



The Texas Foreign Language Association

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

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

January 16, 2018

Dear Foreign Language Conference Exhibitor:

The Texas Foreign Language Association welcomes you to attend the fall conference in San Antonio, TX, October 25-27, 2018. The conference will be held at the Hyatt Regency, Riverwalk, 123 Losoya Street, San Antonio, TX 78205-US. We request that you make hotel reservations at the Hyatt. The direct number to the hotel is 210-222-1234. For your convenience, please click on this link to make your hotel reservations: <https://aws.passkey.com/go/2018TexasForeignLanguage>.

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, 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 events.

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 and other TFLA events. 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: **Mission Possible: Performance Toward Proficiency Through Authentic Resources. We Can-Do It!!** The deadline for submission of proposals is May 18, 2018.

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 31, 2018** 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 16, 2018

In reference to room reservations; the rates per night are \$189.00 for single or double, \$214 for triple and \$239 for quad occupancy. The deadline for this rate is Thursday, **October 4, 2018**. To make reservations, please call the reservations number at 1-888-421-1442 toll free or 800-233-1234 and specify that you are making reservations with the **Hyatt Regency, San Antonio-Riverwalk for the Texas Foreign Language Conference**. 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. It is strongly suggested that you make reservations using the Passkey link: <https://aws.passkey.com/go/2018TexasForeignLanguage>.

Exhibitor move-in will begin on Thursday, October 25th at 1:00 p.m., and dismantling will begin on Saturday, October 27th at 12:00 noon. For those of you making early flight reservations please refer to the following dates and timelines:

Thursday, October 25th	Exhibitor move-in: 1:00 p.m.
Friday, October 26th	Exhibit time: 8:00 a.m. – 6:00 p.m.
Saturday, October 27th	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 PSAV.

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 San Antonio!



MayDell Jenks
TFLA Executive Director

Attachments (2)

EXHIBIT REGISTRATION FORM
2018 Fall Conference
Hyatt Regency Riverwalk, San Antonio, TX
October 25-27, 2018

- I wish to purchase _____ booth(s) @ \$500 per booth.
A booth includes an 8 x 8 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 - \$700 Saturday A.M. Coffee Break - \$700
- Friday P.M. Coffee Break - \$700 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 Ad is Friday, August 31, 2018. Please adhere to this date. Ads should be camera ready (preferably in 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 31, 2018** to:

MayDell Jenks, Executive Director
P. O. Box 6386
Katy, TX 77491
281-513-6900
TFLA Tax I.D.No.:74-19414-98
Email: mjenks47@sbcglobal.net

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 Hyatt Regency River walk will be 8' x 8'. 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: _____

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Conference Program

Fall

Cost of Ad: \$_____

Fall: \$100 ½ page
 \$200 1 page

First ad received will be placed on the inside front cover of the program.
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DUE DATE: On or before Friday, August 31, 2018

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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

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

The image is a screenshot of the TFLA (Texas Foreign Language Association) website. At the top right, it says "Advancing the study of LOTE in Texas" and has social media icons for Facebook, Twitter, Pinterest, and Email. The navigation menu includes: HOME (underlined), ORGANIZATION, EVENTS, ADVOCACY, OPPORTUNITIES, RESOURCES, and MORE... The TFLA logo is on the left, featuring a globe with a red and white striped banner. The main content area on the left contains several paragraphs of placeholder text (Lorem ipsum). On the right, there is a large blue rectangular area with the text "Half page—300x600" centered in white.

Advancing the study of LOTE in Texas

f t p e

HOME ORGANIZATION EVENTS ADVOCACY OPPORTUNITIES RESOURCES MORE...

TFLA
Texas Foreign Language Association

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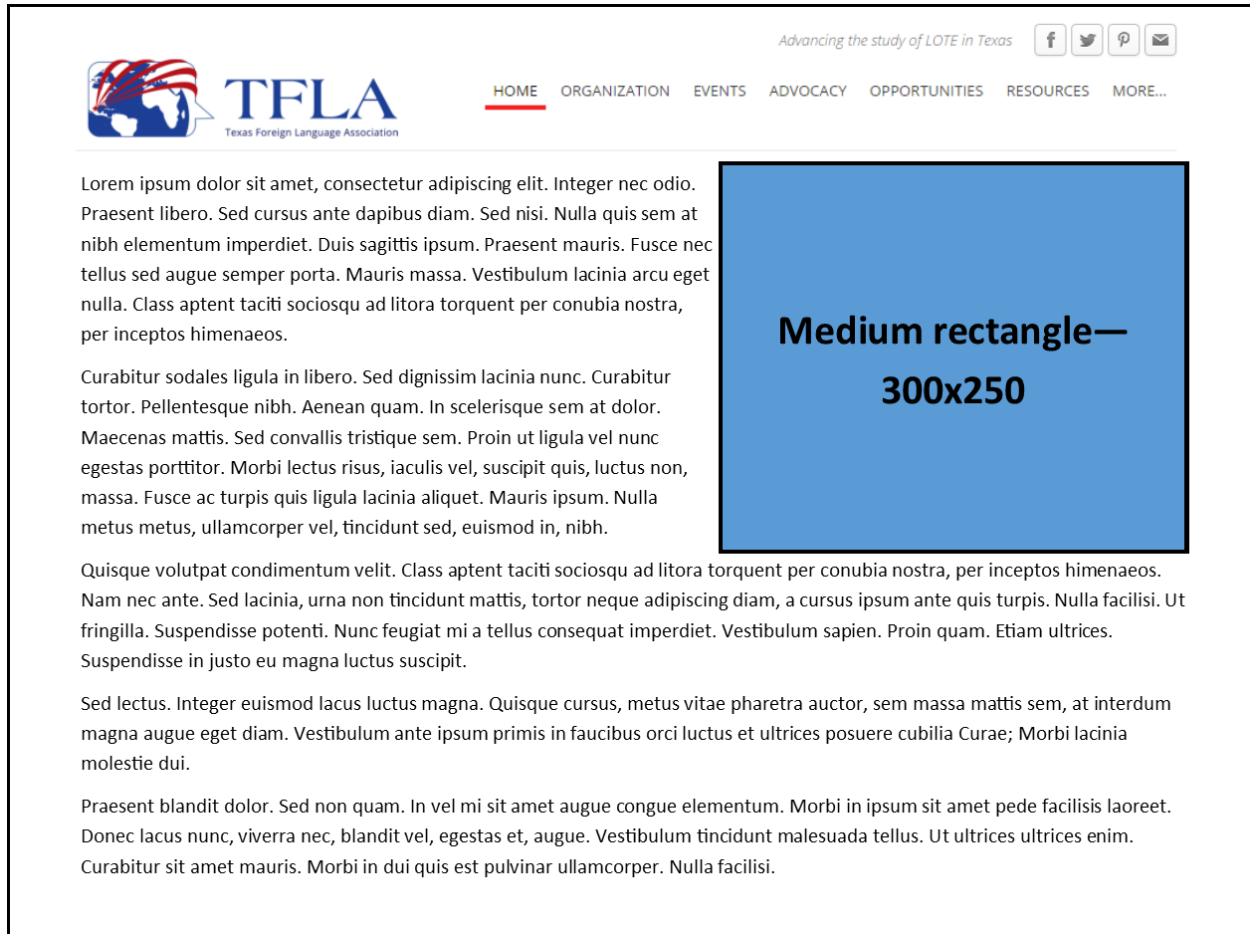
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Half page—300x600

- 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 with the tagline "Advancing the study of LOTE in Texas" and social media icons for Facebook, Twitter, Pinterest, and Email. The navigation menu contains: HOME, ORGANIZATION, EVENTS, ADVOCACY, OPPORTUNITIES, RESOURCES, and MORE... The main content area features several paragraphs of placeholder text (Lorem ipsum). A blue rectangular box on the right side of the page contains the text: "Medium rectangle— 300x250".

Advancing the study of LOTE in Texas

TFLA
Texas Foreign Language Association

HOME ORGANIZATION EVENTS ADVOCACY OPPORTUNITIES RESOURCES MORE...

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**Medium rectangle—
300x250**

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

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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