

OCTOBER 24-25  
2022 Bridge Conference

# Illuminating Becoming

Greater Tacoma Convention Center and Marriott Tacoma Downtown

## 2022 Bridge Conference Exhibitor Opportunity

### ABOUT THE 2022 BRIDGE CONFERENCE

School's Out Washington's (SOWA) annual Bridge Conference brings together school-age care providers, youth development professionals, leaders, community organizers, funders, and policymakers from across the country. In 2022, we are celebrating the 20th anniversary of Bridge.

Attendees hear from thought-provoking presenters and learn new strategies to build strong programs and equitable systems for young people, in and out of school. Reflected in all aspects of the Bridge Conference are the values of equity, belonging, leadership, nourishment, change, innovation, and community. Our attendees and presenters represent the diverse communities we work with across Washington state and beyond.

**At this premier Conference in the Pacific Northwest, Conference exhibitors can support strong programs for young people while reaching:**

- 500+ educators, youth development professionals, and nonprofit leaders from across the state
- An extended network of 10,000+ stakeholders serving young people in our region who receive regular news and updates about the Conference and its exhibitors and sponsors
- Thousands more reached through social media of SOWA and our many partners spanning the expanded learning and education sectors

### EXHIBITOR OPPORTUNITIES

We have a beautiful, central space in the Greater Tacoma Convention Center for exhibitors to display their offerings and connect with our attendees for the entire 2-day conference.

**Our rates are:**

Standard Exhibitor Rate: \$850

Government/Nonprofit Organization Rate: \$750

BIPOC-Led Organization Rate: \$650

Scholarship Star Contribution (optional): \$500

You may purchase up to two Exhibitor registrations – each includes the list of benefits described below. Adding a Scholarship Star Contribution when you register as an Exhibitor will provide one scholarship for a youth development professional to attend Bridge.

### 4 KEY REASONS TO EXHIBIT AT 2022 BRIDGE

- Showcase products and programs to support young people in a wide array of unique expanded learning environments in the youth development sector
- Connect directly with program staff and decision-makers seeking new solutions after 2+ years of a pandemic, and gather contact information to follow through on sales and services
- Align your organization and brand with our Bridge values, including a prominent focus on equity
- Celebrate the 20th anniversary of our Bridge Conference and our return to an in-person experience after two years of a virtual event

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## EXHIBITOR BENEFITS

Showcase your organization and resources to the youth development and expanded learning opportunity fields. Gain premium exposure at this in-person Conference with over 500 attendees.

### As an exhibitor, your experience includes:

#### Accessible Location and Dedicated Exhibitor Time

- 8-foot exhibit tables located in the Pre-function Space on the main Conference floor for an experience that gives you and your organization maximum exposure.
- Exhibit Dates & Hours:
  - Monday, October 24, 2022, 7:45 a.m. - 6 p.m.
  - Tuesday, October 25, 2022, 7:45 a.m. - 4:00 p.m.
- Dedicated time for an Exhibitor Showcase
  - Monday, October 24, 2022, 2:45-3:15 p.m. (Part I), 4:15-4:45 p.m. (Part II)
- Welcome Reception for all attendees in the Pre-function space
  - Monday, October 24, 2022, 4:45-6 p.m.

#### SOWA 2022 Bridge Website and Promotional Email Recognition

- Your logo and website link will be featured on the Bridge Conference website and in monthly Conference promotional emails.

#### Slide Recognition

- Slide recognition during the Conference Opening Plenary.

#### Social Media Recognition

- Your company and logo will be featured across all of School's Out Washington's social media platforms (Instagram, Facebook, Twitter) at least once in the 4-8 weeks prior to the Conference.

#### Conference Virtual Platform Spotlight

- Exhibitor Directory on Sched platform: Logo, website link, contact information for follow-up appointments
- Optional: Free Takeaway Resources to provide a link for free takeaway resources/toolkits for attendees

#### Complimentary Registration

- One (1) complimentary conference registration is included when you register as an Exhibitor, including all meals provided during the Conference and the opportunity to attend some sessions, as long as a member of your team is staffing the table at all times.

## RELATED OPPORTUNITIES

Optional: Apply to Present a Workshop through the Workshop Request for Proposals

- The Workshop Request for Proposals is a separate process from the Exhibitor registration, and becoming an exhibitor does not guarantee selection to present a workshop. In addition, we ask that all workshops enable participants to apply strategies from the sessions without having to make any purchases. However, some exhibitors find it beneficial to apply to present and if they are selected, it's an added bonus to get to know participants in a workshop setting.

## CONTACT INFORMATION

For more information about exhibitor opportunities, please contact Ben Baird at [bridge@schoolsoutwashington.org](mailto:bridge@schoolsoutwashington.org).