

Symposium 2026

May 3-6, 2026 | Arlington, VA

Join Us

Child Care Aware® of America's Symposium brings together early care and education professionals, Child Care Resource and Referral (CCR&R) organizations, state and community leaders, policymakers, advocates, and allies from across the nation. As the premier gathering for child care and early childhood leaders, you will have the chance to connect with your target audiences, elevate your brand, and generate high-quality leads that support your goals.



Who Will Be There

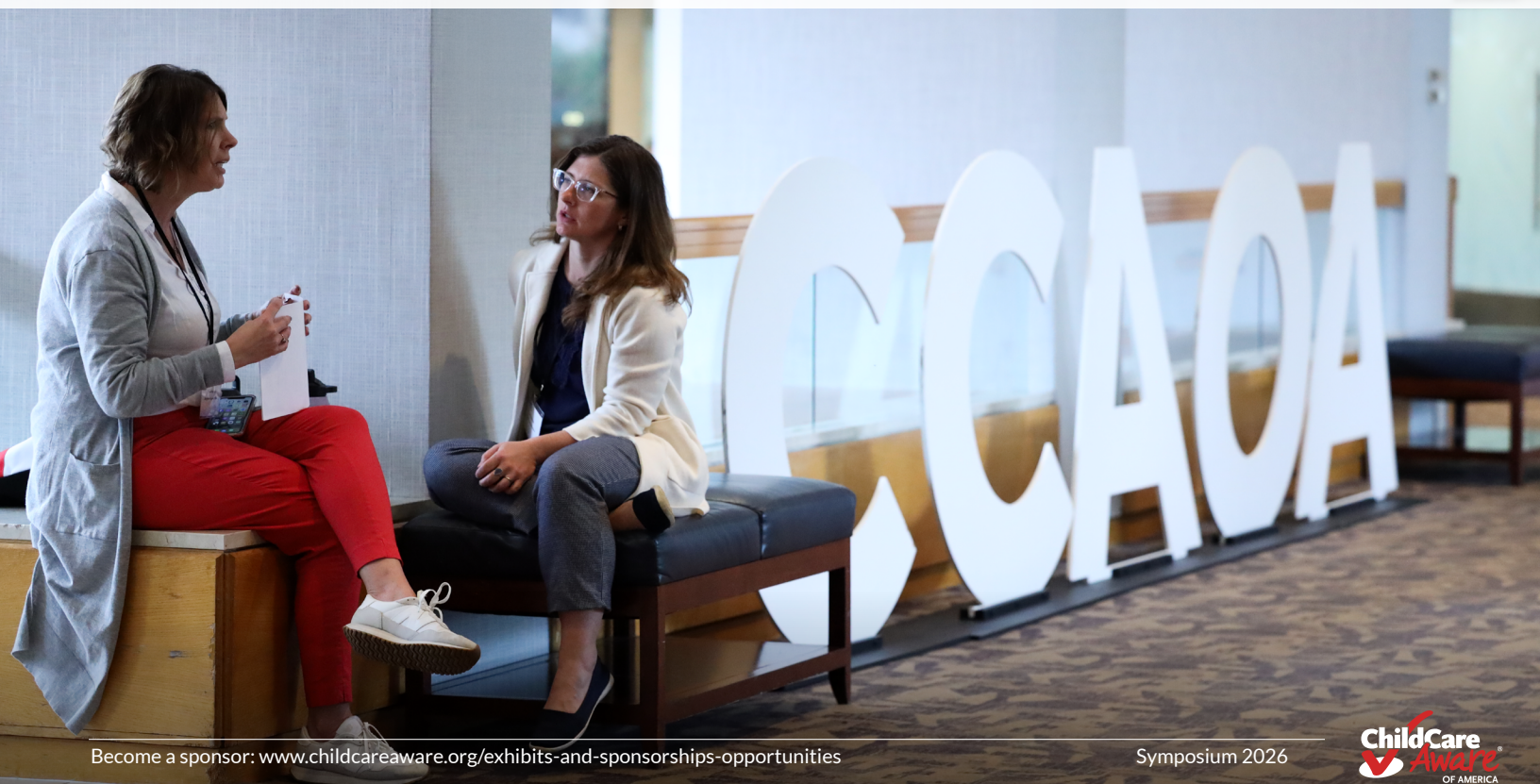
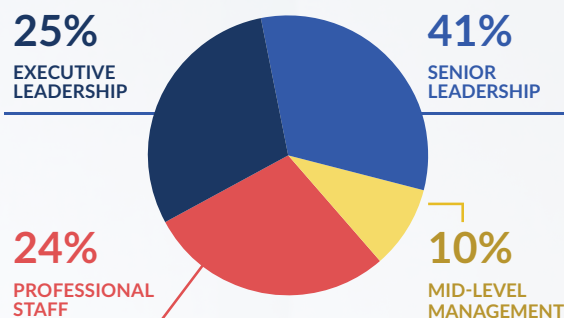
Each year, the Child Care Aware® of America Symposium brings together over 400 child care leaders from across the country, including CCR&Rs, state system decision-makers, policymakers, and senior organizational leaders.

Symposium 2025 Attendee Make Up



16 Exhibitors & Sponsors

39% of attendees self-identified as systems leaders.



Sponsorship Packages

Make your mark at Symposium 2026 with targeted opportunities that deepen engagement with attendees. Choose a sponsorship level that aligns with your goals and connect with leaders, decision-makers, and influencers in the early care and education field.

CHANGEMAKER \$15,000	TRAILBLAZER \$7,500	INNOVATOR \$5,000
Exclusive; only ONE available This premier package puts your brand in the spotlight from start to finish.	Perfect for organizations ready to lead and inspire. Gain strong visibility and personal access to attendees.	For bold thinkers and emerging leaders, this package offers smart exposure and access on a budget.

Brand Recognition: Logo Placement

Event Website	✓ (with a linkback to your website's About page)	✓ (with a linkback to your website's About page)	✓
Digital Event Program (PDF)	Primary placement	✓	✓
Pre-event Emails (3*)	Primary placement	✓	✓
Post-event Email (1)	Primary placement	✓	✓
Onsite Signage	Primary placement	Secondary placement	Tertiary placement
Printed Banner	Primary placement	Secondary placement	Tertiary placement
Main stage carousel	Primary placement	Secondary placement	Tertiary placement
Event App Banner w/Logo	✓	✓	
Push Notification	✓ 1 (per day)	✓	
Gamification Sponsor w/Push Notifications	✓ 1 (per day)		

Direct Engagement: Exhibit Hall

Exhibition Booth (6' table)	Priority placement near high-traffic areas (e.g., registration, session entrances, food stations). First choice of table location, selected in advance of all other sponsors.	Preferred placement assigned after Priority selection. High-visibility spots prioritized by registration date and event layout.	Standard placement assigned by event staff based on overall flow and availability.
-----------------------------	--	--	---

Networking & Learning: Conference Registration

Complimentary Registrations	2	1	1
10% Discount on group registration of customers or staff	✓	✓	✓

Symposium Reception | \$25,000

Position your brand as the host of the Symposium reception—the event’s top networking opportunity. Includes prominent branded signage, recognition in all reception communications, and verbal acknowledgment during the event.

À La Carte Options

Don't miss the chance to maximize your visibility, engagement, and impact at Symposium 2026! Some options are not available alone but as enhancements to an existing sponsorship package.

Headshot Booth Sponsor | \$5,500

Headshots offer attendees a lasting professional benefit—one of the simplest ways to elevate their careers and spotlight the professionalism of the early childhood field. By sponsoring the Headshot Booth, your company receives prominent visibility onsite and long after the event ends as attendees download and share their portraits.

Banner Placement | \$2,000

Get guaranteed, high-frequency visibility at the top of the event app. Rotating banners offer expanded reach as attendees navigate the app throughout the Symposium.

Direct Notifications | \$1,000 each

Reach every attendee instantly with a branded push notification—ideal for spotlighting your sessions, giveaways, or booth visits to drive immediate action.

Premium Booth Upgrade | \$500

Move your exhibit to a prime location for greater visibility and increased attendee foot traffic.

Rate & Celebrate Sponsor | \$500

Encourage attendees to complete evaluation surveys by sponsoring one of 12 gift card raffle prizes. Your logo will appear on all session evaluation signage, in the main ballroom slideshow, and when prizes are announced.

Sponsor Spotlight Passport | \$500

Guarantee booth traffic by being included on the official Sponsor Passport. Attendees must visit participating booths to qualify for a prize, creating intentional engagement and memorable interactions.

Supporter | Starting at \$500

For partners who believe in the power of early care and education leaders, this tier offers a simple and heartfelt way to give back. Your contribution supports the overall success of Symposium 2026 and helps ensure child care professionals, advocates, and community leaders have the resources they need to learn, connect, and spark real change—without requiring an exhibit or booth presence.

Take a Break Sponsor | \$500

Support attendee wellness by sponsoring one of our curated break-room activities. From mindfulness moments to creative recharge stations, your company will receive signage and acknowledgment at the activity location, offering organic visibility while attendees reset, relax, and refuel.

Virtual Exhibitor Booth | \$500

Perfect for organizations unable to attend in person. Gain a dedicated presence inside the event app with your logo, company overview, resources, and direct links. Attendees can explore your offerings, download materials, and contact your team—allowing you to build visibility and generate leads without being onsite.

RESERVE YOUR SPONSORSHIP TODAY



Scan the QR Code or go to:

www.childcareaware.org/exhibits-and-sponsorships-opportunities

Questions? Email us!

partnerships@usa.childcareaware.org



www.ChildCareAware.org