Dear Publisher or Exhibitor,

This letter invites you to exhibit and/or present a session at Sunshine State TESOL’s 31st Annual Conference at the Daytona Beach Hilton Oceanfront Resort from May 7th to May 10th, 2008. The exhibits will once again be on Thursday and Friday only from 9:00 a.m. to 5:00 p.m. each day with the exhibit hall closed for lunch breaks. The exhibit hall at the Hilton is much larger (4,500 square feet) providing more area than in West Palm Beach.

I invite you to make plans now to exhibit your wares and present sessions to ESL professionals, including those involved in K-12, higher education, adult education, intensive English language institutes, and universities. The preliminary program for the conference, Call for Proposals, registration form, and hotel information will be available at www.sunshine-tesol.org as the conference approaches.

Because publishers and exhibitors are an integral part of the conference, breaks, called “Publishers’ Rounds”, will be held when no other competing events are scheduled. The refreshments will be served in the exhibit hall during the publisher rounds. (Note that management at the West Palm Beach Marriott decided at the last minute that having food inside the exhibit hall in May 2007 would cause to many people in the area, violating the fire code. The publisher liaison was not informed of this change in plans.) There are four Rounds tentatively scheduled—Thursday morning, Thursday afternoon, Friday morning, and Friday afternoon. We ask that you make a donation to sponsor a refreshment break for only $750. You will receive a complimentary inside, full-page, b/w program ad and special recognition in the program, with a poster, and at the luncheon. We are also in need of companies to donate conference bags, nametags, bag stuffers (pens, notepads, etc.), and raffle items and sponsor (or co-sponsor) the reception.

Since exhibit space is limited, I encourage you to reserve your space early. Spaces are assigned based on a “first-come, first-served” basis as well as based on size of donations.

If you have any questions, please contact me at kbryan@ufl.edu. Sunshine State TESOL appreciates your participation and support.

Sincerely,

Kisha Bryan
Publisher Liaison
E-mail: kbryan@ufl.edu
Sunshine State TESOL 31st Annual Conference, May 7-10, 2008

Tentative Exhibit Schedule

- **Setup:** Wed., May 6th, 6:00 p.m. to 7:30 p.m.; Thursday, May 7th, 8:00 a.m. to 9:00 a.m.
- **Exhibition:** Thursday, May 7th, 9:00 a.m. to 5:00 p.m.; Friday, May 8th, 9:00 a.m. to 5:00 p.m. (closed for lunch breaks)
- **Breakdown:** Friday, May 11th, 5:00 p.m. to 7:00 p.m.

Checklist and Deadlines

- **Call for Proposals:** Due by February 15, 2008, (complete online at www.sunshine-tesol.org). Address questions to Sandra Hancock, Program Chair, at shm@ufl.edu. **Please note that a submission of a proposal does not guarantee acceptance as selection is competitive.**
- **Conference Program Advertising:** Ad copy deadline is March 15th, but reserve your ad space in the conference program now by returning the enclosed contract. Consider linking your organization to our online Journal and Messenger pages for a nominal monthly fee. Please refer to the link “Information for Advertisers” under the General Information heading at www.sunshine-tesol.org for rates and details.
- **Exhibit Space:** Payment deadline is March 30th. Reserve exhibit space as soon as possible by returning the contract, which follows. Exhibit space assignments will be based on a first-come, first-served basis according to when contracts are received with prime spots being provided to those who provide significant donations. Exhibit space will not be reassigned during conference set-up except when due to layout configuration error, so please do not ask to move.
- **Shipping:** Exhibitors may ship to the Hilton if materials arrive no more than 3 days before the conference. **Please note that there will be a storage charge for boxes received prior to Monday, May 4th.** When shipping boxes, letters or packages to the Hilton Daytona Beach Oceanfront Resort, please use the following format (provided by the hotel). This will not only facilitate the handling of your boxes/packages, but also the retrieval upon your arrival and request for delivery.

```
Recipient's Name: __________________________ Date of Arrival: ___/__/2008
Company Name: __________________________
Group: SUNSHINE STATE TESOL
HILTON DAYTONA BEACH OCEANFRONT RESORT
100 NORTH ATLANTIC AVENUE
DAYTONA BEACH, FL 32118
# OF BOXES/PKGS ______ OF ______
```

- The hotel will hold returning packages to ship on Monday at no charge if they cannot be picked up on Friday. **Please bring your own return shipping labels.** For shipping questions, please contact Kathy Sandidge, Director of Event Planning, West Palm Beach Marriott, (561) 803-1907.
- **Electricity/AV in the Exhibit Area:** There is a $10 charge for electricity connections in the exhibit area. Exhibitors MUST indicate that they need electricity on the contract and MUST provide their own power cords (or pay hotel $10 per cord or power strip) and tape to tape down cords as well as surge protectors, if necessary.
- **Hotel Reservations:** Please make your reservations (1-386-254-8200 or 1-800-HILTONS) before April 1, 2008 to receive the SSTESOL Group Conference Rate of $139 single/double, $139 triple, $149 quad.
Frequently asked questions:

1. *Do exhibitors have to register for the conference?*
   Each table purchased includes conference registration for one or two representatives who will man that table during the conference.

2. *What is the exhibit space like?*
   The space includes a skirted table, 6 feet by 30 inches. Exhibitors may use reasonably sized tri-folds on top of the table. **They may not place items in the aisles or use additional tables they bring.**

3. *Does exhibit space have to be paid when I reserve my space?*
   Exhibit space must be paid for in full by March 30th. Checks may be enclosed with the Registration/Contract Form or sent separately, but **no invoice will be sent for exhibit tables**. Tables will be released if payment is not received by March 30th.

**IMPORTANT:** Neither the Hilton Daytona Beach Oceanfront Resort nor Sunshine State TESOL is responsible for the security of exhibits, materials, or personal property of exhibitors or guests.
Sunshine State TESOL

31st Annual Conference, May 6-10, 2008
Hilton Daytona Beach Oceanfront Resort
Exhibitor’s Registration/Contract
DEADLINE: March 30, 2008

Company Name: ______________________________________________________

Company Contact Person: ______________________________________________

Address: __________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Telephone: ___________ FAX: ___________ E-mail: ____________________________

Exhibit Tables: $280 for first table plus $250 for each additional one. Fees must be paid by
March 30th.

Number of Tables: ___________ Total Table Amount Due: ___________

Circle one: Check is enclosed OR Check will be mailed separately (no invoice will be sent).

Electricity: There is a $10 charge for electricity. Exhibitors MUST indicate if electricity is
required below and MUST provide their own power cords and tape to tape down cords.

Please indicate: ___We require electricity  Note: Electrical connection fee is $10.

Table Total: $_____________ + $ 10.00 = Total Due: $_____________

___We do NOT require electricity.

Names of representatives for conference badges (maximum 2 per table).

TABLE 1
1. ___________________________________________ 2. ________________________________

TABLE 2
1. ___________________________________________ 2. ________________________________

TABLE 3
1. ___________________________________________ 2. ________________________________

IMPORTANT: Companies must share conference information with their representatives.

IMPORTANT: Neither the Hilton Daytona Beach Oceanfront Resort nor Sunshine State
TESOL is responsible for the security of exhibits, materials, or personal property of
exhibitors or guests.
**Donations:** Please check if you will provide the following. Donations can be shipped to **Kisha Bryan, Publisher Liaison, 6069 Maggies Circle Unit 14, Jacksonville, FL 32244** or given to her at the conference (or shipped to the hotel—please put notation: for Kisha Bryan, SSTESOL Conference). All publishers making donations will be noted in the conference program (if notified by the March 30th program deadline). The company donating nametags will receive a complimentary ½ page inside b/w program ad. The companies sponsoring refreshment breaks ($750), the reception, or donating bags will receive a complimentary full-page ad inside ad in the conference program.

_____ Conference Bags (700)

_____ Nametags/Pens/Pencils/Notepads/Other. (700) Specify item(s): ______________________

_____ Raffle item(s). Please specify: ________________________________

_____ Refreshment Break Sponsorship—Cost $750.

_____ Reception Co-/Sponsorship

**Conference Program Advertising:** Place your company’s b/w ad(s) in the conference program. Deadline for receipt of ad copy is March 15th. Please provide camera-ready hard copy or electronic files ON DISKETTE in Quark, Adobe Illustrator, or Photoshop.

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<td>$110</td>
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</table>

|               | Total no. of ads               | Total cost for ads: $________ |

(Note: See complimentary ad information in the “Donation” section above.

Circle one (payment preference FOR ADS ONLY):
Check enclosed OR Check will be sent separately.

**Checks should be payable to:**

Sunshine State TESOL of Florida, Inc.

**Mail, fax, or email forms to:**
Kisha Bryan, Publishers Liaison
6069 Maggies Circle, Unit 14
Jacksonville, FL 32244
Fax: 352-466-0657
Telephone: 904-704-1543 (cell); E-mail: kbryan@ufl.edu

SSTESOL Federal Tax ID 59-1846978