



# EXHIBITOR & SPONSORSHIP PROSPECTUS



# 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 2025 Child Life Conference, May 22-25, 2025 at the JW Marriott in Los Angeles, CA.** If you provide products or services to child life specialists, you won't want to miss this event!



## Contact Us:

**Zack Buchman**

Account Executive

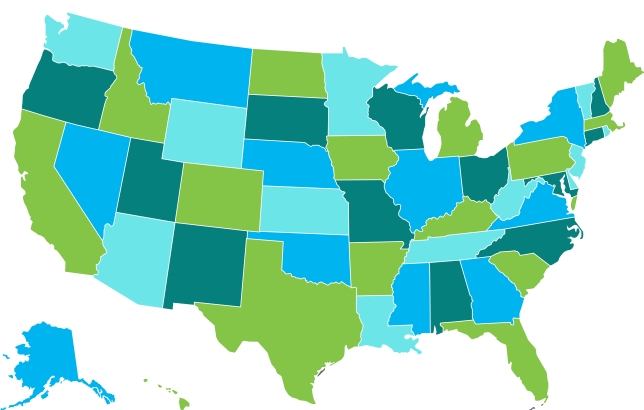
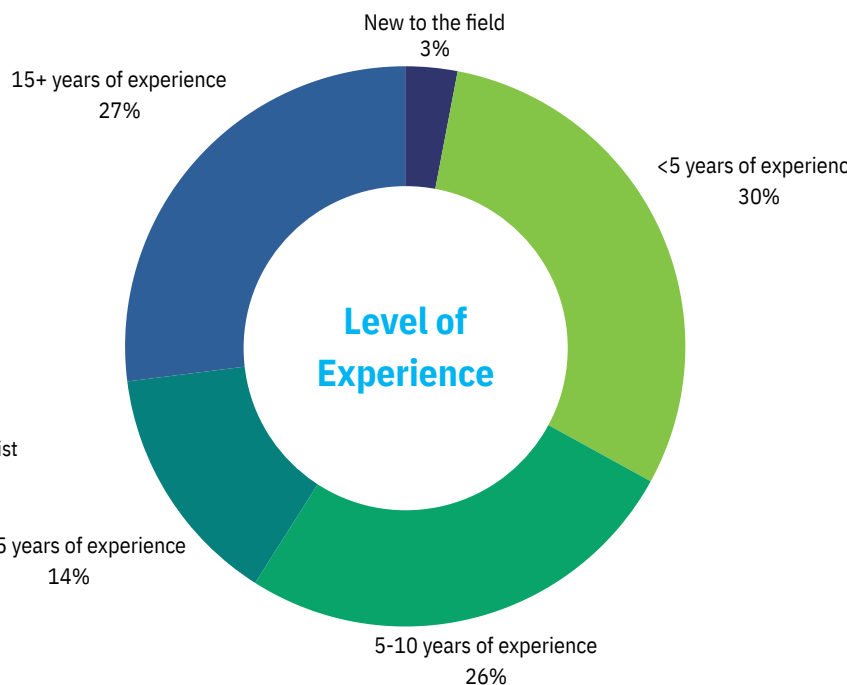
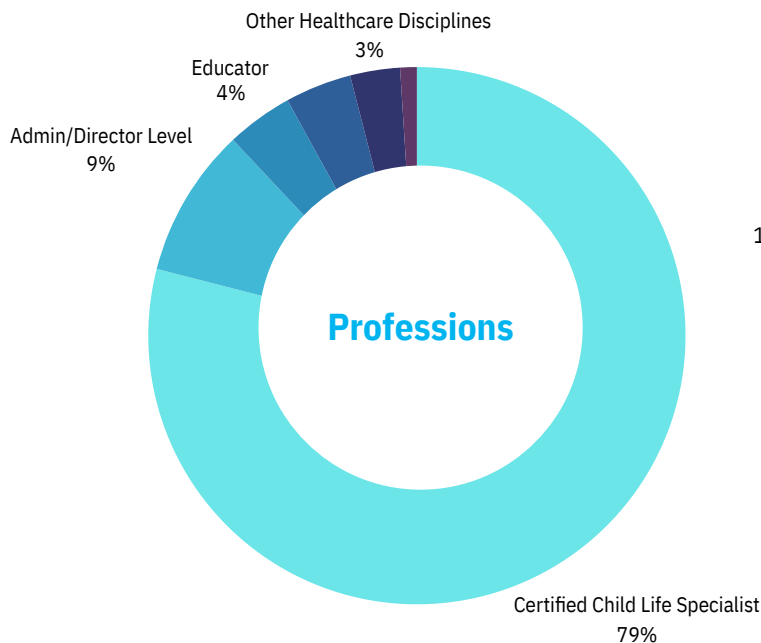
717.430.2291

[ACLP@theygsgroup.com](mailto:ACLP@theygsgroup.com)

# ATTENDEE PROFILE

500-700

ATTENDEES



## 2024 EXHIBITORS

Abdulrahman's Oasis • Beads of Courage • Bitty Bao • Buildup STEAM • Camp Sunshine • Child Life on Call • Children's Health • Chloe's Courage Fund • Cinemavision • Driscoll Children's Hospital • Fully Loaded Electronics • Gamers Outreach • Gebauer Company • Give Kids The World • Hope for Henry Foundation • I Am Courageous • Intermountain Health • Kidzspace Interactive • KindVR • Lakeshore Learning Materials • Lightz of Hope • Luke's FastBreaks • Methodist Children's Hospital • Mibleball • Mobile Aquatic Therapy • Oliver Patch Project • Once Upon a Room • PARO Robots • PDC Facilities, Inc. • Phoenix Children's Hospital • Nurture Smart • Playtime Edventures • Presbyterian Healthcare Services • RadSim • Rainbow Hair Hats • Regali Fingerprint Charms • Sawyers Wish • Southcentral Foundation • Southern ACLP • Southpaw enterprises • Storytailor.ai • Team Impact • Texas State University • TFH USA Ltd. • UC Santa Barbra • Win Win Charity • Xparlo



## 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 2/28)	\$1,650	\$1,850
<b>STANDARD</b> (3/1- 4/30)	\$1,950	\$2,250
<b>MONTH OF EVENT</b> (5/1- Event)	\$2,250	\$2,650

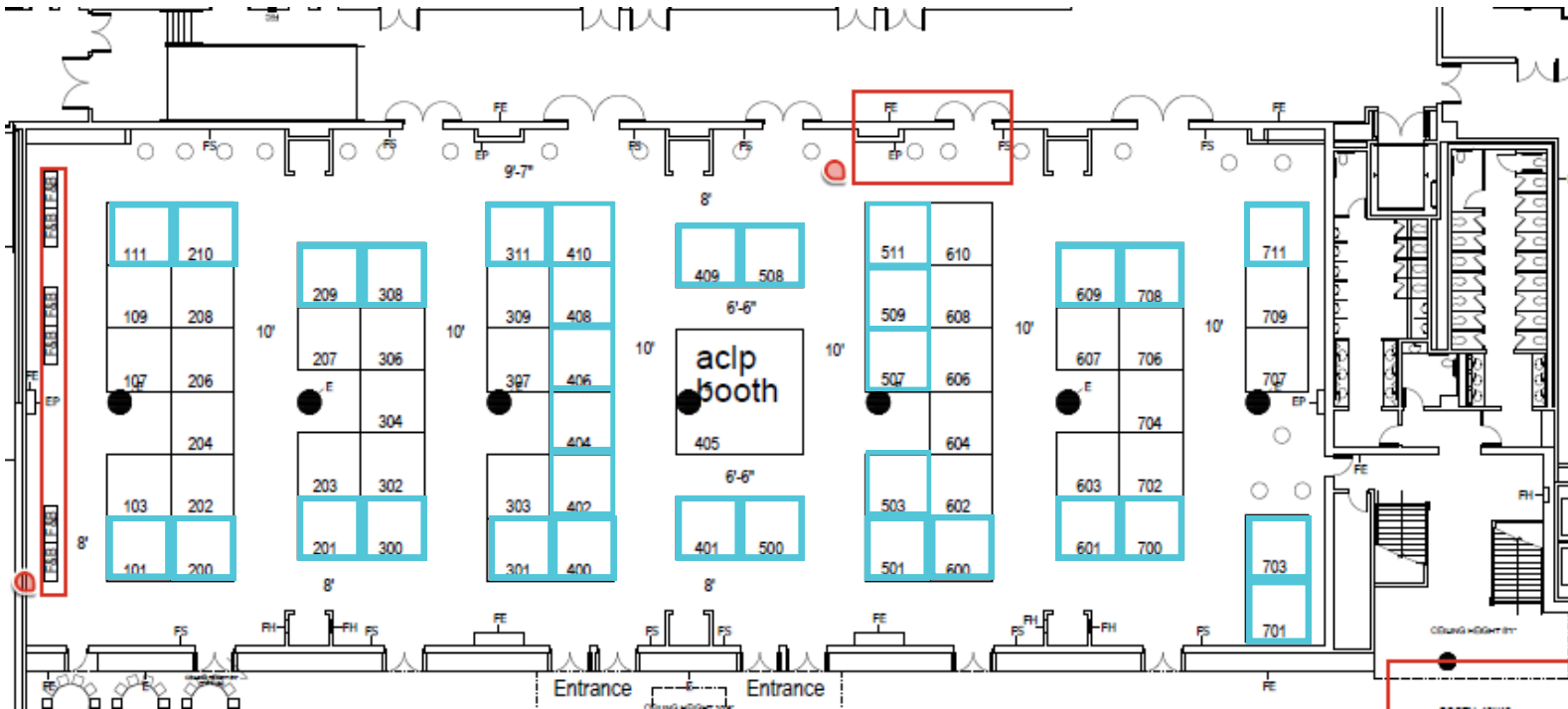
FOR PROFIT	STANDARD	PREMIUM
<b>EARLY BIRD</b> (through 2/28)	\$2,150	\$2,350
<b>STANDARD</b> (3/1- 4/30)	\$2,450	\$2,850
<b>MONTH OF EVENT</b> (5/1- Event)	\$2,950	\$3,350

**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

JW MARIOTT | Los Angeles, CA



## EXHIBIT HALL SCHEDULE

THURSDAY, MAY 23

FRIDAY, MAY 24

SATURDAY, MAY 25



# SPONSORSHIP OPPORTUNITIES

## TIERED SPONSORSHIPS

Tiered Sponsorship Benefits	Thought Leader \$15,000   Exclusive	Impact \$10,000   2 Available	Inspiration \$6,000   Unlimited
10'x10' Premium booth Includes 2 complimentary exhibit hall ONLY registrations	✓	✓	✓
Tote bag logo recognition		✓	
Exclusive lanyard logo recognition	✓		
Recognition at the Opening Keynote	✓		
Complimentary attendee list (mailing addresses only)	✓	✓	
30-minute session with title listed in Conference at a Glance program and mobile app	✓		
Complimentary full conference registration(s)	2	2	1
Push notifications via mobile app	2 (1 per day)	1	1
Complimentary ad in the ACLP Bulletin	✓	✓	✓
Complimentary conference website and mobile app ad	✓	✓	✓
Logo recognition on website and any on- site sponsor signage	✓	✓	✓
Complimentary Tote Bag Insert	✓	✓	✓

# SPONSORSHIP APPLICATION

## 2025 CHILD LIFE CONFERENCE

Completed applications should be submitted to Zack Buchanan at **ACLPL@theygsgroup.com**. Please call Zack (717) 430-2291 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 \$15,000
- Impact \$10,000
- Inspiration \$6,000

#### A LA CARTE SPONSORSHIPS

- WIFI Sponsorship \$7,500
- Bites & Bubbles Reception \$7,000
- Energize & Engage \$4,000
- Self Check-In \$3,500

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 Zack Buchman at ACLPL@theygsgroup.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 ACLPL@theygsgroup.com. **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.

## A LA CARTE SPONSORSHIPS

### WIFI Sponsor \$7,500 | Exclusive

Keep everyone connected and make a lasting impression as the exclusive Wi-Fi Sponsor! When attendees log in, they'll see:

- Landing page with your brand message
- Custom Wi-Fi password providing great visibility throughout the event.
- One Push Notification
- Tote Insert

### Bites & Bubbles Sponsor \$7,000 | Exclusive

Set the tone for our event by becoming the Bites & Bubbles Sponsor! As the host of the most anticipated networking session, your brand will be front and center as we welcome attendees with excitement and anticipation. Your sponsorship includes :

- Exclusive branding opportunities throughout the reception area, recognition in all event communications
- Tote Insert
- One Push Notification
- Signature Drink

### Energize & Engage Sponsor \$4,000 | Multiple

As a Energize & Engage sponsor, you'll have the exclusive opportunity to provide a delicious snacks and pick-me-ups to all attendees, giving your brand prime visibility and a memorable presence throughout the exhibit hall.

- Your company logo will be prominently displayed at the snack stations
- Tote Insert
- One Push Notification

### Self Check-In \$3,500 | Exclusive

A highly visible promotional opportunity at Registration, where all attendees will pick up their badges. Sponsor benefits:

- Sponsor logo recognition on signage around the self check-in kiosk area
- Recognition for being a sponsor on the ACLP website
- Tote Insert

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

## ADDITIONAL OPPORTUNITIES\*

### 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!
- Deadline: March 31, 2025

### Premier Exhibitor Package \$1,750 | 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:

- Tote Insert
- Scavenger Hunt
- One e-blast to registered attendees
- Premier Exhibitor Floor Cling & Recognition on on-site signage

### Tote Bag Insert \$750 | 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!

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.

### Scavenger Hunt \$400 | Multiple

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

**\*Must be an exhibitor to purchase any Additional Opportunities.**



# EXHIBITOR APPLICATION

## 2025 CHILD LIFE CONFERENCE



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### EXHIBITOR INFORMATION TO BE PUBLISHED

### CONTACT INFO/ADMIN ONLY

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

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	FOR PROFIT	STANDARD	PREMIUM
<b>EARLY BIRD</b> (through 2/28)	\$1,650	\$1,850	<b>EARLY BIRD</b> (through 2/28)	\$1,850	\$2,050
<b>STANDARD</b> (3/1-4/30)	\$1,950	\$2,250	<b>STANDARD</b> (3/1-4/30)	\$2,250	\$2,550
<b>MONTH OF EVENT</b> (5/1-Event)	\$2,250	\$2,650	<b>MONTH OF EVENT</b> (5/1-Event)	\$2,650	\$3,350

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

#### BOOTH TYPE

- Non-Profit
- For Profit

#### BOOTH PREFERENCE

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

#### ADDITIONAL OPPORTUNITIES

- Conference Digital Kit \$2,500
- Premier Exhibitor Package \$1,750
- Tote Bag Insert \$750
- Scavenger Hunt \$400

**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. 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. Cancellations received on or before **February 21, 2025** are eligible for a refund of 50% of the contracted booth amount. Cancellations received on February 22nd or later are non-refundable. 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 Zack Buchman at [ACLP@theygsgroup.com](mailto:ACLP@theygsgroup.com).

# 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 2025 ANNUAL CONFERENCE IN LOS ANGELES, CA.

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. Cancellations received on or before **February 21, 2025** are eligible for a refund of 50% of the contracted booth amount. Cancellations received on February 22nd or later are non-refundable. Sponsorships are due to be paid in full and are nonrefundable. Sponsorships are due to be paid in full and are nonrefundable. In the event ACLP cancels or alters the 2025 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 JW Marriott in Los Angeles, CA.

### 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 the JW Marriott. 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 or sponsors.

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 22, 23, and 24, 2025, 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 JW Marriott, 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 JW Marriott, 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.