



P.O. Box 2266    Mount Pleasant, SC 29465    843-971-2980    FAX 843-971-2984    [www.cldinternational.org](http://www.cldinternational.org)

January 4, 2010

Dear Exhibitor:

Sign up today to exhibit at the 32<sup>nd</sup> International Conference on Learning Disabilities on October 8-9, 2010, in Myrtle Beach, SC at the Sheraton Myrtle Beach Convention Center Hotel. The theme of the conference is "Practices for Promoting Positive Change: Meeting the Needs of Struggling Learners." The Council for Learning Disabilities (CLD) invites you to participate in this premiere event that will put you face-to-face with 350-500 of your customers. Postmark the attached form and send it in with your payment to CLD and receive the Before-June-1 Registration fee. Early registration payment must be postmarked no later than June 1.

Conference attendees include general and special education teachers, paraeducators, consultants, supervisors of special education programs, teacher trainers, researchers, and other professionals. These individuals gather from across the country and the local region to share their successful work concerning students with learning disabilities. Presentations focus on effective interventions from early childhood through adulthood.

CLD recognizes the value and importance of relevant, quality exhibitors at a conference of this nature. We hope to make your participation as beneficial to your company as possible. Therefore, throughout the 2-day conference a number of activities have been planned to attract attendees to the Exhibit Area. These include complimentary morning coffee for attendees, door prizes, poster sessions, the Master Teacher Showcase, and complimentary hors d'oeuvres that include a cash bar on Friday evening. Moreover, the display tables will be situated in a high-traffic area and near other conference activities where you will be able to interact with attendees.

To help you determine your level of participation, we have included an "Exhibitor Fact Sheet" that explains Exhibitor Tabletop Opportunities and Sponsorship and Advertisement Opportunities. We hope you will consider more than one option for promoting your company and its products during the conference. For example, in addition to purchasing an exhibitor table, you may want to take advantage of sponsorships that will give you special recognition at specially planned events. There are also opportunities for advertising your products in the CLD Conference Program and professional journal. If you are unable to attend as a Table Exhibitor, you can still take advantage of the sponsorship and advertising options. Please visit CLD's website at [www.cldinternational.org](http://www.cldinternational.org) (in the spring 2010), to download a conference flyer.

Again, we invite you to take advantage of this opportunity to gain increased visibility for your company while at the same time supporting LD professionals who look to you and your products to help them create successful programs. Please take a moment now to review the "Exhibitor Fact Sheet" and select the best option(s) for you and your company. Once you have selected your option(s), note your choice(s) on the reservation form and submit it by June 1 to take advantage of the best rate.

Please contact Mary at 843-971-2980 if you need further information. We look forward to hearing from you in the near future.

Sincerely,

Mary C. Provost  
CLD Conference Director

Cari Dunn  
CLD President Elect

**EXHIBITOR FACT SHEET**  
**32<sup>nd</sup> International Conference on Learning Disabilities**  
*October 8-9, 2010*  
**Myrtle Beach, SC**

*Review the following options that alone, or in combination, are guaranteed to ensure visibility for your products and services at the 32<sup>nd</sup> International Conference on Learning Disabilities.*

<b>Exhibitor Table Opportunities</b>
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**The 2-day EXHIBIT FEE Includes:**

- 1 6 ft. draped table
- 1 identification sign
- 2 side chairs
- Two Exhibitor Badges that cover:
  - Attendance at Friday and Saturday Presentations
  - Attendance at Friday Night Reception

**EXHIBIT SCHEDULE**

Friday, October 8	4:00 p.m. - 7:00 p.m.	Exhibits Open (set-up time: Friday 8:00 to 3:30 p.m.; Grand Opening of Exhibits @ 4:00 p.m. – security provided overnight at no cost to exhibitor)
Saturday, October 9	7:30 a.m. - 5:30 p.m.	Exhibits Open; Exhibits tear down from 5:30 to 7:00 p.m.

**Fee for One DISPLAY TABLE (6-ft., DRAPED TABLE)**

Before June 1:	\$300.00 per display table (includes 2 conference registrations)
After June 1:	\$360.00 per display table (includes 2 conference registrations)

**Fee for TWO DISPLAY TABLES -- Special discount price**

Before June 1:	\$600.00	(includes 4 conference registrations)
After June 1:	\$720.00	(includes 4 conference registrations)

**Product Presentations** – Exhibitors will have the opportunity to schedule a presentation of their product at their tabletop during the conference at no additional cost. The presentation schedule will be printed for attendees in the on site program book (provided the exhibitor signs up before August 1) and will be displayed in the Exhibitor Area at the conference.

**Display space is assigned  
on a first-come, first-served basis.**

## Sponsorship and Advertisement Opportunities

### The SPONSORSHIP FEE includes:

- Recognition in the conference program.
- Recognition on signage at the event.

Note: Sponsorships of at least \$500 will receive 2 complimentary exhibitor badges for Friday and Saturday events

### SPONSORSHIP CATEGORIES

These special events were selected as sponsorship opportunities because they are highly attended and attract nationally known professionals in the field. Sponsorship contributions help defray the cost of AV equipment and handouts and show support for conference attendance.

#### Speakers

\$1,000.00	Keynote Speaker/Distinguished Lecturer
\$1,000.00	Friday Institute
\$ 500.00	Friday Half-Day Workshop
\$ 250.00	Invited Speaker Symposium
\$ 50.00	Select Session Presentation Sponsor*

#### Award Events

\$500.00	Outstanding Researcher
\$400.00	Outstanding Teacher of the Year Presentations
\$500.00	F.G. Hudson Service Provider

#### Social Events

\$ 5000.00	President's Reception
\$ 500.00	Coffee Break (2)

\* Please indicate the number of sessions you wish to sponsor. # \_\_\_\_\_

### PUBLISHED ADVERTISING CATEGORIES AND FEES

#### Conference Program

Full page (8-1/2"x11"), b&w	\$250.00
Half page (8-1/2"x5-1/2"), b&w	\$150.00

#### *Learning Disability Quarterly*

The *Learning Disability Quarterly* is mailed to all members of the Council for Learning Disabilities. In addition, approximately 900 libraries, universities and other institutions in the United States and abroad hold individual subscriptions.

Full page (8-1/2"x11"), b&w	\$275.00
Half page (8-1/2"x5-1/2"), b&w	\$200.00

#### Combination Advertisement Offer!!

#### 2010 Conference Program and *Learning Disability Quarterly*

Full page	\$450.00
Half page	\$300.00

Advertising deadline: July 1, 2010  
(camera-ready artwork provided by exhibitor)

## Sponsorship and Advertisement Opportunities Continued

## **DOOR PRIZES!!**

Donate a door prize to be raffled off at the conference. Recognition will be provided on site.

## **REGISTRATION PACKET INSERTS**

\$250.00

Send your catalog or other print material, maximum 2 flyers and/or one catalog (no larger than 8 ½" by 11") to be inserted in each registration packet.

Expected attendance: 350-500.

Registration fee is not included in this opportunity.

## **TAKE-AWAY TABLE**

\$75.00/350-500 pieces

Send your catalogs and other printed materials to be placed on a table in the Exhibit Area.

*Exhibitor assumes all shipping costs; any leftover materials will not be returned.*

*For more information, contact:*

**Mary Provost, CLD Conference Director**

**P.O. Box 2266**

**Mount Pleasant, SC 29465**

**PHONE 843-971-2980; FAX 843-971-2984**

**[mcprovost@bellsouth.net](mailto:mcprovost@bellsouth.net)**

**[www.cldinternational.org](http://www.cldinternational.org)**

**Council for Learning Disabilities**  
**October 8-9, 2010 Myrtle Beach, SC**  
**EXHIBITOR RESERVATION FORM**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Contact's Email \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Brief listing of major products: \_\_\_\_\_

**Please make the following reservations for our company:**

DISPLAY TABLE (draped 6 ft. table)

\$300.00 **before June 1**                       **after June 1:** \$360.00                      \$\_\_\_\_\_

TWO DISPLAY TABLES

\$600.00 **before June 1**                       **after June 1:** \$720.00                      \$\_\_\_\_\_

PRODUCT PRESENTATION – *Are you interested in having CLD contact you to schedule a presentation at your tabletop at no additional cost?*     YES     NO

ELECTRICAL HOOK-UP REQUIRED     YES             NO  
 \$20 per day per electrical hook up (2 days of exhibiting)                      \$\_\_\_\_\_

**ADVERTISEMENTS**

**(b&w, camera-ready copy required by July 1, 2010)**

- full-page ad, conference program (8-1/2x11) @ 250.00                      \$\_\_\_\_\_
- half-page ad, conference program @ \$150.00                      \$\_\_\_\_\_
- full-page ad, LDQ (8-1/2x11) @ 275.00                      \$\_\_\_\_\_
- half-page ad, LDQ @ \$200.00                      \$\_\_\_\_\_
- full-page ad, COMBINATION OFFER @ \$450.00                      \$\_\_\_\_\_
- half-page ad, COMBINATION OFFER @ \$300.00                      \$\_\_\_\_\_

EVENT SPONSORSHIP (see attached categories)                      \$\_\_\_\_\_

Category: \_\_\_\_\_

INSERT IN REGISTRATION PACKETS

max. 2- 8 1/2" by 11" flyers and/or one catalog @ \$250.00                      \$\_\_\_\_\_

(expected attendance: 350-500)

TAKE-AWAY TABLE

blocks of printed materials, 350-500 pieces @ \$75.00                      \$\_\_\_\_\_

DOOR PRIZE (I will bring a prize of my choice to be raffled off at the conference.)

YES     NO

**TOTAL ENCLOSED**                      **\$\_\_\_\_\_**

***Space is limited. Register TODAY!! -- Preregistration Deadline: June 1, 2010***

**Payment Method**

- Check (made payable to: Council for Learning Disabilities)
- Please Charge My:
  - VISA                       MasterCard                       American Express                       Discover

Card No. |\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|\_\_\_\_\_|

CIN: |\_\_\_\_\_|\_\_\_\_\_| 3 digit number on the back of the credit card

Expiration Date |\_\_\_\_\_|\_\_\_\_\_| / |\_\_\_\_\_|\_\_\_\_\_|

Card Holders Name \_\_\_\_\_ Signature \_\_\_\_\_

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