

The 20th Annual Secondary Reading Council of Florida Annual Conference

January 24-26, 2014

Sheraton Sand Key

1160 Gulf Boulevard

Clearwater Beach, Florida 33767

Dear Exhibitor or Sponsor,

The Secondary Reading Council of Florida appreciates the support of its exhibitors and sponsors. As a 501(c)(3) not-for-profit corporation, donations for sponsorships received may be applied as either a charitable donation or advertising/marketing for tax purposes.

We have included the Passport to the Vendors again this year, to help ensure traffic in and out of the exhibitor hall. We will collect these earlier this year, so that more attendees utilize this throughout the conference. In addition, we have the exhibitor hall immediately next to the General Session room. These are the only two rooms being occupied on the ground floor, as the breakout sessions will be on other floors of the hotel. We have also opened up the Exhibitor Hall times for the entire day, instead of closing them during the General Sessions.

It is my hope that you will see more people coming and going from the exhibitor hall, and are able to make more contacts and future business by attending the conference.

For any additional questions, please contact Rachelle Savitz at savitzrs@gmail.com

Exhibit Booth Furnishings

Each booth will be 8' by 10' and will include a 6' skirt, two chairs, and 1 wastebasket. Any other furnishings, labor, freight, handling, AV, floral, photography, etc, may be ordered directly through the hotel.

Exhibit Locations

This year, there will be two locations for exhibit booths. The Preferred locations will be in the lobby, directly outside of the General Session room and in front of the Registration area. The General location will be in the room next to the General Session room.

Exhibitor Calendar

Thursday, January 23rd

Exhibitor Set-up

After 5:00 P.M.

Friday, January 24th

Exhibit Hall will be open from 8:00 A.M. - 6:00 P.M.

Saturday, January 25th

Exhibit Hall will be open from 8:00 A.M. - 6:00 P.M.

Exhibitor Hotel Information

Group Discount Rate of \$149 ends January 3, 2014. In order to receive the group-negotiated rate, individuals must call the Reservations Department at (727) 595-1611 and identify themselves as attending Secondary Reading Council of Florida Conference. Reservation requests may also be faxed to (727) 596-1117. A one night's deposit is required at time of reservation.

Platinum Level: \$3,000 and up

- All of the Benefits of the Gold Level sponsorship, plus the following added benefits:
- ½ page add in the program
- Two Conference Registrations
- Recognition as a Platinum Level contributor at the President's Reception and Gala event on Saturday evening

Gold Level: \$2,000-2,500

- All of the benefits of Silver sponsorship, plus the following added benefits:
- Preferred location area
- ¼ page ad in the program
- Recognition as a Gold Level contributor at the President's Reception and Gala event on Saturday evening
- Recognition on the SRCFL website

Silver Level: \$1,000-1,500

- A Second Exhibit booth
- Detailed contact information in the Exhibitor Directory (included in the conference program)
- Part of the Exhibitor Passport Program
- Business card ad in program
- Listing as a Silver Sponsor in the sponsor section of the program
- One conference registration

Bronze Level: \$500-750

- A Second Exhibit booth
- Detailed contact information in the Exhibitor Directory (included in the conference program)
- Part of the Exhibitor Passport Program

Patron of Literacy: \$250-500

- One Exhibit booth

Other Sponsorship Opportunities

Sponsorship of the President's Reception: \$4,000

- **Held on Saturday evening**
- **You will be recognized as the sponsor and be part of the welcoming committee**
- **Promotional materials may be given out or displayed**
- **May be co-sponsored**

Sponsorship of one of the Book/Author Luncheons: \$2,000 toward speaker

- **Geoff Herbach is on Friday, Alex Flinn is on Saturday**
- **You will be recognized as the sponsor and be part of the welcoming committee**
- **Promotional materials may be given out or displayed**