

January 2017



Dear Exhibitor / Vendor:

This year's annual New York State English Council Conference will be held **October 25 - 27** at the Marriott in Albany, New York, on Wolf Road. Last year brought record numbers of attendees, and we are looking forward to another fantastic year for 2017 with the rollout of the revised state education standards for English & Language Arts.

We're thrilled to be inviting your participation again - or for the first time - for 2017.

2016's conference attendance was a 6 year record high with **over 450 attendees!** We've had lots of buzz already from prospective attendees, awards nominations, and keynote speakers, so we're anticipating 2017's conference to be another fabulous event. This year's conference theme is "Developing the College / Career-Ready Citizen through Language, Literacy, & the Arts."

Please find a **contract enclosed** to exhibit at our conference.

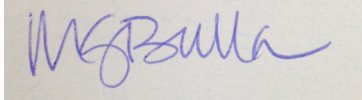
Your presence is located right in the midst of everything that's going on at the venue; our attendees can't miss you! And, a minimum of thirty minutes daily will be available when no sessions are planned.

We are seeking **sponsorships for conference materials and activities**-- tote bags, pads and pens, the conference breakfast, coffee and refreshment breaks. Such sponsorships will 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, alterations, or modifications as may be necessary. Refunds cannot be made after space has been assigned.

On behalf of the board and membership of the NYSEC, we thank you for your support of literacy education, and we look forward to hearing from you very soon.

Sincerely yours,

A handwritten signature in blue ink on a light gray rectangular background. The signature reads "MGBulla" in a cursive, stylized font.

Michelle G. Bulla (& Victor Jaccarino)
Vendor / Exhibitor Liaison