

WAFLT-COFLT  
Conference and Convention  
October 12 and 13, 2018

*Exhibitor Prospectus*



Red Lion Hotel on the River at Jantzen Beach  
909 North Hayden Island Drive  
Portland, OR 97217  
Tel: 503.283.4466

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## Greetings exhibitors!

On behalf of WAFLT (Washington Association for Language Teaching) and COFLT (Confederation in Oregon for Language Teaching), I would like to extend an invitation for you to participate as an exhibitor at our Bi-Annual Bi-State World Language Teachers Conference taking place October 12-13. This two-day Conference will be held at the Red Lion Hotel on the River at Jantzen Beach (Hotel) [909 North Hayden Island Drive, Portland, OR 97217](#) Tel: (503) 283-4466. This is the largest gathering of world language teachers of all levels from around the states of Washington and Oregon. This is by far your best opportunity to have the furthest reach with our WAFLT and COFLT membership. Over 500 world language teachers attended our last Bi-State conference in 2016. World language teachers are looking for relevant classroom materials, innovative study abroad programs, manipulables, and all sorts of other world language related products to enable them to make the most meaningful impact on their students, in their schools, and in their communities.

**Consider sponsoring an event at the conference to receive maximum level exposure.** World language teachers from a diverse range of communities across Oregon and Washington will have the exclusive opportunity to visit all exhibitors throughout the conference, but sponsors will receive premier booth location and special access to digital advertising. You are encouraged to bring plenty of materials and samples to distribute. Conference attendees will be able to take these materials with them to share with their colleagues. Below is an overview of the Exhibitor schedule\*:

### **Thursday (10/11/18):**

- 9am-4pm: Sponsored Workshop Session (Paul Sandrock of ACTFL presents)
- 5pm-9:30pm: Exhibitor check-in and setup (unless otherwise arranged)
- 7:30pm-9:30pm: Sponsored Welcome Reception

### **Friday (10/12/18)**

- 7am-9am: Registration
- 7:30am-9am: Sponsored Morning Coffee Session
- 8am-12:30pm: Sponsored Keynote and Morning Sessions
- 10am-10:20am: Sponsored Mid-morning Coffee Session
- 12:30pm-1:30pm: Sponsored Lunch
- 1:30pm-4:30pm: Afternoon Sessions

### **Saturday (10/13/18)**

- 7:30am-9am: Sponsored Morning Coffee Session
- 8am-12:30pm: Sponsored Keynote and Morning Sessions
- 12pm-1:30pm: Lunch in World Language Groups
- 2pm-4pm: Sponsored Workshop Session
- 2pm-5pm: Exhibitor take down

Thank you in advance for supporting WAFLT and COFLT engage and educate the next generation of world language communicators and ambassadors. We look forward to seeing you at the 2018 WAFLT-COFLT Bi-State Conference!

Scott Goodman (COFLT President)  
WAFLT-COFLT Conference Exhibitor Liaison  
[cofltoregon@gmail.com](mailto:cofltoregon@gmail.com)

*\*A copy of the final schedule will be included with your confirmation letter.*

# Exhibitor Information

**Conference Schedule for attendees:** Attached ([here](#)) is a copy of our 2016 Bi-State conference schedule, you will be provided with an updated schedule as soon as it becomes available.

All exhibits, workshops, and general sessions will take place at the Red Lion Hotel on the River at Jantzen Beach, [909 North Hayden Island Drive, Portland, OR 97217](#) Tel: (503) 283-4466. Exhibits will be located in the West Salon Room of the hotel. A map of the Exhibitor Hall is located on page “13” of this prospectus. Check-in location will be just inside the main entrance of the Red Lion at the COFLT registration desk.

## Selection of Exhibitors

Only firms and organizations whose nonpartisan and nonsectarian services and/or products are appropriately related to k-12 and higher ed students and the charitable and educational activities of WAFLT and COFLT shall be permitted to exhibit. WAFLT and/or COFLT reserves the right to decline or prohibit any exhibit which, in its sole judgment, is inappropriate. This reservation is all-inclusive as to person(s), printed matter, products and conduct. Exhibitors, their employees and/or their agents may not serve as voting delegates to the WAFLT-COFLT meetings unless otherwise a member of WAFLT or COFLT respectively. However, they may be nonvoting registrants (“guests”).

## Booth Information

Exhibit space includes a table and chair in the exhibitor section of the conference. A single table will cost \$200 (non-profits may apply for a \$50 discount). Electrical outlets and Wi-Fi access are available for an additional fee. Booth assignments will be made once the registration has been accepted, payment in full has been received, and exhibit material samples have been approved. Booth assignments are tentative until all exhibitor registrations are accepted.

Assignment of booth/space will be determined by WAFLT and COFLT based on several factors including but not limited to: sponsorship level, date of receipt of application and fee(s); number of years exhibiting with WAFLT and/or COFLT; a balanced distribution of products and services throughout the exhibit hall. WAFLT and COFLT agree that it shall attempt to assign Applicant the booth(s) requested. However, WAFLT and COFLT cannot and do not guarantee any assignment of space. Applicant agrees that it will accept the booth(s) assigned to it by WAFLT and COFLT.

Please refer to the Exhibit Hall layout on the inside back cover of this Prospectus  
Premier exhibitor locations will be reserved for Conference Sponsors

An email confirmation will be sent once the application has been received. A few weeks prior to conference you will receive a second email confirming your registered booth personnel and final conference schedule. It is very important that WAFLT and COFLT organizations have the correct contact information for both billing/registration questions and on-site personnel.

## Exhibitor’s Directory and Conference Program

Exhibitors whose applications are accepted prior to (**September 1, 2018**) will be listed in the Exhibitor’s Directory. The Directory will highlight your products and/or services and will include the organization name, booth number, and contact information. Please include concise and accurate information with your exhibitor registration (25 words or less). We are also asking that exhibitors include in their registration a few words related to your organization so that we can sample our conference attendees during their registration regarding interest levels in the exhibitor provided key words, we will then communicate this attendee data back to registered exhibitors for future use. WAFLT and COFLT are not responsible for typographical errors.

For an additional fee, Exhibitors may advertise in the Conference Program that is distributed to each conference attendee. Color ads are available only on the program front page cover (inside) and back page cover (front and back). Advertisement options available are listed to the left:

Ad size	Dimensions	Price	Color
1/4 page	5 1/2” x 4 1/4”	\$150	Black & White
1/2 page	5 1/2” x 8” or 4 1/4” x 11”	\$250	Black & White
Full page	8 1/2” x 11”	\$350	Black & White
1/4 page	5 1/2” x 4 1/4”	\$200	Color
1/2 page	5 1/2” x 8” or 4 1/4” x 11”	\$300	Color
Full page	8 1/2” x 11”	\$500	Color

Advertising art and samples must be sent electronically to COFLT formatted in .jpg and must be received no later than September 1, 2018. Applications received after this date and prior to Conference will be included in a supplemental listing. **Conference sponsors receive premier complimentary advertising. See page “8” for more details.**

## **Lodging**

WAFLT-COFLT has negotiated with the Red Lion Hotel on the River for the rates listed below for exhibitors and delegates attending the 2018 conference. Make reservations with a direct link to the hotel via the WAFLT or COFLT Conference webpage. You must state your affiliation with the WAFLT-COFLT Conference to obtain these rates prior to September 10, 2018.

<b><u>Occupancy</u></b>	<b><u>Rate</u></b>
1-2 people	<b>\$135/guest/room (\$145 for premium) **</b>

\*\*Rate is exclusive of applicable state and local taxes.

Exhibitors will receive a final update of conference details and events by e-mail (including schedule, any changes to times and places, and exhibitor booth locations) by September 21st.

# Registration

Register directly [here](#) or through the COFLT website [www.coflt.wildapricot.org](http://www.coflt.wildapricot.org) by clicking the 2018 Fall Bi-State Conference button and selecting the “Exhibitor Registration” portal. *If you do not have access to online registration, contact the WAFLT-COFLT Exhibitor Liaison at [cofltoregon@gmail.com](mailto:cofltoregon@gmail.com) and a hard copy will be e-mailed to you.*

Online registration closes **October 1, 2018**. Booth space may fill up prior to this date. Beginning **October 1, 2018**, limited spaces may be available on a first-come, first-served basis by contacting the WAFLT-COFLT exhibitor liaison when a non-refundable late registration \$50 fee will be included, regardless of acceptance.

Each table for exhibitors will cost \$200 for the entirety of the conference. There is a non-profit price of \$150 available for any non-profit organizations. \*If you are applying for a non-profit organization exhibitor table fee, then you must also submit a letter explaining your non-profit status and why the reduced cost is crucial to your organization to be reviewed by conference board.

## Sponsorship Options

Sponsorships are available at one each of only FOUR levels. Sponsors will receive complimentary meal passes and program advertising, are listed on the WAFLT and the COFLT website by logo or link through the calendar year, and will be mentioned at the corresponding event of sponsorship. For additional sponsorship benefits and/or information, please refer to the sponsorship options listed on page “8”. The registration deadline to receive all sponsor benefits is **(September 1)**.

## Storage

The exhibitor room will be locked at night, although neither WAFLT nor COFLT is responsible for insuring any valuables left in the exhibiting area. At the conclusion of the set-up operation, all equipment, crates, trash, etc. must be removed from the Exhibit Area or stored out of sight. At the conclusion of the conference, all materials must be removed from the premises by no later than 5pm on Saturday, October 13, 2018.

# 2018 Sponsorship Levels

Sponsors of the WAFLT-COFLT World Language Teachers Conference receive special recognition before, during, and after the conference. All sponsorships include premium booth selection.

**Deadline to register is September 1, 2018**

## Keynote Sponsorships

<b>\$1,000 KEYNOTE SPONSOR</b> <b>FRIDAY MORNING</b>	<b>\$1,000 KEYNOTE SPONSOR</b> <b>SATURDAY MORNING</b>
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Each includes a full-page ad in the Conference Program, your company logo and hyperlink on the WAFLT and COFLT websites and conference e-mails, a minute description of your organization at the keynote introduction, priority booth placement, and (2) Friday and Saturday Lunch Passes

## Welcome Reception and Luncheon Sponsorships

<i>\$750 Welcome Reception Sponsor</i> <i>Thursday 7:30-9:30pm</i>	<i>\$750 Luncheon Sponsor</i> <i>Friday 12:30pm-1:30pm</i>
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Each include a half-page ad in the Conference Program, your company logo and hyperlink on the WAFLT and COFLT websites, a 30 second sponsor thank you and description of your organization the Friday Luncheon, priority booth placement and (1) Friday and Saturday Lunch Pass

## Workshop Sponsorships

<b>\$500 Thursday pre-conference Workshop Sponsor</b> <b>Thursday 9am-4pm</b>	<b>\$500 Saturday post-conference Workshop Sponsor</b> <b>Saturday 2pm-5pm</b>
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Each includes a half-page ad in the Conference Program, your company logo and hyperlink on the WAFLT and COFLT websites, a 15 second sponsor thank you and description of your organization at the workshops, priority booth placement, and (1) Friday and Saturday Lunch Pass

## Coffee Break Sponsorships

<i>\$300 Coffee Break Sponsor</i> <i>Friday 7:30am-9:00am</i>	<i>\$300 Coffee Break Sponsor</i> <i>Friday 10am-10:20am</i>	<i>\$300 Coffee Break Sponsor</i> <i>Saturday 7:30am-9:00am</i>
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Each includes a quarter-page ad in the Conference Program and a logo display on the coffee table

Register at [www.coflt.wildapricot.org](http://www.coflt.wildapricot.org)



# Terms of Agreement

The signed Applicant hereby applies to participate in the 2018 Bi-Annual Bi-State World Language Teachers Conference hosted by WAFLT-COFLT on October 12 and 13, 2018 to be held at the Red Lion Hotel on the River at Jantzen Beach (Hotel) at 909 North Hayden Island Drive, Portland, OR 97217. Applicant hereby agrees to the Terms and Conditions contained in this Exhibitor's Prospectus and of the Hotel and has read and understands the Exhibitor Information provided in this Prospectus. The Applicant understands that the Application is not binding until accepted by WAFLT-COFLT via written confirmation. If the Application is accepted by WAFLT-COFLT, the Application, together with the Rules, shall form the agreement between the Applicant and WAFLT-COFLT as to the Applicant's participation in this conference.

## 1.0 Contract for Space

Applicants for exhibit space are required to submit to WAFLT-COFLT the formal registration provided. To be valid, each registration must include the following:

1. A completed online application: [www.coflt.wildapricot.org](http://www.coflt.wildapricot.org). *Please note: registrations made by hard copy (not through the web-site) will carry a \$50 administrative fee.*
2. Payment in full for booth rental and any additional fees and/or equipment charges (Section 2.2)
3. A full list of products scheduled for exhibition
4. Samples of all materials to be distributed (Section 3.2)
5. Name(s) and title(s) of all authorized booth personnel

The application for space and formal notice of assignment and acceptance by WAFLT-COFLT and full payment of applicable charges constitute a contract for the right to use this space.

## 2.0 Booth Rental Fees

Applicant agrees to pay the space rental fee allocated to the booth(s) as follows:

*Commercial Organizations – \$200.00*

*Not-for-profit Organizations – \$150.00 (an application must be submitted that stipulates why the non-profit status of the organization merits the reduced rate otherwise available)*

*Sponsorships – vary, and include premium booth placement*

Exhibit Booth space includes one table, one chair, and name badges for up to 3 (three) pre-registered Exhibitor personnel. Booth Assignments are made at the discretion of WAFLT-COFLT and are final.

## 2.1 Additional Fees and Equipment

WAFLT-COFLT will facilitate arrangements for any additional audio-visual equipment required by the Applicant including but not limited to extension cords, power strips, telephone lines, etc. through our contracted service provider. Requests for and reservations of these items will be granted on a first-come, first-served basis and constitute an addendum to the Booth Rental Fees. Outside food and beverage is not allowed in the Exhibit area.

**Electrical outlet with extension cord – \$50.00 per booth**

**Additional equipment – available for a fee upon request**

## **2.2 Payment of Fees**

Applicant shall remit a check or money order payable to (**COFLT???**), or provide valid Visa or MasterCard number for the amount of the full payment for booth and additional charges at the time of Application.

Applicant understands that if payment in full is not received with the completed application, the application will be returned unprocessed and priority for booth assignment is lost. Applicant further agrees to pay a \$50 NSF fee for any nonsufficient payment made. If an exhibitor fails to make a payment hereunder when due, such exhibitor's rights to exhibit may, without further notice, be banned by WAFLT-COFLT.

## **3.0 Use of Space**

All demonstrations, materials, and activities must be confined to the limits of the exhibit booth. Exhibitor shall not assign, share, or sublet any space allotted without the written consent of WAFLT-COFLT. No exhibitor shall show goods or services other than those manufactured, sold, or offered by them in the regular course of business and approved by WAFLT-COFLT in the Application process (Section 3.2). The exhibitor shall not display or place any object that extends more than eight (8) feet above the floor, or outside the booth depth of six (6) feet. No interference with other exhibitors will be permitted. WAFLT-COFLT shall be entitled to close an exhibit at any time for failure by any exhibitor or any of its officers, agents, employees, or representatives to perform, meet or observe any term or condition set forth herein, and such exhibitor shall not be entitled to a refund.

### **3.1 Installation and Dismantling**

Installation and set-up will be Thursday, October 11, starting at 5pm until 11pm. If booth space is not occupied by 11pm, WAFLT-COFLT has the right to use the space as it sees fit. All exhibits must be removed by (**4:00 pm**) on Saturday, October 13, 2018.

### **3.2 Exhibit Materials**

Exhibitor agrees to submit samples (electronic or hard-copy) of any materials that will be distributed or displayed at the WAFLT-COFLT Fall 2018 Conference. This includes any contracts or agreements that the Exhibitor requires a customer to sign. These materials must accompany the application for booth space. If the necessary screening materials are not included with the application, the application will be returned unprocessed. Only materials submitted to and approved by the committee may be displayed and are required to be on display for the Exhibitor Liaison preceding the opening. Any materials not approved by the Exhibitor Liaison prior to the exhibit hall opening will not be exhibited. WAFLT-COFLT reserves the discretionary right to disallow any materials from being displayed.

### **3.3 Irregular Canvassing, Selling and/or Activities Beyond Exhibitor Space**

Distribution of circulars or promotional material may be made only within the booth assigned to the exhibitor presenting such material. Non-registered entities will not be permitted to canvass, solicit, or distribute literature or other promotional devices during the Conference.

### **3.4 Restrictions in Operation of Exhibits**

WAFLT-COFLT reserves the right to restrict, at its sole discretion, exhibits which, because of noise, method of operation, materials, or any other reason, become objectionable; and also to prohibit or evict any part of or all of an exhibit, which in the opinion of WAFLT-COFLT may detract from the general character of the exhibition as a whole. This restriction includes persons, product, conduct, printed materials, or anything that WAFLT-COFLT determines as objectionable to the exhibition. In the event of such restriction or eviction, exhibitor shall not be entitled to a refund of any part of any fee. All operations are subject to local laws and statutes.

### **3.5 Sound Devices**

No sound-making equipment of any kind may be set up or used in exhibit booths without the prior written approval of WAFLT-COFLT .

### **4.0 Lobbying/Endorsement**

Applicant agrees that no Exhibitor shall request WAFLT-COFLT delegates to lobby any governmental agency or official. Participation in the Conference does not constitute endorsement of any product, service, or position by WAFLT-COFLT. No Exhibitor may use the WAFLT-COFLT name or logo without the prior written approval of WAFLT-COFLT. WAFLT-COFLT reserves the right to reject any Exhibitor if, in its sole judgment, a proposed exhibit is not in keeping with WAFLT-COFLT's charitable and educational purposes or appropriate for this exhibition.

### **5.0 Indemnification**

The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless WAFLT-COFLT and the Hotel, its agents, guests and employees from any and all such losses, damages and claims. The Hotel will not be responsible or liable for any losses, damage or claims arising out of Exhibitor's activities on the Hotel premises except for any claims, loss or damages arising directly from its negligence. Applicant further covenants and agrees to indemnify and to fully pay and reimburse the Hotel any and all costs of replacement of damaged Hotel property, and for the restoration and repair of the premises, damaged, destroyed or otherwise defaced or injured by the Applicant's use or by the use of its members, employees, agents and invitees of the same.

### **5.1 Liability and Insurance**

The Exhibitor understands that neither WAFLT-COFLT nor the Hotel maintains insurance covering the Exhibitor's property. Neither WAFLT-COFLT; the Hotel; their representatives, officers, or staff members will be responsible for the safety of the property of the exhibitors from theft, damage or other causes. Exhibitors are advised to consult their respective insurance brokers for proper coverage of display material from the time it leaves their company's premises until its return, to obtain an insurance addendum to cover any losses incurred, and to provide WAFLT-COFLT a copy of said binder upon request.

### **6.0 Rules and Regulations of the Hotel**

In addition to the Terms of Agreement of the Bi-Annual Bi-State World Language Teachers Conference hosted by WAFLT-COFLT set forth in this Exhibitor Prospectus, Applicant shall comply with all rules and regulations

of the Hotel (“Rules”). These Rules become a part of the contract between Exhibitor and WAFLT-COFLT. They have been formulated for the best interest of all exhibitors. All points not covered are subject to the decision of WAFLT-COFLT and Hotel Management Teams.

### **6.1 Care of Building and Equipment**

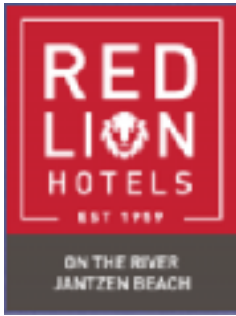
Exhibitors and/or their agents shall not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. Should such damage occur, the exhibitor shall be liable to the owner of the damaged property and will be billed accordingly. Flammable or other dangerous or hazardous fluids, substances, materials, equipment, or other items may not be used in any booth. Exhibitor must use flame- resistant decorative material.

### **7.0 Cancellation Policy**

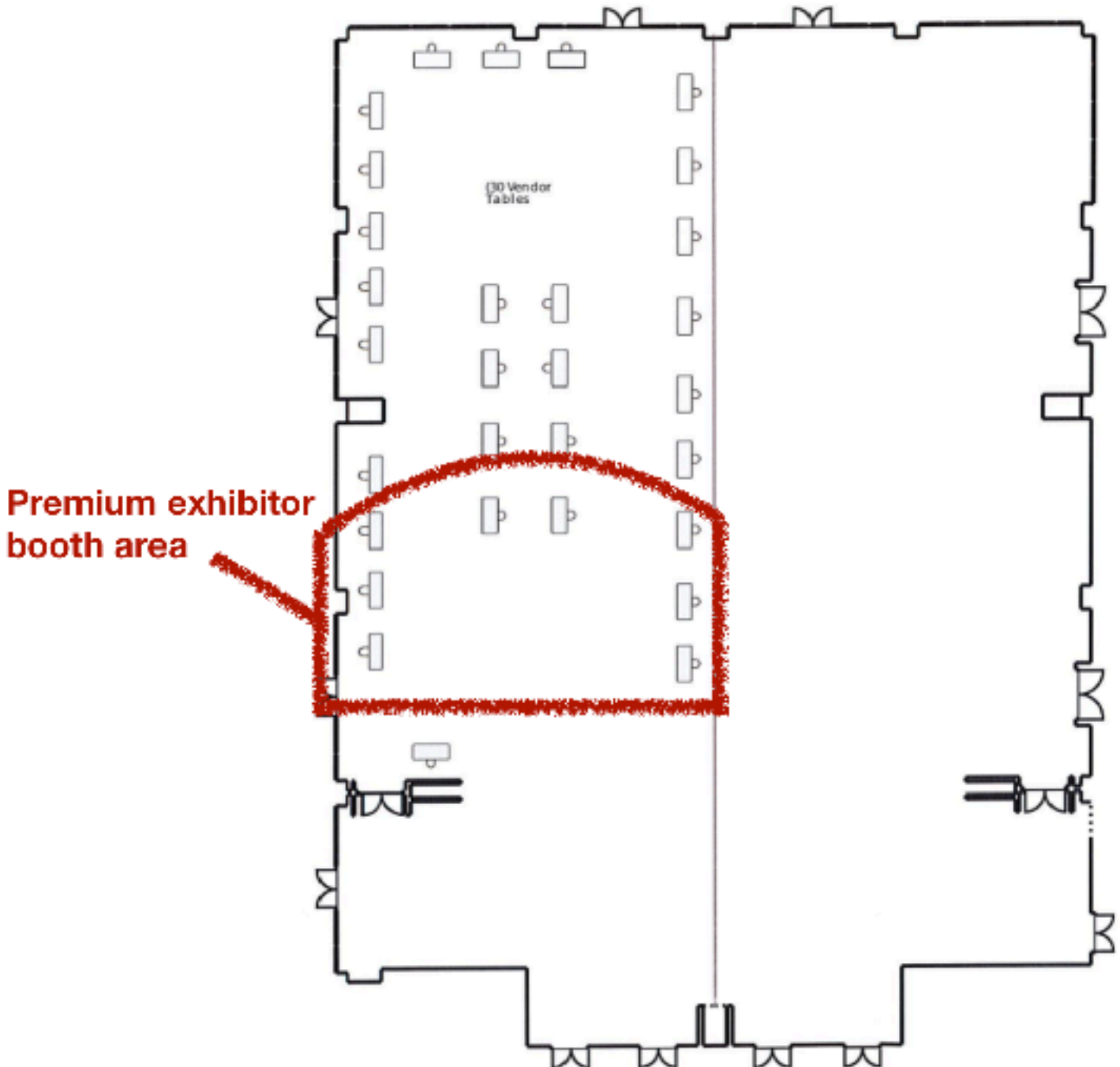
Applicant understands that should it become necessary to cancel this Agreement, a refund will be made only if WAFLT-COFLT receives cancellation, in writing, no later than **(September 5, 2018.???)** In such event, WAFLT-COFLT will refund to the Exhibitor the total amount which the Exhibitor has paid to date less any non-refundable expenses incurred by WAFLT-COFLT. Additionally a \$100.00 cancellation fee will be retained. Any cancellations received after **(September 5, 2018???)** will not receive a refund of any kind.

### **7.1 Catastrophe**

In the event that because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy, or other cause, the Conference or any part thereof is prevented from being held, WAFLT-COFLT shall determine and refund to the Applicant its proportionate share of the balance of the aggregate exhibit fees received which remains after deducting all Conference-related fees, costs and expenses. In no case shall the amount of the refund to the Applicant exceed the amount of the booth rental fee paid.



# Exhibitor Hall Map



WAFLT and COFLT have been collaborating together for decades to provide professional development, networking, and collaborative opportunities for world language teachers in and between the states of Oregon and Washington. In most other parts of the United States, it is the responsibility of the regional organization to provide a culminating professional development opportunity between states, but in the case of the Pacific Northwest where this is not currently an option, our respective state non-profit organizations have chosen to collaborate in order to provide the best learning experience we can for our world language teachers because they darn well deserve it. World language teaching is essential to a well-rounded education and teaches the emerging generations the importance of international collaboration and empathy through language and cultural studies. If we neglect this education for our students, we isolate both ourselves and our future in an increasingly globally connected world. World language education is a chance for students to learn and grow in ways that traditional curriculum classes can not provide.

Exhibitors help connect teachers to the resources that students need to fully maximize their learning capacity. We are so excited to include your organization and its services into the overall success of this Bi-Annual Bi-State World Language Teachers Conference between Washington and Oregon. Do not hesitate to contact us with any questions, comments, or concerns you may have and we so look forward to working with you at this exciting event.

WAFLT and COFLT are both 501(c) (3) non-profit organizations. As such, the said organizations adhere to the rules and regulations of the Federal Government and the respective States of Washington and Oregon regarding all fiscal practices.

## **Thank You for Helping to Nurture the Next Generation of World Language Learners!**

