



SPONSORSHIP & EXHIBITOR PROSPECTUS

California Statewide Homeless Education Conference

MAY 8-10, 2024 - SAN DIEGO, CA





GREETINGS!

Educating children and youth experiencing homelessness is changing rapidly and is a significant part of education's responsibility. With new advances in resources, products, services, and providers around the state and country. It is up to us to ensure homeless education professionals and those who work with the population are educated on the newest resources, policies and best practices, which is a significant part of our focus for our annual California Statewide Homeless Education conference.

We are excited to announce that the 2024 event will be held in San Diego, California from May 8-10, with more sessions than ever and a dedicated exhibition area.

Our inaugural conference in 2023 sold out in record time, and our 2024 event will be even larger and more thought-provoking. We hope you'll join us as we continue to take the second annual California Statewide Homeless Education conference to the next level.

We anticipate over 500 attendees, 60+ speakers, and up to 15 tabletop exhibits. This is an invaluable opportunity to build awareness for your brand among an audience of homeless education professionals from across California.

We offer a wide range of sponsorship opportunities to suit your needs outlined in the prospectus. Highly sought-after positions will sell out so we encourage you to get in quick.

Don't fit in a box? We're always excited to work with our sponsors to create tailored solutions to connect you with our audience. From break-out sessions, special products or anything else you think would be suitable. Contact us to discuss your needs!

On behalf of the entire conference planning team, we hope you'll choose to partner with us for what's shaping up to be our most exciting conference yet!

Sincerely,

Conference Team



About the Conference

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The California Homeless Education Technical Assistance Centers (HETACs), SchoolHouse Connection (SHC), and the California Department of Education (CDE) are partnering together once again to provide the second annual statewide homeless education conference. The theme for 2024 is: Diving Deep into Implementation.

This exciting conference will encourage participants to network with one another, build capacity during these challenging times, and learn strategies to navigate their roles and responsibilities for serving and supporting our children and youth experiencing homelessness.

Practitioners and other experts will share practical strategies and innovative programs to support children and youth from birth through college/career.

The conference will provide:

- Multiple opportunities to relate and reconnect.
- Inspiration to reimagine and transform your programs and practices.
- Creative moments to rest, reflect, and rejuvenate.
- Informative and interactive sessions on homeless education basics and beyond.





Top 3 Reasons to Sponsor/Exhibit

As a sponsor/exhibitor, you will gain visibility and multiple opportunities over the course of two days to promote your company's brand, products and services directly to the industry. This is your chance to uniquely position your company to this market, gaining the competitive edge to other industry players.

1. Relationship Building
2. Exposure and Brand Awareness
3. Face-to-Face Contact with Industry Prospects





What our attendees are saying....

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The connections we were able to make and the opportunity to learn what other districts do was an enriching experience.

Amazing learning and connections on best supporting our students and families experiencing homelessness, LOVED the student panel and their stories of overcoming!!

All the workshops I attended were wonderful! School districts' willingness to share their best practices is priceless and benefits all our students and families. The youth panel was amazing!!

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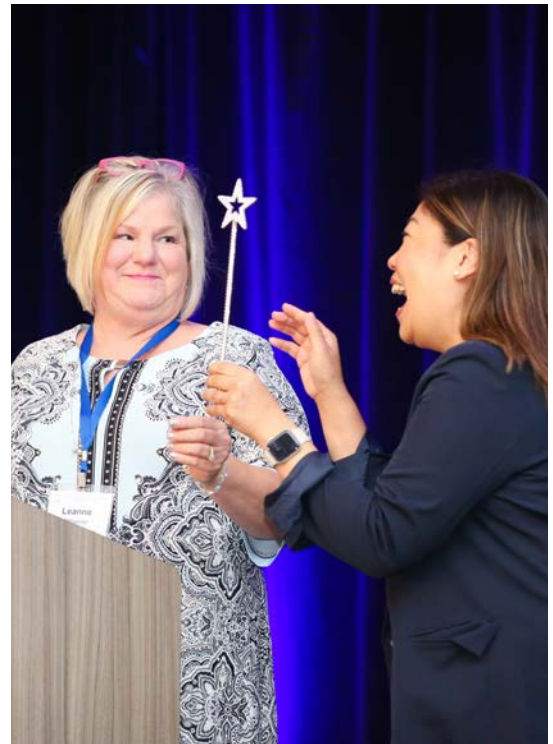


Fast Facts

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- ★ May 8-10, 2024
- ★ San Diego, CA
- ★ 500+ attendees
- ★ 60+ speakers
- ★ 30 sessions
- ★ Multiple tracks
- ★ Keynote Address
- ★ Inspiring Youth Panel
- ★ Visit the conference website:

www.cahomelesseducation.com



Photography by: Janis Foley Photography



Meet Our Audience

California Statewide Homeless Education Conference (CALHEC) anticipates over 500 attendees who support their homeless student populations from early education through K-12 and higher education. Participants work in school districts, charter schools, homeschools, higher education, nonprofit agencies and foundations, County Offices of Education, California Homeless Education Technical Assistance Centers, and the California Department of Education.

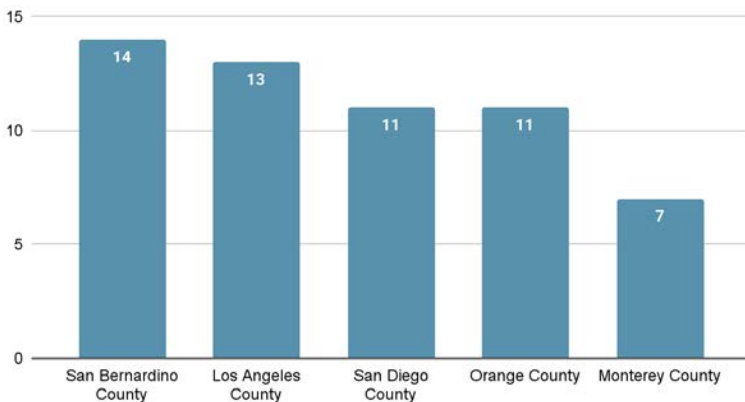
Job titles include McKinney-Vento Liaison, Superintendent and Assistant Superintendent, Principal and Assistant Principal, Education Coordinator, Counselor, Community School Coordinator, Foster-Homeless Youth Liaison, Director, Executive Director, Program Specialist, Resource Teacher and Social Worker, just to name a few.

Below is based on the 2023 Registration Data:

Location by County

Attendees represented 38 different Counties in CA

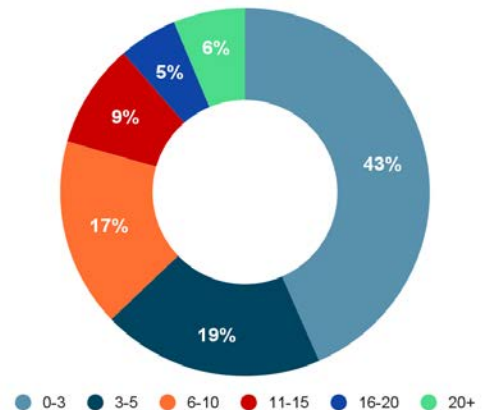
Top 5 Counties Represented at CALHEC



Experience Level

Diverse levels of knowledge & experience

Years Experience working with Homeless Student Populations



+42% primarily work with Students Experiencing Homelessness
+50% work with **BOTH** Students Experiencing Homelessness and Students in Foster Care



Sponsorship Opportunities

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Category / Item	Quantity	Investment	Page
Networking Welcome Reception - May 8	1	\$35,000	9
Networking Reception - May 9	1	\$35,000	9
Lunch Sponsor	1	\$20,000	10
Breakfast Sponsor	1	\$20,000	10
Youth Panel Sponsor	1	\$15,000	11
Refreshment Break Sponsor	3	\$10,000	10
WiFi Sponsor	1	\$9,000	12
Tote Bag	1	\$6,500	14
Photo Booth	1	\$5,500	15
Notepad & Pen	1	\$4,500	13
Hotel Key Card	1	\$4,500	13
Lanyard	1	\$2,500	15
Exhibitor	12	\$2,500	16-20
Hotel Room Door Drop	UNLIMITED	\$2,500	14
Tote Bag Insert	UNLIMITED	\$1,000	14



Networking Reception (2 Available)

\$35,000 - Exclusive OR \$17,500 - Co-Sponsor (limited to 2 per reception)

Sponsor one of two receptions and you'll provide all attendees with an excellent networking opportunity paired with refreshments and a delectable selection of hors d'oeuvres!

Reception on May 8, 2024: Kick off the conversation about your brand during our Opening Reception. Your company can host this evening with exclusive branding on all food and drink stations and prominently placed signage.

Reception on May 9, 2024: The networking reception wraps up the day's activities and offers your team a great opportunity to relax, connect, and engage with attendees in a less formal setting.

Before the Conference

- Sponsor recognition on the CALHEC website. Logo and link to your website on www.cahomelesseducation.com sponsorship page.
- Provided with the "Proud sponsor of CALHEC 2024" logo for use on marketing material.

During the Conference

- Opportunity to deliver Welcome Remarks (up to five minutes) at the Reception.
- Sponsor recognition on the CALHEC website and Event App. Logo and link to your website.
- Organization logo displayed on a looping slideshow in the General Session room throughout the conference.
- An opportunity to provide collateral and/or giveaways (prepared and shipped by sponsor) during the networking reception.
- Branded Napkins to be used during the Reception.
- CALHEC sponsor acknowledgment and expressions of gratitude from the stage during the Opening Session.

After the Conference

- Sponsor acknowledgement in the CALHEC 2024 post-event email.
- First right of refusal for a Reception sponsorship at CALHEC 2025.



Lunch Sponsor (2 Available)

\$20,000 - Exclusive OR \$10,000 - Co-Sponsor (limited to 2 per luncheon)

Our networking lunch partnership will give your team the ability to host our lunch hour while connecting and engaging with attendees.

Breakfast Sponsor (2 Available)

\$20,000 - Exclusive OR \$10,000 - Co-Sponsor (limited to 2 per breakfast)

Start the day off right by sponsoring one or both breakfasts during the conference!

Refreshment Break Sponsor (3 Available)

\$10,000 - Exclusive OR \$5,000 - Co-Sponsor (limited to 2 per break)

Give attendees the fuel they need to last through the day! We have two (2) morning refreshment breaks available and one (1) afternoon break available.

Before the Conference

- Sponsor recognition on the CALHEC website. Logo and link to your website on www.cahomelesseducation.com sponsorship page.
- Provided with the "Proud sponsor of CALHEC 2024" logo for use on marketing material.

During the Conference

- *Breakfasts and Luncheons Only:* Opportunity to deliver Welcome Remarks (up to five minutes) at the sponsored event.
- Sponsor recognition on signage displayed at each buffet station.
- Sponsor recognition on the CALHEC website and Event App. Logo and link to your website.
- Organization logo displayed on a looping slideshow in the General Session room throughout the conference.
- An opportunity to provide collateral, and/or giveaways (prepared by sponsor) to be distributed as a seat drop or displayed within the function area.
- CALHEC host acknowledgment and expressions of gratitude from the stage.

After the Conference

- Sponsor acknowledgement in the CALHEC 2024 post-event email.
- First right of refusal for sponsorship at CALHEC 2025.



Youth Panel Sponsor (1 Available) \$15,000

Youth and students experiencing homelessness are a vulnerable population. Align your company with this powerful presentation that everyone will be talking about well after the conference is over by sponsoring the youth panel discussion. Prominent recognition promoting your company will be displayed throughout the panel session and a company representative will be able to welcome the audience and introduce the panel of youth. Please note - CALHEC is responsible for selecting the speakers for this session.

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Before the Conference

- Sponsor recognition on the CALHEC website. Logo and link to your website on www.cahomelesseducation.com sponsorship page.
- Provided with the "Proud sponsor of CALHEC 2024" logo for use on marketing material.

During the Conference

- 3- minute sponsor spotlight prior to the keynote presentation to introduce your organization and the opportunity to introduce the youth panel themselves.
- Sponsor recognition on the CALHEC website and Event App. Logo and link to your website.
- Organization logo displayed on a looping slideshow in the General Session room.
- An opportunity to provide collateral and/or giveaways (prepared by sponsor) to be distributed as a tote bag insert.
- CALHEC host acknowledgment and expressions of gratitude from the stage.

After the Conference

- Sponsor acknowledgement in the CALHEC 2023 post-event email.
- First right of refusal for sponsorship at CALHEC 2025.



WiFi Sponsor (1 Available) \$9,000

Help all conference attendees get connected as the official WiFi sponsor. This sponsorship ensures great exposure throughout the event. WiFi access is a very popular feature with our attendees, making this a highly visible sponsorship.

Before the Conference

- Acknowledgement as WiFi Partner for CALHEC 2024
- Partner logo on all event marketing
- Sponsor recognition on the CALHEC website. Logo and link to your website on www.cahomelesseeducation.com sponsorship page.
- Provided with the "Proud sponsor of CALHEC 2024" logo for use on marketing material

During the Conference

- Company logo on signage that includes WiFi login instructions.
- Sponsor recognition on the CALHEC website and Event App. Logo and link to your website.
- Organization logo displayed on a looping slideshow in the General Session room throughout the conference.

After the Conference

- First right of refusal for the WiFi Sponsor at CALHEC 2025





Lanyard Sponsor (1 Available) \$2,500

These lanyards are used by all 500+ attendees to hold and display their badges. As the sponsor, your company name and logo will be seen throughout the conference — on the floor, in classrooms, and at networking functions. With this sponsorship all conference attendees become a walking “billboard” for your company/firm.

Benefits

- Company name and/or logo printed on the lanyards distributed to all Conference participants.
- 1-color imprint, sponsor will be given final proof to review. CALHEC will manage the production and distribution. All you have to do is provide your company logo.
- Provided with the “Proud sponsor of CALHEC 2024” logo for use on marketing material
- Sponsor recognition on the CALHEC website and Event App. Logo and link to your website.



Hotel Key Card Sponsor (1 Available) \$4,500

Place your branding directly in the hands of attendees as they check in to the hotel with a custom advertising message on the keycard. Capture attention and provide maximum exposure as attendees use their key cards multiple times each day.



Benefits

- Sponsor recognition on the CALHEC website and Event App. Logo and link to your website
- Provided with the “Proud sponsor of CALHEC 2024” logo for use on marketing material.
- Your full color logo/artwork is prominently displayed on the front of each hotel key card and includes production, shipping, and distribution of key cards.
- Key cards are distributed Tuesday through Friday to all attendees staying within the CALHEC room block at the Town & Country Hotel.



Tote Bag Sponsor (1 Available) \$6,500

You'll get "carried away" with this sponsorship - literally! These bags live on well past the event.

Benefits

- Conference bag will include your logo along with the CALHEC logo.
- Ability to include a piece of collateral inserted into the conference bag. CALHEC will pre-stuff it with your company brochure or small giveaway item. (Sponsor is responsible for the production of collateral and shipping and handling to the conference site)
- Sponsor recognition on the CALHEC website and Event App. Logo and link to your website.
- Provided with the "Proud sponsor of CALHEC 2024" logo for use on marketing material



Tote Bag Insert (Multiple Available) \$1,000

Capture the attention of attendees by inserting a product sample or literature (flyer) into the official conference bag. Bags will be distributed to all attendees as they check in at registration. CALHEC will provide the bag stuffing services, you design, print and ship your insert. Voila!



- CALHEC will pre-stuff bags with your company brochure and/or small giveaway item. (Sponsor is responsible for the production of collateral and shipping and handling to the conference site)
- General Specifications: One item per Sponsor or Exhibitor • Quantity per insert - 600 • Size maximum - 9" x 12" x 1" • Weight maximum - 4 ounces

Hotel Room Drop (Multiple Available) \$2,500

Gain a competitive advantage by having a company promotional piece delivered directly to the attendees under the hotel room door on either Day 1 or Day 2 of the conference. The drop will be delivered to ALL rooms in the CALHEC block at the Town & Country which will be at least 450 guest rooms, dependent upon final attendance.

- General Specifications: One Sheet/Paper/Hanger/Letter/Flyer. (Sponsor is responsible for the production of collateral and shipping and handling to the conference site)



Notepad & Pen Sponsor (1 Available) \$4,500

Showcase your company logo on all the conference notepads as attendees take notes throughout the event. Sponsorship includes a branded notebook with pen.

Benefits

- Distributed to attendees at registration or made available on session tables.
- 1-color logo imprint on conference notebook. CALHEC will manage the production and distribution. All you have to do is provide your company logo.
- Sponsor recognition on the CALHEC website and Event App. Logo and link to your website.
- Provided with the *"Proud sponsor of CALHEC 2024"* logo for use on marketing material
- Organization logo displayed on a looping slideshow in the General Session room throughout the conference.

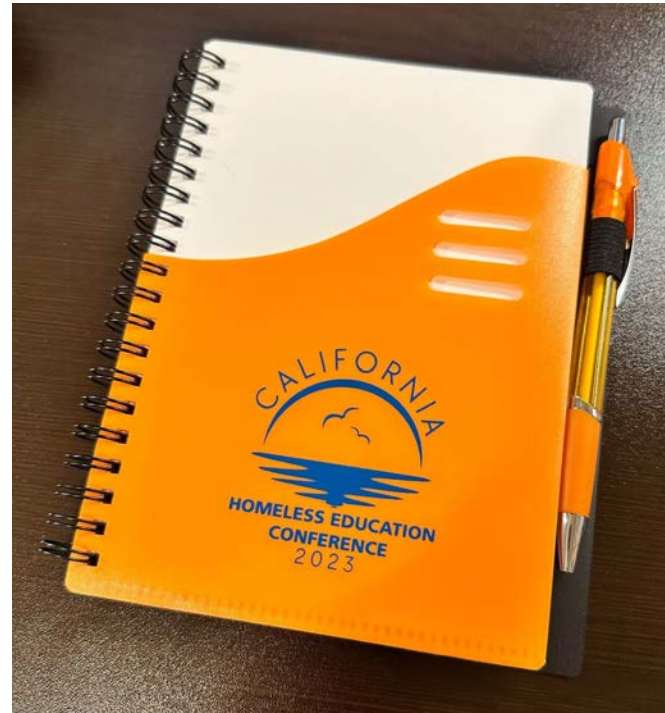


Photo Booth Sponsor (1 Available) \$5,500

Looking to go viral? As the Photo Booth Sponsor, your logo will appear on all of the digital and printed photos taken at the Photo Booth and shared by conference participants on social media.

- Your organization's logo will be prominently displayed on all digital images and printed photos taken by our photographer at the photo booth. All you have to do is provide your company logo.
- Sponsor recognition on the CALHEC website and Event App. Logo and link to your website.
- Provided with the *"Proud sponsor of CALHEC 2024"* logo for use on marketing material.
- Organization logo displayed on a looping slideshow in the General Session room throughout the conference.



Exhibitor (12 Available) \$2,500

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Present your product and services to attendees in the exhibit space.

Exhibitor Guidelines: Exhibitors must represent products and services that support homeless education. Exhibitors may not permit any other party to exhibit in their space, showcase goods or services other than those manufactured or distributed by the contracting exhibitor, or permit the solicitation of business by other parties within their booth space.

Qualifications Of Exhibitor: CALHEC, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to organizations who supply products, services, tools, equipment, and resources to better support homeless education and the children and youth that they serve. CALHEC reserves the right to restrict or remove any exhibit which CALHEC, in its sole discretion, believes is objectionable or inappropriate. CALHEC reserves the right at any time to refuse the rental of exhibit space to any company whose display of goods or services is not, in the opinion of show management, compatible with the general character and objectives of the exhibition, or to remove or change exhibits it finds offensive.

Contract Process and Deadline: All tabletop exhibit contracts can be submitted [here](#).

Before the Conference

- Exhibitor recognition on the CALHEC website. Logo and link to your website on the www.cahomelesseducation.com exhibitor and sponsor page.
- Provided with the "Proud exhibitor of CALHEC 2024" logo for use on marketing material

During the Conference

- Multiple face-to-face networking opportunities with attendees during the event.
- Recognition on the CALHEC website and Event App. Logo and link to your website.
- Organization logo displayed on a looping slideshow in the General Session room throughout the conference.
- 1 full conference pass.

After the Conference

- Sponsor acknowledgement in the CALHEC 2024 post-event email.
- First right of refusal to exhibit at CALHEC 25



Exhibit Fee Includes:

- (1) 6-foot skirted table
- (2) chairs
- (1) wastebasket
- (1) full conference pass

Exhibitor Schedule: *(schedule subject to change)*

Set-Up:

Wednesday, May 8: 1:00 - 5:00 pm

Exhibit Hours:

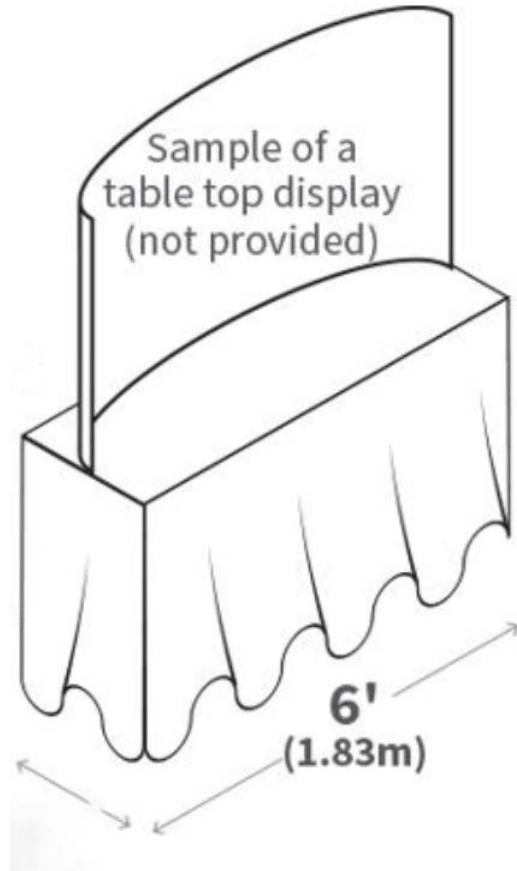
Wednesday, May 8: 5:00 - 6:00 pm

Thursday, May 9: 7:00 - 8:30 am, 10:30 - 11:00 am; 3:00 - 3:30 pm

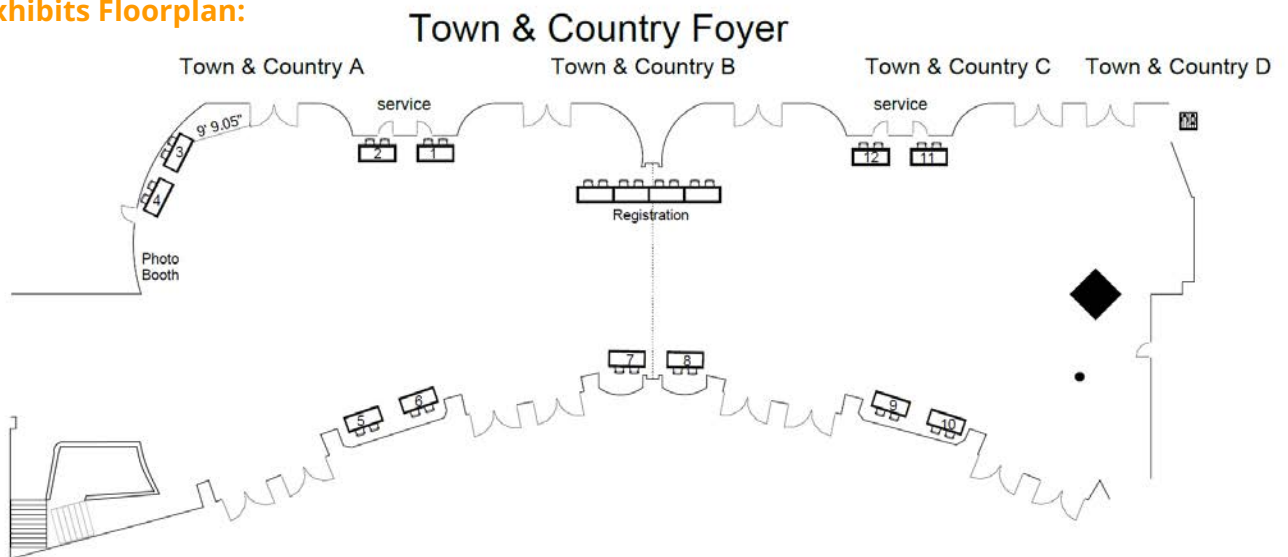
Friday, May 10: 7:00 - 8:00 am, 9:45 - 10:15 am; 11:30 - 11:45 am

Tear Down:

Friday, May 10: 11:45 am - 2:00 pm



Exhibits Floorplan:





Exhibitor Rules & Regulations

All exhibitors participating in the 2024 California Statewide Homeless Education Conference must abide by the following rules and regulations:

CONFERENCE MANAGEMENT: The California Statewide Homeless Education Conference (CALHEC) is produced and managed by partners from the California Department of Education (CDE), Los Angeles County Office of Education (LACOE), the California Homeless Education Technical Assistance Centers (HETACs) and SchoolHouse Connection (SHC). Rulings by the CALHEC Conference Management team and their representatives shall in all instances be final, with regard to the use of any exhibit space and any interpretation and application of these rules and regulations. All matters and questions not covered by these rules and regulations are also subject to the discretion of the CALHEC Conference Management team.

TABLETOP EXHIBIT SPACE CONTRACT SUBMISSION AND SPACE ASSIGNMENT: All space assignments are made on a first-come, first-served basis, established by the date the contract was submitted and the payment was received.

Once a contract has been submitted, it is understood that the exhibitor and CALHEC Conference Management have entered into a legal, binding contract with respect to quantity and size of exhibit space requested and the use thereof and all other matters included in the contract. Preliminary space assignments requested in the contract will be placed on hold and, if payment is not received according to the payment policy, the preliminary space assignment will be released back into general inventory for other companies to select. The exhibitor is still responsible for the quantity and size of space requested on the contract and will be required to select new space assignments when payment is received, based on current availability at that time. Exhibit space contract terms are not voided in the event of nonpayment.

CALHEC Conference Management reserves exclusive rights to allocate exhibit space in a manner most appropriate to the objectives of its conferences/conventions. However, CALHEC Conference Management reserves the right to alter the space assignments due to unforeseen circumstances. Special considerations will be given with regard to the date CALHEC Conference Management receives a signed exhibitor contract. All decisions will be final and binding. Special requests cannot be guaranteed.

PAYMENT POLICY: The full tabletop exhibit fee is due within 30 days of the submission of the exhibit space contract. For space reserved after April 1, 2024, the full exhibit fee is due upon receipt.

TABLETOP EXHIBIT CANCELLATION POLICY: Tabletop exhibit cancellations must be submitted to CALHEC Conference Management in writing (education@cahomelesseducation.com), and based on the date such notification is received by CALHEC Conference Management, the following cancellation fees will apply.

- Between January 1, 2024 and March 31, 2024: 50% of total exhibit rental
- After April 1, 2024: 100% of exhibit rental



EXHIBIT SPACE REDUCTION POLICY: All requests to reduce the size of contracted tabletop exhibit space must be submitted to CALHEC Conference Management in writing (education@cahomelesseducation.com) and will be subject to the terms outlined below. Space reductions may also result in the reassignment of space.

- Between January 1, 2024 and March 31, 2024: Exhibitor is responsible for 75% of the tabletop exhibit rental for the original space contracted.
- After April 1, 2024: Exhibitor is responsible for 100% of the original tabletop exhibit space rental fee. No refunds will be issued.

TABLETOP EXHIBIT DESIGN AND USE: Each tabletop exhibit package includes one 6' skirted table, 2 chairs and a wastebasket. Exhibitors may bring in their own tabletop display or backdrop. Tabletop displays set on the table must not exceed 8' in height (including the height of the table) and full-size backdrops must not exceed 8' in height and be placed behind, so as to not obstruct the view of exhibitors next to them. Exhibits not conforming to these specifications will be prohibited.

CALHEC Conference Management reserves the right to reject any booth deemed objectionable by CALHEC Conference Management standards. CALHEC Conference Management also reserves the right, in the best interest of the exhibition, to relocate exhibitor space.

EXHIBIT STAFF REGISTRATION: Each tabletop exhibit package includes one full exhibitor conference registration, which grants access to all educational sessions, networking events, and meals. Additional exhibitor conference registrations are available for purchase. Exhibitors are required to pre-register all exhibit staff by April 22, 2024. Instructions will be sent in the Exhibitor Guide. Payment must accompany your registration. Refunds will not be issued for any no-shows.

HOSPITALITY EVENTS/MEETINGS: Exhibitors wishing to hold receptions, staff meetings, focus groups, or other small gatherings may do so, but the timing of these functions must not conflict with educational sessions, exhibit hall hours, or official evening social events. CALHEC Conference Management must approve all requests for ancillary events. Requests made directly to the official hotel will not be accepted without CALHEC Conference Management approval. An affiliate event fee may also be assessed.

EXHIBITOR ELIGIBILITY: CALHEC Conference Management shall determine the eligibility of any company, product, or service. CALHEC Conference Management may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of CALHEC Conference Management. In the event an application is not accepted, any paid space rental fees or deposits will be returned. The agreement is binding upon receipt and acknowledgement by CALHEC Conference Management.



GENERAL CONDUCT: The following practices are prohibited by decision of CALHEC Conference Management:

- Noisy mechanical or electrical equipment that will interfere with other exhibitors
- Canvassing or distributing any material outside an exhibitor's own space
- Subleasing of an exhibit space
- The use of billboards, advertisements, or the display of signs outside the exhibit area
- Mass entertainment activities sponsored by exhibiting companies, away from the headquarters hotel
- Publicizing or maintaining any extracurricular activities, inducements, demonstrations, or displays outside the exhibit area, during exhibit hours
- Entry into another exhibitor's booth without permission
- Photographing, video recording, or examining another exhibitor's equipment without permission
- The use of live or recorded music in an exhibitor's booth

DIGNITY: It is intended that the California Statewide Homeless Education Conference (CALHEC) shall be a serious and dignified offering. Unethical conduct, including but not limited to entry into another exhibitor's booth without permission, or infraction of rules on the part of exhibitors or their representatives, could lead to CALHEC Conference Management taking any action it deems appropriate, including expulsion or suspension of an exhibiting company. It is agreed that if such action is taken, no refund shall be made by CALHEC Conference Management, and no demand for redress will be made by the exhibitor or his representatives. It is also agreed that disregard for any rule stated here is considered a just reason for CALHEC Conference Management to prohibit an exhibitor from attending all future CALHEC Conference Management activities.

LIABILITY: The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and leave CALHEC Conference Management and their partners and agents blameless in all claims or fines and attorney's fees arising out of or caused by the sole negligence of the convention center/hotel, its employees, or agents. In addition, the exhibitor acknowledges that CALHEC Conference Management, their partners and agents, and the hotel do not maintain insurance covering the exhibitors' property and that it is the sole responsibility of the exhibitor to obtain such coverage. The exhibitor assumes all responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought on the convention center/hotel premises and shall indemnify and leave blameless the convention center/hotel and agents and employees in any and all such losses, damages, and claims unless losses are the direct result of the convention center or hotel's negligence.

INSURANCE: Exhibitors are urged to take out a portal-to-portal rider, available for a nominal fee, on their own insurance policies, protecting them against loss, theft, fire damage, etc. To avoid damage to equipment, please remain with your exhibit until crates are provided and requested labor is available. Watchmen are appointed; however, CALHEC Conference Management, their partners and agents, and the hotel will not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc. No volatile or flammable substances or materials of any nature that are prohibited by local ordinance, the fire prevention bureau, or insurance carriers may be used in any booth. The use of any crepe or corrugated paper is prohibited.



How to Get Started:

- To reserve your Exhibitor Booth and lock-in your Sponsorship click [here](#). Confirmation is subject to approval by the Conference Committee.
- Payment may be made by credit card or check. An invoice will be forwarded to the listed contact upon receipt of a signed agreement, and payment must be made within 30 days of invoice. Checks should be made payable to SchoolHouse Connection (Tax ID: 81-5042929).
- Sponsorships are nonrefundable and are nontransferable. Your invoice and instructions for processing payment will be emailed five business days after your application has been accepted by CALHEC. Sponsorship benefits will not begin until payment has been received.

For more information on partnership and exhibition sales opportunities please contact:

Laura Howe, CMP

Meeting & Conference Education
education@cahomelesseducation.com

