January 3, 2007

Dear Publisher or Exhibitor,

This letter invites you to exhibit and/or present a session at Sunshine State TESOL’s 30th Annual Conference at the Marriott Hotel in West Palm Beach. About eight hundred ESL/ESOL educators from around the State will be attending. The dates for the conference this year run from Thursday to Saturday with exhibits all day Thursday (9:00 a.m. – 5:00 p.m.) and Friday (8:30 a.m. – 5:30 p.m.). Exhibits will be closed 12:30 p.m. – to 1:15 p.m. daily for lunch.

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 are 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 (pending publisher sponsorship of refreshments at charge of $500/break). There are four Rounds tentatively scheduled—Thursday morning, 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 space early. Spaces are assigned based on a “first-come, first-served” basis as well as based on donated items. We ask that you consider highlighting your company’s support of the conference by sponsoring one of the four refreshment breaks, donating nametags, bag stuffers, or raffle items. The companies who choose to be sponsors will receive recognition in the conference program and 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: 352.374.2282 or 352.514.5249 (cell)
E-mail: shm@ufl.edu
4005 SW 26th Drive, Unit D
Gainesville, FL 32608
Sunshine State TESOL 30th Annual Conference, May 10-12, 2007

Tentative Exhibit Schedule

- **Setup:** Wed., May 9th, 6:00 p.m. to 7:30 p.m.; Thursday, May 10th, 8:00 a.m. to 9:00 a.m.
- **Exhibition:** Thursday, May 10th, 9:00 a.m. to 6:00 p.m.; Friday, May 11th, 8:00 a.m. to 5:30 p.m.
- **Breakdown:** Friday, May 11th, 5:30 p.m. to 7:00 p.m.

Checklist and Deadlines

- **Call for Proposals:** Due by January 31, 2007, (complete online at www.sunshine-tesol.org). Address questions to Ann Jackman, Program Chair, at jackmana@palmbeach.k12.fl.us. 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 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 West Palm Beach Marriott 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 9th. Before shipping, please mark each box clearly: Publisher name, representative name(s), HOLD FOR SUNSHINE STATE TESOL CONFERENCE, May 10th”. The shipping address is: West Palm Beach Marriott, 1001 Okeechobee Blvd., West Palm Beach, FL 33401. Please be sure to indicate “Box ____ 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 (800-376-2292) before April 1, 2007 to receive the SSTESOL Group Conference Rate of $119 single, double, $129 triple, $139 quad. West Palm Beach Marriott, 1001 Okeechobee Boulevard, West Palm Beach, FL 33401. http://marriott.com/property/propertypage/PBIMC

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 West Palm Beach Marriott nor Sunshine State TESOL is responsible for the security of exhibits, materials, or personal property of exhibitors or guests.
Sunshine State TESOL

30th Annual Conference, May 10-12, 2007
West Palm Beach Marriott

Exhibitor’s Registration/Contract
DEADLINE: March 15, 2007

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 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 West Palm Beach Marriott 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, 4005 SW 26th Drive, Unit D, Gainesville, FL 32608 or given to her at the conference (or shipped to the hotel—please put notation: for Sandra Hancock, SSTESOL Conference). All publishers making donations will be noted in the conference program (if notified by the March 15th program deadline). The company donating nametags and sponsoring refreshment breaks will receive a complimentary ½ page ad in the conference program.

_____ **Nametags/Pens/Pencils/Notepads/Other.** (800) Specify item(s): ________________

_____ **Raffle item(s).** Please specify: ______________________________________

_____ **Refreshment Break Sponsorship—Cost $500.** A sponsoring company will be given a free-1/2 page ad in the program and recognized at the luncheon. In addition, a poster will be displayed at the break that identifies the sponsoring company.

**Conference Program Advertising:** Place your company’s ad(s) in the conference program. Deadline for receipt of ad copy is March 1st. Please provide camera-ready hard copy or electronic files ON DISKETTE in Quark, Adobe Illustrator, or Photoshop.

<table>
<thead>
<tr>
<th>Number of Ads</th>
<th>Ad Location</th>
<th>Dimensions in Inches (horizontal x vertical)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full-Page-outside back cover</td>
<td>7 1/2 x 10</td>
<td>$300</td>
</tr>
<tr>
<td></td>
<td>Full Page-inside back cover</td>
<td>7 1/2 x 10</td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td>Full page</td>
<td>7 1/2 x 10</td>
<td>$150</td>
</tr>
<tr>
<td></td>
<td>1/2 page</td>
<td>7 1/2 x 5</td>
<td>$110</td>
</tr>
</tbody>
</table>

_____ **Total no. of ads**  
**Total cost for ads:** $________

(Note—complimentary ½ page ads for companies sponsoring refreshment breaks ($500 fee) and providing nametags)

**Circle one** (payment preference FOR ADS ONLY):

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

**Checks should be payable to:**

Sunshine State TESOL of Florida, Inc.

**Mail, fax, or email forms to:**

Sandra Hancock, Publishers Liaison  
4005 SW 26th Drive, Unit D  
Gainesville, FL 32608  
Fax: 352-466-0657  
Telephone: 352-374-2282; 352-514-5249 (cell); E-mail: shm@ufl.edu

SSTESOL Federal Tax ID 59-1846978