

Exhibitor Prospectus



February 4-6, 2027 | Myrtle Beach, SC

www.seca.info/conference

EXHIBIT & PRICING INFORMATION

Booth Exhibit Package (8' x 10') \$400.00

8' back wall & 3' side drapes
One (1) 6' x 30" skirted table
Two (2) side chairs
Listing in our conference app

Table Exhibit Package \$250.00

AVAILABLE FOR NON-PROFITS ONLY
One (1) 6' x 30" skirted table
Two (2) side chairs
Listing in our conference app

Exhibit floors are not carpeted.
SECA/SCECA will not provide
security for the exhibit area. However, the Hall will be
locked after hours to protect your products.

Contract for Exhibit Space

Contracts will be accepted by mail, online form or
email and must be accompanied by a check, money
order, or credit card information for the full amount of
each unit of space reserved. No space will be
reserved until payment has been received in the
SECA/SCECA office.

Exhibit Services

Exhibit, drayage, electrical, and internet services will
be provided by Convention Makers. Exhibitors will be
emailed the link for drayage upon request.



HOTEL RESERVATIONS

Sheraton Myrtle Beach

2101 North Oak St.
Myrtle Beach, SC 29577
Book by Jan 8th!

**Exhibits will be in the
Myrtle Beach
Convention Center,
Exhibit Hall A, where
there is also a
concession
stand.**

2026 Back To The Basics

Building a Stronger Foundation for a Brighter Future

EXHIBITOR SCHEDULE

Thursday, February 4, 2027	
11:00 AM – 3:00 PM	Exhibits Move-in/Set-up
4:00 PM—7:00 PM	Exhibits Open
4:00 PM –7:00 PM	Silent Auction Open
Friday, February 5, 2027	
6:00 AM—600 PM	Registration Opens
7:30 AM—4:30 PM	Exhibits Open
7:00 AM—5:00 PM	Sessions
3:30 PM—4:00 PM	Snack Break with Vendors
Saturday, February 6, 2027	
6:00 AM—10:00 AM	Registration Open
7:30 AM—1:00 PM	Exhibits Open
7:00 AM—4:30 PM	Sessions
1:00 PM	Exhibits Close
1:00 PM—4:30 PM	Tear Down/Move Out



Ad Deadline
is
December 1,
2026

2026 SECA

The Southern Early
Childhood Association is
the oldest early
childhood professional
association in the South.

13
Southern
States



1,400

Professional Attendees Expected

ATTENDEES INCLUDE

Teachers, Directors,
Administrators, Program
Managers, For Profit & Non-
profit Child Care, Head
Start, Students (Staff and
Faculty), Licensing
Agencies, Family Child
Care, Early Intervention
Staff, Home Visitors, Special
Needs, Faith-Based Entities.

SECA has an exciting array of sponsorship opportunities, and we'd love to have your support! By becoming a sponsor, the Southern Early Childhood Association can offer an enhanced experience at the conference to both our experienced and emerging young professionals throughout the Southern states.

Sponsorships

For a complete breakdown of sponsorships, see page 5 of this prospectus.

Platinum	\$7,500
Gold	\$5,000
Silver	\$3,500
Bronze	\$2,000
Friend	\$ 500

Website Hot Link **\$300**

Extend your marketing reach by placing your company's logo and web link on the SECA website. The links include full-color graphics. Links will go up in March 2024 and will remain until March 2025 Take advantage of this very low cost option and use our marketing power to spread your message across the South!

Mailing List **\$300**

SECA can provide you with a post-event mailing list of our conference participants. The Database is available in digital format and can be sorted by state.

Create your own sponsorship!

Please contact the office to discuss your idea. Exhibits@Seca.info

Sponsorship Opportunities

Your sponsorship will be recognized at the conference in several ways, including the official SECA conference app. Additionally, we will recognize your contribution from the stage during one of our general sessions.

All sponsors will have their logo prominently placed on the Sponsor page of the conference app as well as the SECA website.

Sponsorship Benefits	Platinum (\$7,500)	Gold (\$5,000)	Silver (\$ 3,500)	Bronze (\$2,000)	Friend (\$500)
Social media recognition	X	X	X	X	X
Hot link on website and/or Email marketing list	Both	Pick one	Pick one	Pick one	
Complimentary Booth/s	X	X	X	X	
Recognition in opening welcome messages	X	X			
Ad in Dimensions of Early Childhood	INSIDE FRONT or BACK COVER/ COLOR	1/2 PAGE INTERIOR AD COLOR			
Signage displayed at registration or sponsored events	X	X	X	X	

We have a variety of events for which you can be listed as a sponsor (full commitment) or co-sponsor (partial commitment). You may request to sponsor one of the events below.

- SECA Leadership Summit
- SECA Leadership Breakfast
- SECA Learning Hub
- Customized break for participants, based upon sponsor request

*(art work for sponsorship is due by December 1, 2026)

2026

Back To The Basics

Building a Stronger Foundation for a Brighter Future

SCECA/SECA Regional Conference February 4-6, 2027

Exhibit Booth Application and Agreement

Complete and return this contract with payment. A confirmation of booth assignment will be returned within two weeks of receipt of the contract and payment in the SECA office. SECA will make every attempt to provide your requested booth assignment, depending upon availability. If your preferred booth is not available, we will contact you for a second choice.

Please type or print clearly.

Company _____
 Address _____ City _____ State _____ Zip _____
 Contact Person _____ Phone # _____
 E-mail _____ Website _____

We hereby make application for exhibit space at the forthcoming conference of the Southern Early Childhood Association, February 4-6, 2027, at the Myrtle Beach Convention Center, Myrtle Beach, SC. We have read and fully understand all provisions as printed in the Contract Stipulations on page 7 and agree to abide by all exhibit rules and regulations.

 Authorized signature (print or type) Signature and Date

Booth/Table Package

Booth/Table Number/s Preference _____ \$ _____

Sponsorship

Or Selected Event _____ \$ _____

Web Hotlink

\$ _____

Mailing List

\$ _____

Total

\$ _____

Payment Information

Make Check Payable to: SECA

Mail to: PO Box 8109

Jacksonville, AR 72078

If paying by credit card,
 send contract to exhibits@seca.info or submit
 online by [clicking here!](#)

☐ VISA ☐ MasterCard ☐ Discover ☐ Amex

Credit Card # _____

Expiration Date _____

CVV (security code) _____

Signature _____



Contract Stipulations

Contract Stipulations

By signing the application/contract form, you agree to the following stipulations:

Exhibitor Restrictions

SECA reserves the right to prohibit any exhibit or part of an exhibit that, in its opinion, is not suitable to, or in keeping with, the character or purpose of the Exhibition, or for any reasons that might become objectionable. In the event of such restriction, SECA is not liable for any refunds, rentals or other exhibit-related expenses.

Liability and Insurance

Exhibitors agree to protect and hold harmless the Southern Early Childhood Association, the Myrtle Beach Convention Center, and their officers, employees and agents from any and all claims for damages, suits, etc. and all persons or others that may result on account of injury, loss or damage sustained upon the space occupied by the exhibitors, or on account of machinery and property under the control of an exhibitor, his representatives or employees. Neither SECA nor the Myrtle Beach Convention Center will be responsible for any loss, injury or damage, including that by fire or theft, that may occur to an exhibitor or to his agents or employees, or to his or their property or wares arising from any cause whatsoever, prior to, during or subsequent to the period of the exhibition. Each exhibitor, by signing an application and contract to exhibit, understands that they release SECA, the Myrtle Beach Convention Center, and their employees, officers, and agents from and agrees to indemnify each against any and all claims from any such loss, injury or damage.

Protection of the Building

Exhibitors will be liable for any damage caused to the property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, doors, walls, floors, or other parts of the building and furnishings. Whatever may be necessary to properly protect the building, equipment, or furniture will be installed at the expense of the exhibitor.

Interpretation and Violation

Any points not covered here or elsewhere are subject to settlement by the management. All rules and regulations promulgated by the Myrtle Beach Convention Center will apply to activities within the exhibit areas. Any violation of these rules and regulations by any exhibitor will void the agreement for exhibit space, and such exhibitor will forfeit all monies that have been paid.

The SECA President or President-Elect shall have the right to terminate the agreement for exhibit space, and re-entry is not allowed.

Refund Policy

- A processing fee of \$50 will be charged on all refunds.
- No refunds will be made for cancellations received after December 30, 2026.
- No refunds will be made if space is not used, nor will any refund be made on space used only for a part or portion of the exhibit period.

Any exhibit space not claimed and/or occupied by 5:00 pm on Thursday, February 4, 2027, may be reassigned without refund. The original contracting exhibitor shall be liable for the full amount of the exhibit space rental, whether or not the space is used.

Exhibit Cancellation

Payment for exhibit space will be returned, less any actual expenses incurred in connection with the Exhibition, if the Exhibition is cancelled 90 days or less prior to the opening date because of fire, or any act of God or the public enemy, or strike, or epidemic, or pandemic, or any law, regulation or public authority that makes it impossible or impractical to hold the Exhibition.

Conducting Exhibits

- Exhibits must be staffed at all times while the exhibit hall is open.
- Electrical or other mechanical apparatus must be muffled so that noise does not interfere with other exhibitors.
- Interviews, distribution of literature, samples and detailing should take place inside booths in order to avoid infringement of the rights and privileges of other exhibitors.
- Exhibitors who play recorded or live music in the exhibit hall must furnish waivers from the composers and performers stating that neither BMI nor ASCAP will collect from SECA.
- All licenses and taxes are the responsibility of the exhibitor.

Security and Insurance

- SECA cannot guarantee against loss or damage of any kind. Exhibitors who purchase booths in areas that cannot be locked do so at their own risk.
- Exhibitors wishing to insure their exhibit materials, goods, and/or wares on exhibit against theft, damage by fire, accident, or loss of any kind must do so at their own expense.