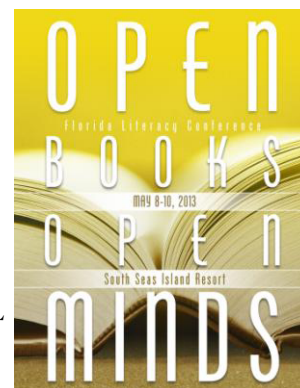


# 2013 Florida Literacy Conference, May 8-10

## South Seas Island Resort, Captiva Island, FL



The Florida Literacy Coalition is pleased to announce the **29th Annual Florida Literacy Conference: Open Books Open Minds, May 8-10, 2013**, at the **South Seas Island Resort**. 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 2013 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 **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 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 basis to choose table(s) when their exhibitor application is completed and payment is received, online or postmarked on or before January 22, 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, Florida Representative Steck-Vaughn Adult Education

## Exhibit Support Information

### Cancellation/Refund

Your exhibit fee is refundable if FLC receives written notice of your cancellation on or before **March 1, 2013** (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

For storage and shipping of freight, please contact Gene at Pak'N'Ship (239) 395-1220. All shipments are to ship to the hotel with the attention to Pak'N'Ship. Boxes must be labeled with the information on the right. Handling charges will apply as follows: \$5.00/box and \$50.00/crate or pallet. No shipments are to arrive earlier than three days prior to the event due to limited storage space.

**Please label boxes:**  
Florida Literacy Conference  
May 7-10, 2013  
Attn: Elizabeth Graddy, Sr. Conference  
Services Manager  
Number of Boxes: (ie. 1 of 3)  
Hold for: Name of Guest  
Deliver To: Meeting Room or Guest Room

### 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 x203, or [conference@floridaliteracy.org](mailto:conference@floridaliteracy.org)

### Exhibitor Times

Exhibitor Set-up: Tuesday, May 7, 3:00pm-5:30pm /Wednesday, May 8, 7:00am-8:30am  
Visitation: Wednesday, May 8, 8:30am-6:00pm/ Thursday, May 9, 8:00am-3:30pm  
Exhibitor Take-down: Thursday, May 9, 3:30pm-4:30pm

### Hotel Reservation

Room rates for attendees and exhibitors of the Florida Literacy Conference start at \$115. Reservations must be made on or before April 15, 2013. Group rates apply May 3 through May 12. Call (800)282-3402 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

Florida Literacy Coalition, Inc.  
(407) 246-7110 x.203 (direct)  
[conference@floridaliteracy.org](mailto:conference@floridaliteracy.org)  
250 N. Orange Ave, Suite 1110  
Orlando, FL 32801  
Fax: (407) 246-7104

#### South Seas Island Resort

Liz Graddy  
Senior Conference Services Manager  
[egraddy@luxuryresorts.com](mailto:egraddy@luxuryresorts.com)  
5400 Plantation Road  
Captiva, FL 33924  
Phone: (239) 472-7551  
Fax: (239) 472-7541

# Exhibit Application & Contract Registration

## Deadline: March 1, 2013

### 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: \_\_\_\_\_

\_\_\_\_\_

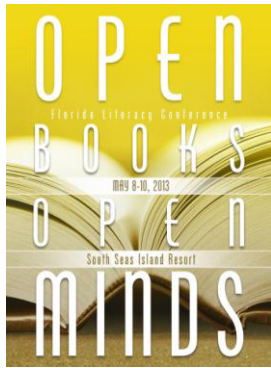
☒ Please reserve 1 table at ..... \$350.00

☒ 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.**



# 2013 Sponsorship Opportunities

**29<sup>th</sup> Annual Florida Literacy Conference, May 8-10, 2013**  
**South Seas Island Resort Captiva, Florida**

*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

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

- 1) **The Florida Literacy Awards Banquet** - A special evening ceremony that recognizes the achievements of outstanding literacy 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) **Closing General Session Luncheon** - The Conference's closing ceremony and keynote speaker.
- 3) **Conference Tote Bags** - Display your company's name and logo on canvas 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. (\$210 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.

Thank You!



**FLORIDA LITERACY COALITION, INC.**

# 2013 Advertising Opportunities

2013 Florida Literacy Conference, May 8-10, South Seas Island 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.*

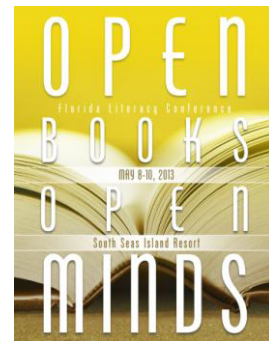
## Ad Sizes & Specifications

- 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: March 1, 2013

**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 \_\_\_\_\_