

May 8, 2017

Dear Exhibitor,

First Class Conferences

First Class Conferences
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Texas Woman's University
2017 Billie J. Askew Reading Recovery and K-6 Literacy Institute
November 6-7, 2017
Hurst Convention Center, 1601 Campus Drive, Hurst, TX 76054
817-581-0044

www.twu.firstclassconferences.com

The Institute is excited to announce the upcoming event in Hurst, Texas from November 6-7, 2017. 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 about 750 registrants. Keynote Speakers are Jan Richardson, Peter Johnston, and Jeff Anderson. Featured speakers include Nancy Anderson, Katherine Bomer, Jennifer Flight, Betsy Kaye, Allyson Matczuk, and Journey Swafford plus more!

Please see the following details for consideration.

There are various booth sizes some with 4 tables, some with 2 tables and 1 with 6 tables so pricing will vary! All the tables and area will have the following items:

- 6' skirted tables (black skirt-white linen cover)
- (2) side chairs
- Wastepaper basket
- Gallery Foyer is carpeted
- The location is that you will have constant traffic due to the Hall and Meeting Rooms are right there...please see cad

Exhibit Hours:

- Exhibitor Move-in: Sunday, November 5, 2017: noon-5pm (**please note that the Hurst Center is closed at 5:00pm with no access until Monday morning at 7:00am**)
 - Monday, November 6, 2017: Exhibit hours 8:00am-5pm (doors open at 7:00am)
 - Tuesday, November 7, 2017: Exhibit hours 7:30am-3:00pm (doors open at 7:00am)
 - Dismantle: Tuesday, November 7, 2017 from 4:00pm and loading dock closes at 9:00pm
- *Your commitment as an exhibitor requires attendance for the duration of the program.**

Registration Options:

- Booths consisting of 4 tables located #1-#9 right in front of the entrance to the Keynote Ballroom are \$1,400 dollars each
- #14 and #15 on either side of the outside entrance consisting of 2 tables are \$1,000.00 each
- #10-#13 and #16-#18 consisting of 2 tables each are \$800.00 each
- Please see attached CAD

Sponsorship Options:

- Ad space on attendee tote bags
- Neck Wallets

Booths are assigned on a first come, first serve basis. Your company name will be posted on twu.firstclassconferences.com on a periodically rotating basis.

New this year...one complimentary buffet lunch per booth each day!

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

Security guards will NOT be provided during the off-show hours. TWU, the Hurst CC and First Class Conferences are not liable for your items. I will be assisting the lock down every evening with the Hurst staff.

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

Move-In/Move-Out:

All move-in and move-out for events must be through the CENTER's designated loading docks and doors. The main lobbies, side doors, and elevators are not to be used for this purpose. Loading dock move-out should be completed by 9pm on Tuesday, November 7^h.

Hurst CC requests shipments to come in no earlier than one business day prior to the event move-in on Sunday November 5th. Any packages received more than one (1) business day prior to Friday, November 3rd will be charged a holding fee of \$25.00 per day/per pallet. All shipments should be to the attention of TWU/Bartholomew with your booth # displayed.

Hotel and Shuttle Information:

Hotel blocks for your convenience have been set up across the street from the Hurst CC:

Hampton Inn & Suites, 1600 Hurst Town Center, 817-503-7777...rate \$119.00 Kings and Doubles. Includes continental breakfast, free parking, complimentary WI-FI and complimentary airport shuttle. Hampton has an indoor heated pool/fitness room and a Managers Reception 5-7pm. Hamptoninn.Hilton.com

Holiday Inn Express & Suites, 820 Thousand Oaks Drive, 817-427-1818...rate \$115 standard and \$125.00 suites per Saturday thru Monday. Includes continental breakfast, free parking, complimentary WI-FI and complimentary airport shuttle. Indoor heated pool/fitness room and Managers Reception 5-7pm. Hiexpress.com

Hyatt Place Forth Worth/Hurst, 1601 Hurst Town Center Drive, 817-577-3003...rate \$109.00 kings and doubles. Includes continental breakfast, free parking, complimentary WI-FI and complimentary airport shuttle. Fortworthhurstplace.hyatt.com

DFW airport is 15 minutes away.

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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