

Invitation to Exhibit & Exhibitors' Information

MIDTESOL 2017

Annual Conference and Exhibit Hall

Crossroads of Cultures

Friday, September 29 to Saturday, September 30, 2017

Exhibit Hall Hours: 10-5 Friday; 8-5 PM Saturday

Kansas City Marriott Downtown

Muehlebach Tower

200 W 12th Street, Kansas City, Missouri 64105



WHY ATTEND? Connect and network with key decision-makers and educators in the Midwest! Kansas, Iowa, Missouri, and Nebraska have had similarly large increases in numbers of ELL students. This is in addition to the increases in numbers of adult and pre-K English language learners that have also moved into the four-state area.

Who attends MIDTESOL?

- MIDTESOL is the premier regional event for English language educators from Missouri, Iowa, Nebraska and Kansas.
- Attendees include university and K-12 district and school administrators; primary and secondary teachers; state education program directors; teacher trainers; researchers, university students and faculty, and many others who work in programs that serve diverse learners, immigrants, and refugees at all levels.
- Attendees come from the MIDTESOL region, as well as from other states, and abroad. Registration for MIDTESOL 2016 was 700+ attendees...we anticipate even more this year!

Who exhibits at MIDTESOL?

- Publishers of textbooks and instructional materials; employers;
- Retailers of products and merchandise of interest to MIDTESOL attendees;
- State and Federal Program representatives;
- TESOL Interest Sections;
- Local and National organizations that offer resources to English Language Learner populations;
- Retailers of products and merchandise of interest to MIDTESOL attendees;
- University program recruiters, and many others.

MISSION

All exhibits must meet the mission of MIDTESOL: to strengthen the effective teaching of English in Iowa, Kansas, Missouri, and Nebraska to people whose native language is a language other than English, while respecting their individual language rights. As a regional affiliate of TESOL and a professional organization, MIDTESOL

- supports those involved with English language teaching, teacher education, administration and management, curriculum and materials design, and research;
- provides leadership and direction through the dissemination and exchange of information and resources; and
- encourages access to the standards for English language instruction, professional preparation, and employment.

Exhibitor Highlights for 2017

- **Exhibit Hall Grand Opening – 10 AM on Friday, September 29th**
Enjoy refreshments and live music as we kick off the conference in style. Meet conference artist Patty Wayland and register for hosted dinners and other conference events.

- **Author book signings** by Yong Zhao and others.
- **Refreshments for conference attendees** will be available in the Exhibit Hall throughout the conference.
- **Ed Tech Bazaar** technology center that will show the latest in educational technology.
- **Two full days** of exhibition.

Exhibit Hall Pricing

	Profit	Non-Profit
One 6' x 30" skirted table with two chairs*	\$300	\$150
Additional 6' x 30" skirted tables	\$150	\$75
*WiFi included in this year's fees		

Conference Registration

Please note: Exhibitors are required to register for the conference. Exhibitors will be provided with a boxed lunch on both days of the conference. Exhibitors who wish to present a session or workshop will be required to submit a proposal for consideration. The Proposal Submission and Registration forms may be found on our website, at <http://midtesol.org/midtesol-conference-2017/submit-proposal/>

Registration	Early bird up to 9/8/17	9/9-9/28/17	9/29-9/30/17
Exhibitor	\$200	\$230	\$260

Sponsorship Opportunity -- \$2,000

Sponsor a Coffee Break, Author or WiFi

Coffee breaks will be held in the exhibit hall throughout the conference. MIDTESOL has five Coffee Break sponsorships available. Sponsors of a coffee break will receive:

- A booth area with up to four tables with chairs in the Exhibit Hall;
- Paid registration for up to two exhibitors;
- Boxed lunch for up to two exhibitors on both days of the conference;
- One full-page color ad in the Program Booklet;
- Sponsor logo on the conference registration page of the MIDTESOL website;
- A special "thank you" recognition during plenary sessions

Advertising and Marketing Opportunities

Camera-ready art must be received no later than August 18, 2017

	Cost
Full Page, Full-Color Ad in the Program Booklet	\$200
Half-Page, Full-Color Ad in the Program Booklet	\$100
Quarter-Page, Full-Color Ad in the Program Booklet	\$ 50
Business-Card Reprinting in the Program Booklet	\$ 25

Exhibit Hall Details

1. The Exhibit Hall (Royal Hall) will be open Friday, September 29th from 10-5; and Saturday, September 30th from 8–5 PM.
2. The Exhibit Hall is located on its own level in a high-foot traffic area directly beside the escalator which leads from the upper floor ballrooms/registration area to the lowest floor breakout session rooms.
3. Special conference on-site events and all coffee/refreshment breaks will take place within the Exhibit Hall area.
4. Set-up time will be prior to 10 AM on Friday, September 29th.
5. All exhibits must be open for business no later than 10 AM on Friday, September 29th, for the Grand Opening of the Exhibit Hall.
6. The conference will be concluded at 5 PM on Saturday, September 30th. Tear-down time for exhibits is at the exhibitor's discretion, but may not occur until after 3:30 PM on Saturday, September 30th.
7. Please note that Royal Hall is accessed through an open doorway and the ability to secure it cannot be guaranteed.
8. Exhibitors who wish to present at the conference or provide demonstrations in the conference breakout rooms need to submit a proposal in order to be considered for the schedule.

Special Considerations for Exhibitors:

- Exhibitors with large amounts of materials are asked to bring them through the loading dock at a time that will be pre-set by the hotel (and limited to a 2-hour block). You will be contacted with this specific information about those hours closer to the conference date.
- As MIDTESOL incurs a rather large fee for boxes and packages received by the hotel, exhibitors are asked NOT to mail materials directly to the hotel. If you wish to mail materials, please contact Crystal Bock Thiessen for more information about pricing so that we can help accommodate your materials.

For further information about exhibiting at MIDTESOL 2017, please contact:

Crystal Bock Thiessen, Exhibit Coordinator

Email: cbock3@unl.edu

Cell: (402) 730-8367

Address: 518K East Nebraska Hall, University of Nebraska
Programs in English as a Second Language, Lincoln, Nebraska 68588

**Exhibitors must register for the Exhibit Hall prior to September 1, 2017.
After that date, please contact Crystal Bock Thiessen directly.**

Mailing a check? Please make your check payable to: MIDTESOL, and remit to:

Kim Kreicker, Treasurer
1709 Indiana Street
Lawrence. KS 66044

MIDTESOL.org Sponsorship

Want to get your product, event, or service in front of a highly targeted, engaged audience? MIDTESOL.org now accepts sponsorships! Please visit <http://midtesol.org/sponsorship/> for more details and information.

The screenshot shows the MIDTESOL.org website homepage. At the top left is the MIDTESOL logo, which features a globe and the text "Midwestern Teachers of English" and "to Teachers of Other Languages". To the right of the logo is a banner for the "CROSSROADS OF CULTURE" conference in Kansas City, MO, from September 29-30, 2017, with a "REGISTER NOW!" call to action. Below the logo and banner is a navigation menu with links for Home, Contact, Membership, Admin & Governance, Publications, Annual Conference, Interest Sections, Jobs in TESOL, and Sponsorship. The main content area features a large image of a group of people in a classroom setting, with the headline "Empowering International Programs Across Campus" and a sub-headline "by Sarah Springsteen Trumble Making connections between IEP students and the larger university is al...". Below this image is a link to an article titled "Connecting Iowa K-12 ELL Classrooms with Iowa Senator Charles E. Grassley, Part 1", dated April 14, 2017. To the right of the main content area is a "Follow MIDTESOL" section with social media icons for RSS, Facebook, Twitter, and LinkedIn. Below this is a blue banner for Webster University, advertising "TEACHING ENGLISH AS A SECOND LANGUAGE" in St. Louis, Kansas City, and Online. At the bottom right is another banner for "MIDTESOL 2017 CROSSROADS".