



American Association of Teachers of French

Publisher of the *French Review*

Executive Director, Jayne Abrate

302 N. Granite St.

Marion, IL 62959-2346

Tel: 815-310-0490; Fax: 815-310-5754 or 618-998-0832

E-mail: abrate@frenchteachers.org

Web: www.frenchteachers.org

February 1, 2022

Greetings from your colleagues at AATF!

You are cordially invited to participate as an exhibitor at the **95th Annual Convention of the AATF** to be held at the Monteleone Hotel, 214 Royal St, New Orleans, LA 70130 from July 11-14, 2022. We are excited to welcome teachers of French to our first in-person convention since 2019 and hope you will consider attending.

This year we are again offering our exhibitors the opportunity to be included on our award-winning Web site [www.frenchteachers.org]. 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 2023 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.

Exhibitors can now advertise in our award-winning journal, the *French Review*, which is now available online through Project Muse of Johns Hopkins University Press as well as in print. 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 Monday, July 11 during the day. There will be a special Exhibit Opening Wine and Cheese Reception Monday evening from 4-7 p.m. The exhibits will be open Tuesday, July 12 from 9 a.m.-4 p.m. and Wednesday, July 13 from 9 a.m.-12 p.m. Exhibitor raffles will be held on Tuesday afternoon and Wednesday 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 New Orleans this summer. Please feel free to contact me should you have any questions.

Sincerely,

Jayne Abrate
Executive Director



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le 1^{er} février 2022

Meilleures salutations de vos collègues à l'AATF!

Nous sommes heureux de vous inviter à participer en tant qu'exposant à notre **95^e Congrès annuel** qui aura lieu à l'Hôtel Monteleone, 214 Royal St, New Orleans, LA 70130, du 11 au 14 juillet 2022. Nous attendons avec anticipation notre première rencontre en présentiel depuis 2019 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]. 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 2023.

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.

Les exposants peuvent dorénavant placer des annonces dans notre journal, la *French Review*, disponible en ligne par le Project Muse de Johns Hopkins University Press et en copie papier. 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 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 lundi 11 juillet dans la journée. Nous organisons, comme d'habitude, une réception d'ouverture lundi soir de 16h00 à 19h00. Le salon des expositions sera ouvert le mardi 12 juillet de 9h00 à 16h00 et le mercredi 13 juillet de 9h00 à 12h00. Il y aura une tombola mardi après-midi et mercredi 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 la Nouvelle-Orléans cet été, je vous prie d'accepter l'expression de mes sentiments distingués.

Jayne Abrate
Secrétaire générale

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EXHIBIT RESERVATION FORM

2022 AATF Annual Convention

Monteleone Hotel, 214 Royal St, New Orleans, LA 70130

July 11 to July 14, 2022

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. Opening "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 **April 15, 2022** will receive a \$250 reduction on that company's first booth=\$550 U.S.)

_____ Additional exhibitor representatives @ \$50 U.S. each (2 are included) _____

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

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:
OPENING EXHIBIT RECEPTION	\$2500	_____
AATF WELCOME LUNCHEON	\$1000	_____
AATF AWARDS CEREMONY	\$500	_____
AATF LEADERSHIP ACADEMY	\$500	_____
OUTSTANDING CHAPTER OFFICER AWARD	\$500	_____
KEYNOTE SPEAKER	\$500	_____
DELEGATE ASSEMBLY	\$250	_____

[Direct all paid advertising inquiries and reservations to:](#)

Journals Advertising Manager

Johns Hopkins University Press

2715 North Charles Street

Baltimore, Maryland 21218-4363

Phone: 410-516-6988

Fax: 410-516-3866

Email: journalsadvertising@jh.edu

Exhibitor Information Summary

Exhibit Location

Booths will be tabletops in the ballroom of the Monteleone Hotel, 214 Royal St, New Orleans, LA 70130 from July 11-14, 2022. 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	Monday, July 11	until 3:00 p.m.	
Exhibit Schedule	Monday, July 11	4 p.m.-7 p.m.	Exhibit Opening
	Tuesday, July 12	9 a.m.-4 p.m.	
	Wednesday, July 13	9 a.m.-12 p.m.	
Exhibit Tear down	Wednesday, July 13	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 **April 15, 2022** 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 <https://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!