



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

January 8, 2018

Greetings from your colleagues at AATF!

You are cordially invited to participate as an exhibitor or sponsor at the **91st Annual Convention of the AATF** to be held at the La-Pointe-du-Bout, Martinique from July 18-21, 2019. We expect approximately 200-300 American teachers of French and hope you will consider attending or supporting our convention.

Because of the unusual nature of this year's convention, we understand that it is likely that exhibitors will not be able to attend in person so we have devised a number of options to allow your company to support the convention. As usual, we offer our exhibitors and sponsors the opportunity to be included on our award-winning Web site [www.frenchteachers.org]. We will include your company logo, name, and a link to your Web site on a special exhibitor/sponsor page. For Martinique, we are also adding a rotating slider where exhibitors/sponsors can place an ad. This ad will appear throughout 2018 on the exhibitor webpage. During the month of the convention, July 2018, it will appear on the main AATF homepage. 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 and sponsors who support our association.

Exhibitors may choose to sponsor any of the events outlined on the enclosed form. Sponsors are recognized during the events, in the conference program, and on our website. 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, including emails, 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 postal mailing list which can be further refined by selecting based on teaching level, state, or zip code.

The exhibits will be open Thursday, July 19 and Friday, July 20. At least one exhibitor raffle will be held. Given the unusual nature of this convention, we do not yet have specifics about times and exact location, although the exhibit tabletops will be in one of the hotels we are using.

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 Martinique this summer. Please feel free to contact me should you have any questions.

Sincerely,

Jayne Abrate
Executive Director



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le 8 janvier 2018

Meilleures salutations de vos collègues à l'AATF!

Nous sommes heureux de vous inviter à participer en tant qu'exposant ou sponsor à notre **91^e Congrès annuel** qui aura lieu à La-Pointe-du-Bout, Martinique du 18 au 21 juillet 2018. Nous attendons environ 200-300 professeurs de français américains et espérons que vous serez des nôtres.

Etant donné que les particularités du congrès de 2018, nous comprenons que certains exposants ne pourront pas y assister en personne. Donc nous avons plusieurs options destinées à permettre à votre compagnie de soutenir le congrès. Comme d'habitude, nous offrons aux compagnies qui exposent dans notre congrès la possibilité de s'afficher sur notre site Web [www.frenchteachers.org]. 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. Pour la Martinique, nous ajouterons aussi un cadre où des annonces de chaque exposant/sponsor apparaîtront. Les annonces resteront sur la page des exposants pendant tout 2018. Exceptionnellement, pendant le mois du congrès, juillet 2018, ces annonces apparaîtront sur notre page d'accueil à [frenchteachers.org]. 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.

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 avec email pour un envoi unique, mais cela ne représente qu'un faible pourcentage de nos 9000 membres.

Le salon des expositions sera ouvert le jeudi 19 juillet et le vendredi 20 juillet. Il y aura au moins une tombola. Etant donné les circonstances exceptionnelles de ce congrès, nous ne sommes pas encore en mesure de préciser les heures d'ouverture ni le lieu exact, mais les tables seront dans un des hôtels que nous utilisons.

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

Exhibit/Sponsor Order

_____ \$900 U.S. (Early Bird orders received by **March 15, 2018** will receive a \$300 reduction on that company's first booth=\$600 U.S.)

Exhibitor status or sponsorship includes the following:

- listing on AATF Exhibitor Webpage
- ad on rotating slider on Exhibitor Webpage for 2018
- ad on rotating slider on AATF homepage during July 2018
- mention in convention program exhibitor/sponsor list
- full list of attendees, including emails, after the convention

_____ Additional exhibitor representatives @ \$150 U.S. each

AND select any TWO of the following items:

_____ Exhibit Tabletop (table + 2 chairs) and registration for ONE representative (includes 4 lunches, reception and ½-day excursion. If you would like to submit an exhibitor proposal, go to www.frenchteachers.org/convention/proposal Sessions are 60-minutes and will be scheduled on a space-available basis.

_____ Full-page ad in the convention program (\$300 value)

_____ Full-page ad in the *French Review* (\$390 value)

_____ Complete AATF mailing list (postal addresses only) (\$465 value)

_____ Document insertion in convention mailing (\$300 value)

Total: _____

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: _____

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ADDITIONAL 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 CLOSING RECEPTION	\$3500	_____
AATF WELCOME LUNCHEON	\$1500	_____
AATF LEADERSHIP PROGRAM	\$1500	_____
REFRESHMENT BREAK	\$750-\$1000	_____
BADGES & RIBBONS (logo & name on badge)	\$500	_____



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RESERVATION FOR ADVERTISING SPACE IN THE CONVENTION PROGRAM

91st Annual Convention - July 18-21, 2018

Rates for camera-ready black & white copy	
Page size: 6 3/4x10 inches (17 x 25 1/2 cm)	
[.tif/.jpg/.eps/.gif files accepted]	
Full page (5 1/2x9")*	\$500 U.S.
Half page (4 1/2x5 1/2" or 2 3/4x9")*	\$300 U.S.
Quarter page (2 3/4x4 1/2")*	\$250 U.S.
Business card (2 x 3 1/2")*	\$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

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, 2018** 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 1, 2018**. 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.



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 Contact Lindsey Gibson (aatf@frenchteachers.org) for quotes and ordering
 Complete pricing and details found at <http://www.frenchteachers.org/hq/aatfmailinglist.htm>

AATF MAILING LIST RENTAL

\$70/thousand - Entire list; \$75/thousand - any selection; \$40 minimum charge; \$20 extra for labels

Company _____ Contact Person _____

Shipping Address _____

City _____ State _____ Zip _____

Telephone _____ E-mail _____

1. Select one: Zip Code order Alpha order
 2. Select one: Excel format sent via email Avery pressure sensitive labels sent via US mail
 3. Select one: All U.S. Entire list Circle state choice(s)

AL AK AR AZ CA CO CT DE FL GA HI ID IL
 IN IA KS KY LA ME MD MA MI MN MS MO MT
 NE NV NH NJ NM NY NC ND OH OK OR PA RI
 SC SD TN TX UT VT VA WA WV WI WY DC

4. Select one: ALL Teaching Levels Circle teaching level choice(s)

Junior High School Senior High School JR & SR HS College/Univ.
 Private Junior College Administration Elementary

Complete this form and submit by fax, email, or mail, along with an example of your mailing, to the contact information listed above. Pre-approval required.

Payment Options: Checks (US dollars, drawn on a US account), Credit Card, Paypal. Purchase Orders are accepted.

Additional shipping and handling fees apply if not sending via U.S. mail.

E-mails and telephone numbers are never sold or distributed.

Pricing reflects one-time use only.

Prices subject to change. No agency discounts.

For Internal Office Use Only Number _____ Date Filled _____ Payment _____

Cardholder's name _____

Credit Card number _____ Exp Date _____ security code _____

Billing address _____

City _____ State _____ Zip code _____

The French Review

Published four times during the school year

Circulation: 8000 individual subscribers; 1000 library subscribers

RATE SCHEDULE - Academic Year 2017-2018- per page per issue

	<i>1 insertion</i>	<i>2 insertions</i>	<i>4 insertions</i>
Full page	\$390	\$360 per insertion	\$325 per insertion
Half page	\$265	\$240 per insertion	\$225 per insertion
Quarter page	\$210	\$200 per insertion	\$185 per insertion

(Cover 3: full-page rate + \$75; Cover 4: full-page rate + \$85)

The *French Review* does not grant agency discounts or commissions.

MECHANICAL REQUIREMENTS FOR AD SUBMISSION:

-- Copy acceptable in following formats (in order of preference):

(1) **Camera-ready copy** (2) **Film negatives**

(E-mail submissions must be in *high resolution PDF* files with fonts embedded.)

NOTE - All ads must be accompanied by a laser printout or a good quality photo copy.

- All ads are published in black and white only.

- If ad needs to be typeset by the printer, the cost will be passed on to the advertiser —

Full page, \$250; Half-page, \$200; Quarter-page, \$150

Print sizes = Trim Sizes

- full page: 6.125 inches x 9 inches

- 1/2 page vertical: 2.9 inches x 9 inches

- 1/2 page horizontal: 6.12 inches x 4.25 inches

- 1/4 page: 2.9 inches x 4.25 inches

PAYMENT FOR CANADIAN AND FOREIGN ADVERTISERS:

1.) Checks made out in US \$\$ drawn on a U.S. bank;

2.) Cost of ad + possible transaction fee for a wire transfer to **UMB Bank, 291 & Gudgell, Independence, MO 64057**. (Fee imposed by bank of origin.)

PUBLICATION SCHEDULE for Volume 91 (Oct. 2017 – May 2018)

Date of publication	Due date if copy to be set	Due date for camera-ready copy
October 2	June 20	August 24
December 4	August 12	October 20
March 1	November 15	January 17
May 1	January 17	March 21

SEND ORDERS AND ALL MATERIAL TO:

Ann Sunderland, Advertising Manager
2911A Cedar Crest Drive, Independence, MO 64057
Phone: (816) 350-7527
E-mail : mmesunderland@gmail.com