



October 2018

Dear Exhibitor,

The Southwest Branch of IDA (SWIDA) will hold its annual conference on dyslexia and related learning disabilities on **Friday evening February 22 and Saturday, February 23, 2019**, at the Sandia Resort in Albuquerque, New Mexico. The conference will feature three main speakers:

- **Dr. Douglas Fuchs** of Vanderbilt University and Vanderbilt Medical School
- **Dr. Elsa Cardenas-Hagan** of Valley Speech Language and Learning Center, IDA board member and author of Esperanza, a Spanish language and literacy program
- **Mary Wennersten** of Arizona Department of Education and IDA board member

Featuring the most current topics in education with sought-after experts in the field, this conference will draw 600 participants this year. This is an excellent opportunity to reach administrators, educators and related professionals in the New Mexico, southern Colorado and west Texas regions.

One important goal of this conference is to introduce attendees to your quality products and services.

There are multiple opportunities to increase your business visibility through conference participation including:

- ◆ **Exhibiting**
- ◆ **Advertising in our conference packets**

If you would like to donate items for our raffle/silent auction, we would welcome them! Donations may be made monetarily or through the direct donation of a product of your choice. In exchange for your donation, we will be happy to include your company listing in our conference packet and display your company name alongside your donation throughout the conference.

Our conference attracts hundreds of administrators, educators, parents, and professional community members. We appreciate your support and look forward to hearing from you. If you are interested in conference participation through sponsorship, exhibiting, advertisement opportunities, or raffle donation, please contact me at your earliest convenience at hendocorgi@gmail.com.

Best regards,

Angelia Henderson
2019 SWIDA Conference Exhibits Chair

We're happy to tailor to meet your needs!

2019 Participation Opportunities

Exhibitor Tables Options

**1 exhibitor table \$175 includes one lunch before Jan. 9
\$ 250 after Jan. 9**

**2 Exhibitor tables \$325 includes 2 lunches before Jan. 9
\$ 375 after Jan. 9**

Exhibitor Value Package

Includes the following:

- 1 exhibitor table + lunch
- Business card ad in conference attendee packet
- Logo & link on SWIDA website for 1-year

PACKAGE PRICE: \$600.00

(\$750 value, \$150 savings)

Advertising Options:

For inclusion in conference attendee packet. Black & white, jpeg or pdf, no bleed.

Email ads to hendocorgi@gmail.com DEADLINE FOR AD RECEIPT: **January 12, 2019**

		<u>PRICE</u>
● Full-Page	10 x 7 ¼"	\$400
● Half-Page	4 ¾ x 7 ¼ "	\$220
● Quarter-Page	4 ¾ x 3 ½ "	\$120
● Business Card	2 ¼ x 3 ½ "	\$75
● Separate Flyer	10 x 7 1/4"	\$425
● Website Ad	Logo/link, 1-year	\$500

2019 SWIDA CONFERENCE PARTICIPATION AGREEMENT-Page 1

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

Company Contact or Representative(s) if exhibiting: _____

Company Address: _____

Phone: _____ **Cell Phone:** _____ **Fax:** _____

Email: _____ **Website:** _____

If exhibiting, will you require access to an electrical outlet? _____

Please indicate REGULAR LUNCH _____ **VEGETARIAN LUNCH** _____

Please select (x) from the following participation options below.

_____ # of exhibit table(s) \$ _____

_____ Full-Page ad (10x7 ¼") \$ _____

_____ Half-Page ad (4 ¾ x7 ¼") \$ _____

_____ Quarter-Page ad (4 ¾x 3 ½") \$ _____

_____ Business Card (2 ¼x3 ½") \$ _____

_____ Stand-alone Flyer (10x7 ¼") \$ _____

_____ Website Ad \$ _____

Total \$ _____

***Email ads to hendocorgi@gmail.com**

***Advertisements due: January 12, 2019**

_____ **Invoice through PayPal (credit cards also accepted)**

_____ **Check (payable to SWIDA)**

Email address & name to be used for PayPal invoicing:

Billing Address _____

**SWIDA ANNUAL CONFERENCE 2019
DYSLEXIA SOUTHWEST**

February 22 & 23, 2019

Sandia Resort

30 Rainbow Road NE, Albuquerque, New Mexico

Conference Exhibit Hours:

Friday, February 22nd – 6:00 pm to 8:00 pm

Saturday, February 23rd – 7:30 am to 4:30 pm

Setup begins Friday, February 22nd at 4:30 pm in Sandia Resort pre-function convention space.

SWIDA will provide Friday evening security

Please note the following terms regarding:

- **Cancellation of Exhibitor Space:** Cancellation notification must be submitted in writing or by email (swida@southwestida.org) to SWIDA staff. A \$100 fee will be collected for all cancellations received on or before **Jan. 16, 2019**. No refunds will be given after **Jan. 17, 2019**. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save the Southwest Branch of the International Dyslexia Association, Sandia Resort 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. By signing this contract, the exhibitor agrees to abide by all terms, conditions and regulations set forth in this contract.
- **Advertisers:** Advertisers who fail to submit their advertisement or the proper information by the due date, forfeits his/her space and will not receive a refund. This is your responsibility. Advertiser assumes all responsibility in obtaining permission to authorize reproduction of submitted advertisements, photos, artwork, and all components to be used in the SWIDA Conference Packet.
Email ads to: hendocorgi@gmail.com Advertisements Due: **January 12, 2019**

- **Advertisements & Website Logo Requirements**

Advertisements should be submitted in the following format:

Color: Black & White

Format: PDF or Jpeg

Website Logo should be submitted in the following format:

Format: Jpeg

Pixel: 140 x 140

Please send completed Conference Participation Agreement to:

SWIDA, Attention: Angelia Henderson /Exhibits Chair

3915 Carlisle Blvd. NE Albuquerque, NM 87107

OR

Email to: hendocorgi@gmail.com Subject: SWIDA Conference Participation Agreement

Thank you for supporting SWIDA!

