

# Educational Solutions International

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Dear Potential Conference Exhibitor:

I would like to invite you to exhibit at the Missouri Early Learning Conference, to be held November 9-10, 2017, at the Tan-Tar-A Resort in Osage Beach, Missouri. The conference, sponsored by Educational Solutions International and co-sponsored by the Missouri State Council of the International Literacy Association (MSC-ILA), the Missouri Reading Initiative, and Project Construct, is designed for preschool through third grade teachers.

Attendance at the conference varies from 500 to 800 teachers each year. This year's main speakers include keynote addresses by **Dave Burgess** of *Teach Like a PIRATE* fame and singer-songwriter **Jack Hartmann**. Workshop presenters include writing expert **Matt Glover**, reading experts **John Schumacher** and **Jennifer Serravallo**, math expert **Greg Coleman**, early childhood expert **Amanda Morgan**, ed tech guru **Kara Welty**, and hands-on science expert **Lisa Murphy**. We will also have, as usual, several featured children's authors speaking at our luncheon events; this year's children's authors are **Bruce Lansky** and **Jarrett Krosoczka**. In addition, we have added storytellers to the line-up; this year's storytellers will be **Milbre Burch** and **Tim Lowry**.

Exhibitors may set up from 7:00 p.m.-10:00 p.m. on Wednesday, November 8 or after 6:00 a.m. on Thursday, November 9. Exhibits will be open from 7:00 a.m. until 3:30 p.m. on Thursday and from 7:00 a.m. until 2:05 p.m. on Friday. You may exhibit on either conference day (Thursday or Friday) or on both days for the same price as one (obviously, your best value). Please indicate what day(s) you plan to exhibit on the attached form. The schedule for both days will be as follows:

6:45-7:45 am	Registration
7:00-8:00 am	Browse Exhibits
7:45-8:00 am	Announcements, Welcome
8:00-9:00 am	Keynote speaker (Dave Burgess on Thursday; Jack Hartmann on Friday)
9:00-9:20 am	Break, browse exhibits
9:20-10:35 am	Breakout sessions
10:35-10:55 am	Break, browse exhibits
10:55 am-1:45 pm	Lunch shifts, breakout sessions, autographing sessions, browse exhibits. (This part of the schedule is new this year. We're running two lunch shifts. During this 2 hour and 50 minute time block, all attendees will eat lunch, attend one breakout session, and have 50 minutes of unstructured time during which they can listen to a storyteller and/or browse the exhibits. Half of the group will be free in the first part of this block; the other half will be free in the last part of the block. This should ensure that you have steady traffic throughout.)
1:45-2:05 pm	Break, browse exhibits
2:05-3:20 pm	Breakout sessions
3:20-3:30 pm	Last chance to browse exhibits (Thursday)

As you can see, there are several periods in the schedule when attendees can browse the exhibits with no conflicting sessions or meals. We will publicize these times in the program and will, through announcements, urge people to visit.

Also, those of you who exhibited last year know that we added for the first time a conference app that allowed attendees to access the conference program, speakers, handouts, evaluation forms, etc. through their devices. Since the app was brand new for us last year, we didn't have time to make use of some of its cool features for exhibitors, but this year, we can! The app will allow us to offer you a range of features that you can use to drive traffic to your company's information, booth spaces, special events, drawings, etc.

There are three levels of features, from the basic Silver level, to the Gold level, all the way up to Conference Sponsorship. As you might expect, a higher level of features will cost you a bit more, but will also allow you to interact on a much deeper level with the teachers in attendance. Please note that we are offering the basic (Silver) level of app features at a price even *lower* than you would have paid in the past for a booth space by itself!

Please take a look at the two documents following this letter. The first describes the features we will be offering through the app and describes which features will be available at which levels. The second document lists the prices per booth space at each level. Note also that, for the first time, we are making additional booth spaces *less expensive* than your first booth space, so the more spaces you rent, the more value you get!

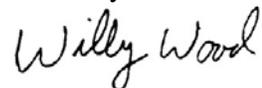
If you have contributed to the success of the conference in the past, we thank you and look forward to having you back. If you have not exhibited before, we would love to have you!

If you plan to exhibit, please return the registration form with your payment promptly so that we may list your company in our conference materials; on the conference website; and, of course, in the app. Please send payment no later than **October 20, 2017**. If paying by check, make it payable to the **University of Missouri**, and mail it to the indicated address. Once you have registered, we will ask you to immediately send us a logo for your company and a company description for the website and app so you get plenty of exposure. We will also talk to you about how you want your company's banner ad to look in the app.

As usual, we plan to give away several door prizes prior to the general session (keynote) on Friday morning, and, as you know, this is another great way to advertise your company's wares. If you would like to donate a door prize, please mark the appropriate space on the exhibitor form.

I would be happy to answer any questions you have about the conference, the app, and the new pricing structure. Please feel free to call or e-mail me. I look forward to hearing from you.

Sincerely,



Willy Wood  
Conference Coordinator - Missouri Early Learning  
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# Missouri Early Learning Conference App Features

## **Exhibitor Listing (all levels)**

All exhibitors at the conference will be listed on the conference website ([www.missouriearlylearning.com/Exhibitors](http://www.missouriearlylearning.com/Exhibitors)) and within the conference app. We ask that you provide us with a description of your company, your contact information, your company's website URL, and a company logo. For the app's Exhibitor page, Silver level exhibitors may provide a description of the company up to 100 words and an unlinked website address. At the Gold and Conference Sponsorship levels, you may provide us with an enhanced company profile (up to 500 words), as well as active links to your website and any other documents you would like to feature. On the Exhibitor page in the app, the conference sponsor will be listed first, followed by Gold level exhibitors (in alphabetical order), and finally by Silver level exhibitors.

## **Rotating Banner Ads (all levels)**

All exhibitors will have the opportunity to provide a banner ad and have it rotate at the top of the page on the app. Banner ads stay at the top of the page for a few seconds before rotating to a new ad. The higher the level, the more often the ads are presented and the longer they stay at the top of the page.

## **Interactive Maps with Map Pins (Gold Exhibitors and Conference Sponsor only)**

Gold Level exhibitors and the Conference Sponsor will be highlighted by "pins" on an interactive map, allowing attendees to easily find your company's booth or a room holding an event sponsored by your company. The interactive pins on the maps link to an enhanced company profile in the sponsorship directory.

## **Push Notifications (Gold Exhibitors and Conference Sponsor only)**

Push notifications allow an exhibitor to send messages directly to attendees' mobile devices through the app. Use these short (no more than 160 characters or 20 words) messages to alert attendees to promotions, drawings, and give-aways, or drive them to a web page. Notifications can be scheduled in advance so they show up at chosen times. The messages appear in attendees' Activity Feeds in the app.

## **Direct Access to Profile (Gold Exhibitors and Conference Sponsor only)**

Exhibitors at the Gold level and above will have direct access to their conference profiles to make changes and add additional content throughout the conference.

## **Splash Screen (Conference Sponsor only)**

The Conference Sponsor's logo will appear on the main app home page for up to five seconds every time the user opens up the event. This high-visibility opportunity is reserved *only* for the Conference Sponsor.

## **Company Icon on Main App Screen (Conference Sponsor only)**

The Conference Sponsor's (and *only* the Conference Sponsor's) logo will appear as a navigation button/icon on the main navigation screen in the app. This icon will open up the company's extended company profile page, with links to the company website or other company materials.

## Summary of App Features with Pricing

**Silver Level:** Basic exhibitor listing, rotating banner ad.

	1 <sup>st</sup> booth space	2 <sup>nd</sup> booth space	Additional booth spaces
Textbook Publisher	\$200	\$100	\$50
For Profit/Retail	\$100	\$50	\$25
Non-Profit	\$75	\$50	\$25

**Gold Level:** Enhanced exhibitor listing (above Silver level exhibitors on the page), rotating banner ad (appearing more often and longer than Silver level), map pin on interactive maps linked to enhanced company profile, direct access to company profile, push notifications.

	1 <sup>st</sup> booth space	2 <sup>nd</sup> booth space	Additional booth spaces
Textbook Publisher	\$300	\$150	\$75
For Profit/Retail	\$150	\$75	\$50
Non-Profit	\$100	\$50	\$25

**Conference Sponsor (limited to one):** Splash page exclusivity every time the event app opens, enhanced exhibitor listing (at the top of the page), interactive maps and map pins linked to the enhanced company profile, push notifications, direct access to the company profile, the company's icon on the app's main navigation screen linked to enhanced company profile.

	1 <sup>st</sup> booth space	2 <sup>nd</sup> booth space	Additional booth spaces
Conference Sponsor	\$500	\$250	\$125

(Price is the same for textbook publishers, for profit/retail companies, and non-profits.)