

February 2018

Dear Exhibitor/Vendor,



The 68th Annual New York State English Council Conference will take place on October 17, 18, and 19, 2018, at the Albany Marriott on Wolf Rd. Last year's conference had over 440 attendees, and with the positive feedback we received, we expect even higher numbers this year.

We would like to invite you to participate again, or for the first time, in our 2018 conference.

The theme for this year's conference is "ELA: English Language Artists," which acknowledges the talent that educators possess. Vendors like you are critical in helping to hone that craft. As a participant, you will be placed in a high traffic area where attendees will be criss-crossing the vendor area between workshops and keynote speakers. The schedule will also allow for at least thirty minutes daily where no sessions are scheduled, giving attendees time to devote to perusing your products and services, and conversing with you.

In addition to having a table in the middle of the conference, we also have opportunities for sponsorships of conference events such as breakfasts, refreshment breaks, or networking sessions. Or, if you wish, you can donate conference materials such as pens, bags, pads, and the like. All sponsorships will be widely publicized.

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.

I am honored to be the vendor liaison this year, the role of which has previously been filled by Michelle Bulla. Michelle has taken on other assignments with NYSEC, so she will be readily available and accessible to me during this transition. Please don't hesitate to contact me with any questions.

Sincerely,

Christine Furnia
NYSEC Executive Board, Vendor Liaison