

# *First Class Conferences*

First Class Conferences  
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[firstclassconferences.com](http://firstclassconferences.com)

April 16, 2014

Dear Exhibitor,

**Texas Woman's University**  
**2014 Billie J. Askew Reading Recovery and K-6 Early Literacy Institute (K-6)**  
**November 3-4, 2014**  
**Intercontinental Dallas, 15201 Dallas Parkway, Addison, TX 75001**  
**972.386.6000**

[www.twu.firstclassconferences.com](http://www.twu.firstclassconferences.com)

Hotel code TWU

The Institute is excited to announce the upcoming event in Dallas, Texas from November 3-4, 2014. We are pleased to extend to you an invitation to exhibit your materials at the upcoming Institute. Registration begins in June and we are expecting from 1000-1200 registrants. Featured speakers include, Richard Allington, Judith Lessow-Hurley, Maria Nichols, David Booth, Salli Forbes, Mary Lose, and Yvonne and David Freeman plus more!

Please see the following details for consideration.

**The 8'x10' Exhibit booths consist of:**

- 2-6' skirted table (navy blue)
- (2) side chairs
- Wastepaper basket
- Crystal Foyer is carpeted

**Exhibit Hours:**

- Exhibitor Move-in: Sunday, November 2, 2014: 12-6pm
- Monday, November 3, 2014: Exhibit hours 8:30am-5pm
- Tuesday, November 4, 2014: Exhibit hours 8am-4:00pm
- Dismantle: Tuesday, November 4, 2014 from 4-6:30pm

**\*Your commitment as an exhibitor requires attendance for the duration of the program.**

**Registration Options:**

- **NO PRICE INCREASE SINCE 2010**
- Early Bird Exhibit booth fee is \$700.00 if booked by July 15, 2014.
- Early Bird Corner booth fee is \$1000.00 if booked by July 15, 2014.
- Regular Exhibit booth fee is \$900.00 if booked by July 16-October 15, 2014
- Regular Corner booth fee is \$1200.00 if booked by July 16-October 15, 2014.

**Sponsorship Options:**

- Ad space on attendee tote bags
- Neck Wallets

- ***Monday evening you have an opportunity to contribute to the 25<sup>th</sup> Alumni Reception. We will put a sign up with your name on it. Please join us as we celebrate with Richard Allington and David Booth 25 years of Reading Recovery and Literacy at Texas Woman's University.***

Booths are assigned on a first come, first serve basis. Your company name will be posted on [twu.firstclassconferences.com](http://twu.firstclassconferences.com) on a periodically rotating basis.

The exhibit area will have 27 booths located in Crystal Foyer situated directly in the path of conference attendees as they enter and exit their stations. Please see the attached cad. Please note this is a carpeted space. As you choose your space...the system will automatically deduct your spot from available booths.

Due to the minimal registration period, we cannot provide refunds in the event of cancellation.

Security guards will be provided during the off-show hours. TWU, the Intercontinental Dallas and First Class Conferences are not liable for your items.

Space is available in the room block with nightly rates beginning at \$135 valid until October 15, 2014. To confirm your accommodations, please see the information at the top complete with code.

Beverage kiosks will be available near the exhibit area for your convenience.

**NOW FOR THE GREAT NEWS! WHEN WE REALIZED WHAT YOU WERE PAYING GES, I VOWED THAT I COULD DO THIS MORE ECONOMICALLY FOR MY LOYAL SUPPORTERS. I PLEADED WITH THE HOTEL AND THEY WILL ACCEPT YOUR DRAYAGE 3 DAYS OUT... PRICING IS BELOW!**

#### **Inbound Charges**

**Envelopes-no charge**

**1-4 boxes-no charge**

**5 or more boxes-\$8.00 per box**

**Pallet Shipments-\$100.00 per pallet**

#### **Outbound Charges**

**1-4 Boxes-no charge**

**5 or more boxes-\$4.00 per box**

**Pallet Shipments-\$50.00 per pallet**

Thank you in advance for your interest in joining us at the upcoming Institute. We value your partnership and look forward to working with you. Please contact me with any questions or need for assistance.

Sincerely,

*Holly*

Holly Bartholomew

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## **2014 Texas Woman's University Billie J. Askew Reading Recovery and Early Literacy Institute (K-6)**

**November 3-4, 2014 Intercontinental Dallas, 15201 Dallas Parkway, Addison, TX  
75001  
972.386.6000**

Exhibitor Registration Form: Please complete the following details on-line.

Company:

Primary Contact:

Address:

Telephone:

Fax:

Email:

Name of attendees for Name Badge Purposes:

Registration option: Please select your desired option. If multiple booths are requested, please indicate the number needed.

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Early Bird Corner booth fee is \$1000.00 if booked by July 15, 2014.

Regular Exhibit booth fee is \$900.00 if booked by July 16-October 15, 2014.

Regular Corner booth fee is \$1200.00 if booked by July 16-October 15, 2014.

Total booths needed

Preference #1

Preference #2

Preference #3

Sponsorship Options: Please select your desired option.

Ad space on attendee tote bags \$3000.00.

Alumni Reception \$100.00

Neck Wallets \$2000.00.

Total amount enclosed: (Includes registration and sponsorship options)

VS/MC/Discover

Exp:

Check#

(please make checks payable to First Class Conferences)