



# **BIGGER BETTER BOLDER**

**A NEW LEGACY FOR FCC**

## **35th National Family Child Care Conference**

**July 31 - August 2, 2025  
Pre-Conference Starts July 30**

**Hilton Anatole  
Dallas, Texas**





Since 1982, the National Association for Family Child Care (NAFCC) has been supporting Family Child Care (FCC) throughout the country as educators make the intentional choice to offer high quality early care and education in their homes. More children spend time in home-based childcare than any other childcare setting (NSECE, 2016). According to the National Survey of Early Care and Education (NSECE), there are one million paid providers caring for children in a home of the provider, caring for three million children from birth to age five in these settings.

FCC programs are a critical and often invisible component of the child care industry that serves many of the most vulnerable children and families, particularly in rural communities; within communities of color; for low-income families who work non- traditional hours, shift, hourly or “gig” economy jobs; and for infants and toddlers who are least likely to access center-based care.

NAFCC’s mission is to support and leverage a nationwide network of providers and partners in expanding and promoting the power of FCC. We are the only national professional association dedicated to promoting high-quality early childhood experiences in the unique environment of FCC programs.

There are approximately 3800 NAFCC members across 45 states. Our Annual Conference brings 800-1000 educators from across the country together for three days. All conference announcements, which include conference sponsorships, are sent to our entire contact list, which reaches over 30,000 people.



# SPONSORSHIP LEVELS

## Bronze \$5,000

- 1 VIP seating at plenaries, Toast to Quality, and luncheon
- 1 exhibit booth\* (8' x 10') in exhibit hall (valued at \$2,200)
- Business card, 4-color ad in conference program (valued at \$500)
- \$100 off a 1 full conference registration
- Company Name and Logo on all National Conference Promotional Materials (including conference signage, social media, event promotions, and event website)

## Silver \$10,000

- 1 full conference registration including reception and luncheon (valued at \$589)
- 3 VIP seating at plenaries, Toast to Quality, and luncheon
- 1 exhibit booth (8' x 10') with prime high traffic location (valued at \$2,200)
- Quarter-page, 4-color ad in conference program (valued at \$700)
- Company name and logo in rotating signage from conference main stage
- Company Name and Logo on all National Conference Promotional Materials (including conference signage, social media, event promotions and event website)

## Gold \$15,000

*(1 available)*

- Podium recognition by Executive Director or Board Chair
- 2 full conference registration including reception and luncheon (value at \$1,178)
- 6 VIP seating at plenaries, Toast to Quality, and luncheon
- 1 exhibit booth (8' x 10') with prime high traffic location (valued at \$2,200)
- Half- page, 4-color ad on inside back cover of conference program (valued at \$1,150)
- Bag Insert (value at \$1,200)
- Company name and logo in rotating signage from conference main stage
- Company Name and Logo on all National Conference Promotional Materials (including conference signage, social media, event promotions and event website)



## Diamond \$50,000

(1 available)

- WHOVA APP Branding
- Welcome Speaker
- Exhibit booth area (prime location)
- Podium recognition by Executive Director or Board Chair. Sponsors will be allowed to show a 4–5-minute promotional video.
- 1 VIP Table at plenaries, Toast to Quality Reception, and luncheon
- 3 full conference registration including reception and luncheon (valued at \$1,767)
- NAFCC VIP basket will be delivered to the hotel room.
- 2 exhibit booths (8' x 10') with prime location (valued at \$4,400)
- Full-page, 4-color ad on inside cover of conference program (valued at \$2,000)
- Bag Insert (value at \$1,200)
- Prominent placing of company name and logo in rotating signage from conference main stage
- Company Name and Logo on all National Conference Promotional Materials (including conference signage, social media, event promotions, event wear and event website)
- Attendee email list provided via email after the conference. Please email [conference@nafcc.org](mailto:conference@nafcc.org) to obtain a final attendee list.

## Platinum \$25,000

(1 available)

- WHOVA APP Branding
- Podium recognition by Executive Director or Board Chair. Sponsors will be allowed to show a 4–5-minute promotional video.
- 1 VIP Table at plenaries, Toast to Quality Reception, and luncheon
- 3 full conference registration including reception and luncheon (valued at \$1,767)
- NAFCC VIP basket will be delivered to the hotel room.
- 2 exhibit booths (8' x 10') with prime location (valued at \$4,400)
- Full-page, 4-color ad on inside cover of conference program (valued at \$2,000)
- Bag Insert (value at \$1,200)
- Prominent placing of company name and logo in rotating signage from conference main stage
- Company Name and Logo on all National Conference Promotional Materials (including conference signage, social media, event promotions, event wear and event website)
- Attendee email list provided via email after the conference. Please email [conference@nafcc.org](mailto:conference@nafcc.org) to obtain a final attendee list.



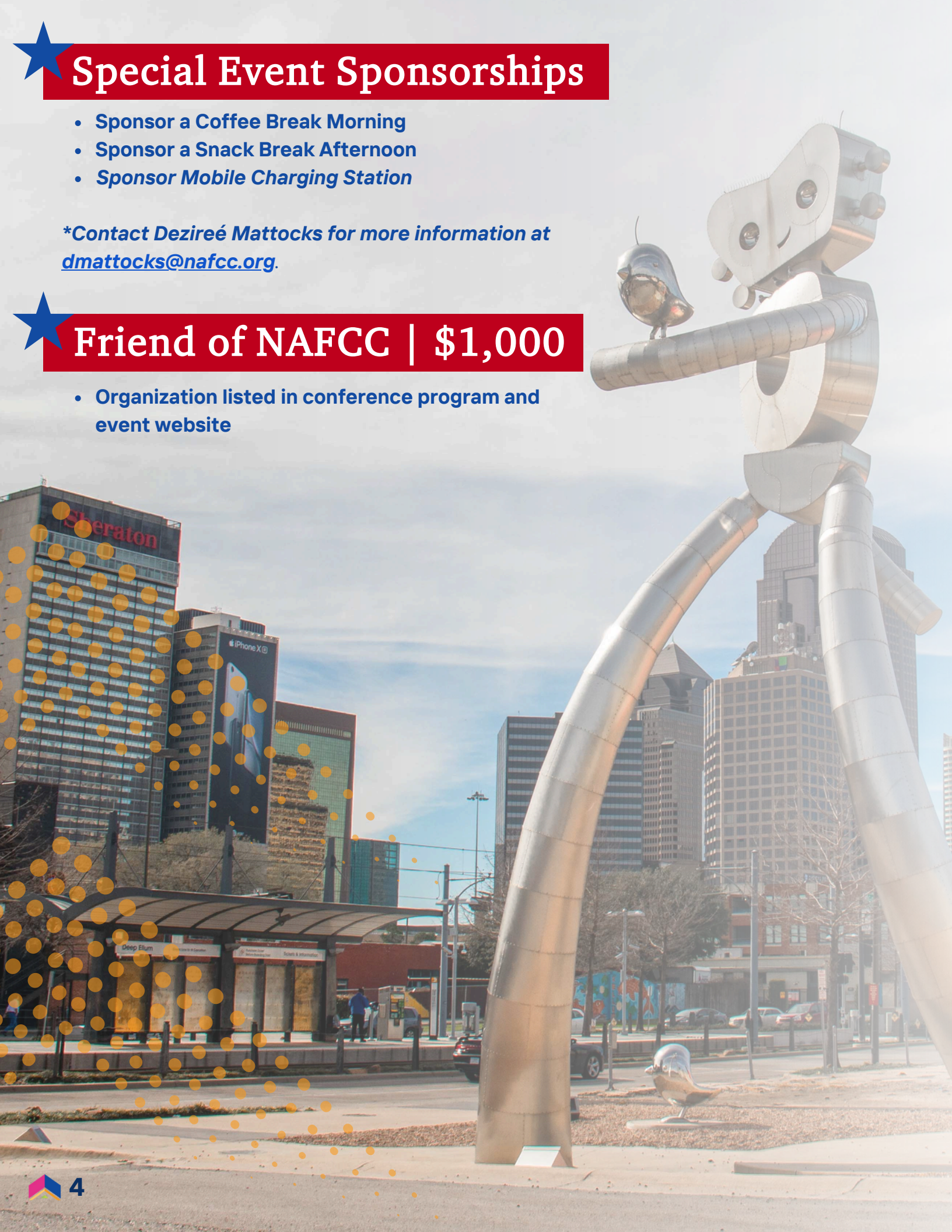
# ★ Special Event Sponsorships

- Sponsor a Coffee Break Morning
- Sponsor a Snack Break Afternoon
- Sponsor Mobile Charging Station

*\*Contact Dezireé Mattocks for more information at [dmattocks@nafcc.org](mailto:dmattocks@nafcc.org).*

# ★ Friend of NAFCC | \$1,000

- Organization listed in conference program and event website





# PROGRAM ADVERTISING

The conference program is distributed to all participants. Attendees reference this publication as a resource during and after the conference, making it an excellent, cost-effective way to get your message to attendees.

Advertising in the program is charged according to the size of the advertisement. Print ready ads should be submitted to the national office no later than May 16, 2025.

**Later entries may or may not be included in the printed materials.**

AD SIZE	DIMENSIONS	COST
Quarter Page	3 ¾" x 5"	\$700
Half Page	7 ½" x 5"	\$1,150
Full Page	7 ½" x 10"	\$2,000
Business Card		\$500
Inside Front Cover	Reserved for Platinum Sponsor	
Inside Back Cover	Reserved for Gold Sponsor	

# BAG INSERTS

**Cost: \$1,200**

All registered attendees will receive a bag when they pick up their registration materials. Bag inserts are a key opportunity for attendees to be exposed to your organization at the outset of the conference. You can send your brochure, pamphlet, pens, notepads, or any other item, and it will be included in the official conference tote bag. Bag inserts must meet size requirements. Liquid samples must be sealed to prevent leaking, or they cannot be included in the bags. **Bag inserts should be sent by June 30, 2025. NAFCC may not be able to include submissions later.**



# 2025 EXHIBITOR

## ★ Exhibitor Options

- One 8' x 10' exhibit booth with 6' skirted and draped table and standard pipe and drape in the exhibit hall
- Organization listed in conference program and event website

## ★ Exhibitor Hall Tentative Hours

**Wednesday, July 30**  
3:00pm-7:00pm: Exhibitor Set Up

**Thursday, July 31**  
7:00am – 5:30pm: Exhibit Hall Hours

**Thursday, July 31**  
7:30pm – 8:30pm: Exhibit Hall Celebration with Cookies & Music

**Friday, August 1**  
7:00am – 5:30pm: Exhibit Hall Hours

**Saturday, August 2**  
7:00am – 2:00pm: Exhibit Hall Hours

**Saturday, August 2**  
2:00pm – 5:00pm: Exhibitor Breakdown

## ★ Exhibitor Fees

### Corporate (for profit):

Before April 1, 2025: \$1,700 per booth  
After April 1, 2025: \$2,200 per booth

### Non-Profit(501c3)/Government:

Before April 1, 2025: \$950 per booth  
After April 1, 2025: \$1,250 per booth  
*\*a copy of your 501c3 will be required for registration*

### FCC Educator:

Before April 1, 2025: \$500 per booth  
After April 1, 2025: \$600 per booth

*\*Contact Dezireé Mattocks, [dmattocks@nafcc.org](mailto:dmattocks@nafcc.org), with any questions about having an exhibit booth.*

# EXHIBITING TERMS AND CONDITIONS

## ALL EXHIBIT SPACE IS NON-REFUNDABLE.

### Each exhibitor receives:

- 2 exhibitor passes.
- Exhibitor registrations provide access to the **exhibit hall only**. If exhibitors wish to attend the conference, the purchase of a full conference registration is required. **Note:** *Full conference registration is required for any additional exhibit booth passes.*
- To guarantee exhibitor information in our program, exhibit space must be purchased by June 13, 2025. **Note:** *there is limited exhibition space, and we do expect all booths to sell-out.*
- Electricity, AV equipment, and the internet are the financial responsibility of the exhibitor.
- NAFCC does not guarantee any exhibitors' non-compete rights.
- All exhibitors are required to set up **Wednesday, July 30, 2025, from 3-7pm**.
- As a courtesy to conference attendees, exhibitors should not dismantle, pack, or remove items before 2:00pm on Saturday, August 2, 2025. Any exhibitor dismantling their booth prior to this time may be **charged an early departure fee**.
- Each exhibitor is **required** to donate a door prize to NAFCC's exhibit hall raffle. This will be collected upon arrival on Wednesday, July 30.





# FOR MORE INFORMATION

Additional sponsorship and special branding opportunities are available. For more information, please contact Dezireé Mattocks Ed.S. [dmattocks@nafcc.org](mailto:dmattocks@nafcc.org).

# READY TO SPONSOR?

Please contact  
Dezireé Mattocks Ed.S.  
[dmattocks@nafcc.org](mailto:dmattocks@nafcc.org).

# CONFERENCE WEBSITE

[nafcc.org/conference/](http://nafcc.org/conference/)



[Prospectus  
Purchase Link](#)

