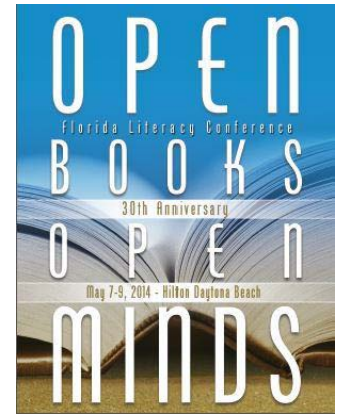


# 2014 Florida Literacy Conference, May 7-9

## Hilton Daytona Beach

The Florida Literacy Coalition is pleased to announce the **30th Annual Florida Literacy Conference: Open Books Open Minds, May 7-9, 2014**, at the **Hilton Daytona Beach**. We expect approximately 500-600 attendees from adult education, literacy, ESOL and family literacy programs throughout Florida. Of our attendees, approximately 40% are program administrators and 43% are teachers from public and non-profit adult education/literacy programs.



You can promote your company at the Conference through **sponsorship, advertisements** or an **exhibit space**. Please see the enclosed pages to take advantage of these marketing opportunities.

**Exhibiting** at the 2014 Conference has been designed with the highest visibility and traffic in mind. As a potential exhibitor, you will be pleased to know that:

- The exhibit area will be conveniently located near all general and concurrent session rooms. All refreshment breaks will take place in the exhibit hall area.
- The Florida Literacy Coalition will provide a link to each exhibitor's website from [www.floridaliteracy.org](http://www.floridaliteracy.org), which receives an average of approximately 4,000 visitors per week.
- All exhibitors will have a listing in the Conference program and attendees will be encouraged to visit exhibitors at the Opening General Session.
- Conference sponsors can have their software loaded on computers in the computer lab where, during open times, attendees can demo software on their own.
- Exhibitors will be given the opportunity to promote their products through special drawings held during breaks and at the closing general session.

**Exhibitors who have purchased a table may propose a concurrent session workshop using the *Call for Presenters online form*.** Presentations by exhibitors will be labeled as such in the Conference program. Exhibitors will be limited to one concurrent session. Exhibitors who are also sponsors, however, will be permitted to submit two proposals. This year we are offering a special promotion that offers exhibitors their choice of table location. FLC will contact exhibitors on a first come, first serve bases to choose table(s) when their exhibitor application is completed and payment is received, online or postmarked on or before December 31, 2013.

### **Fees:**

\$350 fee per table entitles exhibitors to the following:

- 1) Conference admission including Opening Reception for up to (two) company representatives.
- 2) One 6' or 8' table, two chairs and one standard outlet within an 8' long area.

As always, exhibit space will be limited. On a space availability basis, exhibitors will be able to purchase a second table for \$150. A timely request will increase the possibility of purchasing an additional table. We will do our best to accommodate as many exhibitors as possible

"The Florida Literacy Conference is an event that is on my calendar each and every year .In a three-day period, I have the opportunity to meet with adult educators from across the State and showcase materials. The contacts that I make at each year's conference translate into actual sales, and this fact alone makes the Florida Literacy Conference a top-priority each spring."

-Stephanie Eichner, Essential Education

## Exhibit Support Information

### Cancellation/Refund

Your exhibit fee is refundable if FLC receives written notice of your cancellation on or before **February 28, 2014** (a \$25 processing fee will be applied). We will not be able to refund fees if cancellation is received after this date.

### Exhibitor Eligibility

The Florida Literacy Coalition, Inc. reserves the right to determine the eligibility of any company for inclusion in the conference and reserves the right to reject or prohibit any exhibit in whole or in part, or any exhibitor or his/her representative. No refund will be made as a result of the removal.

### Exhibitor Liability

The exhibitor agrees to make no claim for any reason against the Florida Literacy Coalition, Inc. and any contractors for loss, theft, damage or destruction of goods, nor for any damage to his/her business by reason of the exhibit; nor for any injury to him/herself or employees; nor for any action of any nature of the conference or its members, offices, committees, agents, or employees.

### Freight

All shipments to the hotel will be charged according to the prices listed below. Boxes must be labeled as listed to the right. No shipments are to arrive earlier than three days prior to the event due to limited storage space.

Small Box (less than 5 lbs).....	\$3.00
Medium Box (5 - 20 lbs).....	\$5.00
Large Box (21 - 65 lbs).....	\$10.00
Oversized Box (66 - 99 lbs).....	\$20.00
Boxes over 100 lbs.....	\$0.70 per pound

**Please label boxes:**  
Hilton Daytona Beach Oceanfront Resort  
100 North Atlantic Ave.  
Daytona Beach, FL 32118  
Hold for: Guest Name  
30<sup>th</sup> Annual Florida Literacy Conference

### Set Up and Dismantling

The exhibitor agrees to be set up prior to visitation hours. The exhibitor may not dismantle the exhibit prior to the listed times.

### Electric & Additional Needs

For electricity, phone, computer and additional A/V needs at your table, please contact the Florida Literacy Coalition, (407) 246-7110 x 203, or [conference@floridaliteracy.org](mailto:conference@floridaliteracy.org)

### Exhibitor Times

Exhibitor set up: Tuesday, May 6, 3:00 p.m. - 5:30 p.m. and Wednesday, May 7, 7:00 a.m. - 8:30 a.m.  
Visitation: Wednesday, May 7, 8:30 a.m. - 6:00 p.m. and Thursday, May 8, 8:00 a.m. - 3:30 p.m.  
Exhibitor take down: Thursday, May 9, 3:30 p.m. - 4:30 p.m.

### Hotel Reservation

Room rates for attendees and exhibitors of the Florida Literacy Conference start at \$115. Reservations must be made on or before April 14, 2014. Group rates apply May 2 through May 11. Call (386) 254-8200 or go to [www.floridaliteracy.org/floridaliteracyconference.html](http://www.floridaliteracy.org/floridaliteracyconference.html) for more information.

Exhibits will be located in the main foyer along with registration. This room will be locked after exhibit hours. Please be advised there will be no additional security provided.

### Conference Exhibit Contact

Jessica Ward  
Phone: (407) 246-7110 x.203  
Fax: (407) 246-7104  
[wardj@floridaliteracy.org](mailto:wardj@floridaliteracy.org)

# Exhibit Application & Contract Registration

## Deadline: February 28, 2014

**Organization** - This is how your company name will appear in conference program listing.

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State, Zip Code: \_\_\_\_\_

**Exhibitor abstract to appear in conference program:** (30 word maximum)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Contact Information

Office Representative: \_\_\_\_\_

Job Title: \_\_\_\_\_

Office Address: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Conference Representative Attending: \_\_\_\_\_

Conference Representative Attending #2: \_\_\_\_\_

In order to process your exhibitor request, please submit payment with this completed form to FLC. You may fax this form to the Florida Literacy Coalition at (407)-246-7104 ATTN: Conference. Or, you may mail the completed form and payment to:

Florida Literacy Coalition, Inc.  
ATTN: Exhibitors  
250 N. Orange Ave., Suite 1110, Orlando, FL 32801

**Please complete your preferred payment method:**

My check is enclosed. (Please make checks payable to "Florida Literacy Coalition")

Check # \_\_\_\_\_

Please invoice my agency (purchase order or letter of approval must be attached)

PO# \_\_\_\_\_

MasterCard       Visa

Credit Card# \_\_\_\_\_

Expiration Date \_\_\_\_ / \_\_\_\_

3 digit V Code \_\_\_\_ (last 3 digits on back of card)

Signature: \_\_\_\_\_

Billing address: \_\_\_\_\_

\_\_\_\_\_

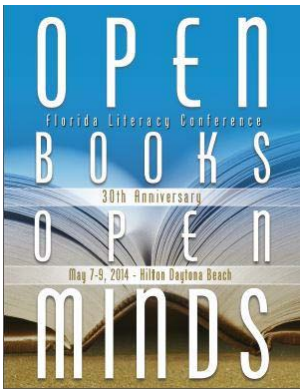
☛ Please reserve 1 table at ..... \$350.00

☛ Please reserve 1 additional table at... \$150.00

☛ TOTAL AMOUNT DUE = \$ \_\_\_\_\_

Space is reserved and assigned based upon the date that payment is received and according to technical services required. To ensure your space, please mail the registration form with payment. Space cannot be reserved by faxing an application. If paying by check, please indicate on your check the name of the company exhibiting. If requesting to reserve one additional table, send a separate check. In the event we cannot accommodate this request, we will contact you to determine whether to destroy or mail back the second check.

**Please contact Florida Literacy Coalition with any questions, comments or concerns**  
**(407) 246-7110 ext. 203 or at**  
**conference@floridaliteracy.org**



# 2014 Sponsorship Opportunities

**30<sup>th</sup> Annual Florida Literacy Conference, May 7-9, 2014**  
**Hilton Daytona Beach**

*Sponsor one of Florida's premier literacy events! We welcome your participation and support.  
Expected conference attendance: 500-600*

## Platinum: \$4,000 and Higher

- No charge for standard exhibit, with visibility priority in exhibit hall
- Speaking opportunity for company representative at event
- Verbal recognition at Conference events (general session, special event, etc.)
- Distribution of company promotional materials to attendees (placed in tote bags or included at special event)
- Printed recognition in Conference program, including opportunity to showcase products (space limitation applies)
- Recognition in press release
- Complimentary Conference registration
- Complimentary ad space in Conference program

**Platinum Event Options:** *Choose one of the following events to sponsor as an in-kind donation.*

- 1) **The Florida Literacy Awards Closing Luncheon** - A special lunch ceremony that recognizes the achievements of outstanding literacy volunteers, students, organizations and business partners throughout Florida.
- 2) **Opening General Session** - This popular event kicks off the Conference with our opening ceremony and keynote speaker.

## Gold: \$2,500 - \$3,999

- No charge for standard exhibit
- Verbal recognition at event and introduction of company representative
- Distribution of company promotional materials to attendees (placed in tote bags or included at special event)
- Recognition sign at event
- Recognition in press release
- Printed recognition in Conference program, including opportunity to showcase products (space limitation applies)
- Complimentary Conference registration

**Gold Event Options:** *Choose one of the following events to sponsor as an in-kind donation.*

- 1) **Opening Reception** - The Conference's premier reception featuring hors d'oeuvres, drinks, entertainment and dancing for attendees.
- 2) **Conference Tote Bag** - Display your company's name and logo on tote bags to be distributed to all conference participants.

## Silver: \$1,000 - \$2,499

- Verbal recognition at Conference event and introduction of Company Representative
- Printed recognition in Conference program, including opportunity to showcase products (space limitation applies)
- Recognition sign at event
- Complimentary Conference registration

**Silver Event Options:** *Choose one of the following events to sponsor as an in-kind donation.*

- 1) **Adult Learner Day** -A special day of workshops and activities for adult learners attending the Conference.
- 2) **Adult Learner Luncheon** - Lunch served to the Adult Learners on Adult Learner Day.

## Bronze: \$500 - \$999

- Printed recognition in Conference program
- Recognition sign at event
- Complimentary Conference registration

**Bronze Event Options:** *Choose one of the following events to sponsor as an in-kind donation*

- 1) **Afternoon Refreshment Break**  
Refreshments served between sessions for 400-500 attendees.
- 2) **Continental Breakfast** - Help attendees get a great start to their day with coffee, bagels & pastries.

If you are interested in donating travel and attendance scholarships, scholarship funds will provide the opportunity for a literacy provider to attend the Florida Literacy Conference. Scholarship donors will be recognized in the conference program. (\$215 registration fee)

Customized sponsorships are also available to further maximize your marketing dollars, including half- and full-page advertisements in the Conference program.

To secure your sponsorship, contact: Greg Smith, Executive Director, Florida Literacy Coalition, (407) 246.7110 x 206, [smithg@floridaliteracy.org](mailto:smithg@floridaliteracy.org).

Thank You!

# 2014 Sponsorship Application

## Deadline: February 28, 2014

### Sponsoring Organization

Organization Name: \_\_\_\_\_

Address Line 1: \_\_\_\_\_

City: \_\_\_\_\_

State, Zip Code: \_\_\_\_\_

**Sponsorships:** *Please indicate your chosen level of Sponsorship.*

**Platinum: \$4,000 and Higher**

**Platinum Event Options:** *Choose one of the following to sponsor as an in-kind donation.*

- Florida Literacy Awards Closing Luncheon
- Opening General Session
- General Conference Sponsorship

**Gold: \$2,500-\$3,999**

**Gold Event Options:** *Choose one of the following to sponsor as an in-kind donation.*

- Opening Reception
- Adult Learner Day
- General Conference Sponsorship

**Silver: \$1,000-\$2,999**

**Silver Event Options:** *Choose one of the following to sponsor as an in-kind donation.*

- Conference Closing General Session Luncheon
- Conference Tote Bags
- General Conference Sponsorship

**Bronze: \$500-\$999**

**Bronze Event Options:** *Choose one of the following to sponsor as an in-kind donation.*

- Afternoon Refreshment Break
- Continental Breakfast
- General Conference Sponsorship

### Donation Options:

I want to donate registration scholarships. (\$215 registration fee)

Donation Amount: \$ \_\_\_\_\_

I want to donate travel scholarships (\$350 fee)

Donation Amount: \$ \_\_\_\_\_

### Contact Information

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Office Location: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Alternate Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

**Total Enclosed: \$** \_\_\_\_\_

In order to process your sponsorship, please enclose one of the following methods of payment. You may fax your sponsorship request to the Florida Literacy Coalition at (407-246-7104) ATTN: Conference or, you may mail the completed form to:

Florida Literacy Coalition, Inc.  
Attn: Sponsorship  
250 N. Orange Ave., Ste. 1110  
Orlando, FL 32801

My check is enclosed. (Please make checks payable to "Florida Literacy Coalition")

Check # \_\_\_\_\_

Please invoice my agency (purchase order or letter of approval must be attached)

PO# \_\_\_\_\_

MasterCard  VISA

Credit Card# \_\_\_\_\_

Expiration Date \_\_\_\_ / \_\_\_\_

3 digit V Code \_\_\_\_ (last 3 digits on back of card)

Signature: \_\_\_\_\_

Billing address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please contact Greg Smith with any questions, comments or concerns at (407) 246-7110 x 206, or [smithg@floridaliteracy.org](mailto:smithg@floridaliteracy.org)

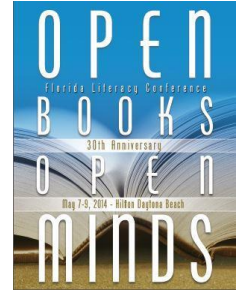


# 2014 Advertising Opportunities

2014 Florida Literacy Conference, May 7-9, Hilton Daytona Beach Resort

Advertising in the Florida Literacy Conference program provides an estimated 500-600 attendees with a lasting impression of your company, its products and support of adult and family literacy.

Presenting exhibitors can also use this space to advertise their session topic, time and location.



## Ad Sizes & Specifications

- 1/4 page: \$175
- 1/2 page, \$275
- Full page, \$400
- Inside back cover page, \$500
- Back cover page, \$750 (must be full color)

Ad artwork can be full-color or black & white unless otherwise noted

LOGO IMAGES: Logo images must be 300 dpi or larger. Only TIF files and Illustrator Vector files are accepted.

NON-LOGO IMAGES: Images between 150-300 dpi must be TIF files and reflect the exact size of the ad purchased for the conference program. Images smaller than 150 dpi are not accepted; images larger than 300 dpi must be as close to the ad size as possible.

## Ad Registration Deadline: February 28, 2014

Advertising Organization (Organization Name, Contact & Address)

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Ad Size Preferred:  ¼  ½  Full  Inside Cover  Back Cover (full color)

Total Enclosed: \$ \_\_\_\_\_

***In order to process your advertisement, please enclose one of the following methods of payment. You may fax your advertisement request to the Florida Literacy Coalition at (407) 246-7104, ATTN: Conference or you may mail the completed form to:***

Florida Literacy Coalition, Inc., Attn: Advertisement, 250 N. Orange Ave., Ste. 1110, Orlando, FL 32801

My check is enclosed. (Please make checks payable to "Florida Literacy Coalition")  
Check # \_\_\_\_\_

Please invoice my agency (purchase order or letter of approval must be attached)

PO# \_\_\_\_\_--\_\_\_\_\_

MasterCard  VISA Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

3 digit V Code \_\_\_\_ (last 3 digits on back of card)

Signature: \_\_\_\_\_

Billing address \_\_\_\_\_

