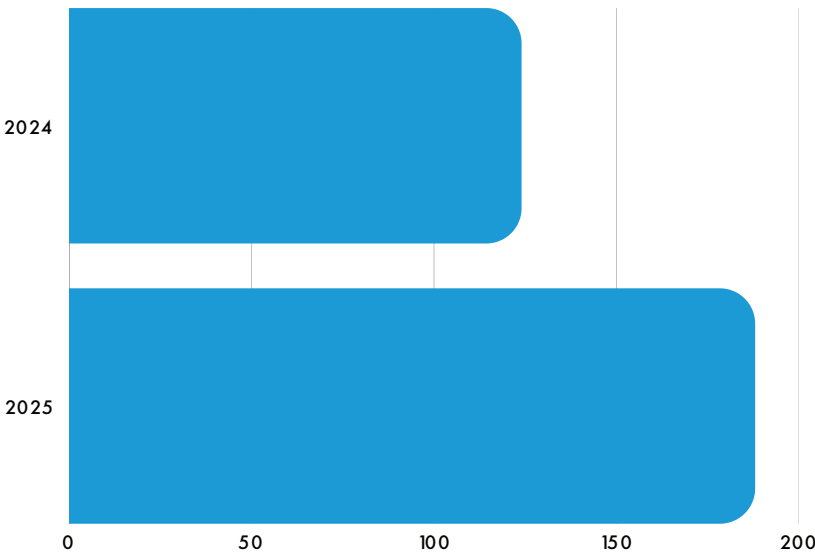




ATTENDANCE STATISTICS

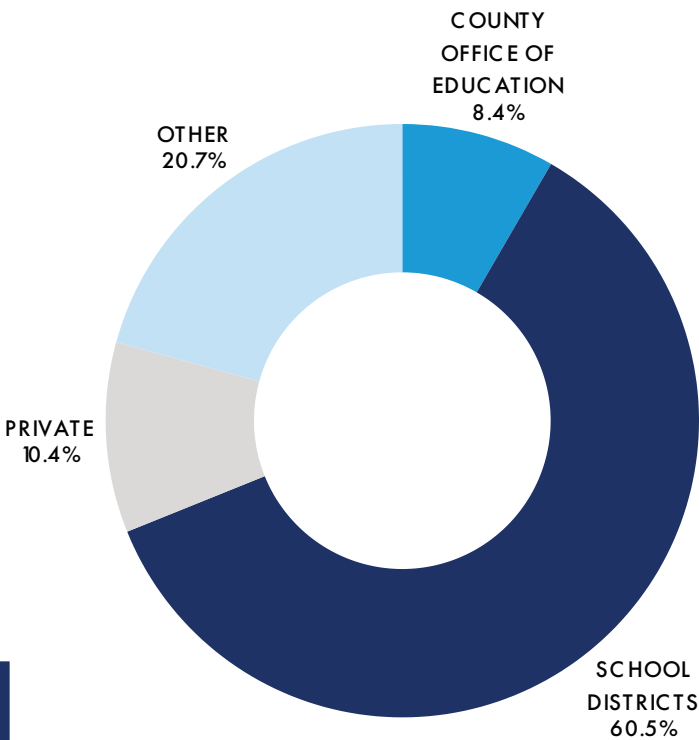
ATTENDEES BY YEAR



42% INCREASE IN ATTENDEES IN 2025

2025 GROUP VS. INDIVIDUAL REGISTRATION

123 59



*OTHER INCLUDES HEAD START PROGRAMS, COLLEGE DISTRICTS, AND INTERNATIONAL SCHOOLS

TOP COUNTIES REPRESENTED

COUNTY	# OF ATTENDEES
ALAMEDA	36
SAN MATEO	17
FRESNO	15
SANTA CLARA	15
CONTRA COSTA	13
SACRAMENTO	10
LOS ANGELES	9

ESSENTIAL INFORMATION YOU NEED

The exhibitor experience is immersive. You are encouraged to attend workshops. All marketing of your materials, products and resources happens only at your tabletop.

- 12 Tabletop Exhibits Available
- 3 Meals Included in Tabletop Fee
- 4 Exclusive Hours with Attendees (no programming, except meals)
- 20 Workshops Available (4 breakout sessions)
- 2026 TK Institute, November 6-7 (Los Angeles)
- 2027 TK Institute, November 5-6 (Santa Clara)



CALIFORNIA ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN

2026 TK INSTITUTE | NOVEMBER 6-7 (MARRIOTT LAX)
3620 American River Drive, Suite 230
Sacramento, CA 95864 | 916.486.7750
CAEYC.ORG/EVENTS/CAA EYC-TK-INSTITUTE