



American Association of Teachers of French

Publisher of the *French Review*

Executive Director, Jayne Abrate

302 N. Granite St.

Marion, IL 62959-2346

Tel: 815-310-0480; Fax: 815-310-5754 or 618-998-0832

E-mail: abrate@frenchteachers.org

Web: www.frenchteachers.org

December 27, 2016

Greetings from your colleagues at AATF!

You are cordially invited to participate as an exhibitor at the **90th Annual Convention of the AATF** to be held at the Hyatt Hotel at the Arch, 315 Chestnut Street, Saint Louis, MO 63102 from July 16-19, 2017. We expect approximately 400-450 American teachers of French and hope you will consider attending our convention.

This year we are again offering our exhibitors the opportunity to be included on our award-winning Web site [www.frenchteachers.org], named by the National Endowment for the Humanities as an outstanding Web site for teaching in the humanities and by Schoolzone (UK) as an outstanding foreign language teaching resource. As soon as we have received payment for an exhibit booth, we will include your company logo, name, and a link to your Web site on a special exhibitor page. We often receive requests to link to commercial sites from our Web site, and we feel this is a service we can offer exclusively to those exhibitors who support our association. This offer will be valid from the time we receive your payment until the exhibitor mailing for our 2018 conference.

Exhibitors may choose to sponsor any of the events outlined on the enclosed forms. Sponsors are recognized during the events, in the conference program, and on our Web site. Please note the additional opportunities available to you for underwriting various events and for advertising in the conference program.

As a special service to exhibitors we are also enclosing the rate sheet for advertising in our award-winning journal, the *French Review*, which is distributed to 9000 members and 1000 libraries in 35 countries. Following the convention, all exhibitors receive a complimentary list of all attendees at the convention for a one-time use. However, this represents only a small fraction of our membership, and we are including here information on purchasing the entire list which can be further refined by selecting based on teaching level, state, or zip code.

Set up in the exhibit area will be Sunday, July 16 during the day. There will be a special Exhibit Opening Wine and Cheese Reception Sunday evening from 4-7 p.m. The exhibits will be open Monday, July 17 from 8 a.m.-4 p.m. and Tuesday, July 18 from 9 a.m.-12 p.m. Exhibitor raffles will be held on Monday afternoon and Tuesday morning. Generous breaks will be scheduled to provide attendees ample opportunity to view the exhibits.

Thank you for your continued support of the AATF and its activities. Your presence at our conference ensures a successful professional event. We look forward to hearing from you and to seeing you in Austin this summer. Please feel free to contact me should you have any questions.

Sincerely,

Jayne Abrate
Executive Director



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le 27 décembre 2016

Meilleures salutations de vos collègues à l'AATF!

Nous sommes heureux de vous inviter à participer en tant qu'exposant à notre **90^e Congrès annuel** qui aura lieu au Hyatt Hotel at the Arch, 315 Chestnut Street, Saint Louis, MO, du 16 au 19 juillet 2017. Nous attendons environ 400-450 professeurs de français américains et espérons que vous serez des nôtres.

Cette année, nous offrons encore une fois aux compagnies qui exposent dans notre congrès la possibilité de s'afficher sur notre site Web [www.frenchteachers.org], cité par le *National Endowment for the Humanities* comme un des meilleurs sites pour l'enseignement des lettres et par *Schoolzone (UK)* comme une excellente ressource pour l'enseignement des langues étrangères. Dès que nous aurons reçu votre règlement, nous mettrons sur la page réservée à nos exposants votre logo, enseigne, adresse postale, un lien vers votre site Web avec un lien pour un message électronique à la personne que vous désignerez. Nous recevons beaucoup de demandes de compagnies qui veulent des liens à partir de notre site, et nous avons décidé que c'est un service que nous ne pouvons rendre qu'aux compagnies qui soutiennent notre association. Cette offre sera valable dès réception de votre commande jusqu' à l'envoi des annonces pour notre congrès de 2018.

Nos exposants peuvent également choisir de sponsoriser un des événements notés sur le formulaire ci-joint. Nous reconnaissons nos sponsors lors de l'événement, dans le programme du congrès et sur le site Web. Veuillez noter ces possibilités ainsi que la possibilité de mettre une annonce dans le programme du congrès.

Afin de vous montrer comment l'AATF peut vous être utile dans vos efforts de promotion, nous joignons à cet envoi la liste des tarifs pour annoncer dans notre journal, la *French Review*. La *French Review*, publiée 4 fois par an, est envoyée à nos 9000 membres ainsi qu'à 1000 bibliothèques dans 35 pays. Après le congrès, tous les exposants recevront à titre de remerciement la liste des congressistes pour un envoi unique, mais cela ne représente qu'un faible pourcentage de nos 9000 membres. Donc nous vous communiquons également les renseignements nécessaires pour commander toute notre liste de membres que vous pouvez sélectionner par niveau d'enseignement, par état ou par code postal.

Le montage des expositions aura lieu le dimanche 16 juillet dans la journée. Nous organisons, comme d'habitude, une réception d'ouverture dimanche soir de 16h00 à 19h00. Le salon des expositions sera ouvert le lundi 17 juillet de 8h00 à 16h00 et le mardi 18 juillet de 9h00 à 12h00. Il y aura une tombola lundi après-midi et mardi matin. Des pauses le matin et l'après-midi sont prévues, ce qui permettra aux congressistes largement le temps de visiter les stands.

Nous vous remercions de votre soutien. Votre présence dans notre congrès assure une manifestation de haute qualité. N'hésitez pas à nous contacter pour de plus amples renseignements. Si vous avez des questions, vous pouvez me contacter. En attendant de vous revoir à Austin cet été, je vous prie d'accepter l'expression des mes sentiments distingués.

Jayne Abrate
Secrétaire générale

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EXHIBIT RESERVATION FORM

2017 AATF Annual Convention

Hyatt Hotel at the Arch, 315 Chestnut Street, Saint Louis, MO 63102

July 16 to July 19, 2017

Company: _____

Contact: _____

Mailing Address: _____

Address for Exhibitor Web page: _____

Telephone: _____ Fax: _____

E-mail: _____ Web site: _____

Representative(s): 1. _____ 2. _____

Type of Business: _____ Texts/Publisher _____ Travel/Study abroad
_____ A/V, computer _____ Teaching materials/realia
_____ Professional association _____ Fund-raising
_____ Software _____ Electronic equipment
_____ Other (Please specify.) _____

_____ I would like to be included on the AATF Exhibitor Web page and hereby give the AATF permission to download and/or scan my company logo and include on this Web page, if applicable. (Please include the following with the signed order form: (1) your logo as a .gif, or .jpg file, or a URL from which the logo can be downloaded; (2) your company name exactly as you would like it to appear; (3) a 20-word maximum description of the services or products your company offers. Links will be listed in the order in which they are received. Please allow 2 weeks for links to be posted.)

Exhibit Features

1. Thursday evening "Welcome" Reception
2. Specific viewing hours for increased exhibit attendance with refreshment breaks.
3. Well-situated ballroom exhibit area
4. Exhibit guide with booth numbers in program.

Exhibit Order

Tabletop location(s): Spaces are 8x8 ft., and each booth will contain an 6 ft. draped table and 2 chairs.

Selection (Please mark as appropriate and enter total below.):

_____ One booth @ \$800 U.S. (Exhibit space measures approx. 6 sq. meters or 8x8 feet) _____
(orders received by **March 15, 2017** will receive a \$250 reduction on that company's first booth=\$550 U.S.)

_____ Additional exhibitor representatives @ \$50 U.S. each _____

_____ Additional exhibitor session @ \$250 U.S. _____
(An exhibitor may propose one exhibitor session at no charge.
Go to www.frenchteachers.org/convention/appel.htm.)

Total: _____

_____ I have my own signage.

_____ I will need a name sign.

Payment may be remitted in the following ways:

1. Check or money order payable to the AATF in U.S. dollars drawn on a U.S. bank.
2. Canadian check or money order payable to the AATF from a U.S. dollar account.
3. Credit card or PayPal
4. Direct wire transfer (include an additional \$10 charge for processing; contact us for information)

For credit card payments: Card number _____

Print cardholder's name _____ Expiration _____

Signature _____ Sec.code _____

Please read below and sign

1. Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend and save the American Association of Teachers of French and their employees and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines and attorneys' fees arising out of occupancy or use of the exhibition premises or a part thereof. In addition, Exhibitor acknowledges that the American Association of Teachers of French does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and damage insurance covering such losses by Exhibitor.

2. Exhibitor agrees to abide by the terms and conditions of the contracted display service and the conference hotel regarding shipping and handling of materials.

3. Full payment must accompany this signed contract.

Accepted by:

Exhibitor signature _____ Date: _____

Order accepted by the American Association of Teachers of French

Signature _____ Date: _____

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Office Use Only: Booth _____ Ad _____ Web _____ Sponsorship _____



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SPONSORSHIPS

Company name as you would like it to appear: _____

All sponsorships will be acknowledged in the Convention Program and/or with appropriate signs at the convention as well as on the AATF Web site. Prices listed are an estimate. If you do not wish to underwrite the total amount, any amount is greatly appreciated. **PLEASE CIRCLE THE ITEM YOU WOULD LIKE TO SPONSOR ALONG WITH THE AMOUNT OF YOUR CONTRIBUTION.**

Sponsorships:	Estimated Cost:	Sponsor Contribution:
CONFERENCE PROGRAM (includes back cover ad)	\$2500	_____
OPENING EXHIBIT RECEPTION	\$3500	_____
AATF AWARDS BANQUET	\$1500	_____
AATF WELCOME LUNCHEON	\$1500	_____
AATF LEADERSHIP PROGRAM	\$1500	_____
REFRESHMENT BREAK	\$750-\$1000	_____
BADGES & RIBBONS (logo & name on badge)	\$500	_____
DELEGATE ASSEMBLY	\$500	_____

Exhibitor Information Summary

Exhibit Location

Booths will be tabletops in the ballroom of the Hyatt Hotel at the Arch, 315 Chestnut Street, Saint Louis, MO. Overflow will be in the registration area. It is well situated near the registration area. In addition to an opening wine and cheese reception, all breaks will be scheduled in this area.

Exhibit Services

We will be working with the hotel regarding electrical, audio-visual, and will provide information regarding shipping. You will receive updates on this information later in the spring.

Schedule

Exhibit Installation	Sunday, July 16	until 3:00 p.m.	
Exhibit Schedule	Sunday, July 16	4 p.m.-7 p.m.	Exhibit Opening
	Monday, July 17	8 a.m.-4 p.m.	
	Tuesday, July 18	9 a.m.-12 p.m.	
Exhibit Tear down	Tuesday, July 18	afternoon	

Exhibit Prices and Payment Policy

Exhibit space measures approximately 8x8 feet, and price includes a 6-ft. draped table and 2 chairs. The price is \$800 U.S. per space. Orders will be processed on a first come, first served basis by fax or mail. No telephone orders will be accepted. Orders received by **March 15, 2017** will receive a \$250 discount per company for the first booth (**\$550**). Payment must accompany the order before a reservation will be confirmed. Refunds cannot be given unless a written request is received no fewer than 60 days prior to the start of the conference. A non-refundable \$50 processing fee will be charged. The exhibit floor plan will be communicated once it is known how many spaces will be used.

Conference Registration

Registration at the conference is complimentary for two exhibitor representatives per booth. Additional exhibitor registrations are available at \$50 per person.

Sponsorships and Advertising

If you would be willing to sponsor a special event during the conference, please indicate your willingness to do so on the sponsorship form. A separate form is also included for purchasing ad space in the conference program, in our journal, and renting our mailing list.

Presenting an Exhibitor Session

An exhibitor may propose one session per booth. Exhibitor sessions are automatically accepted as long as space is available on the program. If an exhibitor wishes to present more than one session, there will be a fee of \$250 U.S. To submit a proposal, go to <http://frenchteachers.org/convention/proposal/>

Booth Reservation

Complete the enclosed Exhibit Reservation Form and fax or mail today to the address shown on the form. If you have questions, please e-mail abrate@frenchteachers.org.

Thank you for your support of the AATF!



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RESERVATION FOR ADVERTISING SPACE IN THE CONVENTION PROGRAM

90th Annual Convention - July 16-19, 2017

Rates for camera-ready black & white copy	
Page size: 6 3/4x10 inches (17 x 25½ cm)	
[.tif/.jpg/.eps/.gif files accepted]	
Full page (5½x9")*	\$500 U.S.
Half page (4½x5½" or 2 3/4x9")*	\$300 U.S.
Quarter page (2 3/4x4½")*	\$250 U.S.
Business card (2 x 3½")*	\$125 U.S.
	*print size

Contact person: _____

Company: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Order

_____ Full page @ \$500/page _____
(cover 2 or 3: \$500 + \$500, two-page centerfold: \$500 + \$500)

_____ Half page @ \$300/half page _____

_____ Quarter page @ \$250/quarter page _____

_____ Business card-size @ \$125 each _____

Total: _____

Type of payment: _____ Check _____ Credit Card _____ PayPal

_____ Bank Transfer (add an additional \$10)

Card Number _____ Exp. date: _____ Sec. code _____

Name of cardholder & Signature _____ Amount US\$ _____

Checks must in US dollars drawn on a US bank. Enclose payment to reserve space in the 2013 AATF Convention program. Please return this form by **April 15, 2017** when we will be planning our program layout. Black & white ad copy in .tif, .jpg, .gif or .eps format accepted and should reach us no later than **May 15, 2017**. We can also accept camera-ready copy. Color ads are possible only with sponsorship of program. **NO PDF FILES PLEASE**. No refunds can be made once space is allotted.