

January 2010

Dear Publisher's Representative:

This year's annual New York State English will be held October 20 - 22 at the Desmond in Albany, New York. With well over 500 English educators in attendance last October and with the heightened interest in curriculum and assessment reform in New York State, conference planners are anticipating excellent registration. This year's conference theme is *New Literacies for a New Age: Teaching with the Tools of Our Times*.

Please find a contract enclosed. The exhibit space allotted includes a six-foot table, covered and skirted, two chairs, wastebasket and outlet. Each space is \$375. Arrangements for dedicated phone lines can be made with The Desmond at a cost of \$125 per day.

Every effort will be made to encourage participants to visit the exhibit area, and a minimum of thirty minutes daily will be available when no sessions are planned. We are seeking sponsorships for conference materials and activities--tote bags, pads and pens, the conference breakfast, coffee and refreshment breaks. Such sponsorships would be broadly publicized to attendees.

Please reserve with contract and payment as soon as possible as space will be allocated in the order in which applications are received. The names of publishers who reserve by July 1 will be published in the conference program booklet. Every attempt to honor individual requests will be made, but NYSEC reserves the right to make such changes, alternations, or modifications as may be necessary. Refunds cannot be made after space has been assigned.

On behalf of the board and membership of the New York State English Council, I thank you for your past support of literacy education. I look forward to hearing from you.

Sincerely yours,

Victor Jaccarino
Exhibitor Chair

Enclosure

Exhibitor Registration Form
Annual Conference
October 20 – 22, 2010
The Desmond-Albany, New York

SET-UP AND PRICE:

Each space includes a six-foot table, covered and skirted, two chairs, wastebasket, and outlet.
Cost is \$375 per space.

TIMES:

Exhibit set up--should be in place by 8:00 a.m. Thursday, October 21. You will be able to set up Wednesday evening.

EXHIBIT SHOW: Thursday, October 21

8:30 a.m. to 6:00 p.m.

Friday, October 22

8:00 a.m. to 1:00 p.m.

Exhibit dismantle-Friday October 22nd by 1:00 p.m.

Please reserve _____ table(s) at NYSEC conference October 20-22, 2010 for:

Company _____ Telephone _____

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Address _____

Fax _____ E-Mail _____

Representative _____ Telephone _____

Address _____

Fax _____ E-Mail _____

Exhibit area will be secured except during exhibit hours. Exhibitors agree to assume responsibility for the properties in exhibits. No refunds after space is assigned. Space allotted in the order in which contracts are received.

I agree to all provisions in this contract _____

Signature

We would like to sponsor an event. Please call me (_____)_____. (For example: Buffet cocktail party on Wednesday evening, Cocktail party before dinner on Thursday, Administrators pre-conference on Wednesday, etc.)

- We would like to donate \$500 toward student scholarship. Please call me at _____.
- We would like to donate \$500 toward tote bags. Please call me at _____.
- We would like to donate pens or note pads. Please call me at _____.

Return to: Victor Jaccarino, 123-60 83rd Avenue #6J, Kew Gardens, NY 11415