



AATSP

American Association of Teachers
of Spanish & Portuguese • Est. 1917

FLORIDA

2024 CONFERENCE

**El español y el portugués como lenguas globales: conexiones y
oportunidades más allá del aula**

**O espanhol e o português como línguas globais: conexões e
oportunidades além da sala de aula**

***Spanish and Portuguese as Global Languages: Connections and
Opportunities in the Classroom and Beyond***

EXHIBITOR INFORMATION PACKET

Dear Exhibitor,

We are excited to announce that **AATSP-FL** will be holding our **3RD ANNUAL LIVE CONFERENCE** from **19-21 September 2024**. Our venue is the Wyndham Orlando Resort, 8001 International Drive (corner of I Drive and Sand Lake Rd), Orlando, Florida 32819. The dates for #FAATSPCONFERENCE2024 are 19-21 September 2024. We hope that you will join us for the festivities as we celebrate:

El español y el portugués como lenguas globales: conexiones y oportunidades más allá del aula

O espanhol e o português como línguas globais: conexões e oportunidades além da sala de aula

Spanish and Portuguese as Global Languages: Connections and Opportunities in the Classroom and Beyond

Since it is an adoption year, we expect to have a large number of Spanish and Portuguese teachers at this year's conference, all of them eager to meet with and learn from exhibitors.

As you know, Spanish teachers are the largest group of World Language teachers in Florida, and the number of students wishing to learn Portuguese is growing by leaps and bounds.

Our Executive Board and I decided 3 years that it was time for our Chapter to put on a Conference just for Spanish and Portuguese teachers. Our chapter has over 450 members, but the conference will also be open to non-members, University students studying Spanish, interpreters and translators, Hispanists, etc. We hope that somewhere between 200-250 teachers will be able to attend.

Some features of OUR conference that YOU won't find at other conferences:

- 1. The Exhibit Hall opens on Thursday evening at 6 p.m. We will be holding an Opening "Meet and Greet Exhibitors and Board" Reception from 6-7 in the Exhibit Hall for attendees. Each exhibitor will be personally introduced and recognized at this time. The AATSP-FL Chapter Board will host a reception for Exhibitors prior to the Opening in the Exhibit Hall.**

The Board and I spoke at length to each and every one of our exhibitors at our conferences during the past 2 years. Every one of them said that they loved the intimate feeling of our conference, because they did not feel rushed, could talk at length to the attendees and answer their questions. In addition to that, they also commented that they felt “a real part of the conference” because they were able to attend all of our special events during the conference in a more casual atmosphere. We took all of their comments and have built upon that experience to create an even more relaxed and intimate conference.

2. We want there to be some surprises, but some of the perks we are planning are:

Breakfasts and all Refreshment Breaks on Friday and Saturday will take place in the Exhibit Hall. As already mentioned, the Opening Reception will be held in the Exhibit Hall. You, of course, are included in the breakfasts and refreshment breaks, as well as an opportunity to attend both our Luncheon and our Friday night dinner.

Heeding your recommendations, we will close the Exhibit Hall during peak session times, so that you can take a break from being on your feet and attend non-exhibitor sessions. The Exhibit Hall will, however, be open during our member luncheon.

Other perks for our exhibitors and sponsors will be FREE advertising on our website and FACEBOOK as well as our other Social Media Platforms (Twitter and Instagram) and your logo will appear in our Newsletter, *La Voz* in EVERY edition for a year, at no extra charge. This perk will begin as soon as YOU CHOOSE THE PACKAGE YOU WANT AND SEND IN THE PAYMENT. The sooner you sign up, the more FREE advertising you will receive. (*La Voz* is published and sent out not just to our membership but also to over 7000 teachers of Spanish and Portuguese throughout the country on a weekly basis during the school year and monthly during June, July and August. That's a lot of FREE advertising!)

3. We will be accepting payment made via PayPal (faatsptreasuer@gmail.com) or send a company check (made out to AATSP-Florida Chapter) to Linda Villadóniga, AATSP-Florida Conference Chair, 631 Shores Blvd, St. Augustine, FL 32086.

4. We will have a digital program only. However, exhibitor ads will be placed strategically throughout the program. The size of the ad is dependent upon the size of the booth you purchase and/or your level of sponsorship. And remember the logos are in every issue of *La Voz* and on our website all year long!

There are a few other “surprises” in store, but you will have to be there to see what they are!

Our Exhibitor Packages reflect our desire to provide YOU with several opportunities for interaction between you and the attendees. (These opportunities are delineated in the package descriptions and vary according to the Sponsorship level you choose.) We hope that you will find one or more of these opportunities suitable for you.

As always, the choice of booths is on a first come-served basis, in the order in which we receive payment. Don't wait to sign up to be an exhibitor as we expect to fill our slots quickly, since it is an **ADOPTION YEAR**. Please contact me directly (faatspconferencechair@gmail.com) with any questions you may have concerning booths or sponsorship opportunities.

Booths will be furnished by AV Media, located right on site to provide that extra personal touch with all of your AV needs.

SPONSORSHIP OPPORTUNITIES:

We are looking for sponsors for our VERY SPECIAL events. We hope that you consider sponsoring (or co-sponsoring) one of these events. Posters with the name of the sponsors (or co-sponsors) will be displayed prominently at the location of the event being sponsored:

- Thursday morning Refreshment Break (\$1500)**
- Thursday afternoon Refreshment Break (\$1500)**
- Thursday Night Meet and Greet the Exhibitors (\$2500)**
- Friday Breakfast (\$2000)**
- Friday morning Refreshment Break (\$1500)**
- Friday afternoon Refreshment break (\$1500)**
- Saturday morning Breakfast (\$2000)**
- Saturday morning meeting refreshments (\$1500)**

Of course, we would love for you to provide some **swag** for our bags. Please let me know if you would like to do so.

We look forward to seeing you at #FAATSPCONFERENCE2024.

Please do not hesitate to contact me at faatspconferencechair@gmail.com with questions, comments, or suggestions. It is my pleasure to help you at any time.

We look forward to hearing from you soon and thank you in advance for your support.

Also attached to this email are Sponsorship Opportunities and contract. We encourage exhibitors to present a session at the conference and get to know our attendees on a more personal level. They, in turn, eagerly look forward to Exhibitor Presentations. Proposal forms will be sent out on October 16, 2023.

Sincerely,

Linda

Linda Villadóniga
AATSP-Florida Chapter
Conference Chair