

First Class Conferences

First Class Conferences
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July 1, 2010

Dear Exhibitor,

TWU Early Literacy/Reading Recovery, & Leadership Institute, November 1-3, 2010
Hyatt Regency at Reunion, Dallas, TX

<https://resweb.passkey.com/go/TWU2010>

The Institute is excited to announce the upcoming event in Dallas, Texas from November 1-3, 2010. We are pleased to extend to you an invitation to exhibit your materials at the upcoming Institute. Registration begins in August and we are expecting from 1000-1500 registrants. Featured speakers include, Peter Johnston, Billie Askew, Janice Almasi, Katherine Casey, Cynthia Brock, Pat Johnson, Mary Rosser, Sue Duncan, Floretta Thornton-Reid, and Janice Van Dyke.

Please see the following details for consideration.

The 8'x10' Exhibit booths consist of:

- 8' high black drape
- 3' high side drape
- 2-6' skirted table
- (2) side chairs
- Wastepaper basket
- 7" x 44" one-line ID sign

Exhibit Hours:

- Exhibitor Move-in: Sunday, October 31, 2010: 12-6pm
- Monday, November 1, 2010: Exhibit hours 10am-6pm
- Tuesday, November 2, 2010: Exhibit hours 8am-6:30pm
- Wednesday, November 3, 2010: Exhibit hours 8am-4pm
- Dismantle: Wednesday, November 3, 2010 from 4-8pm

***Your commitment as an exhibitor requires attendance for the duration of the program.**

Registration Options:

- Early Bird Exhibit booth fee is \$700.00 if booked by August 15, 2010.
- Early Bird Corner booth fee is \$1000.00 if booked by August 15, 2010.
- Regular Exhibit booth fee is \$900.00 if booked by August 16-October 15, 2010.
- Regular Corner booth fee is \$1200.00 if booked by August 16-October 15, 2010.

Sponsorship Options:

- Ad space on attendee tote bags
- Speaker lunch held daily
- Neck Wallets

Booths are assigned on a first come, first serve basis. Your company name will be posted on www.firstclassconferences.com on a periodically rotating basis.

The exhibit area will have 32 booths located in Landmark Ballroom, Section A and 6 booths in the Landmark Preconvene area. Please see the attached cad. Please note this is a carpeted space.

Due to the minimal registration period, we cannot provide refunds in the event of cancellation.

Security guards will be provided during the off-show hours. TWU, the Hyatt Reunion and First Class Conferences are not liable for your items.

Space is available in the room block with nightly rates beginning at \$139 valid until October 1, 2010. To confirm your accommodations, please contact the Hyatt Regency Reservations office at 1.214.651.1234 and identify yourself with the **Early Literacy/Reading Recovery Institute 2010**. <https://resweb.passkey.com/go/TWU2010>

Beverage kiosks will be available in the exhibit area for your convenience.

Drayage will only be accepted by GES. Materials will not be accepted by the hotel due to the union contracts.

Upon receipt of your registration, exhibit packets will be sent via email by GES.

Thank you in advance for your interest in joining us at the upcoming Institute. We value your partnership and look forward to working with you. Please contact me with any questions or need for assistance.

Sincerely,

Holly

Holly Bartholomew

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TWU Early Literacy/Reading Recovery, & Leadership Institute, November 1-3, 2010
Hyatt Regency Dallas at Reunion, 300 Reunion Blvd., Dallas, TX 75207 (214) 651-1234

Exhibitor Registration Form: Please complete the following details and return via email or fax to First Class Conferences.

Company: _____

Primary Contact: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Name of attendees for Name Badge Purposes:

Registration option: Please select your desired option. If multiple booths are requested, please indicate the number needed.

_____ Early Bird Exhibit booth fee is \$700.00 if booked by August 15, 2010.

_____ Early Bird Corner booth fee is \$1000.00 if booked by August 15, 2010.

_____ Regular Exhibit booth fee is \$900.00 if booked by August 16-October 15, 2010.

_____ Regular Corner booth fee is \$1200.00 if booked by August 16-October 15, 2010.

Total booths needed: _____

_____ Preference #1

_____ Preference #2

_____ Preference #3

Sponsorship Options: Please select your desired option.

_____ Ad space on attendee tote bags \$3000.00.

_____ Speaker lunch held daily \$1000.00; choose Monday, Tuesday or Wednesday.

_____ Neck Wallets \$2000.00.

Total amount enclosed: _____ (Includes registration and sponsorship options)

VS/MC _____ Exp: _____

Check# _____ (please make checks payable to First Class Conferences)