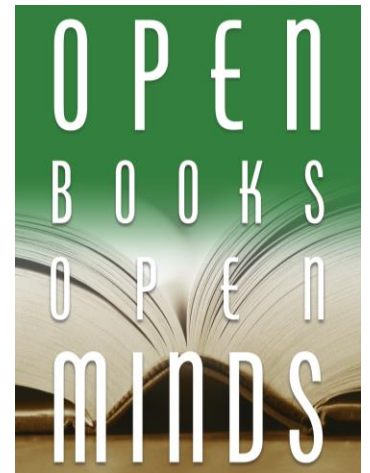


2021 Florida Literacy Conference

Exhibitor Information Kit

April 28-30, 2021 · Orlando Marriott Lake Mary

The Florida Literacy Coalition is pleased to announce the **37th Annual Florida Literacy Conference: Open Books Open Minds**. The conference will take place **April 28-30, 2021**, at **The Orlando Marriott Lake Mary in Lake Mary, FL**. We expect approximately **400-450** 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 2021 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. 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 **March 25, 2021**. 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 March 25, 2021 (a \$25 processing fee will be applied). We will not be able to refund fees if cancellation is received after this date. If we cancel the conference, you will be eligible for a full refund.

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

Exhibitors should go directly to the hotel for shipping needs. Exhibitors will be responsible for applicable charges relating to their individual package receiving/shipping needs. See request form below for charges. Contact the hotel event manager, **Skye Buckner at skye.buckner@pinnaclehm.com** with any questions.

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

Wi-Fi is available in the meeting space for an additional fee. Electrical outlets are also available but are limited. See request form below for charges.

Fees

The \$400 per table fee entitles you to the following:

- Company name and description listed in conference program
- Conference admission for up to (two) company representatives including Opening Reception.
- One 6' table, two chairs

Exhibitor Timeline

Exhibitor Set-up:

Tuesday, April 27, 3:00pm-5:30pm /Wednesday, April 28, 7:00am-8:30am

Visitation:

Wednesday, April 28, 8:30am-6:00pm/ Thursday, April 29, 8:00am-3:30pm

Exhibitor Take-down:

Thursday, April 29, 3:30pm-4:30pm

Hotel Reservation

Room rates for attendees and exhibitors of the Florida Literacy Conference start at \$123. Reservations must be made on or before April 2, 2021. Group rates apply two days before and two days after the meeting dates of April 28 - 30. To reserve your room, call 1-800-380-7724 and ask for the Florida Literacy Conference room block or visit the reservation website here: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1600441447521&key=GRP&app=resvlink> .

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 25, 2021

To fill out this form online, please visit: <https://bit.ly/2PHHJJV>

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)

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

235 Maitland Ave. S #102, Maitland, FL 32751

Please complete your preferred payment method:

For credit card payment, please use the online form here:

<https://bit.ly/2PHHJJV>

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# _____

Signature: _____

Billing address: _____

Contact Information

Office Representative: _____

Job Title: _____

Office Address: _____

E-mail Address: _____

Telephone Number: _____

Conference Representative Attending: _____

Conference Representative Attending #2: _____

Please reserve 1 table at \$400.00

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

ncaban@floridaliteracy.org



Exhibitor Request Form 2021

Function Date: _____
Exhibitor: _____
Contact Name: _____
Address: _____
Phone: _____ Email: _____

All prices are subject to 23% Taxable Service Charge and 7% Sales Tax (++)

Electrical Services

	Quantity	Cost per Day Total	# of Days
Extension Cord/Power Strip	_____	\$18.00 each	_____
120Volt Power Drop 0 – 25'	_____	\$35.00 each	_____
20Volt Power Drop 25 – 50'	_____	\$50.00 each	_____

AV Services

32" Monitor	_____	\$95.00 each	_____
42" Monitor with Rolling Stand	_____	\$325.00 each	_____

Internet Access

	Quantity	Cost per Day Total	
WIFI Access	_____	\$25.00 per connection	_____

Shipping / Receiving *(Please note number of boxes per category)*

_____	1-5 Boxes up to 20 lbs each	\$8.00 per box
_____	6-10 Boxes up to 20 lbs each	\$12.00 per box
_____	11-20 Boxes	\$15.00 per box
_____	Bulk weight 100 lbs intervals	\$65.00 per / 100 lbs
_____	Over 500 lbs	\$.80 per lbs

Please label each package with the following:

Name of Sender
Company Name
Address
Telephone Number
Group Arrival Date
Group On-Site Contact

Skye Buckner –
Orlando Marriott Lake Mary
1501 International Parkway
Lake Mary, Florida 32746

Packages shipped to the Hotel should not be received more than three days out from conference dates.

Exhibitor Request Form 2021

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Exhibitor Name: _____

I/Company authorize use of my/company credit card to secure payment for the above purchases

Type of Card: ___ Visa ___ MC ___ Amex ___ Discover ___ Diners Club ___ Other

CC #: _____ Exp Date: _____

Card Holder Name: _____

Authorized Signature: _____

Title: _____ Date: _____

Please fax or email the form back the attention of:
Skye Buckner | skye.buckner@pinnaclehm.com | P 407-995-7012 | F 407-995-1101