



Texas Association for Literacy and Adult Education

Brochure for Sponsoring, Exhibiting and Advertising



2019 TALAE State Conference
February 7-9, 2019
Hilton North Hotel
12400 Greenspoint
Houston, TX 77060



Texas Association for Literacy and Adult Education

2018 TALAE Conference Exhibitor Form

February 7-9, 2019

Hilton North Hotel

12400 Greenspoint

Houston, TX 77060

Dear Exhibitors:

I would like to take this opportunity to invite you to exhibit your materials at the 2019 TALAE to be held at the Hilton Hotel, Houston, Texas. Over 500 administrators, teachers, and instructional aides from the Adult Education, Family Literacy, and Workforce fields will be in attendance.

Set-up time for exhibitors will begin on Wednesday, February 6, 2019, at 2:30 p.m. The soft opening will begin on Thursday, February 7, 2019, at 8:00 a.m. The Grand Opening of Exhibits, to include food and door prizes, will take place at 10:00 a.m. on Thursday morning. Our most frequent comment on the conference evaluations was the exhibits were only available a short-time for Teacher's Day on Saturday. Therefore, we are asking that you please stay set up on Saturday until 3:00 p.m.

This year we will be looking for exhibitors to become sponsors. The sponsorship levels are defined in this brochure on the following pages. If you would like to become a sponsor contact us and we can discuss contribution details. Your support is very important to our organization and we could not thrive without your assistance.

If you choose to sponsor or exhibit at the 2019 TALAE Conference, please complete the Exhibitor's Form and mail with your payment to the address below. All correspondence should be directed to:

Texas Association for Literacy and Adult Education (TALAE)

C/O Eduardo Martinez, Exhibit Chair

TALAE

8004 Grow Lane

Houston, TX 77040

Email: eduardo.martinez@laredo.edu

Levels of Opportunity to Support

High School Equivalency Adult Learners of the Year (\$9,600)

- Three (3) full conference registrations
- *Awards Dinner recognition*
- Three (3) complimentary Awards Dinner tickets
- Recognition on conference signage
- Sponsor badge for on-site representative
- Recognition as sponsor on the Conference App
- Three (3) exhibit tables

Membership Luncheon Supporter (\$5,000) GED

- Two (2) full conference registrations
- *Membership Luncheon recognition*
- Two (2) Complimentary Membership Luncheon tickets
- Recognition on conference signage
- Sponsor badge for on-site representative
- Recognition as sponsor on the Conference App
- Two (2) exhibit tables

ESL Persistent Adult Learners of the Year (\$4,000)

- Three (3) full conference registrations
- *Awards Dinner recognition*
- Three (3) Complimentary Awards Dinner tickets
- Recognition on conference signage
- Sponsor badge for on-site representative
- Recognition as sponsor on the Conference App
- Three (2) exhibit tables

Sponsorship for TALAE Bags \$3,500

- Two (2) full conference registrations
- Company logo on TALAE Conference bag
- Recognition on conference signage
- Sponsor badge for on-site representatives
- Recognition as sponsor in the conference App
- One (1) exhibit table

Presidents' Reception (\$3,000)

- Two (2) full conference registrations
- Recognition on conference signage
- Sponsor badge for on-site representatives
- Recognition as sponsor in the conference App
- One (1) exhibit table

Breakout Session Snack Bar Supporter (\$1,000)

- One (1) full conference registration
- Recognition on conference signage
- Sponsor badge for on-site representative
- Recognition as sponsor in the conference App

Exhibitor Conference Packages at a Glance

Full conference registrations (required for additional exhibitor team members) Must be registered at www.talae.org	\$350 for members \$400 for non-members
Exhibitor Door Prize (required)	Complimentary
Conference Breakout Session slot	complete and submit the Call for Proposal Form
Exhibitor's badge for on-site representatives Must be registered at www.talae.org	Complimentary
Advertising in conference App (website ready electronic file must be supplied)	Complimentary
1-6' Skirted Table, 2 exhibit staff, 2 chairs, 1 wastebasket per exhibit space One (1) full conference registration- Complimentary	\$900
2-6' Skirted Table, 4 exhibit staff, 4-chairs, 2 wastebasket per exhibit space One (1) full conference registration- Complimentary	\$1,200
3-6' Skirted Table, 6 exhibit staff, 6-chairs, 2 wastebasket per exhibit space One (1) full conference registration Complimentary –	\$1,500

Additional Information

<i>Exhibit Hours (subject to change)</i>	<i>Exhibit Space</i>
Thursday, February 7, 2019 8:00 a.m. – 5:00 p.m.	<ul style="list-style-type: none"> • According Exhibitors package • WIFI
Friday, February 8, 2019 8:00 a.m. – 5:00 p.m.	
Saturday, February 9, 2019 8:00 a.m. – 3:00 p.m.	
<i>Set-up / Take-down Hours(subject to change)</i>	<i>Not included in Exhibit Space</i>
Wednesday, February 6, 2019 2:30 p.m. – 5:00 p.m. (Set-up of table materials must be completed by 5 p.m. on Wednesday)	<ul style="list-style-type: none"> • Furniture Rental (beyond the table(s) and chairs) • Electricity • AV equipment or dedicated Internet line • Material handling and labor • Shipping • Floral and other services
Saturday, February 9, 2019 3:00 p.m. – 5:00 p.m. (Dismantling of table materials must be completed by 5:00 p.m. on Saturday)	

Conference App Advertising

Advertising on the Conference App provides an outstanding opportunity to reach your target audience. Downloading of the Conference App is available to all conference attendees. Advertising on the conference App is an excellent way to drive traffic to your exhibit space and to attract potential customers to your business. The deadline for website-ready artwork for the conference App is January 13, 2019.

File Requirements:

Ad must be website ready. Conference chair is not responsible for designing or creating ads.

Please submit your advertisement, company logo and website link to:

Tiffany Johnson, e-mail her at tiffany.johnson@victoriacollege.edu

The specs are below:

As a sponsor or exhibitor, company names and contact information will be included as well as a banner displayed on the event navigation page.

In order to present your banner, please send your logo in both of the following formats:

For mobile phones: 640x150 pixels, PNG, JPEG, or GIF

For tablet/online: 552x150 pixels, PNG, JPEG, or GIF

We will also link your banner to your designated website, so please send a URL beginning with <http://> or <https://>

Caveats:

- Opportunities for additional customized add-on's will be considered on a first come-first serve basis. (contact Exhibitor Chair with your request)
- TALAE shall not refund, rebate or credit any fees associated Advertising or Sponsorship.
- TALAE reserves the right to refuse to sell sponsorship, exhibit space or advertising to any company it deems objectionable or in cross-purpose to the conference.
- All cancellations must be sent in writing via e-mail to Exhibitor Chair eduardo.martinez@laredo.edu. (A \$100 charge will be assessed for each exhibit space canceled after Wednesday, January 18, 2019)

For further questions regarding sponsoring, exhibiting and advertising, please contact eduardo.martinez@laredo.edu or 956-721-5436



**Texas Association for Literacy and Adult Education
2019 TALAE Conference Exhibitor Form**

Conference Location: Hilton North Hotel
12400 Greenspoint Dr.
Houston, Texas 77060

Dates: February 7-9, 2019

Please Print or Type

Exhibiting Company Name: _____

Point of Contact: _____

Mailing Address: _____

City _____ State _____ Zip _____

Phone Number: _____ Fax _____

Email Address: _____

Company Website: _____

Product/ Promotion Description (describe the business/product that you will be exhibiting):

- | | |
|---|------------------------|
| • High School Equivalency Adult Learner of the Year | amount enclosed: _____ |
| • ESL Persistence Adult Learner of the Year | amount enclosed: _____ |
| • Membership Luncheon Supporter | amount enclosed: _____ |
| • Conference Bags | amount enclosed: _____ |
| • Breakout Session Snack Bar Supporter | amount enclosed: _____ |
| • Exhibitor Conference Package | amount enclosed: _____ |

Signature of Company Representative _____

Please register all attending representatives through the conference registration link at www.talae.org. This will ensure representatives are included as conference participants. All vendor representatives must check in at registration to receive an attendee badge.

There is a limited number of exhibitor tables available for 2019 TALAE; they will be given to companies on a first come first served basis. Payment due by January 18, 2019. Make checks payable to **Texas Association for Literacy and Adult Education (TALAE)**C/O Eduardo Martinez, Exhibit Chair TALAE 8004 Grow Lane Houston, TX 77040 956.721.5436 Fax 956.764.5936 Email: eduardo.martinez@laredo.edu