Dear Colleague,

The English as a Second Language Provincial Council of the Alberta Teachers’ Association will be holding its annual conference this year at the Sheraton Red Deer Hotel in Red Deer, Alberta on November 14 to 16th, 2013. This year’s theme is ***Every Child, Every Day: Realizing the Possibilities.***

We have available for display purposes **2 x 8 tables**. All tables will be skirted, have two chairs, and be rented for **$350.00 each**. We also have three (3) **10 x 6 booths** available in the display area, to be rented for **$400.00 each**. Plug-ins are available; however, extension cords and power bars will NOT be provided – exhibitors must bring or rent their own. There will also be FREE wireless internet available to all vendors/exhibitors. Our primary display area will be located in the Convention Services Walkway. This area is situated directly outside the banquet room and all breakout sessions. Therefore, it is guaranteed that you will have ALL delegates walk through the exhibits and vendors space before arriving at the breakout rooms.

Space will be awarded on a first come-first served basis with preference being made to the postmark/date on the envelope, fax, or e-mail of your reply. Placement of vendors will be at the discretion of the Display Committee. Payment in full of $350.00 per table or $400.00 for booth should accompany your form. The deadline for booking and paying for space will be September 1st, 2013, or when total space is booked, whichever comes first.

Please note the display area is a high traffic, public access area. There will be no security provided overnight. Therefore you will be required to remove displays items at the end of business day. The conference will not be held responsible for any lost, damaged or stolen property.

**The exhibit hours will be as follows:**

\*Thursday, November 14th, 2013 Set-up 4:00 p.m. - 9:00 p.m.

Friday, November 15th, 2013 Set-up any time before 7:30 a.m.

\*Friday, November 15th, 2013 Displays are open 7:30 a.m. – 6:00 p.m.

Saturday, November 16th, 2012 Displays are open 7:30 a.m. – 12:00 p.m.

\*Thursday evening is delegate registration and a guest speaker has been scheduled to speak at 6:00 p.m. In addition, there is a Wine and Cheese on Friday, November 15th until 6:00 p.m., you are welcome to remain open until that time if you’d like.

We would ask that you hand in your door prize items to Eva Matthews, the Draw Prize Coordinator, upon setting up your display on Thursday or Friday, November 14th or 15th respectively. Door prizes are always a big hit and our conference committee uses them to attract more people to the displays area. Also, if your company wishes to sponsor a coffee break or social event, provide other giveaways, or items that could be included in the registration kits, please let us know. We will promote your contribution in our advertising, program booklet, and at the sponsored social events.

**If you wish to send in a proposal for a conference session to promote a particular product, idea or concept, please email** [kathleen.finnigan@rdcrs.ca.](mailto:kathleen.finnigan@rdcrs.ca.)

Over the years, the English as a Second Language Council has been pleased to have the opportunity to give organizations that support education a chance to share their materials and expertise with teachers and other stakeholders. As in the past, we hope to be able to collaborate with you in the future in supporting this year’s annual conference. You will make contact with a lot of educators!

Should you have further questions or need additional information, please do not hesitate to contact us at the numbers or e-mail addresses below.

**We look forward to hearing from you and having you join in Red Deer at the Sheraton Red Deer Hotel!**

Sincerely,

Kathleen Finnigan

**For more information about our conference, please visit our website at:**

[**www.esl2013.com**](http://www.esl2013.com)

**Contact Information**

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