



New England Association of Teachers of English

Teaching the Next Generation: Diversity in the English Classroom

October 22, 2010

Holiday Inn, Mansfield, Massachusetts

www.neate.org

Dear Industry Partner:

The New England Association of Teachers of English may be one of the few professional organizations that truly considers the needs of exhibitors when we shape our conferences. Allen Cohen, representative of National Geographic School Publishing Group, explains why he remains one of our faithful partners: “NEATE is one of the few conferences I attend where there is adequate time for attendees to visit the exhibit area. Vendors are treated very well . . . NEATE is the only conference I've been to in recent memory where attendance actually increased over prior years. I would surely recommend it for publishers who have materials for middle and high school students and teachers.”

Teachers, instructors, administrators, and other educational professionals from across New England will gather October 22-23, 2010, at the Holiday Inn in Mansfield, Massachusetts, to address important issues facing education and educators today at NEATE's 109th Annual Conference, **Teaching the Next Generation: Diversity in the English Classroom**. As the oldest professional organization in the country, we are proud to continue our tradition of providing our broad base of members and attendees with access to the information, products, and services they need to make important, influential purchasing decisions.

Our conference attendees value the opportunity to see what you have to offer them, so we ensure that the Exhibits Hall is the center of the conference. As in past years, NEATE is offering you space in the exhibit/trade show area from early morning until late afternoon, extending into the President's Reception on Friday. The conference schedule offers exclusive time while nothing else is scheduled to allow attendees to browse through the exhibits while they enjoy coffee and light refreshments or wine and appetizers. This year's conference package will contain a list of all the exhibitors, their contact information, and a 25-word description of their products, a valuable resource that attendees will take back to their schools after the conference. An independent book seller will bring in attendees by offering titles specifically chosen by workshop presenters as well as keynote speakers' books. Both speakers will sign books in the exhibit area, too. Also housed in the exhibits area will be the very popular NEATE scholarship raffle. Your

cost for this all-inclusive package is \$250. Non-profit organizations should contact us directly to find out about special rates for them.

You will not want to miss this opportunity to make critical business contacts, produce quality leads, and learn what's on the minds of today's top education professionals. Because of the emphasis that No Child Left Behind places on literacy, school districts are in the market to purchase a variety of quality materials that will improve student reading and writing skills while appealing to the learning styles and imagination of children. Join our 109th conference this fall so that you can bring your newest lines to address teachers, administrators, college instructors, and curriculum leaders directly.

- WE DEVOTE THREE DISTINCT TIME PERIODS TO OUR EXHIBITORS.
- WE HOLD A RAFFLE SUPPLIED WITH DONATIONS FROM OUR VENDORS AS WELL AS OTHER ITEMS REPRESENTING LOCAL ATTRACTIONS AND PRODUCTS.
- OUR FRIDAY AFTERNOON PRESIDENT'S RECEPTION WILL BE HELD IN THE EXHIBITS HALL TO ENABLE ATTENDEES TO VISIT WITH EXHIBITORS.
- WE OFFER THE OPPORTUNITY FOR EXHIBITORS TO ADVERTISE IN OUR CONFERENCE MATERIALS.

Please call or email immediately to reserve one or more tables **by July 1, 2010.**

NOTE: Deadline extended to August 1, 2010.

Sincerely,

Dick West

Luann Mesick

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