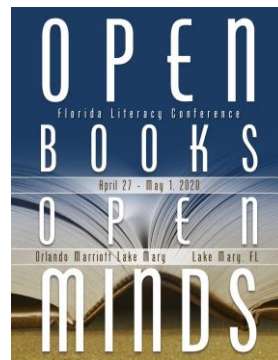


2020 Florida Literacy Conference

Exhibitor Information Kit

April 29-May 1 · Orlando Marriott Lake Mary



The Florida Literacy Coalition is pleased to announce the **36th Annual Florida Literacy Conference: Open Books Open Minds**. The conference will take place **April 29-May 1, 2020**, 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 2020 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 3, 2020**. 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 13, 2020 (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, **Jackie Rhody at jackie.rhody@pinnaclehm.com**.

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. Please contact Nicole at ncaban@floridaliteracy.org for details.

Fees

The \$350 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' or 8' table, two chairs

Exhibitor Timeline

Exhibitor Set-up:

Tuesday, April 28, 3:00pm-5:30pm /Wednesday, April 29, 7:00am-8:30am

Visitation:

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

Exhibitor Take-down:

Thursday, April 30, 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, 2020. Group rates apply two days before and two days after the meeting dates of April 29 - May 1. To reserve your room, call 407-995-1100 and ask for the Florida Literacy Conference room block.

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 13, 2020

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)

Contact Information

Office Representative: _____

Job Title: _____

Office Address: _____

E-mail Address: _____

Telephone 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:

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: _____

☒ 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.