

Educational Solutions International

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Dear Potential Write to Learn Conference Exhibitor:

I would like to invite you to exhibit at the Write to Learn Conference to be held February 16-18, 2017, at the Tan-Tar-A Resort in Osage Beach, Missouri. The conference, sponsored by Educational Solutions International in cooperation with the Missouri Council of Teachers of English, the Missouri Writing Projects Network, the Missouri Reading Initiative, and Missouri ILA, annually attracts 800-1,000 K-12 language arts teachers from all over Missouri and surrounding states.

Attendees always enjoy visiting the exhibit area to see the wonderful information and materials. Language arts teachers, especially, love to buy books and other materials, so, if possible, be sure to bring materials to sell on the floor.

You may set up in Windgate Hall from 1:00 p.m. until 8:00 p.m. on Thursday, February 16th or before 6:45 a.m. on Friday, February 17^h (breakfast begins in the same hall at 6:45 a.m.). **The exhibit area will be open from 6:45 a.m. to 5:00 p.m. on Friday only**, so if you set up Thursday, you may do so in casual attire. There are several time periods in the schedule when attendees can browse the exhibits with no conflicting sessions or meals. I will publicize these times in the program and will, through announcements, urge people to visit. We will eat several meals in Windgate Hall, and this will increase traffic to your booths, as attendees will have to walk through the exhibit hall to get to the eating area. We will also have internet access available in the exhibit hall for those of you who will be charging credit cards via the net, and you can purchase electrical access, as well.

This year, we are adding for the first time a conference app that will allow attendees to access the conference program, speakers, handouts, evaluation forms, etc. through their devices. More importantly for you, the app will allow us to offer you a range of features that you can use to drive traffic to your company's information, booth spaces, special events, drawings, etc.

We will offer four levels of features, from the basic Silver level, all the way up to Conference Sponsor. As you might expect, a higher level of features will cost you more, but will allow you to interact on a much deeper level with the teachers in attendance. Please note, however, that we are offering the basic (Silver) level of app features at a price even *lower* than you would have paid in the past for a booth space by itself.

Please take a look at the two documents following this letter. The first describes the features we will be offering through the app and details which features will be available at which levels. The second document lists the prices per booth space at each level. Note also that, for the first time, we are making additional booth spaces less expensive than your first booth space, so the more spaces you rent, the more value you get!

If you have contributed to the success of our conference in the past, we thank you. If not, we would love to have you. Please return the enclosed form with your payment promptly so that we may list your company in our conference materials and get started working with you so you can take full advantage of the features the conference app makes available to you. Send payment no later than Friday, January 23rd, 2017 (but the earlier, the better).

Also, we like to give away a number of door prizes during general sessions and, as you know, this is another great way to advertise your company's wares. If you would like to donate a door prize, please mark the appropriate space on the exhibitor form.

For meals, note that exhibitors (up to two per booth) are invited to attend Friday's breakfast and lunch. Additional representatives are welcome at an additional charge of \$25 per representative.

I would be happy to answer any questions you have about the conference. Please feel free to call or e-mail me (see contact info in the letterhead). You can also view more details about the conference and find a downloadable form on the Exhibitor page of our website: www.writetolearnconference.com. I look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "Willy Wood".

Willy Wood
Write to Learn Conference Coordinator



Write to Learn Conference App Features

Basic Exhibitor Listing (all levels)

All exhibitors at the conference will be listed on the conference website (www.writetolearnconference.com/Exhibitors) and within the conference app.

Exhibitors can provide a description of their company, list contact information, include a company logo and highlight their company's website. Silver level is limited to a 100 word description and unlinked website address. At the Gold, Platinum and Conference Sponsorship levels, an enhanced company profile (500 words), as well as active links to your website and any other documents is offered. The conference sponsor will be listed first, followed by Platinum level exhibitors, then Gold and Silver. Each levels' exhibitors will be listed in alphabetical order.

Rotating Banner Ads (all levels)

All exhibitors will have the opportunity to provide a banner ad and have it rotate at the top of the page on the app. Banner ads stay for about five seconds before rotating to a new ad. Frequency and longevity increases with each sponsorship level. Platinum and Conference Sponsorship exhibitors may submit two banner ads.

Interactive Maps with Map Pins (Gold and Platinum Exhibitors, Conference Sponsor)

For Gold Level and above, exhibitors will be highlighted with a pin on an interactive map so attendees can easily find your company's booth or a room holding a sponsored event. The interactive pins on the maps link to an enhanced company profile in the sponsorship directory.

Push Notifications (Gold and Platinum Exhibitors, Conference Sponsor)

Push notifications allow an exhibitor to send messages directly to attendees' mobile devices. Use these short (no more than 160 characters or 20 words) messages to alert attendees to promotions, drawings, and give-aways, or drive them to a web page. Notifications can be scheduled in advance so they show up at chosen times or submit on site for administrators to push out. Attendees are sure to get messages because they appear in the Activity Feed notifications in the app, even if the app is closed!

Direct Access to Profile (Platinum Exhibitors and Conference Sponsor)

Exhibitors at the Platinum level and above will have direct access to their conference profiles to make changes and add additional content throughout the conference.

Splash Screen (Conference Sponsor Only)

The Conference Sponsor's logo will appear as a full-screen visual on the main app home page for up to five seconds every time the user opens up the event. This high-visibility opportunity is reserved *only* for the Conference Sponsor.

Company Icon on Main App Screen (Conference Sponsor Only)

The Conference Sponsor's (and *only* the Conference Sponsor) logo will appear as a navigation button/icon on the main navigation screen. This icon will open up the company's extended company profile page, with links to the company website or other company materials.

Summary of App Features with Pricing

Silver Level: Basic exhibitor listing, rotating banner ad

	1 st booth space	2 nd booth space	Additional booth spaces
Textbook Publisher	\$200	\$100	\$50
For Profit/Retail	\$100	\$50	\$25
Non-Profit	\$75	\$50	\$25

Gold Level:

Enhanced exhibitor listing (above Silver level exhibitors on the page), rotating banner ad, map pin on interactive maps linked to enhanced company profile, push notifications

	1 st booth space	2 nd booth space	Additional booth spaces
Textbook Publisher	\$300	\$150	\$75
For Profit/Retail	\$150	\$75	\$50
Non-Profit	\$100	\$50	\$25

Platinum Level:

Enhanced exhibitor listing (above Gold level exhibitors on the page), 2 rotating banner ads with increased frequency, interactive maps and map pin linked to enhanced company profile, push notifications, direct access to company profile.

	1 st booth space	2 nd booth space	Additional booth spaces
Textbook Publisher	\$400	\$200	\$100
For Profit/Retail	\$200	\$100	\$50
Non-Profit	\$150	\$75	\$50

Conference Sponsor (limited to one): \$1200 for any category; includes 3 booth spaces (add'l: \$100)

Enhanced exhibitor listing (at the top of the page), splash page exclusivity every time the event app opens, interactive maps and map pins linked to the enhanced company profile, push notifications, direct access to the company profile, the company's icon on the app's main navigation screen linked to enhanced company profile