



Leadership Institute 2024

# Exhibitor FAQ

Welcome to Child Care Aware® of America's Exhibitor FAQ. We are delighted to welcome your participation in our annual Leadership Institute: Strong Leaders, Strong Child Care. This document functions as a centralized source of information regarding the event. Below, you will find comprehensive answers addressing commonly asked questions for Leadership Institute 2024.

## Event Logistics

### Q: What is the date and location of Symposium?

CCAoA's Leadership Institute is being held the **Radisson Hotel in Downtown Salt Lake City, UT from October 16-17th.**

### Q: What are the setup and breakdown times for exhibitors during the event?

There will be a designated set up time on October 15th starting at 3pm. Exhibitors agree to have set-up complete one hour prior to show opening the morning of October 16th, Exhibitors agree not to dismantle the exhibit or do any packaging before the close of the show. The dismantle time will begin around 5pm on then 17th.

### Q: What are the booth specifications?

Each exhibitor booth comprises of a 6 ft table, tablecloth, and 2 chairs. Exhibits, tables, curtains, displays, or storage must not encroach into aisles, exits, or obstruct any areas during the show.

### Q: Is there Wi-Fi available for exhibitors?

Yes, complimentary Wi-Fi is provided by the hotel.

### Q: Are there any restrictions on promotional materials?

Exhibitors must ensure promotional materials do not conflict with official conference sponsorships. When uncertain, please consult conference staff.

## Promotional Opportunities

### Q: Can we distribute promotional materials outside of our booth space?

Canvassing outside of your designated exhibit space within the Radisson Hotel or the hotels in the CCAoA Housing Block is strictly prohibited.

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## Registration and Booth Staff

### Q: How can I register my booth staff?

Utilize the provided link, sent after payment confirmation, to register your complimentary registrants according to your sponsorship level.

### Q: Can we bring additional staff members beyond the allotted number? Are there any additional fees for registering booth staff?

Sponsors may bring additional attendees beyond the sponsorship package limits, who must pay to attend. For further details, contact your CCAoA representative.

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## Exhibitor Services

### Q: Will there be on-site assistance for exhibitors?

CCAoA staff will be available throughout the event for assistance and inquiries.

### Q: Is there a designated area for exhibitor storage?

Yes! CCAoA will provide extra space during the event. CCAoA is not liable for the items stored during the Leadership Institute.

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## Event Schedule and Activities

### Q: Can we attend other sessions or workshops during the event? Are there any special activities or sessions for exhibitors?

Exhibitors are encouraged to attend most Leadership Institute sessions. However, some sessions may be open only to attendees. Reach out to your CCAoA representative if you have any questions.

## Media and Marketing Opportunities

**Q: Can we submit press releases or announcements about our participation?**

Yes, please share your participation with your audience. Utilize the provided “I am a sponsor” graphics to showcase your dedication to improving Child Care. For more details, contact your CCAoA representative.

**Q: Will there be a social media campaign for the event?**

Yes! Follow along with [#CCAoALeadershipInstitute24](#) on all social media platforms for updates.

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## Contact Information

**Q: Is there a dedicated exhibitor support team?**

**Sarah Fiorito** is the designated point of contact for exhibitor support. Please reach out to her at [sarah.fiorito@usa.childcareaware.org](mailto:sarah.fiorito@usa.childcareaware.org). In her absence, approach the registration team for assistance.

**Q: How can I reach out for technical assistance or troubleshooting during the event?**

If your exhibitor table has AV needs, please reach out to Randy Martin at [rmartin88@me.com](mailto:rmartin88@me.com) and inform them of the event name, date, your AV needs, and your sponsor information. For other troubleshooting needs, seek assistance from dedicated CCAoA staff members.