



Imprint Items Served as Marketing Sponsor at Born to Teach Conference

July 31, 2026

MINNEAPOLIS, MN - July 31, 2026 -

Imprint Items served as a marketing sponsor for the Born to Teach Conference in Atlanta. Owner Xavier Roy staffed the company booth at the event while Julie Roy participated as a speaker. The conference ran from July 9 through 12 and carries a racetrack theme. Imprint Items prepared a selection of custom imprinted promotional products to align with that concept.

The items supplied include imprinted stress ball tires, debossed pink notebooks printed with the Imprint Items name, mochi pens, and imprinted outlet covers. Samples of prior custom projects completed for other organizations are also on display at the booth.

The Born to Teach Conference is an early childhood education gathering that brings together thousands of childcare professionals, center owners, leaders, and teachers each year. Organized by Latrice Galloway-Crawford, known as The Childcare Chic, the event focuses on education, inspiration, and practical strategies for classroom, center, and business improvement. Programming includes keynote presentations, breakout sessions, and networking opportunities centered on leadership, operations, staffing, curriculum, and related topics.

Julie Roy, owner of Imprint Items, addressed the company's role. "Participating as a marketing sponsor and speaker places the team in direct contact with early childhood education professionals while showing how promotional products can support a defined event theme," Roy said. "The racetrack concept provided a clear direction for selecting items that fit both the visual framework and the practical needs of attendees."

The conference organizers publicly welcomed Imprint Items as a sponsor, noting the company's more than 40 years of experience elevating brands through custom merchandise. That recognition aligns with the firm's established position as a Midwest-based ASI promotional products distributor serving organizations nationwide.

Xavier Roy's presence at the booth ensures attendees can examine the themed products and review examples of earlier custom work. Julie Roy's speaking engagement contributes to the conference program itself. Together, the sponsorship, booth staffing and presentation roles form a coordinated participation in the multi-day event.

Roy further noted the connection between product selection and event purpose. "When promotional items reflect the central theme of a professional gathering, they become part of the shared experience rather than separate materials," she said.

Imprint Items designs, sources and delivers custom logo merchandise for businesses, schools, organizations and marketing teams. Its work supports trade shows, recognition programs, corporate events and specialized conferences. Free electronic proofs are provided as part of the standard process so designs can be reviewed before production begins. Inventory is sourced from multiple warehouse locations to assist with fulfillment timelines.

At the Born to Teach Conference, the combination of sponsorship recognition, on-site booth presence, and themed product display illustrates how a promotional products firm can contribute to an education-focused event. The racetrack-themed stress ball tires, notebooks, pens, and outlet covers offer tangible examples of customization tailored to a specific program concept, while the additional samples expand the range of possibilities available to attendees.

Throughout the event in Atlanta, Imprint Items remained active in its dual capacity as marketing sponsor and participant. The involvement of both owners in visible roles, alongside the display of conference-specific and prior custom work, reflects a structured approach to supporting professional gatherings in the early childhood education sector.

Imprint Items is a Midwest-based ASI promotional products supplier specializing in custom promotional items,

branded merchandise, custom apparel, corporate gifts, and bulk promotional products. With more than 40 years of experience serving organizations across the United States, the company creates high-quality custom logo products that support brand recognition and event requirements.

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Imprint Items

Imprint Items delivers premium custom products and SWAG backed by an intentional strategy to help brands stand out, build relationships, and drive impact!

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