



37th ANNUAL CONFERENCE FOR DYSLEXIA AND RELATED LEARNING DISABILITIES

Monday, March 8 and Tuesday March 9, 2010

NYU Kimmel Center, 60 Washington Square South, New York, NY 10012

Conference Exhibit Hours: March 8 - 8:00 a.m. – 7:30 p.m., March 9 – 8:00 a.m. – 4:00 p.m.

EXHIBITOR REGISTRATION APPLICATION & CONTRACT

Early Bird Registration deadline is Friday December 18, 2009

Company Name (as you wish it to appear in the program): _____

Company Contact (if different from Representative listed below) _____

Address: _____
_____ Zip+4 _____

Telephone: () _____ Fax: () _____ Web Address _____

Name of Lead Representative: _____

Rep's P: () _____ Rep's F: () _____ Rep's e-mail: _____

N.B. Each cloth-covered table is approximately 6 feet x 3 feet. Electrical and internet service information will follow

Sponsor, Exhibit, and Advertising Contract

✓ \$ _____ Sponsorship Level # _____ Exhibit tables

✓ # _____ Exhibit tables Product Presentation (Y/N) \$ _____ Exhibit tables

✓ **Resource Guide Advertisement (circle one)** Ad submission deadline: January 31st

Gold page \$800 / Full Page \$650 / Half Page \$350 / Quarter Page \$200 / Card size \$125

Total Payment \$ _____

Payment Method included : Amex Visa Mastercard Discover Check

Exhibitors Agreement

By signing this contract, the exhibitor agrees to abide by all terms, conditions and regulations set forth in this contract.

Authorized Exhibitor Signature: _____ **Date:** _____

Cancellation of Space: Cancellation notification must be submitted in writing or by email to NYBIDA staff. A \$100 fee will be collected for all cancellations received on or before Dec. 31st 2009. No refunds will be given after Jan. 1, 2010. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the New York Branch of the International Dyslexia Association, NYU's Kimmel Center and its employees and agents harmless against all claims, losses and damages to person or property, governmental charges or fines and attorneys fees arising out of or caused by exhibitors installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof.



SPONSORSHIP OPPORTUNITIES

<p>\$10,000 Conference Sponsor</p> <ul style="list-style-type: none"> ○ Prominent signage at Conference ○ Full-page ads in Registration Brochure and Resource Guide ○ Prominent exhibit location ○ Power Lunch product presentation ○ Logo on website year round ○ Yearlong promotional e-blasts 	<p>\$5,000 Cocktail Hour Sponsor</p> <ul style="list-style-type: none"> ○ Prominent signage at Cocktail Reception ○ Full-page ads in Registration Brochure and Resource Guide ○ Prominent exhibit location ○ Power Lunch product presentation ○ Logo on website
<p>\$2,500 Lunch Sponsor</p> <ul style="list-style-type: none"> ○ Lunch Buffet Signage ○ Prominent Exhibit Location ○ Power Lunch Product Presentation ○ Half page Ad Resource Guide (upgrade available) 	<p>\$1,500 Coffee Station Sponsor</p> <ul style="list-style-type: none"> ○ Coffee Station Signage ○ Prominent exhibit location ○ Power Lunch Product Presentation

EXHIBIT FEE PAYMENT SCHEDULE

Register early and save! Price increase of \$100 after December 18th 2009

- | | |
|--|---------|
| ○ One Exhibit Table | \$700 |
| ○ Two Exhibit Tables | \$1,000 |
| ○ One Exhibit Table, Product Presentation | \$800 |
| ○ Two Exhibit Tables, Product Presentation | \$1,100 |
| ○ Each Additional Table | \$400 |

RESOURCE GUIDE ADVERTISEMENTS *black +white, jpeg or pdf, no bleed*

Gold page	7 ½ x 4 ¼"	\$800
Full Page	7 ½ x 4 ¼"	\$650
Half Page	3 ½ x 4 ¼"	\$350
Quarter Page	3 ½ x 2"	\$200
Card size	2x2"	\$125

Summer, 2009

New York Branch

71 West 23rd Street, Suite 1527

New York, NY 10010

T: (212) 691-1930

F: (212) 633-1620

www.nybida.org

Dear Exhibitor:

The New York Branch of IDA will hold its 37th Annual Conference on Dyslexia and Related Learning Disabilities on *Monday, March 8 and Tuesday, March 9, 2010* at NYU's Kimmel Center in Manhattan's Greenwich Village. This is your best opportunity to reach educators and decision makers who lead New York City's 2,200 public and private schools and parents of children with special needs.

We designed next year's Conference with the needs of our sponsors and exhibitors in mind—ensuring that Conference attendees frequently congregate and pass through the Exhibition Hall. Our theme for the Conference is *Networking to Support Sustainability and Success*. An important part of that goal is introducing attendees to your quality products and services.

This year we're offering exhibitors and sponsors a special opportunity to showcase your products at Power Lunch sessions, an excellent chance to answer questions or launch a new line. If you are interested in this opportunity, please indicate your preference on the registration sheet; we'll feature your presentation in our registration brochure scheduled for release in the fall.

Enclosed you'll find all the materials necessary to complete registration and answer questions about sponsorship levels. Registration materials may also be found on our website, www.nybida.org.

Exhibit space is limited. Please note that the early-bird rate is in effect until December 18, 2009. Exhibitors registering after that date will pay an additional \$100. If you have any questions, please contact me or Susan Voelker at NYBIDA, (212) 691-1930 or by email at jhaines@nybida.org or svoelker@nybida.org.

Best regards,

Jo Haines
Executive Director

Enc. Fact Sheet for Exhibitors
Exhibitor Registration Form

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