January 10, 2005

Dear Publisher or Exhibitor,

This letter invites you to exhibit and/or present a session at Sunshine State TESOL’s 29th Annual Conference at the Hyatt Regency inside the Orlando International Airport. About eight hundred ESL/ESOL educators from around the State will be attending. Please note that the dates for the conference this year run from Thursday to Saturday with exhibits on Thursday and Friday.

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, and registration form is available at www.sunshine-tesol.org.

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. During this time, refreshments will be served in or near the exhibit area to encourage traffic. There are three Rounds tentatively scheduled—Thursday afternoon, Friday morning, and Friday afternoon. The exhibit area will be located in a prime location to ensure traffic. Since exhibit space is limited, I encourage you to reserve your spot early.

We ask that you consider donating nametags, bag stuffers, and raffle items. Your company will receive recognition in the program as well at the conference luncheon.

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

Sincerely,

Sandra Hancock
Publisher Liaison
Telephone: 352.466.3073 or 352.665.0309 (cell)
E-mail: shm@ufl.edu
Tentative Exhibit Schedule

- **Setup:** Wed., April 27th, 6:00 p.m. to 7:30 p.m.; Thursday, April 28th, 8:00 a.m. to 9:30 a.m.
- **Exhibition:** Thursday, April 28th, 10:00 a.m. to 6:00 p.m.; Friday, April 29th, 9:00 a.m. to 4:00 p.m.
- **Breakdown:** Friday, April 29th, 4:00 p.m. to 6:00 p.m.

Checklist and Deadlines

- **Call for Proposals:** Due by February 15, 2005, (download form at www.sunshine-tesol.org). Address questions to Carmen Morales Jones, Program Chair, at morales@fau.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. Now is the time to also plan advertising for the SSTESOL Messenger and Journal due out in the Spring. Please see 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 15th. 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 Hyatt Regency--Airport if materials arrive no more than 3 days before the conference. **Please note that the contract specifies a handling charge of $10/box for items shipped to the hotel.** Before shipping, please mark each box clearly: Publisher Name, HOLD FOR SUNSHINE STATE TESOL CONFERENCE, April 28th. The shipping address is: Hyatt Regency-Airport, 9300 Airport Blvd., Orlando, FL 32827. Please be sure to indicate “Box ___ of ___.” For shipping questions, please contact Carrie Hovland at the Hyatt (407-825-1234).

- **Electricity/AV in the Exhibit Area:** There is no charge for electricity in the exhibit area, but exhibitors MUST indicate that they need electricity on the contract and MUST provide their own power cords and tape to tape down cords as well as surge protectors, if necessary.

- **Hotel Reservations:** Deadline is April 1st. Reservations should be made directly with the hotel (407-825-1234). Check www.sunshine-tesol.org for additional hotel information.

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 by March 15th. 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 15th.

**IMPORTANT:** Neither the Hyatt Regency--Airport nor Sunshine State TESOL is responsible for the security of exhibits, materials, or personal property of exhibitors or guests.
Exhibitor’s Registration/Contract

DEADLINE: March 15, 2005

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 15th.

Number of Tables: $___________ Total Amount Due: $___________

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

Electricity: There is no charge for electricity, but 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

               ___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 Hyatt Regency—Orlando Airport 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 Sandra Hancock, Publisher Liaison, 11922 SW 16th Street, Micanopy, FL 32667. Companies donating nametags will receive a complimentary ½ page ad in the conference program. All publishers making donations will be noted in the conference program (if notified by the March 15th program deadline).

_____ Conference Bags/Pens/Pencils/Notepads/Other. (800) Specify: ________________

_____ Raffle item(s). Please specify: ____________________________________________

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

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_____ Total no. of ads     Total cost for ads: $_______

Circle one (payment preference FOR ADS ONLY):

Check enclosed **OR** Check will be sent separately **OR** Please invoice us.

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**Checks should be payable to:**

Sunshine State TESOL of Florida, Inc.

**Mail, fax, or email forms to:**
Sandra Hancock, Publishers Liaison
11922 SW 16th Street
Micanopy, FL 32667
Fax: 352-466-0657
Telephone: 352.466.3073; E-mail: shm@ufl.edu

SSTESOL Federal Tax ID 59-1846978