

HIPPY USA 2012 National Conference

The C.O.R.E. of HIPPY

Collaborations. Outcomes. Research. Evidence.

Hyatt Regency DFW, Texas • April 25-27, 2012



HIPPYUSA®
Home Instruction for Parents of Preschool Youngsters

Sponsor & Exhibitor Information

About the National Conference

We are excited to host our next biennial HIPPY USA National Conference April 25- 27, 2012 in Dallas, Texas. HIPPY USA's national conference meets the training and professional development needs of top-level HIPPY staff and professionals, early childhood educators, literacy practitioners, and educational leaders.

In harmony with our theme, the workshop presentations will provide information and resources surrounding best practices, research, advocacy, and other continuous improvement strategies and will feature early childhood experts and innovative leaders in outcomes-based evaluation, evidence-based research, and home visiting collaborations. Other workshop topics include:

- HIPPY Basics
- Supervision & Administration
- Resource Development
- Marketing and Public Relations
- Technology & Social Media
- Multicultural Relationships

Attendee Profile

HIPPY USA's National Conference is the premiere professional development training for high-level HIPPY staff. Held every two years, this conference attracts individuals, corporations, and early childhood education leaders dedicated to improving lives through literacy efforts.

This three day national conference is attended by hundreds of national HIPPY staff and education professionals, including:

- Educators
- Nonprofit Executives
- Volunteers
- HIPPY Parents
- Administrators
- Retired Professionals
- NCJW Members
- Home Visitors
- National Trainers
- Board Members
- National Staff
- Program Staff
- HIPPY Contacts & State Directors
- Child and Family Advocates

Our international HIPPY colleagues are in attendance as well.

The 2012 local conference hosts include our HIPPY Texas state office, housed at the University of North Texas, and our HIPPY programs in the following cities: Dallas, El Paso, Grand Prairie, Houston, and Irving, which serve more than 2,000 children and families.

About HIPPY USA

HIPPY (Home Instruction for Parents of Preschool Youngsters) is an evidence-based home visiting program that focuses on family literacy, school readiness, and parental involvement. HIPPY's mission is to help parents prepare their preschool children for continued success in school. With its national headquarters in Little Rock, HIPPY USA supports the development and operation of programs in communities across the United States through ongoing program development and technical assistance informed by research and public policy.

The HIPPY program was developed in Israel in 1969 as a research and demonstration project at the Hebrew University in Jerusalem to provide children from at-risk families with high quality preschool education and family involvement services. HIPPY was brought to the United States in 1984 in response to the specific needs for quality, effective early education, and family support models. The HIPPY model has been replicated throughout the United States and around the world. It is currently implemented in Australia, Austria, Canada, Germany, Israel, Italy, New Zealand, South Africa, and is currently being piloted in Argentina, Denmark, and Switzerland. Learn more at www.hippyusa.org.

Previous Sponsors

American Airlines
Arkansas Children's Hospital
Connelly 3 Publishing Group
Delegata Corporation
GHP Media
Gumdrop Professional Resources
Little Rock Convention & Visitors Bureau
Mainstream Technologies
National Basketball Association
National Council of Jewish Women (NCJW)
ProLiteracy Worldwide
RBC Wealth Management
Reading is Fundamental
Reach Out and Read
Weil, Gotshal & Manges LLP



Sponsorship and Exhibitor Opportunities

Showcase your company and your commitment to children and families by participating as a Sponsor and Exhibitor for HIPPY USA's Biennial Conference. Sign up by March 15, 2012 for inclusion in the Conference Guide.

\$50,000 – Laureate

- Premier Sponsorship Billing and logo identification in all conference and Avima Gala literature/signage and PR materials provided to conference participants, including back page of program book; introduction of corporate representative(s) with opportunity to address attendees; Ten (10) tickets to Avima Gala and twenty (20) conference registrations.
- HIPPY USA web site recognition (with links to donor web site) and printed materials, such as newsletters and annual report, for one year.
- Percentage of donation to be shared with HIPPY programs in cities within market area of the donor (specific sites and shared amount or percentage to be determined by donor in collaboration with HIPPY USA).

\$25,000 – Summa Cum Laude

- Significant Sponsorship Billing in literature/signage, conference materials, including full page in program book, introduction of corporate representative at gala; ten (10) Avima Gala tickets, and ten (10) conference registrations.
- HIPPY USA web site recognition with links and printed materials for one year.
- Percentage of donation to be shared with HIPPY programs in cities within marketplace of the donor (specific sites and shared amount or percentage to be determined by donor in collaboration with HIPPY USA).

\$10,000 – Magna Cum Laude

- Major Sponsorship Billing on conference, Avima Gala, and event materials, including half page in program book.
- Eight (8) gala tickets and conference registrations
- HIPPY USA web site recognition and printed materials for one year

\$5,000 – Cum Laude

- Sponsorship listing, including quarter page in program book
- Six (6) Avima Gala event and six (6) conference registrations
- Donor listing in printed materials and on HIPPY USA web site for one year

\$2,500 – Distinction

- Donor listing, including eighth page in program book
- Four (4) Avima Gala tickets
- Donor listing in printed materials for one year

\$1,000 – Dean's List

- Donor listing in program book and printed materials for one year
- Two (2) Avima Gala tickets and two (2) conference registrations

\$500 – Honor Roll

- Donor listing in program book and printed materials
- One (1) Avima Gala ticket and one (1) conference registration

\$150 – Avima's List

- Donor listing in program book

Cyber Café – \$15,000

Bring the convenience of email and the Web to attendees throughout the conference. Sponsorship includes signage and your Web page as the home page on each computer, promotional materials, recognition in conference booklet and web site, and six (6) Avima Gala tickets and conference registrations.

One opportunity available

Closing Lunch – \$15,000

Send our participants home with a healthy lunch! Your organization will be introduced during the closing session and included in event literature/signage. Promotional materials may also be distributed.

Coffee Break – \$7,500

Your organization will be introduced and included in event literature/signage and have an opportunity to network with our attendees with your complimentary vendor booth space.

Conference Bag – \$5,000

Place your name and/or logo on the bags that attendees will utilize throughout the conference. *One opportunity available*



Exhibit Table Only

Single skirted table (30 x 8-in)

\$125

Double skirted table (60 x 8-in)

\$225

Nonprofit rates

Single skirted table (30 x 8-in)

\$75

Double skirted table (60 x 8-in)

\$150

Each exhibit option includes:

- Allocated space with skirt
- Exhibitor identification sign
- Listing in conference guide
- Listing on web site

**Deadline to submit sponsorship
or exhibitor information
(for inclusion in printed materials)
March 15, 2012.**

Reserve Your Space TODAY!



HIPPYUSA®
Home Instruction for Parents of Preschool Youngsters

2012 National Conference

SPONSORSHIP/EXHIBIT APPLICATION and AGREEMENT

Complete form, enclose payment and return to: **HIPPY USA**,
Attn: Teri Todd, 1221 Bishop Street, Little Rock, AR 72210,
Fax 501.537.7716 or email ttodd@hippyusa.org.

Exhibit space will be assigned in the order in which applications with payments are received.

Sponsor/Exhibitor Name (Print name as it should appear in all printed material and on your exhibit space company sign.)

Contact Name

Address

City State Zip

Telephone Fax

Email

Company Web address

Please indicate which of the following you will exhibit:

- Products
- Educational games, books, materials
- Promotional goods
- Services
- Educational supplies
- Other (please specify) _____

Please list any special needs (may be an additional cost) required for exhibit setup:

- Laureate – \$50,000
- Summa Cum Laude – \$25,000
- Magna Cum Laude – \$10,000
- Cum Laude – \$5,000
- Distinction – \$2,500
- Dean's List – \$1,000
- Honor Roll – \$500
- Avima's List – \$150
- Cyber Café – \$15,000
- Box Lunch – \$15,000
- Coffee Break – \$7,500
- Conference Bag – \$5,000
- Single Booth – \$125 Nonprofit – \$75
- Double Booth – \$225 Nonprofit – \$150
- Program Book Advertisement (indicate size below)
 - Full page \$250 1/2 page \$100
 - 1/4 page \$50 1/8 page \$25

PAYMENT SUMMARY (Please make checks payable to HIPPY USA)

TOTAL AMOUNT DUE \$ _____

PAYMENT TYPE: VISA Mastercard AMEX CHECK

Name (as it appears on card)

Billing Address City/State/Zip

Card Number Expiration Date Security Code

Authorized Signature Date

Questions? Contact Teri Todd at 501.537.7728 or ttodd@hippyusa.org.