



# Texas Association for Literacy and Adult Education

*Brochure for Sponsoring, Exhibiting and Advertising*



**2024 TALAE State Conference**

**La Quinta by Wyndham**

**San Antonio Riverwalk**

**303 Blum**

**San Antonio, Texas 78205**



**Texas Association for Literacy and Adult Education**

2024 TALAE Conference Exhibitor Form

February 15-17, 2024

La Quinta by Wyndham San Antonio Riverwalk

303 Blum

San Antonio, Texas 78205

Dear Exhibitors:

I would like to take this opportunity to invite you to exhibit your materials at the 2024 TALAE Statewide Conference to be held at the La Quinta by Wyndham San Antonio Riverwalk, San Antonio, Texas. 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 14, 2024, at 5:00 p.m. The soft opening will begin on Thursday, February 15, 2024, 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 that Thursday morning. Saturday, February 17<sup>th</sup> is Teacher Day, and we ask that you please stay set up for these instructors until 1:00 p.m..

This year we are also seeking exhibitors to become sponsors which will make your company even more visible to the largest audiences. The sponsorship levels are defined in this brochure on the following pages. If you would like to become a sponsor, please contact us so that we can discuss contribution details. Your support of adult educators is very important to our organization and the mission of increasing literacy rates across the state of Texas. We could not thrive without your assistance.

If you choose to sponsor or exhibit at the 2024 TALAE Conference, please complete the Exhibitor's Form and mail with your payment to the address below or email the paperwork and pay online through the Exhibitor / Sponsor registration page which will open November 17, 2023 at <https://www.cognitofrms.com/TALAE2/TALAE2024ExhibitorSponsorForm>. All correspondence should be directed to:

**Texas Association for Literacy and Adult Education (TALAE)**

C/O Delia Watley Exhibit Chair

TALAE

625 E Drexel Ave

San Antonio, TX 78210

Email: [dwatley@irvingisd.net](mailto:dwatley@irvingisd.net)

# ***Levels of Opportunity for Sponsorship***

## **High School Equivalency Adult Learners of the Year (\$5,000)**

- Five (5) full conference registrations
- Three (3) Exhibit Staff
- *Awards Luncheon recognition*
- Five (5) Complimentary Awards tickets
- Recognition on conference signage
- Sponsor badge for on-site representative
- Recognition as sponsor in the conference App
- Three (3) exhibit tables

## **English Language Learner Adult Learners of the Year (\$5,000)**

- Five (5) full conference registrations
- Three (3) Exhibit Staff
- *Awards Luncheon recognition*
- Five (5) Complimentary Awards tickets
- Recognition on conference signage
- Sponsor badge for on-site representative
- Recognition as sponsor in the conference App
- Three (3) exhibit tables

## **Career Pathways Adult Learners of the Year (\$5,000)**

- Five (5) full conference registrations
- Three (3) Exhibit Staff
- *Awards Luncheon recognition*
- Five (5) Complimentary Awards tickets
- Recognition on conference signage
- Sponsor badge for on-site representative
- Recognition as sponsor in the conference App
- Three (3) exhibit tables

## **Membership Luncheon Supporter (\$5,000)**

- Five (5) full conference registrations
- Three (3) Exhibit Staff
- *Awards Luncheon recognition*
- Five (5) Complimentary Awards tickets
- Recognition on conference signage
- Sponsor badge for on-site representative

- Recognition as sponsor in the conference App
- Three (3) exhibit tables

#### **Featured Speaker Sponsor – Feb. 15<sup>th</sup> (\$4,000)**

- Four (4) full conference registrations
- Two (2) Exhibit Staff
- *General Session Recognition*
- Four (4) Complimentary Awards Luncheon tickets
- Recognition on conference signage
- Sponsor badge for on-site representative
- Recognition as sponsor in the conference App
- Two (2) exhibit tables

#### **Break Supporter (\$2,500)**

- Two (2) full conference registration
- Recognition on conference signage
- Sponsor badge for on-site representative
- Recognition as sponsor in the conference App
- Two (2) exhibit tables

# Exhibitor Conference Packages At a Glance

Full conference registrations (registration required for additional exhibitor team members) Must be registered at Exhibitor / Sponsor Registration page at <a href="https://www.cognitofoms.com/TALAE2/TALAE2024ExhibitorSponsorForm">https://www.cognitofoms.com/TALAE2/TALAE2024ExhibitorSponsorForm</a>	\$375 for members \$450 for non-members
Exhibitor Door Prize (required)	Complimentary
Conference Breakout Session slot	Complete and submit the <b>Call for Presentation Proposals Form Now at <a href="http://www.talae.org">www.talae.org</a></b>
Exhibitor's badge for on-site representatives <b>Must be registered at <a href="https://www.cognitofoms.com/TALAE2/TALAE2024ExhibitorSponsorForm">https://www.cognitofoms.com/TALAE2/TALAE2024ExhibitorSponsorForm</a> and registration paid</b>	Complimentary
Advertising in conference App (website ready electronic file must be supplied)	Complimentary
1-6' Skirted Table, 2 chairs, 1 wastebasket per exhibit space One (1) full conference registration complimentary	\$1,000
2-6' Skirted Table, 2-chairs, 2 wastebasket per exhibit space One (1) full conference registration complimentary	\$1,600
3-6' Skirted Table, 2-chairs, 2 wastebasket per exhibit space One (1) full conference registration complimentary	\$2,100

## Additional Information

<b><i>Exhibit Hours (subject to change)</i></b>	<b><i>Exhibit Space</i></b>
Thursday, February 15, 2024 8:00 a.m. – 5:00 p.m.	<ul style="list-style-type: none"> <li>● WIFI</li> <li>● Electricity</li> </ul>
Friday, February 16, 2024 8:00 a.m. – 5:00 p.m.	
Saturday, February 17, 2024 8:00 a.m. – 1:00 p.m.	

<b><i>Set-up / Take-down Hours (subject to change)</i></b>	<b><i>Not included in Exhibit Space</i></b>
<p>Wednesday, February 14, 2024            5:00 – 8:00 p.m.            (Set-up of table materials must be completed by 8 p.m. on Wednesday)</p>	<ul style="list-style-type: none"> <li>● Furniture Rental (beyond the table(s) and chairs)</li> <li>● AV equipment or dedicated Internet line</li> <li>● Material handling and labor</li> <li>● Shipping</li> <li>● Floral and other services</li> </ul>
<p>Saturday, February 17, 2024            12:00 p.m. – 1:00 p.m.            (Dismantling of table materials must be completed by 2:30 p.m. on Saturday)</p>	

# Conference App Advertising

Advertising on the Conference App provides an outstanding opportunity to reach your target audience. 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 graphics for the Conference App is January 7, 2024.

## **FILE REQUIREMENTS:**

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

Denise Hinojosa Orand at [deniseorand@gmail.com](mailto:deniseorand@gmail.com)

The specs are below:

Please send your URL beginning with http:// or https:// and 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

## **Caveats:**

- TALAE shall not refund, rebate, or credit any fees associated with 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 [dwatley@irvingisd.net](mailto:dwatley@irvingisd.net) (A \$100 charge will be assessed for each exhibit space canceled after **Friday, January 19, 2024**)

For further questions regarding sponsoring, exhibiting, and advertising, please contact Delia Watley at [dwatley@irvingisd.net](mailto:dwatley@irvingisd.net)



**Texas Association for Literacy and Adult Education  
2024 TALAE Conference Exhibitor / Sponsor Form**

Conference Location: **La Quinta by Wyndham San Antonio Riverwalk  
303 Blum  
San Antonio, TX 78205**  
Dates: **February 15-17, 2024**

*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: _____ |
| ● English Language Learner Adult Learner of the Year | amount enclosed: _____ |
| ● Career Pathways Learner of the Year                | amount enclosed: _____ |
| ● Membership Luncheon Supporter                      | amount enclosed: _____ |
| ● Conference Bags Sponsor                            | amount enclosed: _____ |
| ● Featured Speaker (2/15) Sponsor                    | amount enclosed: _____ |
| ● Break Supporter                                    | amount enclosed: _____ |
| ● Exhibitor Conference Package                       | amount enclosed: _____ |

Signature of Company Representative \_\_\_\_\_

**Please register all attending representatives through the Exhibitor / Sponsor conference registration link at <https://www.cognitofrms.com/TALAE2/TALAE2024ExhibitorSponsorForm> This will ensure representatives are included as conference participants. All vendor representatives must check in at registration to receive an attendee badge.**

There are a limited number of exhibitor tables available for TALAE 2024; they will be given to companies on a first come first served basis. Payment due by January 19, 2024. Make checks payable to **Texas Association for Literacy and Adult Education (TALAE)** C/O Martin Loa, TALAE Treasurer 625 E Drexel Ave San Antonio TX 78210. If you prefer to pay by Credit Card, please email Denise Orand at [deniseorand@gmail.com](mailto:deniseorand@gmail.com) or [dwatley@irvingisd.net](mailto:dwatley@irvingisd.net) to receive an invoice.