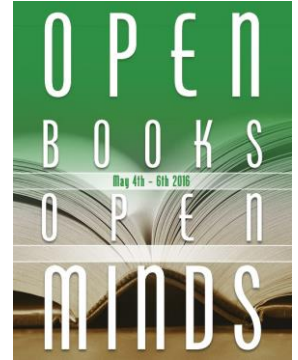




2016 Florida Literacy Conference Exhibitor Information Kit

May 4-6 · Hilton St. Petersburg Bayfront · St. Petersburg, FL



The Florida Literacy Coalition is pleased to announce the **32nd Annual Florida Literacy Conference: Open Books Open Minds**. The conference will take place **May 4-6, 2016**, at the **Hilton St. Petersburg Bayfront** in **St. Petersburg, FL**. We expect approximately **400-500** 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.

Through **sponsorship, advertisements** and/or an **exhibit space** you can promote your company at the conference. Please see the enclosed pages to take advantage of these marketing opportunities.

Exhibiting at the 2016 Florida Literacy 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 located in the main foyer along with registration and conveniently 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 on www.floridaliteracy.org, which receives an average of approximately **3,700** 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 onto the 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 workshop session 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 basis to choose table(s) for those whose exhibitor application is completed and payment is received online or postmarked by December 31, 2015. As always, exhibit space will be limited. If space is available, 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.



Cancellation/Refund

Your exhibit fee is refundable if FLC receives written notice of your cancellation on or before **February 27, 2016** (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

The Hilton St. Petersburg Bayfront will store your packages prior to your arrival. Please observe the following instructions to ensure proper handling of your meeting materials. Each item should be clearly marked with the following:

Group Name and Dates

Name of person who will be on-site asking for materials

Hilton St. Petersburg Bayfront

333 1st Street South

St. Petersburg, FL 33701

Packages will be accepted up to three days prior to your scheduled event. Please advise your hotel contact of any special arrangements or requirements concerning your materials. The Hotel is not responsible for perishable items. A labor charge will be assessed if the Hotel's assistance is required in unloading vehicles and/or moving items to storage areas.

Hilton St. Petersburg Bayfront package handling fees for incoming and outgoing packages:

\$12.00 per box

\$75 per pallet / skid

No charge for letters

The Hotel will not accept C.O.D. shipments and all arrangements with regard to shipping must be prepaid.

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

Complimentary Wi-Fi will be provided. If you have any additional needs please contact Nicole Caban at ncaban@floridaliteracy.org or 407-246-7110. Please note that AV needs beyond the use of Wi-Fi may incur an additional fee.

Fees

The \$350 per table fee entitles you to the following:

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

Exhibitor Timeline

Exhibitor Set-up:

Tuesday, May 3, 3:00pm-5:30pm /Wednesday, May 4, 7:00am-8:30am

Visitation:

Wednesday, May 4, 8:30am-6:00pm/ Thursday, May 5, 8:00am-3:30pm

Exhibitor Take-down:

Thursday, May 5, 3:30pm-4:30pm

Hotel Reservation

Room rates for attendees and exhibitors of the Florida Literacy Conference start at \$116. Reservations must be made on or before April 11. Group rates apply three days before and three days after the meeting dates of May 4 -6, 2016 please Visit our website for hotel reservation information

Please note: 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

Nicole Caban

Phone: (407) 246-7110 ext. 203

Fax: (407) 246-7104

ncaban@floridaliteracy.org



Exhibit Application & Contract Registration

Deadline: March 1, 2016

To complete this form online, please go to this page:
<https://fs19.formsite.com/literacy/ExhibitorReg2010/index.html?1447870321083>

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: Exhibitors. 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 Nicole Caban
 with any questions,
 comments or concerns
 (407) 246-7110 ext. 203 or at
ncaban@floridaliteracy.org.



2016 Advertising Opportunities

2016 Florida Literacy Conference, My 4 – 6 Hilton St. Petersburg Bayfront

Advertising in the Florida Literacy Conference program provides an estimated 400-500 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: March 27, 2016

Advertising Organization (Organization Name, Contact & Address)

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: _____