

September 27, 2011

Dear Exhibitor:

The 2012 Conference on the Young Years will be held March 8-10, 2012 at Tan-Tar-A Resort, Osage Beach, Missouri. Now in its 39th year, this annual conference attracts more than 2,000 participants from public and private school districts, preschools, kindergartens, childcare centers, Head Start programs, Parents as Teachers, parent education programs, early childhood special education programs, early childhood administration, and early childhood higher education institutions.

Exhibits will open on Thursday at 12:00 p.m. during lunch in Windgate Hall. The Grand Opening of Exhibits will be held from 3:00 p.m. – 7:00 p.m. on Thursday evening. We are pleased to invite you to submit an application to exhibit. There are approximately sixty booths available which will be assigned on a first-come, first-served basis. Please be aware that **no** on-site reservations will be accepted. You will be notified via e-mail by Angie Koetting if your request to exhibit has been approved.

APPLICATION / CANCELLATION

Applications must be completed and mailed with a check for the full amount in order to be accepted. Applications received after all booth spaces have been reserved will be returned and names will be added to a waiting list to contact should anyone cancel. Cancellations must be confirmed in writing. Cancellations received (not postmarked) before February 8, 2012, will be accepted and refunded after the conference. Requests received after February 8 will not be refunded.

BOOTH INFORMATION

Booth Prices:

Early Bird Booth (before 12/31/11)	\$350
Additional Early Bird Booths	\$300
Booth (after 12/31/11)	\$400
Additional Booths (after 12/31/11)	\$350

- Booth prices include one 8' x 10' pipe and draped space with one 6' dressed table and two chairs; a preprinted sign listing exhibitor name and booth number; and listings of company information in the conference program and on the CYY web site.
- Lunch on Thursday and Friday will be provided.
- Please request electricity and additional tables directly from Tan-Tar-A at 573-348-3131.
- The conference program will only list company contact information if received by the Early Bird Deadline of 12/31/2011.

INSTALLATION AND DISMANTLING OF EXHIBITS

Booths will be ready for setup from 8:00 a.m. until 12:00 p.m. on Thursday, March 8. Exhibits must fit within the assigned space. You may not expand into aisles, unsold booth spaces, etc. Any disputes should be brought to the attention of the DESE staff at the Conference Registration Area. Exhibits must remain in place until 5:00 p.m. on Friday, March 9. Exhibitors staying until 5:00 p.m. on March 9 will be included in a drawing, and there will be five drawing winners. Two will receive \$100 off the 2013 CYY Exhibitor fee, and three will be able to select their exhibit space for the next year's conference (*Winners for the 2012 CYY Conference are: Child Care Aware of Missouri - \$100 off; Constructive Playthings - \$100 off; Me & My Sister – Booth Selection; Timberworks Toys – Booth Selection; and AEYC of Missouri – Booth Selection. Please be sure to note this on your Exhibitor Form*). This will guarantee a spot at the next year's conference provided payment and registration is received by the Early Bird Registration deadline of 12/31/2011. The space will be forfeited if the registration and payment are not received by the Early Bird deadline. Dismantling early could result in your request to exhibit at future conferences not being accepted.

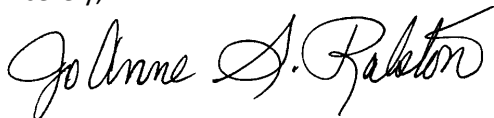
EXHIBIT HOURS

Exhibits will open on:

- Thursday, March 8, 12:00 p.m. – 7:00 p.m.
(Grand Opening Reception scheduled from 3:00 p.m. until 7:00 p.m.)
- Friday, March 9, 8:00 a.m. – 5:00 p.m.

If you have any questions or need additional information, please contact Angie Koetting at 573-751-2095.

Sincerely,



Jo Anne Ralston
Director, Early Learning

Enclosure