR SPACE:** Notice of your space is designated the day of setup and is indicated with a company name card on each table. We make a strong effort to organize tables with ample visibility for our attendees.

**EXHIBIT PROTOCOL:** Exhibits must be staffed at all times while the exhibit area is open. Interviews, sales, distribution of literature and samples, and networking should take place within the designated table area to avoid infringing on the rights and privileges of other exhibitors.

**SETUP AND CLEANUP:** Setup of exhibits begins at 6 PM on Thursday, and dismantling will begin at 3 PM on Saturday. Exhibitors are responsible for keeping the exhibit area clean and organized, including clear passageways. When dismantling your exhibit, exhibitors must take all their materials and leave the area in the same condition as it was given.

**STORAGE OF BOXES AND CRATES:** Exhibitors cannot store boxes or packing crates in or behind tables. Boxes and crates must be removed from the exhibit floor one hour before the exhibition opening and will be placed in storage provided they are properly labeled for storage. Those not so-labeled will be removed and destroyed as refuse.

**SALE OF PRODUCTS:** Sales of products are permitted within an exhibitor's designated booth space. Obtaining the appropriate licenses/permits as required by law, collecting and remitting sales tax, and any other legal requirements associated with product sales are the sole responsibility of the exhibitor. A copy of the California Sales Permit must be provided to the ECSTEM Committee by December 1, 2024. For more information on the permit, contact the California State Board of Equalization at (800) 400-7115 or www.boe.ca.gov.

**CONDUCT:** Exhibitor agrees to conduct the exhibit in an orderly manner in full compliance with applicable laws, regulations and ECSTEM rules. Exhibitor assumes full responsibility for the conduct of self in attendance and for any damage, loss, or liability incurred. In the event the conduct of the exhibitor at the Event is determined, in the ECSTEM Committee's sole discretion, not to be orderly or in full compliance with applicable laws and regulations and/or ECSTEM rules, exhibitor at the Event must leave the premises when instructed to do so.

**LIABILITY AND INSURANCE:** Exhibitors assume the entire responsibility for losses, damages or injury arising from exhibitor's displays, equipment, or other property on the premises of the Santa Monica Early Childhood Lab School. The exhibitor shall indemnify and hold harmless The Children's Center at Caltech and Growing Place and any of its authorized representatives, agents, or employees from any and all losses or claims.

**SECURITY AND INSURANCE:** The event hosts do not guarantee against loss or damage of any kind. 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.





**Don't miss  
this  
opportunity.**

## **Contact**

<b>Phone</b>	626-395-6860
<b>Website</b>	<a href="http://www.ecstem.edu">www.ecstem.edu</a>
<b>Email</b>	<a href="mailto:ECSTEM@caltech.edu">ECSTEM@caltech.edu</a>
<b>Address</b>	1200 E. California Blvd. Pasadena, CA 91125