



The Texas Foreign Language Association

Katy I.S.D. • 6301 S. Stadium Lane • Katy, Texas 77494

(281) 396-2619 • (281) 644-1818 Fax • maydelljenks@katyisd.org

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

February 29, 2012

Dear Foreign Language Conference Exhibitor:

The Texas Foreign Language Association welcomes you to attend the fall conference in Austin, TX, October 11 – 13, 2012. The conference will be held at the Austin Renaissance Hotel, 9721 Arboretum Boulevard, Austin, TX 78759.

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 13th.

TFLA would like to announce its support of scholarships for both teachers and students to further their studies in the area of languages. 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 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. This can be done by going to the TFLA website at www.tfla.info. The deadline for submission of proposals is May 1, 2012.

Enclosed is an **Exhibit Registration Form** to be used for requesting exhibit space, sponsoring activities, and/or advertising in the TFLA Conference Program. Requests for special placement in the exhibit hall will be honored on a first-come, first-serve basis. In addition, a TFLA Journal and Conference Program Ad form is enclosed.

Please return all completed forms along with payment on or before Friday, September 14, 2012, to *MayDell Jenks, Katy ISD, 6301 S. Stadium Lane, Katy, TX 77494*. In addition, the Terms and Conditions must be signed by the responsible exhibitor and returned along with the Exhibit Registration Form.

In reference to room reservations; the rates per night are \$169.00 for double occupancy. The deadline for this rate is Friday, September 14, 2012. To make reservations, please call the hotel directly at (512) 343-2626 or directly with Marriott reservations at (800) 468-3571, and identify yourself as part of the TFLA Conference.

Exhibitor move-in will begin on Thursday, October 11th at 1:00 p.m., and dismantling will begin on Saturday, October 13th at 12:00 noon. For those of you making early flight reservations please refer to the following dates and timelines:

Thursday, October 11th	Exhibitor move-in: 1:00 p.m. (Rio Grande Exhibit Hall B)
Friday, October 12th	Exhibitor/Presenter Reception 6:00 – 7:30 p.m. Location: TBA
Friday, October 12th	Exhibit time: 8:00 a.m. – 5:00 p.m.
Saturday, October 13th	Exhibit time: 8:00 a.m. – 12:00 p.m. Dismantle time: 12:00 p.m. – 1:00 p.m.

A come and go reception honoring exhibitors, conference presenters and facilitators will be beginning at 6:00 p.m. Location is to be determined and information will be provided in the final correspondence.

Shortly before the conference, you will receive forms for audio-visual rental and final instructions and information regarding the conference. In the past, TFLA has incurred the electrical hook-up expenses for the duration of the conference. Due to rental increase, the organization **will not** be able to pay for this expense. You will receive information in your final packet about electrical hook-up provided by the hotel.

TFLA acknowledges the support you have given the organization by exhibiting at the spring as well as 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 Austin!


MayDell Jenks
Advertising/Exhibits Director

MJ/cr

Attachments (2)

Texas Foreign Language Association

EXHIBIT REGISTRATION FORM

2012 Fall Conference

Austin Renaissance Hotel

October 11 – 13, 2012

- 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 P.M. Coffee Break - \$600
- Door Prizes/Publishers' Sweepstakes Prizes Saturday Continental Breakfast - \$1,000
- 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, September 14, 2012. Please adhere to this date.**

- Full Page - \$150 Half Page - \$75

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, September 14, 2012**, to:

MayDell Jenks
Katy I.S.D.
6301 S. Stadium Ln.
Katy, TX 77494
281-396-2619 281-644-1818 (Fax)
TFLA Tax I.D. No.: 74-19414-98

(over)

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 Austin Renaissance Hotel 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 Journal and Conference Program Ad Form

Exhibitor's Name: _____

Address: _____

TFLA Journal

- Fall
 Late Spring
 Summer

Cost of Ad: \$ _____

Ad Size: _____

\$62.50 ¼ page
\$125 ½ page
\$225 1 page

First two ads received will be placed on the inside front and back cover.

DUE DATES: August 1, 2012 for fall publication
 December 1, 2012 for spring publication
 May 1, 2013 for summer publication

TFLA Journal publication dates are subject to change.

Conference Program

- Fall
 Spring

Cost of Ad: \$ _____

Size of Ad: _____

Fall: \$ 75 ½ page
 \$150 1 page

Spring: \$50 ½ page
 \$75 1 page

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

DUE DATE: On or before Friday, September 14, 2012

Please send all remittances payable to TFLA to:

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6301 S. Stadium Ln.
Katy, TX 77494
(281) 396-2619
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