**2020 Pathways to Quality Invitation to Exhibit**

Wednesday, October 14th through Tuesday October 20, 2020 Conference will be in a

Virtual Format

**Deadline September 1st, 2020**

**Conference objectives:**

* Provide participants with strategies for improving their child care program in each of the YoungStar quality indicator areas.
* Help providers continue to build a professional network and understand the benefits of advocating for themselves.
* Offer inspirational messages that empower participants to think of themselves as business owners and professionals.

**Target audience:** Early childhood and out of school care professionals from Milwaukee area programs participating in YoungStar, especially 2 and 3 star programs. Program directors, teachers/caregivers in family and center-based child care programs, Head Start, 4K, and after school/out of school care programs.

**Anticipated attendance:** 500+. Committee requests exhibitors that that meet the needs of group, family, and afterschool/out-of-school programs.

**Planning committee: (\*Lead Agency)**

4C For Children\*, Black Child Development Institute, La Causa Early Education and Care, Malaika Early Learning Center, Milwaukee Area Technical College, Milwaukee Child Care Alliance, Milwaukee Early Care Administration (DCF), Milwaukee Public Schools, Phases Child Care Center, Proveedoras Unidas (Family Child Care Providers), Supporting Families Together Association, The Registry, UW-Milwaukee School of Continuing Education, Wisconsin Early Childhood Association

**Conference Theme: Language and Literacy**

**A. Education and Training**

Credit-based education: credentials, degree programs

Professional development supports

Staff development

Continuing education training

**B. Learning Environment & Curriculum**

Classroom materials

Assessments

Lesson planning materials

Books and language learning materials

**C. Business Practices/Program Management**

Budgeting/Recordkeeping supports

Family engagement

Business insurance

Benefits

**D. Health and Wellness**

Child nutrition

Stress management for teachers

Infant mental health

Physical activity: transitions, activities, music & movement

**Conference Format:**

This will year Pathways to Quality Conference and Resource Fair will be a web-based conference event between October 14th and 20th. Using Whova as a hosting platform there are a variety of exhibitor options to choose from. The basic package will include representation in our digital event center. Participants will have the opportunity to complete an Exhibitor worksheet for credit to encourage them to explore the virtual space and learn more about you and your organization. Each exhibitor will be provided with a personalized listing and a personalized link to set up promotions, giveaways, and coupon codes for participants.

**Proposal deadline June 30th, 2020. Proposals can be submitted online, by mail, or via email.**

**Submit online:**

Through 4C For Children website

[www.4cfc.org](http://www.4cfc.org)

**Submit by mail:**

4C For Children

ATTN: Sarah Stormont

1736 N. 2nd Street

Milwaukee, WI 53212

**Submit by email:**

[sstormont@4cfc.org](mailto:sstormont@4cfc.org) (lead)

**If you have questions**, please contact:

Exhibitor Lead: Sarah Stormont; 4C For Children, sstormont@4c-forchildren.org, 414-588-2034

Exhibitor Support: Jeanne Lebana; WECA, jlabana@wisconsinearlychildhoodassociation.org, 414-350-2370