

2011 Exhibitor Information Packet

The Foreign Language Association of North Carolina

cordially invites you to exhibit at its

Forty-Fifth Annual Conference

October 13-15, 2011

world@
languages
.com *communicate!*

Twin City Quarter
Embassy Suites &
Marriott Hotel
Winston-Salem, NC





FLANC

2011 Conference Winston-Salem, NC

**Good day! ¡Buenos días! Bon jour! Guten Tag! 你好
Хороший день Buono giorno!**

I am very pleased to share with you the 2011 FLANC Conference Exhibitor Packet. You will find all of the important dates, deadlines, hotel/site information, spacing opportunities/pricing, advertising details and more for your reference in the following pages.

FLANC 2010 was a big success for us in Raleigh, NC last year. Even with the current economic challenges, FLANC was able to meet its mission of supporting foreign language education in North Carolina. So much so in 2010, that the FLANC Conference saw a 15% increase in attendees over 2009! Over 500 educators and foreign language professionals from all over the world enjoyed a great conference with over 80 individual sessions and 15 workshops.

I am looking forward to an even better 2011—again with over 80 individual sessions during the conference and even more workshops in Winston-Salem.

As part of the excitement for 2011, I invite you to consider exhibiting at FLANC 2011. Many of the organizations and companies that attended last year provided a great deal of insights to assist our partner vendors. I look forward to growing the value that FLANC offers you and continue to build upon the great foundation FLANC has established over the last 45 years!

We look forward to working with you in support of foreign language education here in North Carolina! Join us October 13-15 in Winston-Salem!!

With much appreciation,

Kc. Kasserman
FLANC Executive Director

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CONFERENCE LOCATION

Embassy Suites Hotel (Exhibits)
Twin City Quarter
460 North Cherry Street
Winston-Salem, North Carolina 27101
Tel: +1-336-724-2300
Fax: +1-336-721-2240

FLANC EXHIBIT HALL TIMES AND DATES

THURSDAY, OCTOBER 13, 2011

11:00 a.m. - 5:00 p.m. Set-Up
5:00 p.m. - 6:30 p.m. Exhibits Preview (hall open)
Reception to be held in Exhibit Hall

FRIDAY, OCTOBER 14, 2011

8:00 a.m. - 6:30 p.m. Exhibits Open
FLANC Annual Raffle to be held in Hall at 5:30 p.m.

SATURDAY, OCTOBER 15, 2011

8:00 a.m. - 1:00 p.m. Exhibits Open

Conference Sessions will be held in the same general area as the Exhibits Hall within the Twin City Quarter complex. Thursday Night Reception, Beverage/Snack Breaks and the Annual FLANC Raffle will be held in the Exhibit Area for increased traffic.

ADVERTISING OPPORTUNITIES

An ad in the official **CONFERENCE PROGRAM** will help your company sell its products. FLANC provides its attendees with an extensive conference program. It is a ready reference of resources and information. Teachers keep our program on their desks and in their files for the entire academic year. Your one-time ad will be seen scores of times as this program is consulted throughout the year. Information on advertising rates can be found on the exhibitor registration form (www.flanc.org) or you may contact Kc. Kasserman at (336) 705-6278 / kc.kasserman@flanc.org.

With a total circulation of over 1200 foreign language professional, an ad in **THE CATALYST** is a great opportunity to reach across North Carolina and the world. The deadline for the Pre-Conference **Catalyst** is June 1, 2011. Complete information for advertising can be found online at www.flanc.org.

Include your flyer in **REGISTRATION PACKETS** for the fee of \$100.00. Materials are to be supplied by the advertiser/exhibitor and mailed to Kc. Kasserman no later than September 30, 2011. Put your organization in the hands of every FLANC Conference attendee!

EXHIBIT BOOTH RATES AND SPECIFICATIONS

New pricing for FLANC 2011 Conference space...

- ⇒ Single space costs \$375
 - ⇒ Two spaces cost \$700
 - ⇒ Three spaces cost \$1000
 - ⇒ Four or more cost \$1500

All booths are 10 feet deep and 10 feet wide. Each booth will be framed with standard aluminum pipe work from which will hang FLANC blue flame-resistant drape in 8' heights to form a backdrop and 36" heights to act as booth dividers. Each booth will also include a 7" x 44" identification sign, one eight-foot table covered and skirted on three sides, and two folding chairs. The exhibit area is carpeted. Additions to the above provisions should be directed to the conventions services company, Hollins Exhibition Services, 1240 Oakland Avenue, Greensboro, North Carolina 27403 (336-274-5540 or FAX 336-274-1084). Each confirmed exhibitor will be sent a registered exhibitor kit from Hollins including order forms for additional services (electricity/furniture)

Exhibits are not to exceed 8 feet in height or extend beyond 10 feet from back of booth. Exposed or rough work on all sides of exhibits should be properly covered and all packing containers and wrappings must be removed from exhibit floor. Nothing shall be attached in any manner whatsoever to walls, floors, ceilings, or columns unless authorized by the Executive Director. Usage of helium balloons and metallic confetti is prohibited. No decals or self-stick signs of any kind are allowed to be placed on any convention surfaces. Please review attached booth layout (pg 9).

Embassy Suites/Marriott Hotel will be accepting freight for the conference. Please see the included freight/shipping details as needed (pg 7).

ACCOMMODATIONS

The FLANC is excited to be working with the Marriott Hotel, 425 North Cherry Street, Winston-Salem, North Carolina 27101, Phone: 1-336-725-3500, Toll-free: 1-800-320-0934. Room block will be held until full or September 20, 2011, whichever comes first. FLANC has negotiated a special rate of \$132 + tax. Ask for the FLANC Room block when placing reservations. You can also reserve a room online <http://www.marriott.com/hotels/travel/intmc?groupCode=flafaa&app=resvlink&fromDate=10/12/11&toDate=10/15/11>

EXHIBITOR REGISTRATIONS ONLINE!

Reserve your booth online at www.flanc.org. The FLANC Conference traditionally sells out all of its booth space., so don't delay! Reservations can be mailed:

**FLANC – Exhibits
c/o Kc. Kasserman
6900 Salem Quarter Road
Belews Creek, NC 27009.**

Payment must accompany the order before space is confirmed. Make plans TODAY to exhibit at FLANC Conference 2011.

New for 2011, a 20% discount will be granted to all exhibitor orders placed and with full payment received by postmark of July 1, 2011.



**20% Early
Bird Discount
available!!**



Additional Hotel Information

PARKING:

On-site parking in city garage connected to the Embassy Suites: 1.00 USD hourly, 9 USD daily, 10 USD daily in and out

Valet parking: 12 USD daily

Off-site parking in city garage at Benton Convention Center: 1.00 USD hourly, 9 USD daily
(Parking costs are subject to change without notice.)

INTERNET:

Complimentary Wireless Internet Access

FITNESS CENTER:

Marriott (Under renovations and guests are free to use the facilities at the Embassy Suites.)

Embassy Suites Equipment: Cardiovascular equipment/Free weights

INDOOR POOLS:

Available at both properties

RESTAURANTS:

Marriott's WS Prime

Hours:

336-722-5232

Breakfast M-F 6:30-10:00 am

Saturday-Sunday 7:00-10:00 am

Lunch: 11:00 am-2:00 pm

Dinner: 5:00-9:00 pm

Bar & Lounge: 2:00 pm-11:00pm, Sunday: 2:00 pm-11:00pm

Embassy Suite's The Grill

Hours:

336-724-2300 ext. 6158

Breakfast M-F 6:30-9:30 am

Saturday-Sunday 7:00-10:00 am

Lunch: 11:00 am-2:00 pm

Dinner: 5:00-9:00 pm

Starbucks

Hours:

336-722-0676

6:30 am-6:00 pm

ROOM SERVICE:

Marriott

Hours:

ext. 4158

6:00 am-11:00 pm

Embassy Suites

Hours:

ext. 6158

11:00 am-11:00 pm

TRANSPORTATION (not complimentary):

Door 2 Door Transportation

Phone: 336-744-1179/336-473-3892

Fax: 336-728-4025

SALON:

Silk Road Salon & Spa

Hours:

336-727-4805

Monday 10:00 am-4:00 pm

Tuesday-Thursday 9:00 am-8:00 pm

Friday-Saturday 9:00 am-6:00 pm



Hotel Directions

From Charlotte:

Merge onto I-77 N / US-21 N via Exit 1C toward Statesville. Merge onto I-85 N via Exit 13A toward Greensboro. Merge onto US-52 N via EXIT 87 toward Lexington / Winston Salem. Merge onto I-40 BR W / US-158 W / US-421 N / NC-150 W via Exit 109B. Take the Cherry Street Exit- 5C- towards the Convention Center. Turn Right onto Cherry Street. The Marriott is located on the right side of the Street at 425 North Cherry Street.

From Greensboro:

Take the I-40-BR W Exit- 81B- toward US-421 N / Winston Salem. Merge onto US-421 N. Merge onto I-40 BR W / US-421 N via Exit 206 toward Kernersville / Winston Salem Downtown. Take the Cherry Street Exit- 5C- towards the Convention Center. Turn Right onto Cherry Street. The Marriott is located on the right side of the Street at 425 North Cherry Street.

From Raleigh/Durham:

Take I-40 W. Keep Right via Exit 131 toward US-70 / Greensboro. Merge onto I-40 BR W / I-85 BR S. Merge onto US-421 N via EXIT 36A toward I-40 W / Winston Salem. Merge onto I-40 BR W / US-421 N via Exit 206 toward Kernersville / Winston Salem Downtown. Take the Cherry Street Exit- 5C- toward the Convention Center. Turn Right onto Cherry Street. The Marriott is located on the right side of the Street at 425 North Cherry Street.



Package/Freight Procedures for Embassy Suites/Marriott: Twin City Quarter – FLANC 2011

Receiving of packages:

The Twin City Quarter will not accept packages more than 3 (three) days prior to the start of the function. If boxes, etc. should arrive prior to our 3 (three) days allocation, a charge of the following will be added to your account balance: letter package – no charge; small boxes - \$5.00; large boxes/trunks - \$25.00 each per day; Pallets (not to exceed 1,500 pounds) - \$75.00 each per day. Pallets larger than 1,500 pounds will not be accepted by the Hotel. No packages will be received C.O.D.

The Meeting Planner will receive their first ten (10) boxes at no charge; thereafter, the fees above will apply unless arrangements have been made prior to your function, in writing or via e-mail, to your Hotel Event Service Manager.

Packages and labels should be addressed to the Hotel as follows:

Receiving Department

c/o Your Organization and the Name of the Person in Charge on Property/
Phone #
Debra Shaw
Date of the Function
Location, i.e. Marriott Hotel, Embassy Suites Hotel
425 N. Cherry Street
Winston-Salem, NC 27101

Packages should be marked “Hold for Arrival”

All deliveries will go through the Shipping and Receiving Department at the Marriott Hotel. Packages and boxes can be retrieved by calling Debra Shaw (336-721-2256) during the hours of operation, Monday – Friday, 8:00 am – 5:00 p.m. On weekends please call AYS.

Clients will receive an electronic labels template prior to their event to use for the client to ship packages using our labels. The electronic label will contain the following information.

Receiving Department

c/o Your Organization and the Name of the Person in Charge on Property/
Phone #
Debra Shaw
Date of the Function
Location, i.e. Marriott Hotel, Embassy Suites
425 N. Cherry Street
Winston-Salem, NC 27101

Packages should be marked “Hold for Arrival”

Example of a Packing Label provided on next page...

Shipping of packages:

All outgoing packages must have a "Request for Shipment Form" and an airbill filled out completely by the requesting party. International packages must have an International Airbill and a "Certificate of Origin" form filled out completely before shipment. These forms may be obtained from the Hotel's Shipping and Receiving Department.

All out going packages to be shipped from the Hotel must be called into the carrier by 1:00 p.m. Monday through Friday. Federal Express shipments received after this time will be shipped the next business day. Each package/box must be packed and sealed with mailing labels. Boxes, tape, and packaging materials, including labels, Federal Express boxes are available for purchase through the Front Desk or Hotel Shipping and Receiving Department. No shipments containing chemicals will be accepted. The Federal Department of Transportation has established extensive laws for the shipment of chemicals and the Hotel does not have the labels and disclosure forms to comply with these laws. The Federal fine is \$25,000.00 for each violation. No packages will be shipped C.O.D.

A supply of shipping packets is available in the front desk, bell stand and banquet office and includes:

- Instruction sheet
- A two part shipping form
- UPS and Fed-ex shipping form with sleeves.

Once the guest completes the packet, it should be returned to the front desk, bell stand or banquet office. If received prior to 1:00 Monday - Friday, it will go out the same day. If after 1:00 or on the weekend, then it will go out the next business day.

Monday – Friday, the package coordinator will arrange for the package to be shipped. If after hours or weekend, the hotel security receives the package and stores it in the outgoing shipment location on the loading dock.

The package coordinator will coordinate package shipping and billing to the client for shipping charges as listed on the instruction page.

Example of a Packing Label to be used for FLANC 2011 Conference

**Receiving Department of the
Winston Salem Marriott/Embassy Suites
425 N. Cherry Street
Winston-Salem, NC 27101
Vendor/Company Name:**

On site Contact: _____

Cell #: _____

C/O Organization Name: FLANC

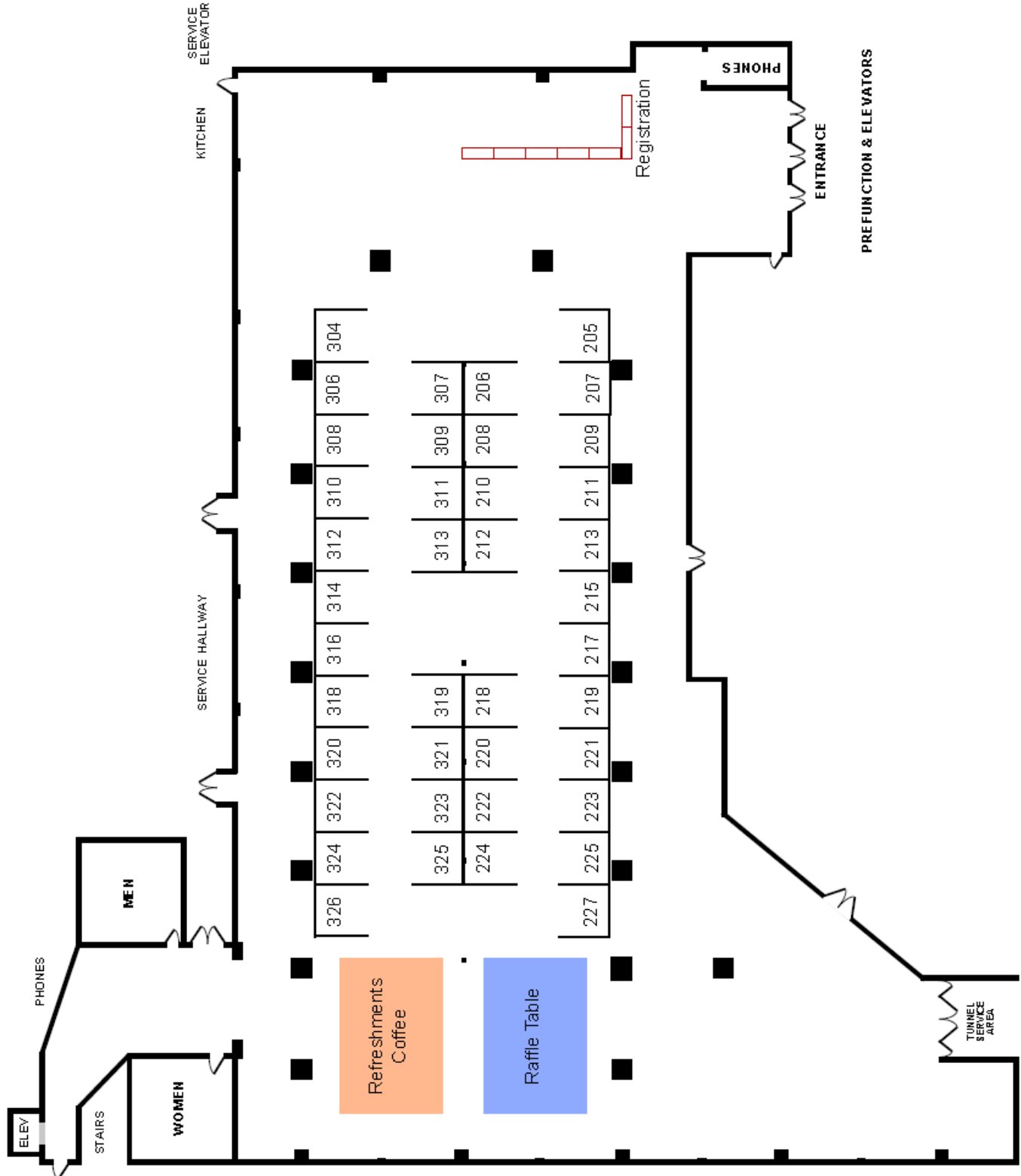
Date of Event: October 11-16, 2011

Event Managers Name: DEBRA SHAW

Package # _____ of _____



FLANC 2011 Exhibit Hall Layout



Exhibitor Terms of Agreement

1. Contracts and Rental Fee

Reservations for both space (s) must be made and accompanied by full payment for space to be reserved. The reservation deadline is September 16th. Any acceptance of reservations after September 16, 2011 will be at the discretion of FLANC and availability.

2. Printed Conference Materials

FLANC provides a full conference program to all attendees. This includes information on exhibitors. All exhibitors must provide a services summary at time of reserving a space. Changes to this summary (to be printed in the Conference Program) may take place up to September 16, 2011. Any additions after this deadline are at the discretion of FLANC and are not guaranteed with no refund possible.

3. Booth Assignments

Booths will be assigned by FLANC in the order that applications are received and at the sole discretion of FLANC. Care will be taken to avoid adjoining booths of similar nature/competing businesses. Firms requesting adjoining booths must advise FLANC prior to September 16, 2011 or at time of reserving space. FLANC will take all reasonable diligence to accommodate requests.

4. Booth Specifications

All booths are 10 feet deep and 10 feet wide (10' x 10'). Each booth will be framed with standard aluminum pipe work from which will hang FLANC blue flame-resistant drape in 8' heights to form a backdrop and 36" heights to act as booth dividers. Each booth will also include a 7" x 44" identification sign, one eight-foot table covered and skirted on three sides, and two folding chairs. The exhibit area is carpeted. Additions to the above provisions should be directed to the conventions services company, Hollins Exhibition Services, 1240 Oakland Avenue, Greensboro, North Carolina 27403 (336-274-5540 or FAX 336-274-1084). Hollins will be onsite for exhibition services: additional tables, etc...

Exhibits are not to exceed 8 feet in height or extend beyond 10 feet from back of booth. Exposed/rough work on all sides of exhibits should be properly covered and all packing containers and wrappings must be removed from exhibit floor. Nothing shall be attached in any manner whatsoever to walls, floors, ceilings, or columns unless authorized by the Executive Director. Usage of helium balloons and metallic confetti is prohibited. No decals or self-stick signs of any kind are allowed to be placed on any surfaces.

2011 booth pricing:

1 booth—\$375 2 booths—\$700 3 booths—\$1000 4 or more —\$1,500

All displays and exhibits must conform to the City of Winston-Salem's fire code regulations. The Complex does not permit the affixing of anything to walls, floors, or ceilings of rooms with nails, staples, tape or any other substance. All signs must be of professional quality and have written approval for placement.

5. Exhibit Days, Dates and Hours of Operation

Load-In: Thr., Oct. 13: 11:00 a.m.—5:00 p.m.

Show: Thr. Oct. 13: 5:00 p.m. – 6:30 p.m. (Reception and Hall Review)

Show: Fri. Oct. 14: 8:00 a.m. – 6:30 p.m.

5:30 p.m. – Annual FLANC Raffle to be held in Exhibit Hall

Show: Sat. Oct. 15: 8:00 a.m. – 1:00 p.m.

Breakdown: Sat. Oct. 15: 1:00 p.m. (all complete by 6:00 p.m.)

6. Installation and Dismantling

Installation must be completed by 5:00 p.m. on Thursday, October 13, 2011. An exhibitor who does not appear by that time will not be allowed to set up, and will receive no refund.

Breakdown shall not commence until 1:00 p.m. Saturday, October 15 and must be completed by 6:00 p.m. Saturday.

7. Exhibition Services

FLANC is proud to contract with Hollins Exhibition Services again for 2011. A Exhibitor Kit will be forwarded by Hollins to all registered vendors. Ordering of electricity, phone, special needs, will be facilitated through Hollins directly. If you any questions on exhibitor services please contact: Hollins Exhibition Services, 1240 Oakland Avenue, Greensboro, North Carolina 27403 (336-274-5540 or FAX 336-274-1084).

Wireless internet will be provided to all exhibitors free-of-charge. No hard-line internet will be available.

8. Decorating, Drayage and Additional Services

All services customarily required by exhibitors will be available at extra charge. Hollins Exhibition Services will handle table draping, furniture rental, labor, and all electrical needs. Resulting expense is the responsibility of the exhibitor. Order forms for these services will be provided by Hollins as part of the registered Exhibitor Kit. Freight/ Shipping services are available through Embassy Suites and are detailed separately or your reference (pg 7).

9. Hotel accommodations

Embassy Suites and Marriott Hotel are available for your rooming needs. You may contact them at 800-320-0934 or go online to reserve a room

www.marriott.com/hotels/travel/intmc?groupCode=flafllaa&app=resvlink&fromDate=10/12/11&toDate=10/15/11.

The room rate for FLANC 2011 is \$132 + tax.

10. Refund Policy

FLANC offers the following refund structure on exhibitor reservations. Refunds will be issued within 15 days of Conference completion.

Number of Days Before the Conference	Amount of Refund
121 days or more	100% of Amount Paid
120-91 days	75% of Amount Paid
90-61 days	50% of Amount Paid
60-31 days	25% of Amount Paid
30-0 days	No Refund Possible

11. Attendee Information Sharing Policy

As a protection to privacy information concerns and at the request of FLANC members, FLANC does not share any personal data (name/school/address/email address/etc...). Exhibitors are welcome to collect individual attendee data onsite from attendees at their booth.

12. Remaining Questions

Any remaining/open questions for FLANC Conference should be directed to the FLANC Executive Director for final disposition and clarity.

Come Join us Oct 13-15 for FLANC 2011

We look forward to seeing you in Winston-Salem!