

New Mexico International Reading Association



Annual Reading Conference - Institutes 2012

"Blazing New Trails in Literacy"

MEMORANDUM

TO: Persons Addressed

FROM: Toni Gross, Conference Exhibitors Chairperson

SUBJECT: New Mexico International Reading Association (NMIRA) Conference
Vendor/Exhibitor Registration 2012

DATE: December 9, 2011

On behalf of the New Mexico International Reading Association (NMIRA) Conference Committee, we would like to extend an invitation to you and your Non-Profit organization to participate in our Annual Reading Conference, *"Blazing New Trails in Literacy"*, scheduled for January 20-21, 2012 at the Hotel Encanto de Las Cruces in Las Cruces, New Mexico.

Last year, we hosted over 300 participants at our conference, and we are expecting the same or more participation this year from our diverse communities.

The NMIRA Conference is an annual effort jointly sponsored by the New Mexico International Reading Association's local reading councils. While most conference attendees are classroom teachers, conference participants represent a wide spectrum of literacy advocates in our community, including: regular and special educators, early intervention programs, families, Head Start, public and private preschools, child care organizations and providers, therapists, health care providers, social workers, literacy advocacy groups and foundations and anyone else interested in promoting literacy and the life-long love of reading. This conference will provide an opportunity for your representative(s) to meet individuals from these groups and inform them of the products and/or services available through your organization.

This year, in appreciation for your participation in our conference, we are "spotlighting" our Non-Profit/Exhibitors in a variety of ways to increase opportunities for participants to visit the Exhibitor area. "Spotlights" will include the following:

1. Special Preview of "preferred" Exhibitors on the NMIRA Conference Website

2. Featured Exhibitors "Trail Blazing Event"* Planned!

*If you would like to be among the "Preferred" Non-Profit Exhibitors" in a special and exciting "Trail Blazing Event" that we are planning, we ask that you support the event by contributing **an additional \$25** along with your Non-Profit registration fee. (See Non-Profit Registration Form) In the special "Trail Blazing" Event, in addition to being required to attend conference institutes, participants will be **required** to visit "Preferred Non-Profit Exhibitor" booths (which will be specially marked) to be audience to your organization's presentation at some time during the conference. Upon completion of the presentation, participants' "Trail Blazing" cards will be stamped by the presenting Exhibitor. At the end of the conference, completed (specified number of stamps) "Trail Blazing" cards will be put into the "Trail Blazing" Grand Prize drawing. Eligible participants must have the required number of "Trail Blazing" stamps on their cards to be entered in the Grand Prize drawing and must be present to win. This special event promises to be lots of fun!

3. Other special 'spotlights' we hope to provide during the conference:

- ⤴ Conference Exhibit area extended hours
- ⤴ Make It Take It sponsored by Exhibitors
- ⤴ Exhibitor sponsored door prizes
- ⤴ All refreshments for conference participants located in the exhibit hall to encourage interaction with our Exhibitors
- ⤴ and more!

Please consider participating in activities such as the Vendor/Exhibitor "Trail Blazing" Event; a special Exhibitor door prize; or a hands-on activity such as a "Make It and Take It" sponsored by your organization to encourage even greater interaction in the Exhibitor area.

We would also like to encourage Exhibitors to have "freebies" for conference participants, as you have so generously provided in the past, such as logo totes, buttons, stickers, pencils/pens/key chains, etc. As our theme for this conference

is "*Blazing New Trails in Literacy*", we would like to encourage our Exhibitors to join us, if possible, in reinforcing this through related activities/display. More information on our theme and additional efforts to coordinate efforts with our Exhibitors in this way will be forthcoming shortly.

DETAILS OF NON-PROFIT EXHIBITOR REGISTRATION

- ⤴ **Submit completed NON-PROFIT EXHIBITOR REGISTRATION FORM (attached)**
- ⤴ **Paid Registration should be received no later than January 10, 2012.**
- ⤴ **Venue: Hotel Encanto de Las Cruces**
705 South Telshor Blvd.
Las Cruces, NM 88005
<http://www.hotelencanto.com>
Hotel Conference Rate: \$90 per night
1-866-383-0443 (For Reservations please request special room rate reserved for NMIRA Conference)
- ⤴ **Interested Exhibitors should plan to arrive on:**
Friday, January 20th, to set up between 12 Noon - 4:00pm
- ⤴ **Exhibit Hall will open at 5:00 PM on Friday.**
- ⤴ **The size of a 'single booth' area is 6'X6' and consists of a single table (not draped) and two chairs.** Please indicate your need for more than one table.
- ⤴ **Booth Tables for NON-PROFIT Exhibitors will be \$50.00 per table**
- ⤴ **Friday Author's Dinner will be \$25.00 per Exhibitor**
- ⤴ **Saturday Lunch will be \$25.00 per Exhibitor**
- ⤴ **Exhibits will be open to the public during the following hours:**
Friday, January 20, 2012 - 5:00 to 6:00 pm
Saturday, January 21, 2012 - 7:00am - 3:00pm (or end of conference)

Please make registration payable to: NMIRA

Return registration with payment to:

Ann Chrestman
NMIRA Conference Registrar
1795 Dona Ana Rd, SW
Deming, NM 88030
Email: pugc@zianet.com
Phone: 575-546-2590
By FAX: 575-544-4754

If you have any questions, please feel free to contact either **Ann Chrestman** (see contact info above) or

Toni Gross, Exhibits Chairperson
514 Palmer Rd.
Las Cruces, NM 88005
Phone: 575-312-8576
Email: tgrosslcnm@yahoo.com
FAX: 501-637-5539

We will be happy to assist you in making your participation in our conference a success.

We look forward to your joining us on January 20 & 21, 2012!

*Please Note: Registration is on a first come, first served basis. Booth spaces will be assigned in the order in which they are received. We cannot guarantee specific booth spaces at this time; however, when our floor plan is finalized in the Exhibitors area, we will gladly offer this option. **Registrations should be received as early as possible, but no later than January 10, 2012.***

Information also available at:

<https://www.nmira.org>

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