



ZERO to THREE
LEARN *Conference*
OCT 8-9, 2025 | BALTIMORE, MD

Sponsor | Exhibitor
Prospectus





About ZERO TO THREE

ZERO TO THREE is a national leader dedicated to ensuring all babies and toddlers have a strong start in life. For nearly 50 years, we have supported early childhood professionals, championed policies that help families thrive and provided expert training and resources. Through innovative programs and a powerful network, we shape the future of early childhood education, mental health and family support.

When you sponsor or exhibit at the **2025 ZERO TO THREE LEARN** Conference, your brand reaches thousands of early childhood professionals, decision-makers and advocates advancing policies and programs for young children. Connect with a highly engaged audience, showcase your commitment to the future of the field and position your organization as a leader. Join us in providing meaningful connections and transformative learning for early childhood professionals.



Exclusive Access to Attendees

TUESDAY, OCTOBER 7

7:00 am – 6:30 pm	Registration & Attendee Support Open
8:30 am – 3:30 pm	Preconference Sessions
5:30 pm – 7:00 pm	Opening Reception

WEDNESDAY, OCTOBER 8

7:00 am – 7:30 am	Morning Stretch & Move Options
7:00 am – 9:00 am	Registration & Attendee Support Open
7:30 am – 9:00 am	Coffee in Exhibit Hall
9:00 am – 10:00 am	Opening & Practice Plenary Session
10:00 am – 10:30 am	Break
10:30 am – 11:30 am	Concurrent Sessions Block 1
11:30 am – 1:00 pm	Lunch, Exhibits & Live Poster Showcase
1:00 pm – 2:00 pm	Concurrent Sessions Block 2
2:00 pm – 2:30 pm	Break
2:30 pm – 3:30 pm	Concurrent Sessions Block 3
3:30 pm – 4:00 pm	Break
4:00 pm – 5:00 pm	Research/Science Plenary
5:00 pm – 6:00 pm	Exhibit Hall Reception

THURSDAY, OCTOBER 9

7:00 am – 7:30 am	Morning Stretch & Move Options
7:00 am – 9:00 am	Registration & Attendee Support Open
7:30 am – 9:00 am	Coffee in Exhibit Hall
9:00 am – 10:00 am	Policy Plenary Session
10:00 am – 10:30 am	Break
10:30 am – 11:30 am	Concurrent Sessions Block 1
11:30 am – 1:00 pm	Lunch, Exhibits & Live Poster Showcase
1:00 pm – 2:00 pm	Concurrent Sessions Block 2
2:00 pm – 2:30 pm	Break
2:30 pm – 3:30 pm	Concurrent Sessions Block 3
3:30 pm – 4:00 pm	Break
4:00 pm – 5:00 pm	Keynote
5:00 pm	Conference Adjourns

Exhibit Hall Open (hours subject to change)

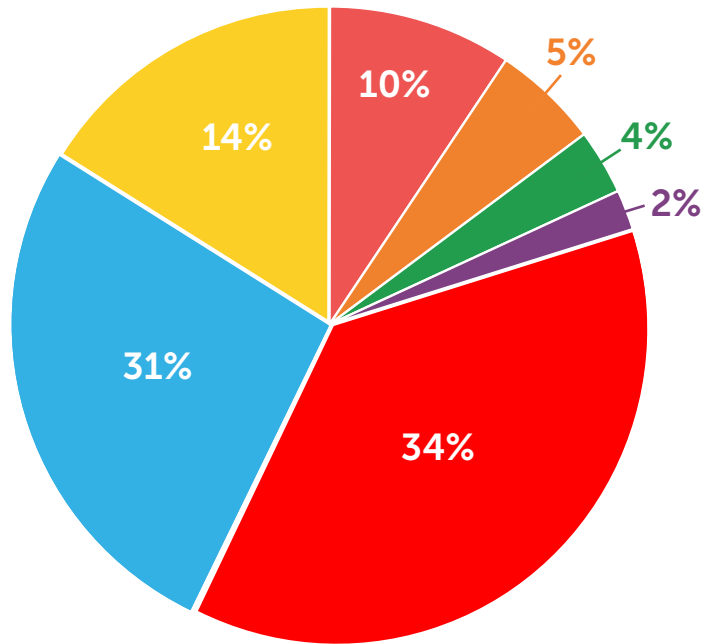
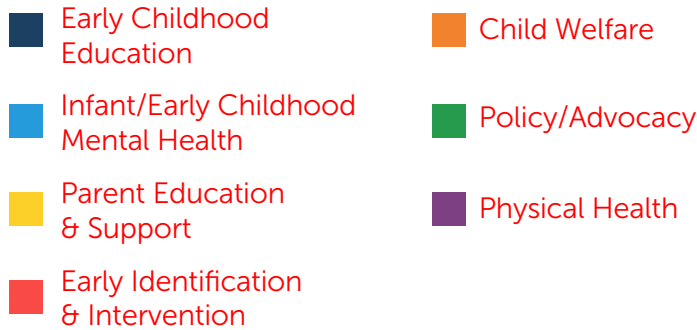




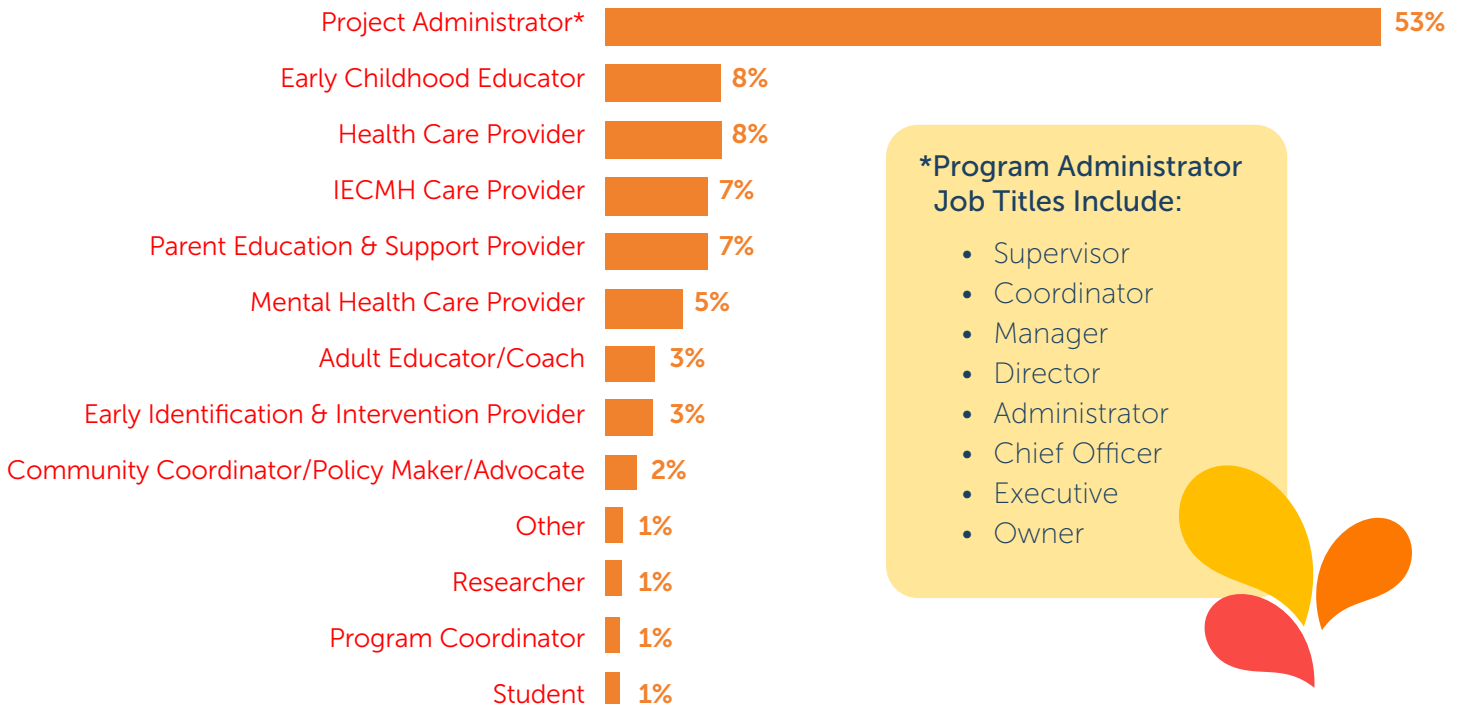
Attendee Demographics

Our conference brings together over 2400 influential early childhood leaders, educators, healthcare providers, policymakers and advocates who are shaping the future for infants and toddlers. Sponsoring and exhibiting puts your brand in front of a highly engaged, mission-driven audience that drives policy, practice and purchasing decisions.

Areas of Expertise



Job Categories



***Program Administrator Job Titles Include:**

- Supervisor
- Coordinator
- Manager
- Director
- Administrator
- Chief Officer
- Executive
- Owner





Sponsorship & Exhibit Benefits

Our enhanced sponsorship and exhibitor packages offer broader visibility and deeper attendee engagement through exclusive, high-impact opportunities. Elevate your brand with a package designed for lasting recognition throughout the conference.

	CHAMPION \$15,000 Available: 2	PARTNER \$10,000 Available: 2	ADVOCATE \$5,000 Available: 10	EXHIBITOR \$3,000 Commerical \$2,000 Non-profit/Gvt. Available: Unlimited
BOOTH				
Booth Package: Drape and company ID Sign (Carpet Optional)	20x20	10x20	10x10	10x10
REGISTRATION				
<i>New</i> Full Conference Registrations	4	3	2	2
<i>New</i> \$50 Group Discount Code for Your Customers	✓	✓	✓	✓
ATTENDEE LIST				
<i>New</i> Pre- and Post- Conference Attendee Lists, including emails (for attendees who have opted-in to sharing their contact information)	✓	✓	✓	✓
CONTENT				
<i>New</i> Custom Presentation by Your Company in a Breakout Lecture Session	1	1		
<i>New</i> Speaking Opportunity in the Newly Re-Imagined Baby Talks Theater	1	1	1	
BRANDING & VISIBILITY				
2-minute Welcome Remarks at a Plenary Session	✓			
<i>New</i> Opening Reception Co-Host (company branding on Baby Talks Theater screens)	✓	✓		
<i>New</i> Registration Co-Host, (conference lanyards and registration desk co-branded with ZERO TO THREE)	✓			
<i>New</i> LinkedIn/Facebook/Instagram Post (to be approved by ZERO TO THREE)	✓			
<i>New</i> Collaborative Blog Post on the ZERO TO THREE LEARN Website	✓			

	CHAMPION \$15,000 Available: 2	PARTNER \$10,000 Available: 2	ADVOCATE \$5,000 Available: 10	EXHIBITOR \$3,000 Commerical \$2,000 Non-profit/Gvt. Available: Unlimited
<i>New</i> Custom Pre-Conference Email Blast to ZERO TO THREE LEARN List (71,459 contacts)	✓	✓		
<i>New</i> Pre-Conference Sponsor Recognition on Social Media Sites (posted by ZERO TO THREE)	✓	✓	✓	
<i>New</i> Logo Placement in Select Marketing Emails	✓	✓	✓	
<i>New</i> Custom Banner Ad in the "Know Before You Go" Email*	✓			
<i>New</i> Logo Placement in the "Know Before You Go" Email	✓	✓	✓	
<i>New</i> Complimentary Lead Retrieval License	✓	✓	✓	✓
<i>New</i> Push Notification Welcoming Attendees to the Opening of the Expo Hall	✓			
<i>New</i> Custom Banner Ad in Mobile App*	✓			
<i>New</i> Company Description and Logo in Mobile App	✓	✓	✓	✓
<i>New</i> Logo Recognition on Plenary Loop Screens	✓	✓	✓	
Inclusion in Exhibitor Passport	✓	✓	✓	(Extra Fee)
Logo Recognition on ZERO TO THREE LEARN Conference Website	✓	✓	✓	
Company Listing on ZERO TO THREE LEARN Conference Website	✓	✓	✓	✓
Company Logo on Event Signage	✓	✓		
Raffle Opportunity	✓	✓	✓	✓
<i>New</i> Digital Marketing Materials Provided by ZERO TO THREE to Help Your Company Market Participation at the LEARN Conference	Custom	Custom	✓	✓

*Total ad value \$300



A la Carte Opportunities

This year, we've expanded custom sponsorship options, giving you more targeted and customizable ways to showcase your brand and engage attendees. Choose the opportunities that best align with your goals for maximum impact.



Plenary Video Ad: Captivate the Audience

Put your brand in the spotlight! This exclusive opportunity lets your company create a custom 30-second video ad to be played before a plenary session. Your ad, produced by your team and approved by ZERO TO THREE, will be live-streamed and recorded for future viewing — maximizing your reach. Plus, your sponsorship includes recognition in the conference mobile app and website, ensuring your brand stays front and center with attendees. **(\$8,000, Qty. Multiple)**



Sponsored Baby Talks: Showcase Your Impact

Position your company as a thought leader with a Sponsored Baby Talk—a unique opportunity to highlight your work and innovations in the field. Each session includes a 15-minute presentation followed by a 15-minute interactive Q&A with attendees. Hosted in our newly reimagined Baby Talks Theater inside the expo hall, this high-visibility platform ensures meaningful engagement. Your sponsorship includes recognition in the conference agenda, mobile app and website, keeping your brand front and center. **(\$2,000, Qty. Multiple)**



Live Art Installation: Create and Inspire

Engage attendees with a dynamic, live art creation unfolding throughout the conference—sponsored by your company. The finished piece can be donated or shipped to your office as a lasting keepsake. Sponsorship includes recognition in the mobile app and website, ensuring your brand is part of this unique experience. **(\$5,000, Qty. 1)**



Break Sponsor: Keep Your Brand in Hand

Put your brand in front of attendees during every conference break with branded napkins and onsite signage. Enjoy a reserved breakfast table in the expo hall and sponsor recognition in the agenda, mobile app and website. **(\$5,000, Qty. 1)**



Guide the Way: Directionals Sponsorship

Lead attendees through the Baltimore Convention Center with your brand! Your logo will be featured on brightly colored t-shirts worn by directional staff and prominently displayed on wayfinding signage throughout the venue. Plus, enjoy sponsor recognition in the mobile app and website for maximum visibility. **(\$3,000, Qty. 1)**



DJ Sponsorship: Set the Tone

Get the crowd energized by sponsoring a live DJ set during registration or plenary walk-in/walk-out. Your brand will be highlighted with onsite signage, logo recognition and shoutouts from the DJ, creating a high-energy experience tied to your company. **(\$2,500, Qty. 3)**



Meet-Ups: Connect & Unwind

Host a themed, informal networking event at the hotel lobby bar, where attendees gather to relax, grab a drink and connect after the conference. Your brand will be featured on wristbands, napkins, coasters and signage, with sponsor recognition in the agenda, mobile app and website. **(\$2,500, Qty. 3)**



Stretch & Move: Energize the Morning

Kickstart the day as the Morning Activity Sponsor with options like yoga or a group walking tour for up to 50 attendees. Your brand will shine with onsite signage, a custom mobile app push notification, and recognition in the agenda, mobile app and website. In addition, Sponsor has the opportunity to provide participants with branded giveaways, subject to ZERO TO THREE approval. **(\$2,500, Qty. 2)**



Hydration Station: Refresh & Refuel

Keep attendees hydrated with branded water stations outside the plenary sessions. Your logo will be featured on branded cups and onsite signage, with sponsor recognition in the mobile app and website. **(\$2,500, Qty. 2)**



Exhibitor Passport Sponsor: Stand Out & Be Seen

Feature your company name and logo in the Exhibitor Passport, ensuring visibility and engagement with attendees as they explore the expo. **(\$500, Qty. Multiple)**

Questions?

Contact Ed Lonsinger
learnexpo@zerotothree.org





Past Sponsors and Exhibitors

AACI
All About Books
Amazing Artists LLC
Amee Cohen & Associates
Anita Zucker Center for Excellence in Early Childhood Studies, University of Florida
Aprendamos Family of Services
Association of Prenatal Perinatal Psychology and Health
ATTACH
Babies Love Books
Bama By Distance
Bank Street Graduate School of Education
Barbara Stroud Training & Consultation
Barefoot Books
Bezos Family Foundation
Branagh Group
Bright Horizons
British American Household Staffing
Brookes Publishing Co.
CalAIMH
Calmoseptine, Inc.
CDC's Learn the Signs. Act Early.
CedarWorks Playsets
Center of Excellence on Infant and Early Childhood Mental Health Consultation
Centers for Medicare & Medicaid Services
Central Institute for the Deaf
Child Care Aware of America
Child Care Careers
Child Care Resource Center (CCRC)
Conscious Discipline
Child Welfare Information Gateway
Child360
Childcare Aware of America
ChildPlus Software
Children's Bureau / NuParent
Children's Services Council of Broward County
Child's Play, Inc.
Community of Mindful Parenting
Community Playthings
Constructive Playthings
Cure SMA
Discount School Supply
Division for Early Childhood
Elevate at Clayton Early Learning
EndCAN
Erikson Institute
Everything Barefoot/Barefoot Books
Exchange Press
Feeding Matters
Fielding Graduate University
Fingersafe USA, inc
First 5 California
First 5 LA
Florida Association for Infant Mental Health
Flowerpot Press
Free Spirit Publishing
Frog Street Press
FunShine Express
Georgetown University Center for Child and Human Development
Global Volunteers
Great Kids, Inc.
Harvard Graduate School of Education
Healthy Start Mom Care Network
Healthy Steps, a program of ZERO TO THREE
HighScope Educational Research Foundation
HiMama
IDA Institute
Infant Massage USA
Institute for Healthcare Advancement
Institute for Learning & Brain Sciences, University of Washington
JAMaROO Kids
Just Right Reader
Kaplan Early Learning Company
Kindermusik International
Kodo Kids
Lakeshore Learning Materials
Learning Connections
LENA Research Foundation
Little Moments Count
Little Otter Health
Michigan Association for Infant Mental Health
Minnesota Association for Children's Mental Health
Missouri State University
Mobility Research, Inc.
Monti Kids

NAEYC - National Association
for the Education of Young Children

National Academies of Science,
Engineering, and Medicine

National Association
for Family Child Care

National CACFP Sponsors
Association

National Center Early Childhood
Development, Teaching & Learning

National Center on Substance Abuse
and Child Welfare (NCSACW)

National Resource Center for
Healthy Marriage and Families

Neena Roumell, PhD - Author

Nemours Children's Health System

No Small Matter - The Early
Education Documentary

Nova Southeastern University

Nurse-Family Partnership

Nutrition Matters, Inc.

Optometry Cares -
The AOA Foundation

Ounce of Prevention Fund

Pacific Oaks College & Children's
School

Parent-Child Relationship Programs
at the Barnard Center/University
of Washington

Parenting Now!

Partners for a Healthy Baby Home
Visiting Curriculum

Pathways.org

Pearson

Playscapes

Quiet Elegance

Redleaf Press

Rocky Mountain Sunscreen

SafeSpace Concepts

Scholastic Book Clubs

Southwest Human Development

St. Catherine University

Star Bright Books

Start Early

Strategic Solutions Group LLC

Strategic Tax Planning

Sunshine Health Child Welfare

Specialty Plan

Teachers College Press

Teachers for Tomorrow Operating
System- TFTOS

Teaching Strategies, LLC

Team Children

The Alliance for the Advancement of
Infant Mental Health (The Alliance)

The Children's Trust

The Gottman Institute

The Mama Bear Effect

The Pin Man - PositivePins.com

The Program for Infant/Toddler Care,
WestEd

Time to Sign/EC-Learn

Theraplay Institute

Third Week Books

Torsh Inc

U.S. Army Medicine Civilian Corps

UMass IMPH Postgraduate Cert
Program

University of Alabama

University of Florida Lastinger Center
for Learning

University of Massachusetts

University of Minnesota - CEED

University of Minnesota -
Institute of Child Development

University of Washington College
of Education

UNM Evaluation Lab Summer
Institute

Vroom

Western Psychological Services
(WPS)

Wisconsin Alliance for
Infant Mental Health

Woods Psychological Services, LLC

World AIMN

WPS Publish Western Psychological
Services





Terms and Conditions

It is understood and agreed that the following terms and conditions are accepted as a contract (“Agreement”) between ZERO TO THREE (“ZTT”) and the exhibitor or sponsor (“Exhibitor”) for the 2025 ZERO TO THREE LEARN Conference (“Conference”) located at the Baltimore Convention Center (“Center”), Baltimore, MD, October 8-9, 2025 respectively. Exhibitor agrees as follows:

- 1. EXHIBIT SPACE AND SPONSOR ASSIGNMENTS.** Exhibit space and event sponsorship requests will be given priority in order of receipt of applications and payment. In order to emphasize the relevance and importance of Exhibitor’s product and services, the exhibit hall at the Center will be arranged to promote Exhibitor’s offerings in a non-competitive environment. ZTT and Meeting Management Services (“MMS” together with ZTT, “ZTT/MMS”) reserve the right to make final assignments and may modify exhibit space assignments as necessary for the best interests of ZTT and the Conference. Decisions regarding exhibit space are solely at the discretion of ZTT/MMS. The subletting of exhibit space is prohibited. Exhibitor will forfeit exhibit space not occupied by the close of the move-in period, Tuesday, October 7, 2025, and Exhibitor will not be entitled to any refund by ZTT. Forfeited exhibit space may be resold, reassigned, or used by ZTT/ MMS at its sole discretion.
- 2. EXHIBIT STAFFING AND DISPLAYS.** Each exhibit space may be staffed with Exhibitor’s registered representatives during the Conference and must adhere to the terms and conditions as may be established by ZTT. A minimum of one registered representative must be present at all times at Exhibitor’s exhibit space during open expo hall hours. Exhibitor is solely responsible for its own exhibit materials and should insure its exhibit against loss or damage. Exhibits shall be installed in accordance with the current IAEE Guidelines. ZTT/MMS shall have the right to prohibit the use of amplifying equipment or music which, in its sole discretion, it considers objectionable. ZTT/MMS reserves the right to demand modification of the appearance of dress or person used in connection with displays or demonstrations. Further, ZTT/MMS reserves the right to exclude or require modification of any display or demonstration which, in its sole discretion, it considers unsuitable or is inconsistent with the character of the Conference.
- 3. PAYMENTS AND CANCELLATION BY SPONSOR/EXHIBITOR.** Sponsors/Exhibitor must remit a 50% deposit of the total invoice charge within 30 days of receipt of invoice. The remaining (50%) balance must be paid on or before July 7, 2025 (three months before the 1st day of the Expo). Full payment is required, and no refunds on deposits or payments will be given. Contracts submitted after July 7, 2025 must pay the full amount immediately upon receiving invoice.

In the event Sponsor/Exhibitor cancels its reservation for sponsorship/exhibit space after July 7, ZTT shall retain or collect 100% of the sponsorship/exhibit space rental fee. Cancellation prior to July 7, 2025 will result in loss of all funds paid to date. No refunds will be made for Exhibitor’s failure to use exhibit space, whether in whole or in part. Subsequent assignment of canceled space by ZTT does not relieve Exhibitor of the obligation to pay the cancellation fees described in this section. Exhibitor agrees that by cancelling exhibit space, Exhibitor relinquishes all benefits included with the exhibit space.

- 4. CANCELLATION OR CHANGE OF CONFERENCE.** In the event that Center becomes unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of ZTT or its agents, the Conference may be canceled or moved to another appropriate location, at the sole discretion of ZTT. ZTT is not responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising directly or indirectly by virtue of a cause or causes not reasonably within the control of ZTT, including but not limited to fire, casualty, flood, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, orders or regulation, pandemic, loss of Federal funding, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel labor union disputes, loss of lease or other termination by the Center, municipal, state, or federal laws, or acts of God. If ZTT terminates this Agreement pursuant to this section, Exhibitor waives any and all resulting claims for damage.
- 5. PARTICIPANT LIST.** If applicable, ZTT grants to Exhibitor a non-exclusive, revocable, limited, and non-transferable license to the pre- or post-conference participant list (“ZTT Conference List”) for a one-time use to contact Conference participants regarding Exhibitor’s products and services. Exhibitor acknowledges that Conference participants must opt in to having their contact information provided to Conference exhibitors and sponsors, and that any participants that elect not to opt in will not be included in the ZTT Conference List provided to Exhibitor. Exhibitor agrees it will not share, sell, or otherwise disclose the ZTT Conference List to any third party in any manner, except with the prior written consent of ZTT.
- 6. LIABILITY.** Neither ZTT, its agents, employees, nor MMS or Center, its representatives or employees shall be liable for any damage to the property or loss of business to Exhibitor by theft, damage by fire or other means or for any injuries to the Exhibitor, its employees, agents, customers, or guests; for any damage of any nature, including damage to its business for failure to provide exhibit space; for failure to hold the Conference as scheduled; nor for any action or omission of ZTT. ZTT shall bear no responsibility for the safety of Exhibitor, its personnel, employees, agents, or representatives of personal property. ZTT will have no liability whatsoever for any indirect, consequential, special, or incidental damages, regardless of how those damages are incurred. Exhibitor, on behalf of itself, its employees and agents, shall protect, indemnify, save and defend and hold harmless ZTT, its agents and employees and the Center, its agents and employees from all costs losses, damages, and expenses arising out of or from any accident or other occurrence connected with the use or occupation of Exhibitor of its exhibit space.
- 7. INDEMNIFICATION.** Exhibitor agrees to defend, indemnify and hold harmless ZTT, MMS, and Center, and their respective owners, managers, officers, directors, agents, employees, subsidiaries, and affiliates, from any and all damages, liabilities, losses, expenses, or claims (including, but not limited to, claims for injury to Exhibitor, its employees, agents, representatives or Conference attendees), suits, demands, judgments, and causes of action of any nature arising from or as a result of (i) an act or omission by Exhibitor, Exhibitor’s agents, employees or representatives; (ii) the failure of Exhibitor, Exhibitor’s agents, employees or representatives to comply with any of these terms or conditions of this Agreement; and/or (iii) the breach of any representation or warranty given or made by Exhibitor.

8. **INSURANCE.** Exhibitor shall obtain and maintain in force and effect, for the dates of the Conference, a commercial general liability insurance policy with combined single limits for personal injury and property damage of \$1,000,000 per occurrence and \$2,000,000 in the aggregate, and shall provide ZTT with a certificate of insurance confirming such coverage naming ZTT and Center as additional insureds. Such certificate of insurance must be provided to ZTT at least 45 days prior to the Conference and may not be cancelled without at least 30 days prior written notice to ZTT.
9. **CENTER PROPERTY.** Exhibitor is responsible for damage to Center property. No signs or other articles may be affixed, nailed or otherwise attached to walls, doors, etc. in such a manner as to deface or damage them. Likewise, no attachments may be made to the floor by nails, screws, or any other device that would damage or mark it. Floor loading limits must not be exceeded.
10. **SAFETY REGULATIONS.** The use or storage of flammable liquids, gases, or solids will not be permitted. Only a safety film can be used. Video presentations must be arranged so that aisles are not blocked. Exhibitor must adhere to all municipal and state laws, rules, and regulations. All combustible decorations and other materials must comply with fire department regulations and require advance written notice to and approval by ZTT/MMS.
11. **EARLY DISMANTLING OF EXHIBIT BOOTHS.** Exhibits must remain set up until 4:00 pm on Thursday, October 9, 2025, or the final time determined as Exhibitor Load-Out. Early dismantling of booths may result in loss of exhibitor privileges at future ZTT conferences.
12. **AMENDMENTS.** These terms and conditions may be amended or modified by ZTT at its sole discretion at any time, with notice given to Sponsor/ Exhibitor of any and all amendments. Any and all matters not specifically covered by these terms or conditions shall be subject solely to the discretion of ZTT and, to the extent applicable, Center.
13. **NO ENDORSEMENT.** Participation as a Sponsor/Exhibitor at the Conference does not in any way mean that ZTT or the Conference approves or endorses Sponsor/Exhibitor or Sponsor's/Exhibitor's products or services. Any promotions that Sponsor/Exhibitor undertakes or conducts before, during, or after the Conference shall not imply or convey ZTT's approval, endorsement, certification, acceptance, or referral of Sponsor/ Exhibitor or Sponsor's/Exhibitor's products or services.
14. **PARTICIPATION.** Participation as a Sponsor/Exhibitor does not entitle Sponsor/Exhibitor to influence the content planning of the Conference.
15. **GUARD SERVICE.** ZTT/MMS will provide guard service when the exhibit hall is closed and exercise reasonable care for the protection of Sponsor's/Exhibitor's material and display. Beyond this, ZTT/MMS, its officers, agents, employees, subsidiaries, affiliates, and members (separately or collectively) is not responsible for any damage to or for the loss or destruction of Sponsor's/Exhibitor's exhibit or other property either from fire, theft, accidents or other causes.
16. **FOOD AND BEVERAGE.** If Sponsor/Exhibitor plans on distributing food and/or beverage in its exhibit space, Sponsor/Exhibitor must receive prior approval from ZTT/MMS, and any additional fees that are levied by the Center will be Sponsor's/Exhibitor's sole responsibility. Please contact ZTT/MMS prior to the Conference to determine the cost associated with Sponsor's/Exhibitor's planned food and/or beverage distribution.
17. **OFFICIAL SERVICE CONTRACTOR.** To assure orderly and efficient installation, operation and removal of the exhibit displays and to minimize confusion by the presence or solicitation of unknown or unqualified firms, ZTT/MMS will select a contractor as the official logistics provider and decorator. The contractor will provide a warehouse in advance for materials to be sent. The contractor will send all confirmed exhibitors a service kit containing information regarding shipping of materials and information regarding furnishings, electrical, signs, labor, booth cleaning, display rental, telephone, audio/visual, photography, and computer rental.
18. **SPONSOR RECOGNITION.** In the event Exhibitor is a Sponsor and receives sponsorship benefits, Exhibitor will be recognized as a sponsor of ZTT and the Conference consistent with the Internal Revenue Service's ("IRS") rules and regulations on "qualified sponsorships." The placement, form, content, appearance, and all other aspects of the identification and acknowledgment of Exhibitor will be determined by ZTT in its sole discretion. It is understood that such recognition will not include general "advertising" information as defined in by the IRS.
19. **INTELLECTUAL PROPERTY.** Sponsor/Exhibitor grants to ZTT a limited, non-exclusive license to use Sponsor's/Exhibitor's name, acronym, and logo ("Exhibitor Marks") to identify Sponsor/Exhibitor as an exhibitor and/or sponsor of the Conference. ZTT acknowledges and agrees that Sponsor/Exhibitor is the sole owner of all right, title, and interest to the Sponsor/Exhibitor Marks. Sponsor/Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in exhibit booths or displays. Exhibitor will not be permitted to play, broadcast, or perform music or display any other copyrighted material, such as photographs or other artistic works, without first presenting to ZTT satisfactory proof that Sponsor/Exhibitor has, or does not need, a license to use such music or copyrighted material. Sponsor/Exhibitor agrees to defend, indemnify, and hold harmless ZTT, its officers, directors, employees, and agents, harmless from all loss, cost, claims, causes of action, obligations, suits, damages, liability expenses, and costs including attorneys' fees arising from or out of any dispute involving intellectual property owned or used by Sponsor/Exhibitor at the Conference.
20. **ZERO TO THREE (ZTT) LOGO.** Use of the ZTT logo and/or Conference marketing/branding by Sponsor/Exhibitor in conjunction with advertisements signs, promotional materials, endorsements, statements, contests and/or awards of any kind must be approved in advance by ZTT.
21. **WARRANTIES.** Sponsor/Exhibitor represents and warrants that it will comply with all applicable laws and regulations, that it has the full right and legal authority to enter into and fully perform this Agreement in accordance with its terms without violating the rights of any other person, and that it is the owner or licensee of all intellectual property used by Sponsor/Exhibitor at the Conference or in promotion of the Conference.

