



life-changing learning for  
therapists by therapists

1st Annual

# Birth to Three

## Conference

Virtual Live Webinar



EDUCATION RESOURCES INC.

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**SPONSORSHIP  
Opportunities**

April 4 and 5, 2024



Dear Sponsor,

This year, ERI is launching its inaugural Birth to Three Conference scheduled for April 4 and 5, 2024. This conference was developed in response to hundreds of requests from PTs, OTs, and SLPs for latest diagnosis and treatment techniques for infants and toddlers in the birth to three population. The event will be advertised to birth to three therapists across the country and internationally, including numerous agencies and facilities who cater to this specific population.

Providing sponsorship is an excellent opportunity to increase your brand awareness and recognition in front of a broad audience of PTs, OTs, SLPs and other educators. Investing in this event gives companies access to practitioners who are decision makers and leaders in their field. Therapists are passionate about providing the latest and best innovations and tools to the patients and families they serve.

This packet outlines different sponsorship levels and opportunities available to companies, including facility partnerships. Enclosed you will also find an early outline of the conference agenda. If you have any questions, please contact Kristin Reitz at [kreitz@educationresourcesinc.com](mailto:kreitz@educationresourcesinc.com) or call 800-487-6530.

**We are offering a unique virtual sponsorship  
opportunity on the WHOVA platform**  
Maximize Exposure, Connect with Attendees, and Drive ROI

Please see enclosed details.

## SPONSORSHIP OPPORTUNITIES

### **\$2,000** Premium Sponsor

- ◆ **1 Complimentary Guest Registration**  
to attend the entire conference and earn CEUs, if applicable.
- ◆ **Whova Platform**
  - ◆ Maximize brand exposure with banners on both mobile and web app
  - ◆ Start virtual meet ups with attendees
  - ◆ Engage attendees via the community board
  - ◆ Get insight of attendees via Smart Profile
  - ◆ Discover and nurture high quality leads
  - ◆ Achieve high ROI with various promotional opportunities
- ◆ **Online Marketing Recognition:**  
Your company logo, website, and contact information will be included on the course sponsor page of our website. You will also be highlighted in targeted email blasts sent to therapists across the country and internationally.
- ◆ **Social Media Marketing:** Your company will be recognized on our Facebook, Instagram and LinkedIn pages prior to the conference.

Contact us for customization:

[kreitz@educationresourcesinc.com](mailto:kreitz@educationresourcesinc.com)



## SPONSORSHIP OPPORTUNITIES

**\$1,750**

per sponsor

### Gold Sponsor

Whoova Sponsor Platform

Online marketing recognition, including social media

Premier sponsor recognition at the live event

**\$1,000**

per sponsor

### Silver Sponsor

#### Sponsored Giveaways and Prizes

Gain brand recognition with pre-event and live event website and social media advertising

Sponsor recognition at the live event

**\$500**

per sponsor

### Send product or membership offer

Recognition on the ERI website and social media pages

## PARTNERSHIP OPTIONS

### Inaugural Facility Partnership Opportunities

Gain recognition for hiring or patient referrals with pre-event and live event online and social media advertising.

Receive group discounts when you help to spread the word about this conference. You'll receive partner recognition at the live event :

\$3,400 for 10 registrations

\$1,750 for 5 registrations

Contact Marianne Boynton for more facility partnership details:

[mboynton@educationresourcesinc.com](mailto:mboynton@educationresourcesinc.com) or call 800-487-6530.



## SPONSORSHIP OPPORTUNITIES

- ◆ **DEADLINE FOR MARKETING MATERIALS**

Registration must be received by **February 1, 2024**

Email Kristin: [kreitz@educationresourcesinc.com](mailto:kreizt@educationresourcesinc.com) or call 800-487-6530 with any questions.

- ◆ **Partner with us!** Help us to spread the word about this important conference and we will help you get your products in the hands of these decision makers and influencers.

- ◆ **WHOVA Platform and Guidelines**

Full details regarding the WHOVA application will be sent on registration including full instructions and guidelines. [A WHOVA brochure is included here](#)

- ◆ The sponsor will be responsible for collecting their own leads via special offer sign ups or 'request more information' forms.
- ◆ **Connecting with Attendees:**  
You will have access to all conference attendees within the Whova app. There are expected to be approximately 300 birth to three-based therapists and special educators who are participating from all over the country. We kindly request sponsors refrain from scheduling any official invitational events with attendees that are in conflict with the Birth to Three Conference agenda.
- ◆ As expected, after the event, sponsors can then follow up with new contacts who opted into their list via the WHOVA platform or individual request during the event. Due to digital marketing regulations, direct marketing email messages may be sent only to recipients who have given their prior consent.
- ◆ **Exporting Leads and Analytics**
- ◆ **Technical Support:**  
You will receive support directly from a WHOVA representative during the conference.



# SPONSOR REGISTRATION

PLEASE RESERVE EXHIBITOR SPACE AT THE ANNUAL BIRTH TO THREE CONFERENCE

Company Name

Street Address

City, State, Zip Code

Telephone

Company Contact  EMAIL ADDRESS

Representative(s) Attending

What will be exhibited

- Premium Sponsor..... \$2,000
- Gold Sponsor ..... \$1,750
- Silver Sponsor .....\$1,000
- Product/Membership Sponsor .....\$500

- Facility Partnership Options:
  - 10 Registrations.....\$3,400
  - 5 Registrations.....\$1,750
  - Additional Attendee.....\$339

I agree that:

- a. I am enclosing registration form and amount due (by February 1, 2024)
- b. All provisions printed in the Exhibitor's Information are part of this contract.

Checks should be made payable and mailed to:  
 Education Resources, Inc., 266 Main Street, Suite 12, Medfield, MA 02052  
 Contact Kristin Reitz (kreitz@educationresourcesinc.com) for credit card payment  
 508-359-6533 ♦ 800-487-6530 ♦ FAX 508-359-2959

I HEREBY AGREE TO ALL STIPULATIONS AS STATED OR REFERRED TO HEREIN:

SIGNATURE