



Our mission is to coalesce, inspire, and support the Head Start field as a leader in early childhood development and education.



National Head Start Association Prospectus

Partner with the Voice of the Head Start Community

The National Head Start Association works diligently for policy changes to ensure all vulnerable children and families have what they need to succeed. With two national conferences, three national leadership events, professional development webinars, newsletters, and other outreach to the early childhood education field, we also ensure that Head Start professionals have the knowledge and resources needed to deliver Head Start's comprehensive services.

If your products and services support the healthy development of young children or help Head Start and Early Head Start programs operate more efficiently and effectively, take a look at the many advertising, exhibiting, and sponsorship opportunities we offer. Get the most out of your marketing resources by reaching a national audience of influencers and stakeholders with a huge referral base.

Upcoming Events

National Head Start Conference & Expo

May 2 - 5, 2022 | Baltimore, Maryland

LEADS (*Leadership, Education and Development Summit*)

June 21 - 23, 2022 | Virtual

Fall Leadership Institute

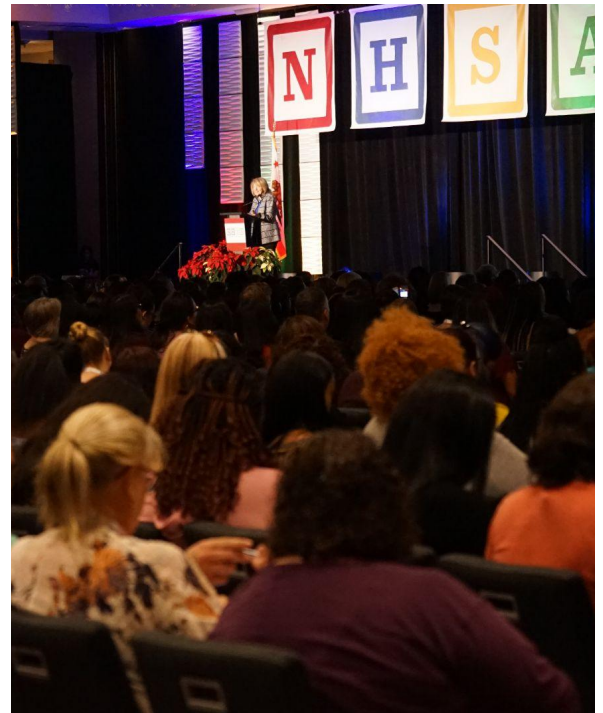
September 19 - 22, 2022 | Washington, D.C.

Parent & Family Engagement Conference

December 12 - 15, 2022 | Dallas, Texas

Winter Leadership Institute

January 23 - 26, 2023 | Washington, D.C.



Interested in becoming a valued partner with the National Head Start Association?

Contact **Kenna Pruitt**, manager of partners and exhibitors, at kpruitt@nhsa.org or (703) 739-7566 ext 120 to learn about sponsor, exhibitor, and advertising opportunities.

Two National Conferences & Expositions

NHSA's national conferences draw a broad audience of Head Start directors, managers, teachers, service staff, and policy council leaders, who attend to network, meet their professional development requirements, and learn about advancements and resources to help their programs deliver Head Start's comprehensive services more efficiently and effectively.



National Head Start Conference & Expo

May 2 - 5, 2022 | Baltimore, Maryland

Projected attendance: 4,000



Parent & Family Engagement Conference

December 12 - 15, 2022 | Dallas, Texas

Projected attendance: 2,500

Three National Leadership Events

NHSA's national leadership events attract hundreds of senior-level Head Start decisionmakers from across the country. Our two leadership institutes are policy-driven meetings that feature updates from key administration and congressional officials and insights from Washington-based strategic advisors. The Leadership Education and Development Summit (LEADS) is designed for Head Start leadership and staff to hone their leadership and management skills and share best practices among peers.



Leadership and Development Summit (LEADS)

June 21 - 23, 2022 | Virtual



Fall Leadership Institute

September 19 - 22, 2022
Washington, D.C.



Winter Leadership Institute

January 23 - 26, 2023
Washington, D.C.

Sponsorship

Maximize your return on investment and showcase your commitment to the Head Start community by building customer affinity through our sponsorship opportunities. Select from our list or we can tailor offerings to meet your marketing goals, needs, and budget.

Join the NHSA Corporate Leadership Council

Designed to foster a deeper level of collaboration and engagement between NHSA and the corporate community that supports Head Start. Council members receive special insight about the evolving Head Start market and are invited to offer strategic guidance.

These benefits include, but are not limited to:

- ✓ Membership with NHSA which provides a subscription to all NHSA communications to the Head Start community
- ✓ Quarterly webinars facilitated by NHSA
- ✓ Annual private one-on-one meetings with NHSA's executive team
- ✓ Advance notifications of marketing opportunities
- ✓ First round pick of exhibit spaces at national conferences
- ✓ Features in Partners at Play newsletter
- ✓ Year round sponsor recognition at all NHSA events
- ✓ Opportunity for bi-monthly partnership calls between NHSA staff liaison and partner
- ✓ Personalized post-conference after-action meetings with the Manager of Partners and Exhibitors to discuss continuous quality improvement opportunities



Conference Sponsorships

Throughout the year, NHSA brings together early childhood professionals, friends, and supporters of the Head Start community to learn, network, and stay up to date on the latest resources that will help them succeed.

<p>Diamond Level</p> <p>National: \$25,000</p> <p>Parent: \$20,000</p> <p>Leadership Events: \$10,000</p>	<ul style="list-style-type: none"> ✓ Top-level company logo on event signage and conference promotional materials ✓ Recognition on conference website with hotlink ✓ Pop-up talk in Exhibit Hall ✓ Four complimentary conference registrations* ✓ Access to the registration list ✓ Mobile app-enhanced listing which includes your logo and company mission statement ✓ Two complimentary conference app push notifications ✓ Reserved seating in all plenary events
<p>Platinum Level</p> <p>National: \$15,000</p> <p>Parent: \$10,000</p> <p>Leadership Events: \$7,500</p>	<ul style="list-style-type: none"> ✓ Mid-level company logo on event signage and conference promotional materials ✓ Recognition on conference website with hotlink ✓ Two complimentary conference registrations* ✓ Mobile app-enhanced listing which includes your logo and company mission statement ✓ Reserved seating in all plenary events
<p>Gold Level</p> <p>National: \$10,000</p> <p>Parent: \$7,500</p> <p>Leadership Events: \$4,000</p>	<ul style="list-style-type: none"> ✓ Company logo on event signage and conference promotional materials ✓ One complimentary conference registration* ✓ Mobile app-enhanced listing which includes your logo and company mission statement ✓ Reserved seating in all plenary events

**Add a booth in the Exhibit Hall to receive additional conference registrations. See page 6 for more information.*

Sponsor Opportunities

Pick from the list below to earn your sponsor level.

Item/Event	National Conference	Parent & Family Engagement Conference	Leadership Institutes	LEADS
Exhibit Hall Reception	✓	✓		
Wellness Activity	✓	✓		✓
Networking Reception	✓	✓	✓	✓
Educational Session	✓	✓		✓
Private Breakfast	✓	✓	✓	
Private Luncheon	✓	✓	✓	
Focus Group	✓	✓	✓	✓
Full Day Event Sponsor	✓	✓		✓
Conference App	✓	✓	✓	
Conference Wifi	✓	✓	✓	
Photo Booth	✓	✓	✓	✓
Grand Prize Raffle	✓	✓		✓
Conference Lanyards	✓	✓	✓	
Coffee Breaks	✓	✓	✓	
Hotel Room Keys	✓	✓	✓	
Create your own!	✓	✓	✓	✓

*Select multiple opportunities at multiple conferences in order to qualify for a bundle discount!

Exhibitors

The digital age has disrupted many industries—some for the better—but exhibitions continue to capture the largest share of marketing budgets (over 40% among companies that invest in the opportunity, which indicates the continuous value that exhibitions deliver). Meet your prospective customers, reconnect with current clients, and display or demonstrate your product and services to a national audience of Head Start professionals.



National Head Start Conference & Expo

May 2 - 5, 2022 | Baltimore, Maryland

Projected attendance: 4,000

Exhibit Rates:

Corner Booth: \$2,500

Commercial In-line Booth: \$2,200

Government Agency/Non-Profit Inline Booth:
\$1,999

Exhibitor Benefits:

10' x 10' exhibit space (*Booth furnishings not included*)

Two complimentary conference registrations

ID sign with company sign

Points toward priority status program*



Parent & Family Engagement Conference

December 12 - 15, 2022 | Dallas, Texas

Projected attendance: 2,500

Exhibit Rates:

Corner Booth: \$1,500

Commercial In-line Booth: \$1,200

Government Agency/Non-Profit Inline Booth:
\$999

Exhibitor Benefits:

10' x 10' exhibit space

6' skirted table

Two complimentary conference registrations

ID sign with company sign

Points toward priority status program*

**Our Priority Points System recognizes a partner's loyal participation and contribution as a sponsor, exhibitor, advertiser, and donor which earn you priority exhibit space assignments and preferred partner status.*

Advertising

Get national visibility for your brand at each conference, all year round, or both! Enjoy marketing opportunities that give you access to a national audience of the most active, engaged Head Start professionals, decision makers, and future leaders that fit your budget and your marketing needs!

Event-Based Advertising	Annual Conference	Parent & Family Engagement Conference	Leadership Institutes	LEADS
Pre-Conference E-Blast (to head start field)	✓	✓	✓	✓
Pre-Conference E-Blast (to attendees)	✓	✓	✓	✓
Post-Conference E-Blast (to attendees)	✓	✓	✓	✓
Scheduled Mobile App Push Notification	✓	✓	✓	
Digital Ad in Event App or Website	✓	✓	✓	✓

Non-event based advertising

- ✓ Social Media Posts
 - Facebook
 - Twitter
- ✓ Webinar



Let's Partner!

Contact for prices and opportunities:

Kenna Pruitt, Manager of Partners and Exhibitors

KPruitt@nhsa.org, (703) 739-7566 ext 120