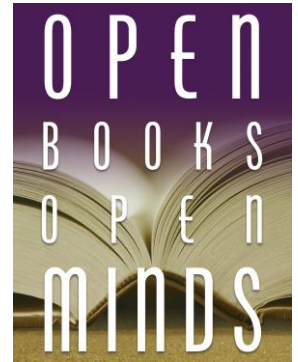




2018 Florida Literacy Conference

Exhibitor Information Kit

May 9-11 · Orlando Marriott Lake Mary · Lake Mary, FL



The Florida Literacy Coalition is pleased to announce the **34th Annual Florida Literacy Conference: Open Books Open Minds**. The conference will take place **May 9-11, 2018**, at the **Orlando Marriott Lake Mary** in **Lake Mary, FL**. We expect approximately **450-500** 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 2018 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 6, 2018**. 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 8, 2018 (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

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. Please contact the hotel event manager, Nick Agrusa at nick.agrusa@pinnaclehm.com. The following are the charges for shipping:

1-10 boxes up to 20lbs each	\$5.00 each
11-20 boxes	\$10.00 each
Bulk weight 100 lbs intervals	\$65.00 per 100 lbs
Over 500 lbs	\$0.80 per lbs

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 will be an additional cost of \$25.00. If you have any additional needs you may order it on the Marriott order form (see last page) or contact Nick Agrusa at nick.agrusa@pinnaclehm.com. Please see the Marriott order form for other AV needs.

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



Exhibitor Timeline

Exhibitor Set-up:

Tuesday, May 8, 3:00pm-5:30pm /Wednesday, May 9, 7:00am-8:30am

Visitation:

Wednesday, May 9, 8:30am-6:00pm/ Thursday, May 10, 8:00am-3:30pm

Exhibitor Take-down:

Thursday, May 10, 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 27, 2018. Group rates apply two days before and two day after the meeting dates of May 9-11. Make your reservation [online](#) or by calling 1-866-283-4218. When you call please mention the Florida Literacy Conference to get the room rate. Please visit our website for more 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 10, 2018

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

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.



2018 Advertising Opportunities

2018 Florida Literacy Conference, May 9 – 11, 2018

Orlando Marriott Lake Mary, Lake Mary, FL

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, 2018

Advertising Organization (Organization Name, Contact & Address)

Ad Size Preferred: ☐ 1/4 ☐ 1/2 ☐ 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, 235 Maitland Ave. S #102, Maitland, FL 32751

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: _____



FL Literacy Conference, May 2018

Function Date: _____

Exhibitor: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

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

Electrical Services

	Quantity	Cost per Day Total	
Extension Cord/Power Strip	_____	\$18.00 each	_____

AV Services

32" Monitor with DVD player	_____	\$145.00 each	_____
42" Monitor with DVD player	_____	\$375.00 each	_____

Internet Access

	Quantity	One Time Fee Per Connection:	
WIFI Access	_____	\$25.00 per connection	_____

Other:

	Quantity	Cost Per Day Total:	
_____	_____		_____

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

_____	1-5 Boxes up to 20 lbs each	\$ 5.00 per box
_____	6-10 Boxes up to 20 lbs each	\$10.00 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

Event Manager: Nick Agrusa
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.

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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:

Nick Agrusa | nick.agrusa@pinnaclehm.com | P 407-995-7009 | F 407-995-1101