2026

Cultivating RELATIONSHIPS

Children, Families & Educators in Community

April 24-26 | Pasadena Convention Center



EXHIBITOR BOOTH SALES NOW OPEN



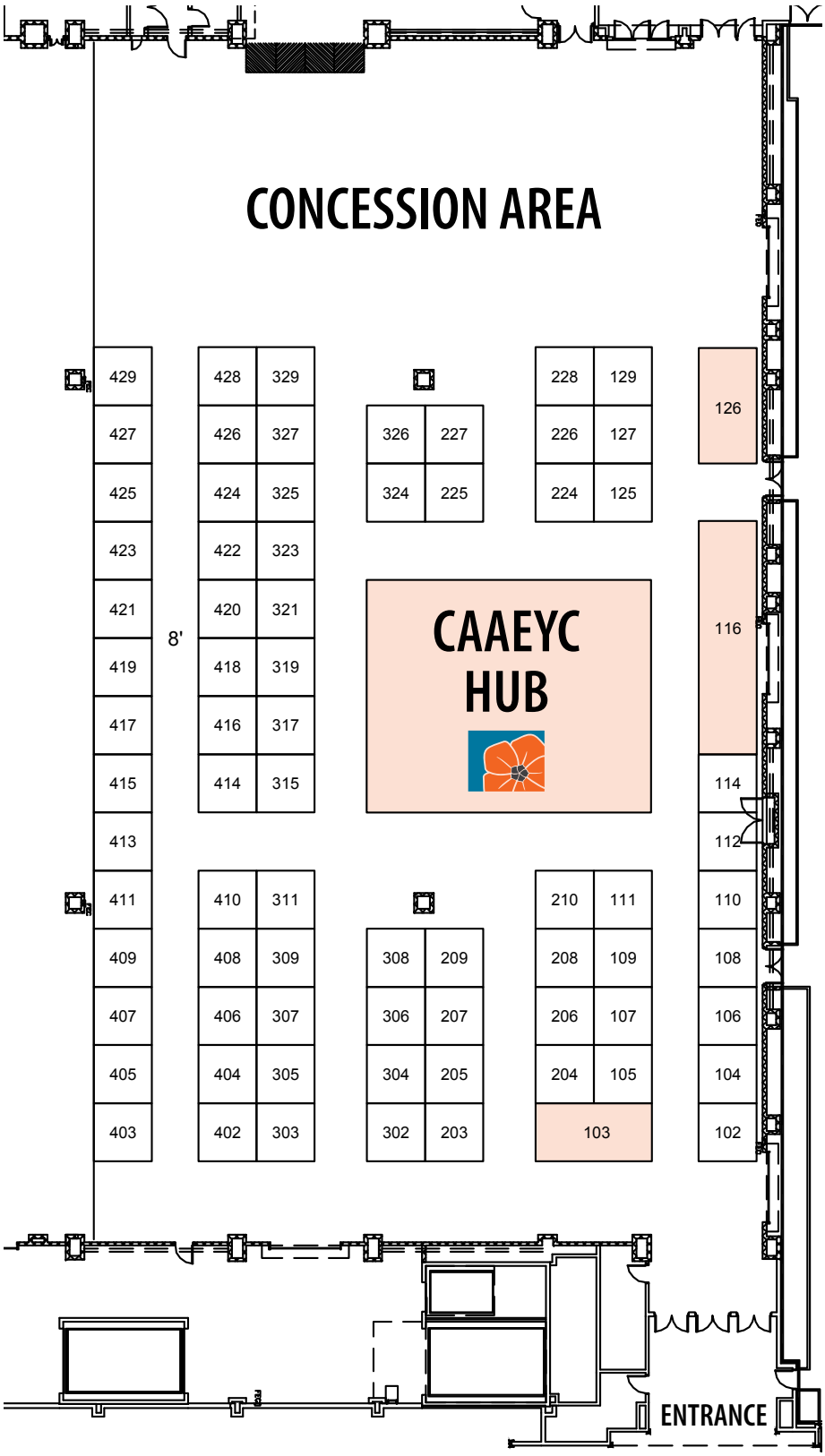
caaeyc
California Association for the Education of Young Children

Now's your chance to receive a discounted offer.

CHOOSE YOUR LOCATION TODAY!

Contact Brandie Delaney at brandied@caeyc.org for additional information or call CAAEYC at (916) 486-7750.

Exhibit Hall Floor Plan



*Floor Plan Subject to Change

For an up-to-date floor plan of sold booth space, visit here: https://bit.ly/caaeyc2026expomap

Exclusive, Dedicated Expo Hours:

Saturday, April 25
12:00pm-2:00pm

Sunday, April 26
11:30am-1:00pm

There are no competing activities during these hours each day.

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California Association for the Education of Young Children

EXHIBITOR RULES AND REGULATIONS
2026 CAAEYC Annual Conference & Expo
April 24-26, 2026 • Pasadena, CA

These Rules and Regulations are set by CAAEYC for all organizations and their personnel exhibiting at the 2026 Annual Conference & Expo (also referred to as "Conference" and "Tradeshow").

Exhibit Schedule
(All times subject to change.)

Friday, April 24, 2026
Exhibitor Registration and Set Up: 8:00am – 4:00pm
Expo Hall Open/Reception: 4:30pm – 6:30pm

Saturday, April 25, 2026
Expo Hall Open: 11:30am – 6:00pm

Sunday, April 26, 2026
Expo Hall Open: 9:30am – 1:30pm
Exhibitor Move-out: 1:30pm – 5:00pm

Booth Space – 10x10 Booths
Regular 10' x 10' exhibit booths include the following:

- 8-foot draped backdrop
- 3-foot side rails
- Booth identification Sign (7" x 44" with one company name and booth number)
- Booth carpet in show colors (does not include padding)
- 4 exhibit hall only staff badges
- Company listing in conference program
- Company listing in conference mobile app
- Electronic pre-conference attendee list (one list three weeks prior to conference by request only)
- Electronic post-conference attendee list

The 10' x 10' exhibit booth **DOES NOT** include: furniture, custom carpet, tables, chairs, electricity, drayage, audio-visual, union labor, internet access, etc.

Booth Pricing
Inline Booth:

- $1,275 corporate *member* (advanced rate until March 2, 2026; full payment required)
- $1,375 nonmember (advanced rate until March 2, 2026; full payment required)
- $1,425 corporate *member* (standard rate applies after March 2, 2026; full payment required)
- $1,525 nonmember (standard rate applies after March 2, 2026; full payment required)

Corner Booth:

- $1,425 corporate *member* (advanced rate until March 2, 2026; full payment required)
- $1,500 nonmember (advanced rate until March 2, 2026; full payment required)
- $1,550 corporate *member* (standard rate applies after March 2, 2026; full payment required)
- $1,650 nonmember (standard rate applies after March 2, 2026; full payment required)

- **Furniture Package:** Includes one 6' skirted table, two chairs and wastebasket. Furniture package to be ordered and paid through American Exposition Services (AES) when their online exhibitor kit is available.
- **Cartload Service:** One carload service per booth up to 200 pounds FREE, round trip. Cartload service to be ordered through American Exposition Service (AES) in advance when their online exhibitor kit is available.
- **Logo & Hyperlink for website/mobile app listing:** Your website and logo will appear in your online exhibitor listing (included with booth fee). Your website will appear in your listing on the mobile app (if you upload/enter them).

Contract for Space
The Exhibitor Booth Contract must be completed in its entirety and accompanied by the appropriate payment for the number of booths requested. No contracts will be processed or space assigned without booth payment. The signed contract and subsequent notice of assignment constitute a contract between the California Association for the Education of Young Children (hereinafter referred to as CAAEYC) and the exhibitor. All booth contracts are processed online. Any point not specifically covered in these regulations is subject to the decision of CAAEYC, whose decision shall be final.

Payment Terms
Exhibitors will not be able to set up until the exhibit fees and any other delinquent payments to CAAEYC are paid in full.

Advanced Rate: Available until March 2, 2026; full payment required.

Standard Rate: Available after March 2, 2026; full payment required.

Refund and Cancellation Policy
Notice of cancellations must be made in writing (no exceptions) to CAAEYC. Cancellations received on or prior to March 11, 2026 will result in CAAEYC retaining 50% of the full rental cost of the booth space. No refunds for cancellations will be granted after March 11, 2026. CAAEYC shall not be liable for any interest on the amount refunded.

Floor Plan
All measurements shown on the floor plan have been made as accurately as possible. However, CAAEYC reserves the right to make such modifications as may be needed, making equitable adjustments with the affected exhibitors or as required to meet fire and building code regulations.

Assignment of Space
Exhibitors will select their booth space online based on booth spaces available at the time. Review "Payment Terms" for payment requirement at the time of booth selection. While CAAEYC does not anticipate having to change an exhibitor's assigned space, CAAEYC does reserve the right to make changes as needed based on emerging needs or regulations. Such situations will be addressed with exhibitors involved in any change. Once an exhibitor purchases booth space it is final and binding.

CAAEYC prohibits and enforces that exhibitors may not assign or sublet any part of their allotted exhibit space to another business or firm without the advance, written permission of CAAEYC. Contracts for exhibit space are between CAAEYC and each individual exhibitor, not between exhibiting companies. Therefore, the subletting of space is grounds for CAAEYC's termination of any contract that exists and all monies paid will be forfeited.

Use of Space
Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors' displays. Canvassing, distributing advertising matter or the posting of any advertising in any public space outside of the exhibitor's rented space is not permitted and is grounds for removal from the expo hall. Companies violating this rule may be excluded from future CAAEYC exhibitions. All exhibits must conform to the display guidelines set out in this notice. CAAEYC reserves the right to restrict any exhibit that might be considered undesirable or does not conform to these Terms and Conditions. CAAEYC also reserves the right to make any modifications to displays, at the exhibitor's expense, so that the exhibit conforms to the Terms and Conditions.

Booth Personnel
Each exhibiting company is entitled to four (4) complimentary exhibitor badges per 10' x 10' exhibit booth space. Each exhibitor representative will be allowed entrance to the expo hall and participation in the tradeshow only (no entrance to meeting sessions or other conference-associated events). Badges must be worn at all times for admission to the tradeshow and are nontransferable. Displays must be staffed during all CAAEYC tradeshow open hours. Exhibitors assume all responsibility for their booth personnel and for all persons admitted to the tradeshow using their exhibitor badges.

Non-exhibitor personnel will not be permitted to enter the expo hall during tradeshow hours. Please note that the cost for exhibitor registrants to attend the conference is additional. All exhibitor personnel must be registered before badges can be issued. Representatives registering onsite will be required to complete an onsite registration form and submit proof of company affiliation. Exhibitors must designate one individual who is the key contact for their display. This individual will be the primary contact between said exhibitor and CAAEYC.

Liability and Insurance
By March 25, 2026, all exhibitors must supply a certificate of insurance covering workers' compensation and general comprehensive liability in the amount of $1,000,000, naming CAAEYC as a certificate holder. Non-compliance with supplying the certificate of insurance may be grounds for denial of entrance to the exhibit floor.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire and theft, to exhibitor's displays, equipment and other property brought onto the premises of the Pasadena Convention Center and shall indemnify, defend and hold harmless the Pasadena Convention Center, American Exposition Services (AES), Association Resource Center, CAAEYC and their agents, servants, employees, officers, directors, staff and members. Each participant, by signing the application and contract, expressly understands that they release CAAEYC from, and agree to indemnify it against, any and all claims for such loss, injury or damage. If CAAEYC shall be held liable for any event that might result from a particular exhibitor's action or failure to act, such exhibitor shall reimburse and hold harmless CAAEYC against any liability resulting therefrom. Exhibitors must adequately insure their materials, goods, wares and exhibits against loss or injury of any kind and must do so at their own expense; CAAEYC, AES and the Pasadena Convention Center are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions during the tradeshow. CAAEYC will provide security service during the official hours of installation, overnight and dismantle. The furnishing of such service is in no case to be interpreted by exhibitors as guaranteeing them against loss or theft of any kind.

Amendments
The exhibitor agrees that CAAEYC shall have the right to make such changes in the floor plan arrangement of booths for said exhibition as it shall deem necessary. All determinations by CAAEYC regarding the enforcement of rules and regulations under this contract shall be final and binding on the exhibitor.

Any and all points not covered specifically are subject to the decision of CAAEYC. CAAEYC may, in its sole discretion, make reasonable changes, amendments or additions to the rules and regulations. Any such changes shall be equally binding on the exhibitor along with the other rules and regulations contained herein.

Installation and Removal of Displays
Entrance and exit only through areas that will be designated by AES amd CAAEYC when loading and unloading items. All displays must be erected and ready for viewing by 3:00pm on April 24, 2026. CAAEYC (or its designees) will begin its pre-opening inspection at this time. CAAEYC reserves the right to reassign any unoccupied space at this time, irrespective of any contracts made or payments received.

Goods and materials used in any display (except bona fide samples) may not be removed from the expo hall until after 1:30pm on April 26, 2026, unless approved in writing and in advance of the show's opening date by CAAEYC. The deadline for removal of all materials from the expo hall will be enforced. It is the sole responsibility of each exhibitor to have materials packed, identified and cleared for shipment by the move-out deadline.

The official closing time of the exposition is 1:30pm on April 26, 2026. The expo hall must be clear of all attendees before dismantling can begin. The return of empty crates/packing materials will begin after all attendees have left the hall, approximately 15 to 30 minutes after the close of the show. Early dismantling is strictly prohibited. Dismantling must be complete by 5:00pm on April 26, 2026.

Height and Construction Restrictions

- For all booth types, exhibit booth is considered to be contained in the space stated in the individual schematics set out within the service kit to be provided by AES, to the maximum heights stated. In no case is the expo hall ceiling, whether directly above the booth or not, considered to be part of the booth. No ceiling projection will be allowed.
- In no instance will the exhibitor be permitted to install any item or structure (signs, booth structure, product, etc.) above the height of back wall unless approved by CAAEYC in advance and in writing.
- No balloons or other helium-inflated items can be used in the expo hall.
- All materials within the exhibit booth area (including, but not limited to actual display unit, decorative items, furnishings, fabrics, floorings, etc.) must meet and comply with all national, local and facility fire, electrical, plumbing, safety and hazardous material codes. Proper written certification must be available for viewing at CAAEYC's request.
- Any item or items that do not comply are subject to immediate correction/removal at CAAEYC's discretion at the exhibitor's expense.
- CAAEYC reserves the right, with no liability whatsoever for damage, spoilage or loss, to dismantle, dispose of, store or clear from the premises any display material, goods, property or merchandise of an exhibitor who has failed to comply with the aforementioned removal requirements and to order such work to be done at the sole expense of the exhibitor.

Official Service Contractor

The service kit sent from our official service contractor, AES, to each contracted exhibitor includes information about furniture, labor, cleaning, drayage, shipping, electrical, union jurisdictions and other services. It is expressly understood that the official service contractor is not the agent or the employee of CAAEYC and that the Conference shall have no liability to the exhibitor or any other person for the acts or omissions of AES.

Outside Service Contractors

Exhibitors who plan to use an outside contractor must adhere to and accept full responsibility for the following regulations as described in the AES Exhibitor Service Kit. Exhibitor shall notify CAAEYC in writing by March 29, 2026 with the name, address and telephone/fax numbers of outside service contractor. Outside service contractor must provide the names of individuals working on the exhibit to CAAEYC and AES in writing by March 29, 2026 and furnish an insurance certificate to CAAEYC and AES in the amount of $1,000,000 US by March 29, 2026 (liability is to include property damage including full coverage for installation and dismantling). Any exhibitors signing up after March 29, 2026 must include all of the aforementioned paperwork with the exhibitor application. Service company must check in with AES service desk upon arrival at the expo hall. Outside service companies may not solicit business at any time while on the expo hall floor. Service companies must follow all move-in and move-out rules in a timely and professional manner and must perform work within the CAAEYC deadlines. Service companies must indemnify and hold harmless CAAEYC, the Association Resource Center, AES, and the Pasadena Convention Center.

Union Jurisdiction

Decorators Union - Local 831: Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and carpet installation. This does not apply to the unpacking and placement of your merchandise. You may set up your exhibit display if one person can accomplish the task in less than one-half (1/2) hour without the use of tools. If your exhibit preparation, installation or dismantling requires more than one-half (1/2) hour, you must use union personnel supplied by the Official Service Contractor.

As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Southern California on a one-to-one basis.

Teamsters Union

Members of this union claim jurisdiction on the operation of all material handling equipment, all unloading and reloading and handling of empty containers. An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.

Electrical Provider

Elden claims jurisdiction as the venue's exclusive electrical provider for hard wiring ordered outlets to the line side of the exhibitors' equipment and wiring of caps greater than 120 volts to the raw cord feeding exhibitors' equipment. All plugs greater than 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered outlets.

Storage of Boxes and Crates
Exhibitors will not be permitted to store boxes or packing crates in or behind booths. Boxes and crates must be removed from the exhibit floor one hour prior to the exhibition opening and will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse.

Care of Exhibit Space
The exhibitor must, at their own expense, vacuum, maintain and keep the exhibit in good order along with the space that has been contracted for the duration of the show. Booths located on the end of aisles, particularly those using elliptical telescoping backdrops, are required to dress the outside edge such that there appears to be a flush, finished appearance where one space abuts another. In the event that the outside end of a display is unfinished, the decorating company will erect a 3' x 8' drape at the expense of the exhibitor. If during the two hours prior to the opening of any scheduled exhibit hours, CAAEYC determines that a booth needs vacuuming, this service will be contracted by CAAEYC at the exhibitor's expense. CAAEYC further reserves the right, at its discretion and at the exhibitor's expense, to require that visual improvements be made to conform to CAAEYC expo hall standards.

Labor/Safety/Fire
Exhibitors will comply with all applicable statutes, ordinances, rules and requirements relating to health, fire, safety and use of the premises. Combustible materials or explosives are not permitted in or around the exhibit areas. Display and packing material must be flame-retardant, with certificate on hand. Booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform with all federal, state and municipal government requirements and with National Electrical Code safety rules. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel, at exhibitor's expense, all or such part of the exhibit as may be irregular.

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. CAAEYC and AES cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor through AES and the necessary ladders and tools will be provided.

Exhibitors should treat the show areas during move-in and move-out as they would a construction site when work is going on. Please wear proper attire during these times to ensure your safety. Be aware of forklifts moving throughout the aisles and docks. Please stay clear of them, especially when they are carrying equipment. Please keep all aisles clear from debris and booth items. Please utilize your booth for setup.

Children Under Age 16
To maintain a professional atmosphere throughout the tradeshow and to ensure the safety of CAAEYC participants and their families, CAAEYC does not allow children under age 16 in the expo hall at any time including installation and dismantling hours.

Operating Restrictions
CAAEYC reserves the right to restrict displays, which, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any displays that, in the opinion of CAAEYC, detract from the general character, theme, purpose or appearance of the tradeshow. Unusual or distracting signs or illumination are subject to immediate removal by CAAEYC at the sole expense of the exhibitor. Any firm or organization NOT officially assigned space will NOT be permitted to engage in any activities within the expo hall. The following activities are forbidden within any part of the exhibit facility unless approved by CAAEYC in writing and in advance of the show's opening date:

- Serving or distributing alcoholic beverages by exhibitors or their representatives within any part of the expo hall.
- No exhibitor or other organization is permitted to sponsor a food or beverage event (other than those arranged or sanctioned by CAAEYC) within the exhibit area, at the meeting hotel or any facility used for the meeting, during meeting hours.
- The distribution of food/beverages, even if said food or beverage is the actual product produced by the exhibitor, within the exhibit area must be approved in advance and in writing by CAAEYC and must comply with all federal, local, facility and exclusive contractor laws, codes and rules.
- The use of live models, performers and similar persons within the exhibit areas for product/service demonstrations, explanations, etc., must be approved in advance and in writing by CAAEYC and must comply with the following guidelines:
    - All representatives occupying a booth shall dress in a manner appropriate (business casual) for the overall goals and objectives of the tradeshow.
    - The activities/dress of these individuals shall in no way detract from or interrupt the activities of other exhibitors.

Sale of Products
Sales of products are permitted in the expo hall within an exhibitor's designated booth space. Obtaining the appropriate licenses/permits as required by law, such as collecting and remitting sales tax, and any other legal requirements associated with product sales are the sole responsibility of the exhibitor. A copy of the California Sales Permit must be provided to CAAEYC by March 29, 2026. For more information on the permit, contact California Department of Tax and Fee Administration at (800) 400-7115 or www.cdtfa.ca.gov.

Sound
Ensure that the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. CAAEYC reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Music
The exhibitor agrees to pay all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played, staged or produced by the exhibitor, its agents or employees within the premises covered by the License agreement, including but not limited to, royalties or licensing fees due to BMI or ASCAP. Exhibitor agrees to hold harmless CAAEYC, its agents and employees against any and all such claims and charges and to defend, at its own expense, any and all such claims and charges. Exhibitors shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims at the exhibitors' expense.

Hospitality and Meetings
Companies interested in reserving a hospitality suite must contact CAAEYC in advance at (916) 486-7750. Exhibitors are not permitted to display equipment or products or to conduct product demonstrations in suites or sleeping rooms during the tradeshow or during the conference. All company meeting arrangements must be approved by CAAEYC. NOTE: Neither hospitality nor meeting functions are permitted during official CAAEYC meeting hours. Hospitality suites will only be permitted for sponsors and/or exhibitors in good financial standing with CAAEYC.

Giveaways/Prize Drawings
Samples, catalogues, pamphlets, souvenirs, etc., may be distributed by exhibitors and booth personnel within their booth only.

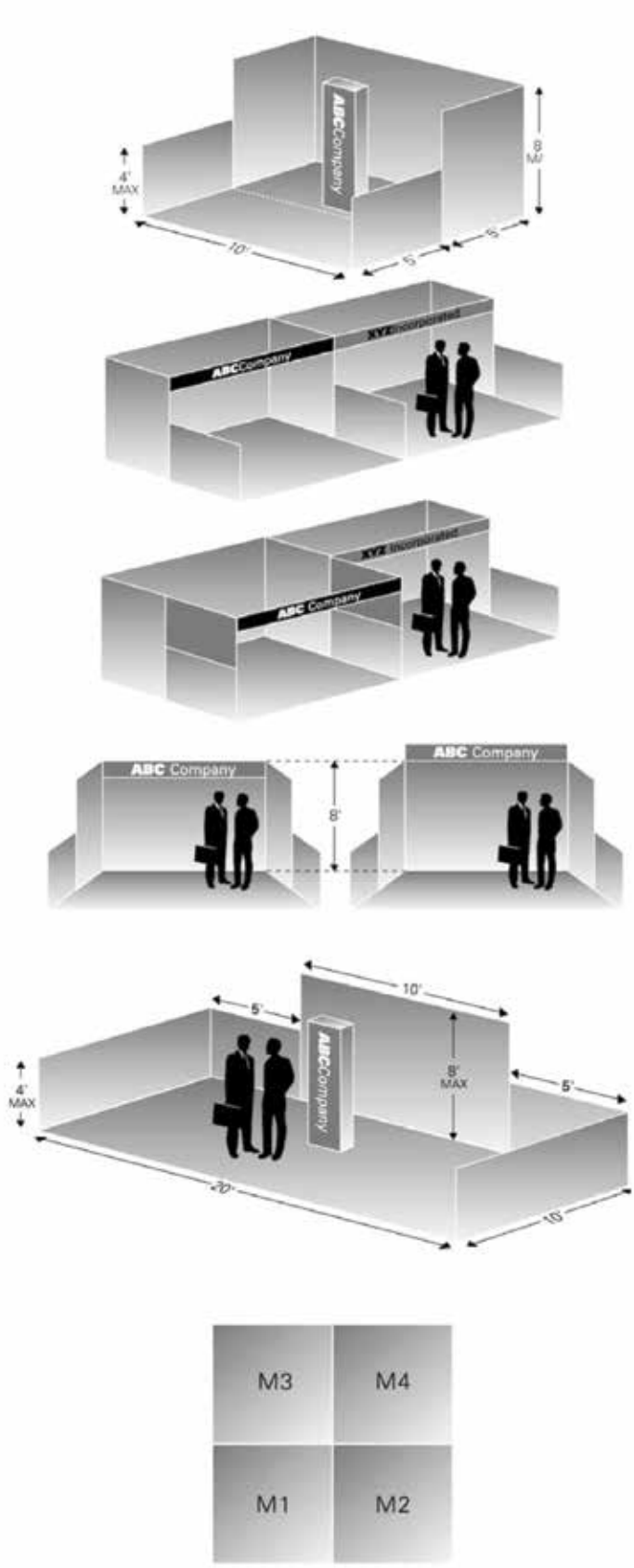
Smoke-Free Conference
Smoking is prohibited at CAAEYC events.

Photographs
The taking of photographs, other than those taken by official CAAEYC photographers, is expressly prohibited during setup and dismantling. Cameras will not be allowed on the exhibit floor during these times. Exhibitor agrees that a signed contract constitutes permission to have their booth photographed by an official CAAEYC photographer. CAAEYC and/or the Pasadena Convention Center assume no liability for any photographs that are taken in the expo hall at any time.

Food Service
CAAEYC's agreement with the Pasadena Convention Center prohibits any food or beverage from outside sources being brought into the exhibit booths unless contracted with the Pasadena Convention Center's catering department. Any exhibitor that brings in unauthorized food and/or beverages will be asked to cease serving or risk confiscation of any such items. Additionally, such violation may result in action by CAAEYC to remove the entire display and booth representatives from the Conference floor altogether at the violator's expense. The exhibitor understands and accepts these terms as contracted obligations with the Pasadena Convention Center and CAAEYC.

Attendee List/Lead Retrieval
All exhibiting companies will automatically receive a post conference attendee list. The list will include those participants who opt-in to share their contact information. If an exhibitor would like a pre-conference attendee list, you will make that request to Brandie Delaney, brandied@caeyc.org, three weeks prior to the conference start date. If CAAEYC makes lead retrieval available, exhibitors will purchase that service directly from the provider through the Exhibitor Service Center, once you have purchased a booth/s.

Booth Construction Guidelines



Space dimensions shown on floor plan are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

STANDARD BOOTH

Definition: One or more standard units in a straight line. If display is more than 4 feet high, it is to be confined to an area within 5 feet of the back line.

Depth: All display fixtures more than 4 feet in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space, which is within 5 feet of the back line.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space (30 lineal feet or more) should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures more than 4 feet and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.

Height: All standard booths will be confined to a maximum height of 8 feet.

Intent: Any portion of an exhibit extending above the 8 feet of high draped booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

END CAP/PENINSULA BOOTH

Definition: End cap booths (two or more booths side by side at the end of an aisle) may not exceed the back wall height of 8 feet in the center 10 feet. Booths may also not exceed the back wall height of 4 feet in the outer 5 feet.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisles. Please refer to AES Manual for full details.

ISLAND BOOTHS

Definition: Island booths are a collection of four or more 10 ft. x 10 ft. booths contracted by one exhibitor with 360 degree aisle access. Since island booths are automatically separated by the width of an aisle from all neighboring exhibits, the 8 foot height limitation does not apply. Full use of the floor space is permitted; however, any back walls or drapes set along the booth perimeter may not be higher than 4 feet.

Intent: Island booths are designed to allow for exhibitors to enjoy a greater presence at the show.