



2<sup>nd</sup> Annual

# Birth to Three Conference

Virtual Live Webinar



EDUCATION RESOURCES INC.

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**SPONSORSHIP  
Opportunities**

**March 20 and 21, 2025**



Dear Sponsor,

ERI is excited to launch its 2<sup>nd</sup> Annual Birth to Three Conference scheduled for March 20 and 21, 2025. Last year's inaugural conference was hugely successful with over 500 PTs, OTs and SLPs attending the virtual conference. Feedback was overwhelmingly positive, highlighting the conference's success in addressing critical needs within the B-3 population.

This year presents a prime opportunity for companies to engage with therapists who possess crucial insights into child development, and who help parents make informed purchasing decisions in the complex landscape of children's products. By showcasing your company in front of this influential group of experts, you can enhance the credibility of your product and foster connections with therapists and ultimately the families they serve.

Therapists are passionate about providing the latest and best innovations and tools to the patients and families they serve, and can lend developmental validation to your product. This packet outlines different sponsorship levels and opportunities available to companies.

Enclosed you will also find an 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

## SPONSORSHIP OPPORTUNITIES

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

- ◆ **1 Complimentary Guest Registration**
  - ◆ Attend the two-day 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
  - ◆ Share digital marketing materials
  - ◆ Get insight of attendees via Smart Profile
  - ◆ Discover and nurture high quality leads
  - ◆ Promote your organization with brand images, logos or text
- ◆ **Marketing Recognition**
  - ◆ Logo and link prominently featured on website and within Whova app
  - ◆ Highlighted in targeted email marketing to 20,000+ therapists across the US and internationally
  - ◆ Social media promotion prior to the conference
  - ◆ Both verbal and slide recognition during the live conference



## SPONSORSHIP OPPORTUNITIES

**\$1,000**

per sponsor

### Gold Sponsor

- ◆ Highlighted in targeted email marketing to 20,000+ therapists across the US and internationally
- ◆ Logo and link prominently featured on website
- ◆ Social media promotion prior to conference
- ◆ Both verbal and slide recognition during the live conference

**\$500**

per sponsor

### Silver Sponsor

- ◆ Logo featured on website
- ◆ Social media promotion prior to conference
- ◆ Slide recognition during the live conference

**Product or  
Membership**

### Product or Membership Donation

Interested in donating a product or membership as a giveaway during the conference? Donate a good with a minimum value of \$200:

- ◆ Logo featured on website
- ◆ Slide recognition during the live conference



## SPONSORSHIP OPPORTUNITIES

- ◆ **DEADLINE FOR MARKETING MATERIALS**

Registration must be received by **February 1, 2025**.

Email Kristin Reitz: [kreitz@educationresourcesinc.com](mailto:kreitz@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 500 birth to three-based therapists and special educators who are participating from all over the country and beyond. 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 fill out the information below:

Company Name

Street Address

City, State, Zip Code

Telephone

Company Contact  EMAIL

Representative(s) Attending

What will be exhibited

- Platinum Sponsor..... \$2,000
- Gold Sponsor ..... \$1,000
- Silver Sponsor .....\$500

Product or Membership Donation (\$200 minimum value)

Representative Attending.....\$399/person\*

*\*with the exception of Platinum Sponsorship which includes one complimentary registration.*

I agree that:

- a. I am enclosing the registration form and amount due (by February 1, 2025)
- b. All provisions printed in the Sponsorship 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