



New England Association  
of Teachers of English

**Teaching Reading and Writing in New England**  
**October 26, 2007**  
**Sheraton-Nashua Hotel, Nashua NH**  
[www.neate.org](http://www.neate.org)

Dear Education Industry Partner:

Teachers, instructors, administrators, and other educational professionals from across New England will gather October 26-27, 2007 at the Sheraton-Nashua Hotel, Nashua, New Hampshire, for **NEATE's 106th Annual Conference** to address the important issues facing education and educators today. This year's theme is **Teaching Reading and Writing in New England**. 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 – and we would like to provide you with an opportunity to contribute to the importance of the exhibition by becoming an exhibitor and advertiser.

You can sell everything your customers and prospects are looking for – **In One Place At One Time!**

This is your opportunity to add your company to a list of exhibitors who plan to grow their business by exhibiting at NEATE 2007. Influential buyers, consumers, and decision-makers from NEATE's highly-qualified membership base will be on hand to gather vital information and make informed decisions about the right investments for their departments, schools, and districts. 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.

Shouldn't you be there to give them what they are looking for?

NEATE 2007 is supported by a powerful and aggressive marketing communications program. The benefits of participating do not begin and end on the exhibition floor. When you join the NEATE team, you will be signing on for valuable exposure. Those of you who have exhibited with us in the past know that we are very aware of the importance of exhibitors. In response to exhibitors' input, we are offering the opportunity for exhibitors to market their products during the President's Reception:

- WE WILL DEVOTE THREE DISTINCT TIME PERIODS TO OUR EXHIBITORS.
- OUR EXHIBIT HALL WILL BE AT THE CENTER OF OUR ACTIVITIES.
- WE WILL HOLD A RAFFLE SUPPLIED WITH DONATIONS FROM OUR VENDORS.
- WE WILL SUPPLY ONE LUNCHEON TICKET FOR EVERY TABLE PURCHASED.
- 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.

Our targeted conference sessions make NEATE 2007 a “must-attend” event for educators and educational organizations throughout New England – don’t miss this opportunity to make critical business contacts, produce quality leads, and learn what’s on the minds of today’s top education professionals. Join our 106th Conference this fall so that you can bring your newest lines to address teachers, administrators, college instructors, and curriculum leaders directly. Your customers and prospects will be at the exhibition with either the power to buy--or the influence to specify a purchase. You wouldn’t want to miss this exciting event. We have a limited number of spaces. Please call or email immediately to reserve one **by June 1, 2007**.

Sincerely,

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