

The Texas Foreign Language Association

• (281) 513-6900 • mjenks47@sbcglobal.net

A Professional Association dedicated to the teaching of Languages Other Than English



January 13, 2017

Dear Foreign Language Conference Exhibitor:

The Texas Foreign Language Association welcomes you to attend the fall conference in Arlington TX, October 12-14, 2017. The conference will be held at the Arlington Convention Center, 1200 Ballpark Way, Arlington, TX 76011. We request that you make hotel reservations at the Sheraton Hotel, adjacent to the Convention Center. The address is 1500 Convention Drive, Arlington, TX 76011. The direct number to the hotel is 817-261-8200.

The TFLA looks forward to greeting first-time exhibitors as well as welcoming back those who have supported the organization in the past. We appreciate your sponsorship/co-sponsorship of the conference program printing costs, coffee breaks, receptions, luncheons, and refreshments. These contributions are always recognized in the program and from the podium. Exhibitors who have faithfully contributed over the years will be recognized at the TFLA Luncheon on Saturday, October 14, 2017.

TFLA would like to announce its support of scholarships for both teachers and students to further their studies in the area of languages. TFLA also appreciates donations and sponsorships for the fall conference. Exhibitors wishing to donate to this very important cause may do so as follows:

Gold Tier	\$3,000
Silver Tier	\$1,500
Bronze Tier	\$ 750

Contributors will be recognized in the Conference Program as well as at the Saturday TFLA luncheon. The Gold, Silver and Bronze Tier donations are above the purchase of booth/s and ads.

The Organization is encouraging presenters to submit proposals that focus on student/teacher activities as well as innovative teaching methods/techniques and technology utilization in the LOTE classroom. Information regarding "Call for Proposals" will be posted on the TFLA home page website at www.tfla.info at the end of January. The theme for the conference is: **Ready? Set. Go!** Get on the Path to World Language Proficiency and Global Citizenship! The deadline for submission of proposals is April 15, 2017.

Enclosed is an **Exhibit Registration Form** to be used for requesting exhibit space, sponsoring activities, and/or advertising in the TFLA Conference Program. Booth locations will be determined based upon the order that the Booth Registration Form along with payment is received. In addition, a Conference Program Ad Form is enclosed, in addition to a new TFLA Ad form for placing ads on the TFLA website.

Please return all completed forms along with payment on or before Friday, **August 18, 2017** to *MayDell Jenks, P.O. Box 6386, Katy, TX 77491*, or you can scan or email the forms to mjenks47@sbcglobal.net. In addition, the Terms and Conditions must be signed by the responsible exhibitor and returned along with the Exhibit Registration Form.

January 13, 2017

In reference to room reservations; the rates per night are \$179.00 for single or double, \$189 for triple and \$199 for quad occupancy. The deadline for this rate is Wednesday, **September 13, 2017**. To make reservations, please call the reservations number at 1-800-442-7275 and specify that you are making reservations with the **Sheraton Hotel in Arlington for the Texas Foreign Language Conference**, or call the hotel directly at 817-261-8200 and ask for reservations. Also, provide the guest name, home or business address, email address, type of room requested, check-in and check-out dates, smoking or non-smoking room and VIP status.

Exhibitor move-in will begin on Thursday, October 12th at 1:00 p.m., and dismantling will begin on Saturday, October 14th at 12:00 noon. For those of you making early flight reservations please refer to the following dates and timelines:

Thursday, October 12th	Exhibitor move-in: 1:00 p.m.
Friday, October 13th	Exhibit time: 8:00 a.m. – 6:00 p.m.
Saturday, October 14th	Exhibit time: 8:00 a.m. – 12:00 p.m. Dismantle time: 12:00 p.m. – 3:00 p.m.

Shortly before the conference, you will receive forms for audio-visual rental and final instructions and information regarding the conference. You will also receive information in your final packet about electrical hook-up provided by the Convention Center.

TFLA acknowledges the support you have given the Organization by exhibiting at the fall conferences, and is proud of the caliber of workshops and sessions that it provides for its members. These workshops and sessions are offered to help teachers enhance their academic proficiency and to keep them abreast of the most recent trends in foreign language teaching. If you are planning to invite teachers to a special event or dinner you are sponsoring, we request that you schedule such functions after the conclusion of sessions and workshops.

We look forward to greeting you in Arlington!



MayDell Jenks
TFLA Executive Director

Attachments (2)

EXHIBIT REGISTRATION FORM
2017 Fall Conference
Arlington Convention Center
October 12-14, 2017

- I wish to purchase _____ booth(s) @ \$500 per booth.
A booth includes an 8 x 10 space, a table, pipe and drape, 2 chairs and an identification sign.
*(Note: If requesting more than **three** booths, each additional booth will be available for \$300 each.)*

Total Cost: \$ _____

- I wish to purchase a skirted table for \$250. The table will be located near the back of the exhibit hall; there will be no pipe and drape included in this price.
- I will need access to an electrical outlet at an additional fee.
- I will need wall space or a backdrop.

Name of Exhibitor: _____

Exhibit's Coordinator: _____

Address: _____
Street/P.O. Box City, State Zip

Phone: _____ Fax: _____

E-mail Address: _____

Representative(s) attending conference (include all attendees):

Briefly explain what you exhibit:

We would be interested in sponsoring/co-sponsoring one of the Texas Foreign Language Association activities:

- Friday A.M. Coffee Break - \$600 Saturday A.M. Coffee Break - \$600
- Friday P.M. Coffee Break - \$600 Saturday Continental Breakfast - \$1,000
- Door Prizes/Publishers' Sweepstakes Prizes Hospitality Bags for Conference Participants - \$1,000

Please indicate the dollar amount you will sponsor: \$ _____

We would like to place an advertisement in the TFLA Fall Conference Program which will be an 8½ x 11 program. **Due date for the Conference Program is Friday, August 18, 2017. Please adhere to this date. Ads should be camera ready (preferably in JPEG or PDF) and sent to mjenks47@sbcglobal.net. Ads should be sent in color since the Conference Program will again be printed in color.**

- Full Page - \$180 Half Page - \$90

For exhibit space and/or advertising, please return the completed form, along with payment (TFLA **does not** accept credit cards as a form of payment), payable to **TFLA**, before **Friday, August 18, 2017**, to:

MayDell Jenks, Executive Director
P. O. Box 6386
Katy, TX 77491

281-513-6900 TFLA
mjenks47@sbcglobal.net

Tax

I.D.No.: 74-19414-98

Email:

TERMS AND CONDITIONS

1. Total payment must accompany this form. No refunds will be made **unless written notice of cancellation** is received at least 30 days prior to the first day of the conference. A **non-refundable** \$50.00 processing fee will be charged.
2. Exhibitor agrees to abide by the terms and conditions of the contracted display service and the conference hotel regarding shipping and handling of materials.
3. Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitors' activities on the hotel premises, and will indemnify, defend and hold harmless the hotel, the Texas Foreign Language Association, hotel agents, servants and employees from any and all such losses, damages, and claims. **The hotel and the Texas Foreign Language Association do not maintain insurance covering exhibitor's property/potential losses.**
4. All booths at the Arlington Convention Center will be 8' x 10'. A table, 2 chairs and an identification sign will be standard equipment for the booth. The exhibit hall will be locked daily by hotel personnel at the close of exhibit hours. Security will be hired by TFLA to guard the premises during evening hours.

Accepted by:

Exhibitor

Texas Foreign Language Association

(Authorized Signature)

(Authorized Signature)

(Date)

(Date)

Texas Foreign Language Association
TFLA Conference Program Ad Form

Exhibitor's Name: _____

Address: _____

.....
.....

Conference Program

Fall

Cost of Ad: \$_____

Fall: \$ 90 ½ page
 \$180 1 page

First ad received will be placed on the inside front cover of the program.
--

DUE DATE: On or before Friday, August 18, 2017

.....
Please send all remittances payable to TFLA to:

MayDell Jenks –Executive Director
P. O. Box 6386
Katy, TX 77491
(281) 513-6900
Email: mjenks47@sbcglobal.net

Texas Foreign Language Association Ad Form

Exhibitor's Name _____


Address: _____

Email: _____

TFLA is now offering web advertising. This will give you an opportunity to advertise your products and services to the Texas Foreign Language Association membership. All ads must be sent in ready graphic format use (PNG, JPG, GIF) in the correct size. These ads will be posted on the TFLA website, which assures that they will never be blocked by ad blockers. The width and height of ads are in pixels. The ad/ads will be on the TFLA website for one year (the year beginning on the date the ad is placed on the website).

Types of Ads

- Leader board (720 x90)- \$500/year on home page; \$250/year on other pages.



Advancing the study of LOTE in Texas

HOME ORGANIZATION EVENTS ADVOCACY OPPORTUNITIES RESOURCES MORE...

Leader board—720x90

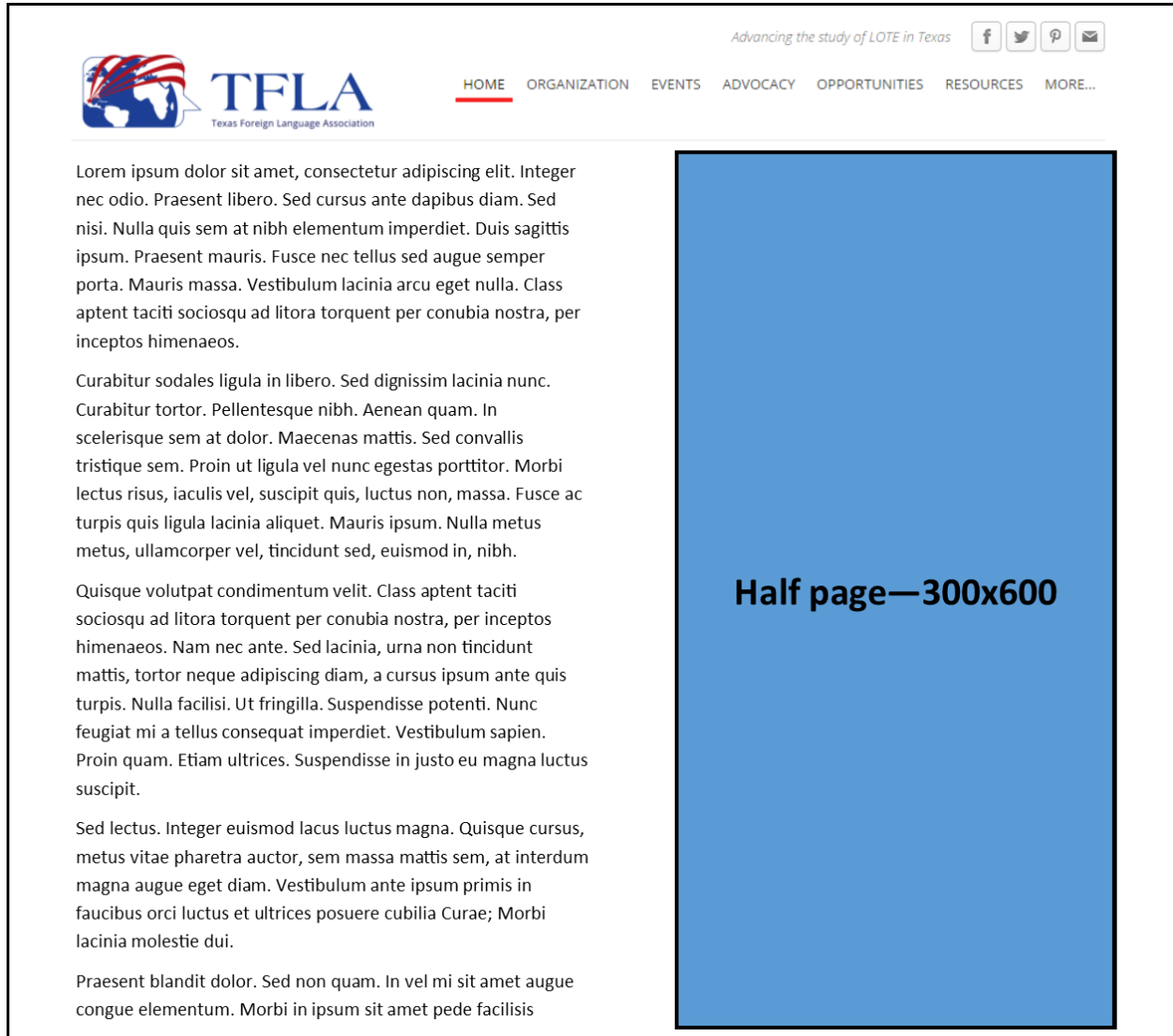
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Curabitur sodales ligula in libero. Sed dignissim lacinia nunc. Curabitur tortor. Pellentesque nibh. Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula vel nunc egestas porttitor. Morbi lectus risus, iaculis vel, suscipit quis, luctus non, massa. Fusce ac turpis quis ligula lacinia aliquet. Mauris ipsum. Nulla metus metus, ullamcorper vel, tincidunt sed, euismod in, nibh.

Quisque volutpat condimentum velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nam nec ante. Sed lacinia, urna non tincidunt mattis, tortor neque adipiscing diam, a cursus ipsum ante quis turpis. Nulla facilisi. Ut fringilla. Suspendisse potenti. Nunc feugiat mi a tellus consequat imperdiet. Vestibulum sapien. Proin quam. Etiam ultrices. Suspendisse in justo eu magna luctus suscipit.

Sed lectus. Integer euismod lacus luctus magna. Quisque cursus, metus vitae pharetra auctor, sem massa mattis sem, at interdum magna augue eget diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacinia molestie dui. Praesent blandit dolor. Sed non quam. In vel mi sit amet augue congue elementum. Morbi in ipsum sit amet pede facilisis laoreet. Donec lacus nunc, viverra nec, blandit vel, egestas et, augue. Vestibulum tincidunt malesuada tellus. Ut ultrices ultrices enim. Curabitur sit amet mauris. Morbi in dui quis est pulvinar ullamcorper. Nulla facilisi.

- Half page (300 x 600)-not available on home page; \$300/year on other pages. (Horizontal half page)



The screenshot shows the TFLA website header with the logo and navigation menu. The main content area is divided into two columns. The left column contains five paragraphs of placeholder text. The right column is a large blue rectangle with the text "Half page—300x600" centered inside it.

Advancing the study of LOTE in Texas

f t p e

TFLA
Texas Foreign Language Association

HOME ORGANIZATION EVENTS ADVOCACY OPPORTUNITIES RESOURCES MORE...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Curabitur sodales ligula in libero. Sed dignissim lacinia nunc. Curabitur tortor. Pellentesque nibh. Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula vel nunc egestas porttitor. Morbi lectus risus, iaculis vel, suscipit quis, luctus non, massa. Fusce ac turpis quis ligula lacinia aliquet. Mauris ipsum. Nulla metus metus, ullamcorper vel, tincidunt sed, euismod in, nibh.

Quisque volutpat condimentum velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nam nec ante. Sed lacinia, urna non tincidunt mattis, tortor neque adipiscing diam, a cursus ipsum ante quis turpis. Nulla facilisi. Ut fringilla. Suspendisse potenti. Nunc feugiat mi a tellus consequat imperdiet. Vestibulum sapien. Proin quam. Etiam ultrices. Suspendisse in justo eu magna luctus suscipit.

Sed lectus. Integer euismod lacus luctus magna. Quisque cursus, metus vitae pharetra auctor, sem massa mattis sem, at interdum magna augue eget diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacinia molestie dui.

Praesent blandit dolor. Sed non quam. In vel mi sit amet augue congue elementum. Morbi in ipsum sit amet pede facilisis

Half page—300x600

- Medium rectangle-(300 x 250)-\$300/year on home page; \$150/ year on other page.

The image shows a screenshot of the TFLA (Texas Foreign Language Association) website. The header includes the TFLA logo, the tagline "Advancing the study of LOTE in Texas", and social media icons for Facebook, Twitter, Pinterest, and Email. A navigation menu contains the following items: HOME (underlined), ORGANIZATION, EVENTS, ADVOCACY, OPPORTUNITIES, RESOURCES, and MORE... The main content area features several paragraphs of placeholder text (Lorem ipsum). A blue rectangular callout box is overlaid on the right side of the page, containing the text "Medium rectangle— 300x250".

Advancing the study of LOTE in Texas

f t p e

TFLA
Texas Foreign Language Association

HOME ORGANIZATION EVENTS ADVOCACY OPPORTUNITIES RESOURCES MORE...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris. Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Curabitur sodales ligula in libero. Sed dignissim lacinia nunc. Curabitur tortor. Pellentesque nibh. Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula vel nunc egestas porttitor. Morbi lectus risus, iaculis vel, suscipit quis, luctus non, massa. Fusce ac turpis quis ligula lacinia aliquet. Mauris ipsum. Nulla metus metus, ullamcorper vel, tincidunt sed, euismod in, nibh.

Quisque volutpat condimentum velit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nam nec ante. Sed lacinia, urna non tincidunt mattis, tortor neque adipiscing diam, a cursus ipsum ante quis turpis. Nulla facilisi. Ut fringilla. Suspendisse potenti. Nunc feugiat mi a tellus consequat imperdiet. Vestibulum sapien. Proin quam. Etiam ultrices. Suspendisse in justo eu magna luctus suscipit.

Sed lectus. Integer euismod lacus luctus magna. Quisque cursus, metus vitae pharetra auctor, sem massa mattis sem, at interdum magna augue eget diam. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Morbi lacinia molestie dui.

Praesent blandit dolor. Sed non quam. In vel mi sit amet augue congue elementum. Morbi in ipsum sit amet pede facilisis laoreet. Donec lacus nunc, viverra nec, blandit vel, egestas et, augue. Vestibulum tincidunt malesuada tellus. Ut ultrices ultrices enim. Curabitur sit amet mauris. Morbi in dui quis est pulvinar ullamcorper. Nulla facilisi.

**Medium rectangle—
300x250**

- Wide skyscraper-(160 x 600)-\$500/year on home page; \$250/year on other pages



The image shows a screenshot of the TFLA (Texas Foreign Language Association) website. The header includes the TFLA logo, the tagline "Advancing the study of LOTE in Texas", and social media icons for Facebook, Twitter, Pinterest, and Email. The navigation menu includes: HOME, ORGANIZATION, EVENTS, ADVOCACY, OPPORTUNITIES, RESOURCES, and MORE... The main content area contains several paragraphs of placeholder text (Lorem ipsum). On the right side, there is a large blue rectangular placeholder for a "Wide skyscraper—160x600" advertisement.

If you have questions about any of the size of ads or graphics, please contact Adrian Kasbergen at webmaster@tfla.info. Note: There will be a \$50 change fee, if ad is changed during the year.

Please send all remittances payable to TFLA to the following address:

MayDell Jenks-Executive Director
P. O. Box 6386
Katy, TX 77491
Phone: 281-513-6900
I.D. NO.: 74-19414-98