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

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<thead>
<tr>
<th></th>
<th>Profit</th>
<th>Non-Profit</th>
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<tbody>
<tr>
<td>One 6’ x 30” skirted table with two chairs*</td>
<td>$300</td>
<td>$150</td>
</tr>
<tr>
<td>Additional 6’ x 30” skirted tables</td>
<td>$150</td>
<td>$75</td>
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<td>*WiFi included in this year’s fees</td>
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### 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/](http://midtesol.org/midtesol-conference-2017/submit-proposal/)

<table>
<thead>
<tr>
<th>Registration</th>
<th>Early bird up to 9/8/17</th>
<th>9/9-9/28/17</th>
<th>9/29-9/30/17</th>
</tr>
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<tbody>
<tr>
<td>Exhibitor</td>
<td>$200</td>
<td>$230</td>
<td>$260</td>
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### 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*

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Cost</th>
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<tr>
<td>Full Page, Full-Color Ad in the Program Booklet</td>
<td>$200</td>
</tr>
<tr>
<td>Half-Page, Full-Color Ad in the Program Booklet</td>
<td>$100</td>
</tr>
<tr>
<td>Quarter-Page, Full-Color Ad in the Program Booklet</td>
<td>$ 50</td>
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<tr>
<td>Business-Card Reprinting in the Program Booklet</td>
<td>$ 25</td>
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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/](http://midtesol.org/sponsorship/) for more details and information.