



2017 ANNUAL
CONFERENCE



Invitation to Exhibit

*United in Purpose,
Unique in Practice*

October 16–19, 2017

Tampa Convention Center, Tampa, Florida

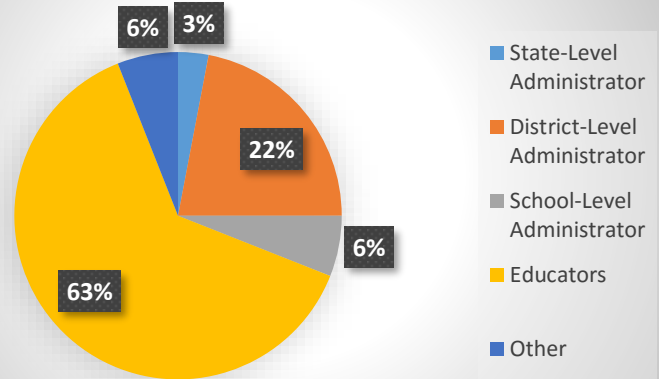
About the Conference

WIDA works within the Wisconsin Center for Education Research, part of the School of Education at the University of Wisconsin-Madison. WIDA advances academic language development and academic achievement for children and youth who are culturally and linguistically diverse; through high quality standards, assessments, research, and professional learning for educators.

In October 2013, WIDA hosted its first conference in Milwaukee. Since then, the event has continued to grow in numbers and relevance to the field of English language learners as the event moved to Atlanta in 2014, Las Vegas in 2015, and at WIDA 2016 in Philadelphia.

WIDA 2017 marks the fifth annual conference with as many as 2000 participants meeting at the Tampa Convention Center in Tampa, Florida.

WIDA 2016 Attendee Profiles



Diamond Sponsors



Platinum Sponsors



Gold Sponsors



Bronze Sponsors



Previous Sponsors & Exhibitors

Exhibitors



WIDA Conference Growth

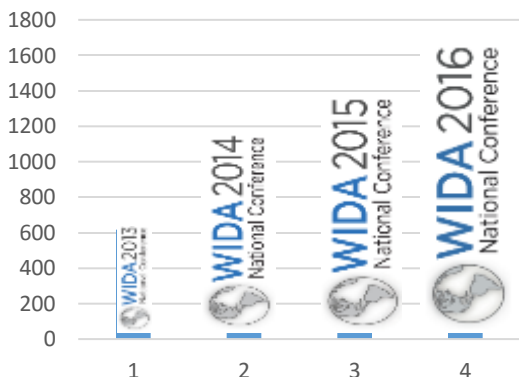
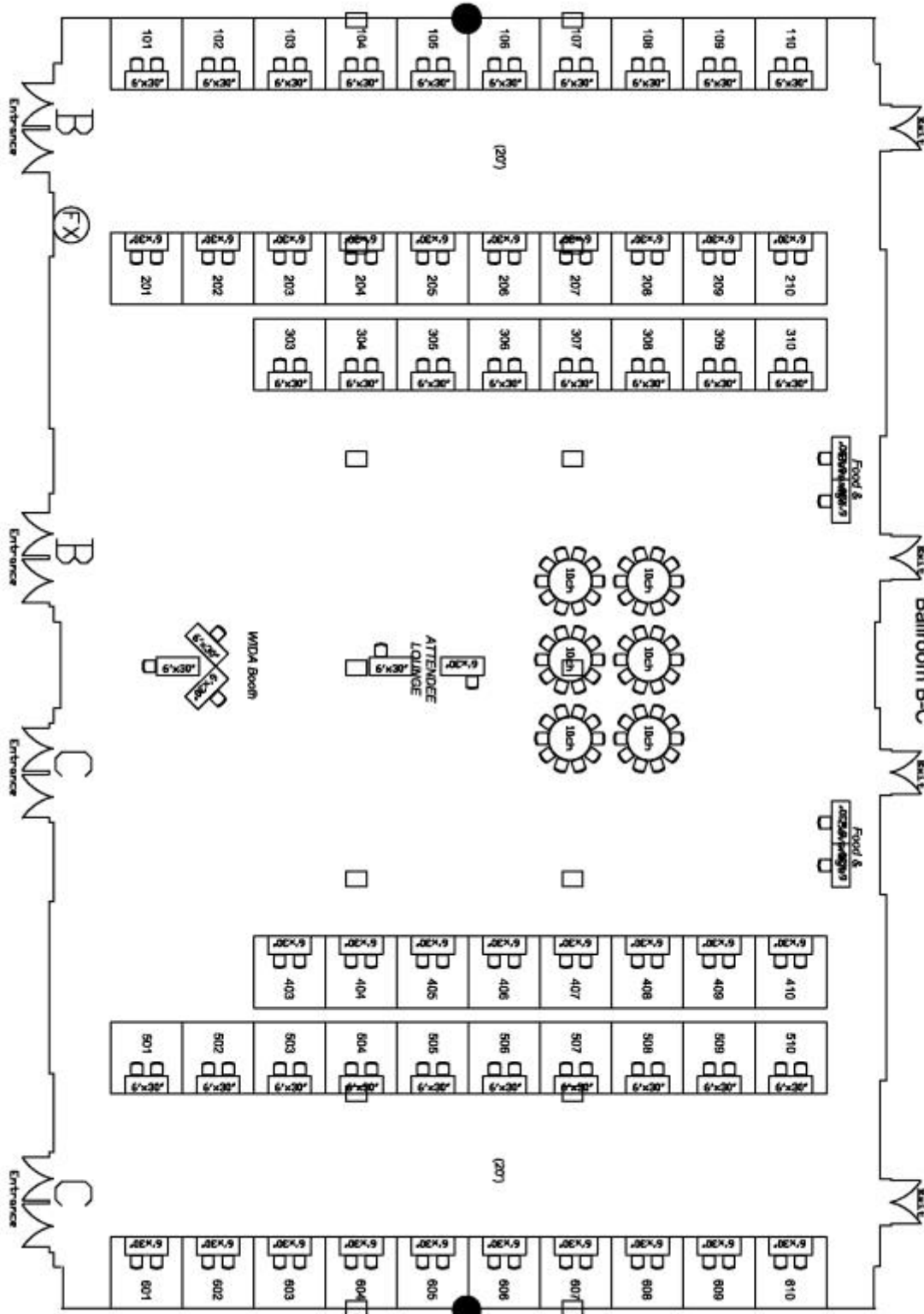


Exhibit Hall Diagram



WiDA 2017 Annual Conference
October 16-19, 2017
Ballroom B-C

Exhibit Hall Schedule

Monday, October 16, 2017

- 10:00 am – 3:00 pm **Exhibit Hall Setup**
- 5:00 pm – 7:00 pm **Exhibit Hall Grand Opening** (dedicated exhibit time)

Tuesday, October 17, 2017

- 7:30 am – 3:00 pm **Exhibit Hall Open**
- 7:30 am – 8:00 am Coffee in Exhibit Hall (dedicated exhibit time)
- 8:00 am – 9:15 am Keynote Address (optional exhibit hall time)
- 9:15 am – 9:45 am Morning Break (dedicated exhibit time)
- 11:30 am – 1:15 pm Buffet Lunch Hours
- 11:30 am – 12:15 pm Optional Sponsor Sessions
- 2:15 pm – 2:45 pm Afternoon Break (dedicated exhibit time)

Wednesday, October 18, 2017

- 7:30 am – 3:00 pm **Exhibit Hall Open**
- 7:30 am – 8:00 am Coffee in Exhibit Hall (dedicated exhibit time)
- 8:00 am – 9:15 am Keynote Address (optional exhibit hall time)
- 9:15 am – 9:45 am Morning Break (dedicated exhibit time)
- 11:30 am – 1:15 pm Buffet Lunch Hours
- 11:30 am – 12:15 pm Optional Sponsor Sessions
- 2:15 pm – 2:45 pm Afternoon Break (dedicated exhibit time)
- 3:00 pm – 5:00 pm **Exhibit Hall Closed** (tear-down and ship out)

Thursday, October 19, 2017

- 1:00 pm – 4:00 pm Optional Sponsor Post-conference Sessions

Exhibit Booth Information



WIDA 2017 Exhibitor/School District Recruiter**

\$1500/\$1000

(Early Bird rate through March 31, 2017 - \$1350/\$900)

Each 10' x 10' Exhibit Booth includes:

- Piped backdrop panel (8') and two side panels (3')
- Exhibit Hall is carpeted
- Skirted table (6') and chairs (2)
- Waste basket and booth ID sign
- Exhibit Hall registrations (2)
- Company description, links, documents on conference mobile app
- WiFi is provided throughout the conference center
- All conference breaks, lunches (Oct. 17-18), and receptions
- Use of the Exhibitor Lounge

**Recruiting booths are available for verified school districts and other government agencies only. Verified nonprofit and government organizations receive an additional 10% rate discount calculated on invoice. One-half of the rate is due for payment at the time of application with the remaining 50% due by August 31, 2017.

Item Sponsor Information

Available Item Sponsor Opportunities:

- **Conference Bag Item Sponsor** \$ 5,000 [2 Sponsor Points**]
Sold! (Early Bird rate through March 31, 2017 - \$4,500)

 - Includes: *Company logo on all conference bags, one exhibit booth, 2 sponsor points*
- **Conference Name Badge Item Sponsor** \$ 5,000 [2 Sponsor Points**]
Sold! (Early Bird rate through March 31, 2017 - \$4,500)

 - Includes: *Company logo on all conference badges, one exhibit booth, 2 sponsor points*
- **Recharge Station Item Sponsor (4 available)** \$ 5,000 [2 Sponsor Points**]
(Early Bird rate through March 31, 2017 - \$4,500)

 - Includes: *Company logo on one Attendee Lounge recharge station, one exhibit booth, 2 sponsor points*
- **WiFi Item Sponsor (5 available)** \$ 5,000 [2 Sponsor Points**]
(Early Bird rate through March 31, 2017 - \$4,500)

 - Includes: *Splash screen display of company message/website, wide recognition as WiFi sponsor, one exhibit booth, 2 sponsor points*

**Item sponsors earn one sponsor point for every \$2,500 in sponsorship amount. Sponsor Points good for the purchase of items listed on the Sponsor Points & Benefits page. One-half of the rate is due for payment at the time of application with the remaining 50% due by August 31, 2017.

Sponsor Points & Benefits

One point awarded for each \$2500 in Sponsorship investment. Benefits can be “purchased” with the stated number of points, or at the rate of \$500 per point.

| <u>Benefit</u> | <u>Sponsor Points</u> | <u>Price</u> |
|--|-----------------------|--------------|
| 3-hour Post-conference Session – Oct. 19 | 3 | \$1500 |
| Full-page Color Ad in Conference Program | 3 | \$1500 |
| Two Lunchtime Sponsor Sessions – Oct. 17 and Oct. 18 | 3 | \$1500 |
| 45-minute Lunchtime Sponsor Session – Oct. 17 or Oct. 18 | 2 | \$1000 |
| Pre-conference/Post-conference lists of attendees | 2 | \$1000 |
| Conference Bag Insert (2000 bags) | 2 | \$1000 |
| Full-page B&W Ad in Conference Program | 2 | \$1000 |
| Company Logo/Web Address in WIDA Messages to Attendees | 2 | \$1000 |
| Additional Exhibit Booth Space (10' x 10') | 2 | \$1000 |
| Full Conference Registration | 1 | \$ 500 |
| Exhibit Hall Registrations (2) | 1 | \$ 500 |
| Half-page B&W Ad in Conference Program | 1 | \$ 500 |
| Conference Website Profile – “Meet the Sponsors” | 1 | \$ 500 |
| Email Communication Message to Attendees | 1 | \$ 500 |
| Lead Generation/Mobile App Banner | 1 | \$ 500 |
| On-site Electronic Displays (Keynote Screens, Exhibit Hall Display) | 1 | \$ 500 |



Sponsor/Exhibitor Application

| | | | |
|--|---------------------|-----------------|------------------|
| Company Name/Website | | | |
| Contact Person & Title | | | |
| Contact Email & Phone | | | |
| Address/City/State/ZIP | | | |
| Sponsor/Exhibitor Opportunity | | | |
| | Price | Quantity | Sub-Total |
| Welcome Reception Event Sponsor (Oct. 17) Sold! | \$30,000 | | |
| Lunch Event Sponsor (Oct. 17-18) Sold! | \$20,000 | | |
| AM/PM Breaks Event Sponsor (Oct. 17-18) | \$15,000 | | |
| Morning Coffee Event Sponsor (Oct. 17-19) | \$15,000 | | |
| Conference Bag Item Sponsor Sold! | \$5,000 | | |
| Conference Name Badge Item Sponsor Sold! | \$5,000 | | |
| Recharge Station Item Sponsor (4 available) | \$5,000 | | |
| WiFi Item Sponsor (5 available) | \$5,000 | | |
| Exhibitor/School District Recruiter | \$1,500/\$1,000 | | |
| Additional Sponsor Benefits* | | | |
| | Price/Points | Quantity | Sub-Total |
| 3-hour Post-conference Session – Oct. 19 | \$1,500/3 | | |
| Full-page Color Ad in Conference Program | \$1,500/3 | | |
| Two Lunchtime Sponsor Sessions – Oct. 17 and Oct. 18 | \$1,500/3 | | |
| 45-minute Lunchtime Sponsor Session – Oct. 17 or Oct. 18 | \$1,000/2 | | |
| Pre-conference/Post-conference lists of attendees | \$1,000/2 | | |
| Conference Bag Insert (2000 bags) | \$1,000/2 | | |
| Full-page B&W Ad in Conference Program | \$1,000/2 | | |
| Company Logo/Web Address in WIDA Messages to Attendees | \$1,000/2 | | |
| Additional Exhibit Booth Space (10' x 10') | \$1,000/2 | | |
| Full Conference Registration | \$500/1 | | |
| Exhibit Hall Registrations (2) | \$500/1 | | |
| Half-page B&W Ad in Conference Program | \$500/1 | | |
| Conference Website Profile – “Meet the Sponsors” | \$500/1 | | |
| Email Communication Message to Attendees | \$500/1 | | |
| Lead Generation/Mobile App Banner | \$500/1 | | |
| On-site Electronic Displays (Keynote Screens, Exhibit Hall Display) | \$500/1 | | |
| Sub-Total Due | | | \$ |
| <i>(Less: 10% discount before March 31, 2017)</i> | | | \$ _____ |
| Total Due | | | \$ |

***If using sponsor points, enter the number of points, quantity, and then \$0 for sub-total**

Exhibitor Policies & Resources

Exhibitor Policies

Exhibiting companies select their own exhibit spaces on a first come, first served basis. WIDA reserves the right and sole discretion to alter the exhibit hall floor plan at any time in the best interest of the Conference.

WIDA reserves the right to reject a Sponsor/Exhibitor application at any time. Steps will be taken to restrict or evict exhibits because of noise, method of operation, materials, or for other reasons that detract from the overall Conference experience. Exhibitors so restricted will not receive any refunds or reimbursement. Non-exhibiting companies or individuals are not permitted to advertise or solicit business within any Conference-related areas or in conjunction with the Conference.

WIDA processes Sponsor/Exhibitor applications in strict order of receipt. Sponsors agree to abide by all exhibitor policies and terms included in this prospectus as well as Tampa Convention Center (TCC) policies available at <https://www.tampaconventioncenter.com/plan/general-building-policies>.

Sponsor/Exhibitor requests will be confirmed by WIDA in writing along with an invoice with payment due as follows: 50% on receipt and 50% by Aug 31, 2017. All purchases include a 7- day “buyer’s remorse” clause, providing a full refund for any item cancelled within seven calendar days of payment. All exhibitor items, including booths, advertising, and sponsorships are non-refundable and non-transferable outside of the 7- day period.

Sponsors/Exhibitors are required to register staff members through the WIDA conference website (<http://wida.us/conference>). Move in operations may only occur during the established move in schedule (Oct. 16, 2017 from 10:00 am – 3:00 pm). Any removal, tear down, or packing of items prior to the scheduled Conference scheduled move out time (Wednesday, Oct. 18, 2017 from 3:00 pm – 5:00 pm) will jeopardize the exhibitor’s participation in future events.

Exhibitor Services

Contact TCC-authorized service providers directly for such things as electrical service, UPS Store shipping, food & beverage service, audiovisual services, parking, and security. WIDA does not control their pricing, services, or policies. Details available on the TCC website at <https://www.tampaconventioncenter.com/exhibitors/order-services2>.

Utility Services

WIDA National Conference 2017 October 16-18, 2017

Event # 18709

Tampa Convention Center is pleased to host your event. We want to do everything possible to make your participation a very profitable and rewarding experience. We believe you will appreciate our personal touch to customer service and find our Exhibit Services staff to be very helpful.

The following service order forms are available at the Tampa Convention Center by clicking on [website listed below](#):

Advertising Network
Audio Visual
Catering
Electric (online now available)
Internet (online now available)
Plumbing/Air (online now available)
Security
Telephone
Rigging

*In order to receive the **INCENTIVE RATE**, your order with full payment and **required floor plans (all island booths)** must be postmarked by **September 24, 2017** or **standard rates** will be applied. Please submit all order forms for services required to the **TAMPA CONVENTION CENTER**. The **TCC Service Desk** will be located in the **Exhibit Services Center** area during your event to assist with inquiries.*

*If you need assistance prior to your event, a member of the Exhibit Services staff can be reached at **813-274-7761**.*



www.TampaConventionCenter.com
P 813-274-7761 • F 813-274-7859



TAMPA CONVENTION CENTER EXHIBITOR SERVICES