



38TH ANNUAL TESL ONTARIO CONFERENCE
OCTOBER 28-30, 2010
SHERATON CENTRE TORONTO HOTEL

Research And Teaching: A Collaborative Process



EXHIBITOR PROSPECTUS

38TH ANNUAL TESL ONTARIO CONFERENCE

TESL Ontario is a non-profit organization serving the needs of teachers of English as a Second Language (ESL) and English Literacy Development (ELD). In its commitment to professional development and advocacy, TESL Ontario addresses the range of competencies, experiences, and issues which influence the success of immigrants, refugees, visa students, and English language learners of all ages.

Why Should I Exhibit?

TESL Ontario's 38th Annual Conference will be held at the Sheraton Centre Toronto Hotel in Toronto on October 28-30, 2010. This event is widely anticipated as the place to learn about the latest research in the field, attend informative workshops and of course, network. Your product or service will be centre stage – with an audience of over 1600 ESL professionals from across Canada, all of whom are interested in discovering and purchasing new materials to increase their effectiveness.

GENERAL INFORMATION

Table Includes

- One 6' x 2' draped table
- Two chairs
- Pipe and drape (back and side as space permits)
- Carpeted floor
- After-hours security
- Access to Exhibitor Lounge
- Exhibitor badges, as required

Table does not include:

- Furniture
- Electrical
- Drayage
- Audio visual equipment
- Internet access
- Conference admission
- Networking tickets

Space Selection

Tables are placed as shown on the enclosed floorplans throughout the Second Floor. Tables are assigned based on the date your application AND payment are received

Cancellation Policy

Cancellation of an Exhibit Registration must be received in writing no later than September 30, 2010. A cancellation fee of \$300 will apply. No refunds will be issued after October 1, 2010.

Accommodations

Accommodations are available at the Sheraton Centre Toronto at a discounted group rate of \$209.00 plus taxes, per night. Please contact the hotel directly at 416-947-4955 ext. 4440 or 1-888-627- 7175 and indicate that you are attending the TESL Ontario Conference. To receive the group rate, please make your reservation before September 27, 2010.

Show Management

TESL Ontario's Annual Conference is managed by an experienced event management team. Please direct enquiries to: Conference Manager Toll-free Phone/Fax: 866-860-0666 Email: conference@teslontario.org

The 2010 Exhibitor Manual will be available online at www.teslontario.org/conference. It's important that you download and read the manual as it outlines all the information required to ensure a successful exhibiting experience.

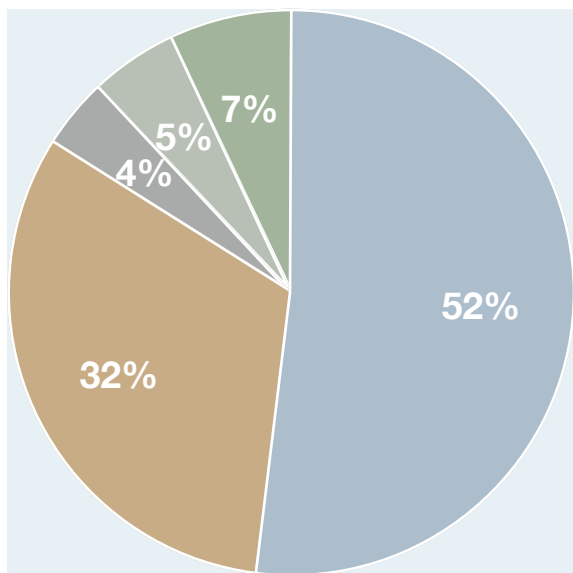
EXHIBIT SCHEDULE	
SETUP	
City Hall / Churchill Foyer Wednesday, October 27 - 5:00 pm Thursday, October 28 - 7:00-9:00 am	Churchill Room, Dominion Foyer Wednesday, October 27 - 7:00 pm Thursday, October 28 - 7:00-9:00 am
SHOW HOURS	
Thursday, October 28	9:00 am to 5:00 pm
Friday, October 29	9:00 am to 5:00 pm
Saturday, October 30	9:00 am to 2:00 pm *
TEARDOWN	
Saturday, October 30	2:00 to 5:00 pm

* Exhibitors may not dismantle their exhibits before 2:00 pm on Saturday, October 30th. Some attendees attend the conference on Saturday only, and need this time to view the exhibits. Exhibitors in violation of this regulation may not be permitted to exhibit in future years.

**DEMOGRAPHICS:
TESL ONTARIO CONFERENCE ATTENDEES**

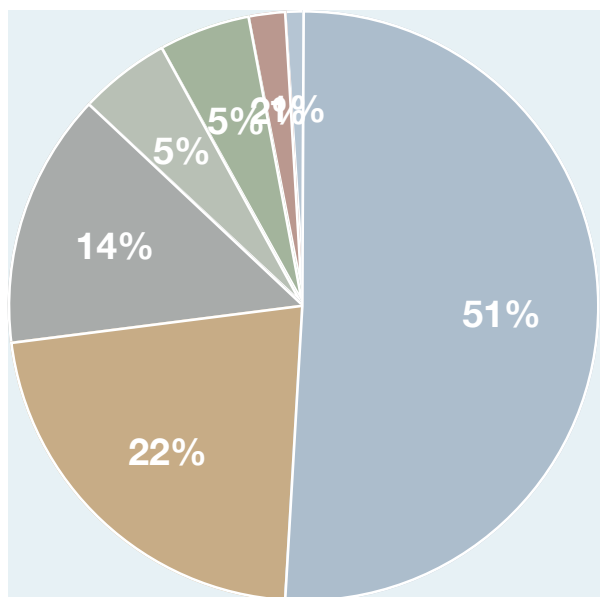
*Attendee data supplied voluntarily on 2009 conference registration forms

Attendees Decision-Making Responsibilities



- Recommend Products and Services (52%)
- Identify Needs, Make Purchases (32%)
- Give Final Purchase Approval (4%)
- Able to Hire, Make HR Decisions (5%)
- No Purchasing Authority (7%)

Registered Attendees by Institution/Instructional Level



- Adult Education Program (51%)
- Non-Profit (22%)
- College/University (14%)
- TESL/TEFL Certificate Program (5%)
- Secondary/Elementary (5%)
- Private or Religious (2%)
- Business/Corporate (1%)



NEW! NEW! NEW! NEW! NEW! NEW! NEW!

RECRUITING ROOM

There will be a special area for exhibitors that focus on Recruiting, located inside the Churchill Room.

Each exhibitor participating in the Recruiting Room will be able to conduct one 60-minute session as part of the conference program, to elaborate upon their vacancies, any requirements/processes involved and to allow job seekers to ask questions.

Cork boards will also be available within this area, for exhibitors to post job openings within their organization.

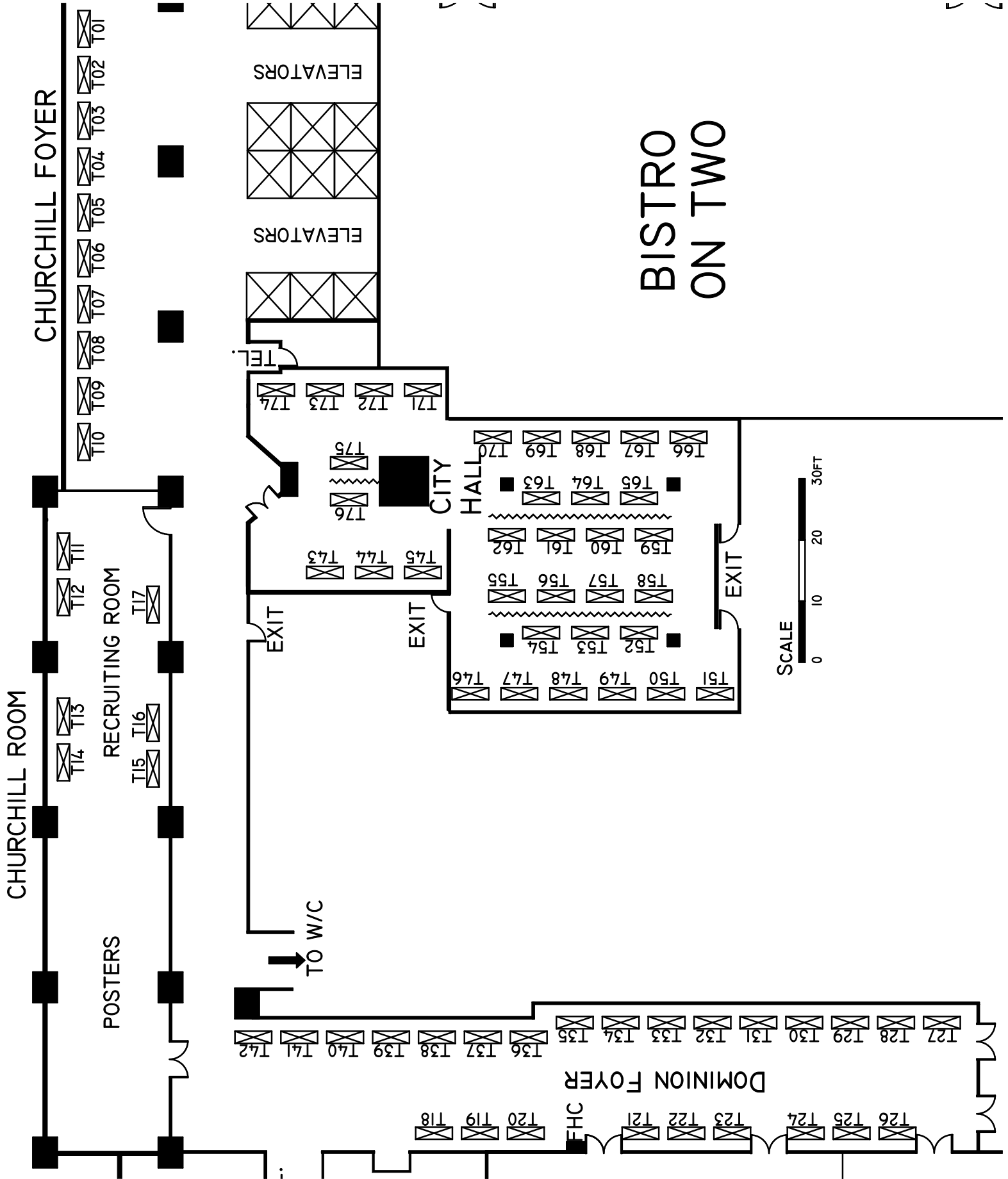
The Recruiting Room will be open during the same hours as the rest of the exhibits and are expected to observe the same rules and regulations.

Space inside this room is limited and on a first-come, first-served basis.

NEW! NEW! NEW! NEW! NEW! NEW! NEW!

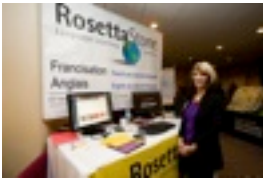


TESL ONTARIO 2010 EXHIBIT FLOORPLAN



TERMS AND CONDITIONS OF CONTRACT BETWEEN EXHIBITOR AND TESL ONTARIO (“MANAGEMENT”)

1. Management reserves the right to alter or change the space assigned to the Exhibitor. Management further reserves the right, at its sole discretion to change the date upon which the show is held, or cancel the show, and shall not be liable in damages or otherwise by reason of any such changes or cancellation, other than to refund in full any amounts paid by the Exhibitor to Management.
2. The Exhibitor shall not assign this contract or sublet space or any part thereof or permit same to be used by any other person without the prior written consent of Management. Any attempt to do so is null and void and will result in immediate cancellation of this contract and the forfeiture of any amounts paid by the Exhibitor to Management.
3. The Exhibitor shall comply with all rules and regulations established by Management for the show and agrees that Management's decision to adopt and enforce any such rule or regulation shall be final and binding. All rules and regulations established by Management will be laid out in the Exhibitor Manual distributed at least three months prior to Show dates.
4. The Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.
5. The Exhibitor shall indemnify and hold Management harmless from and against any loss, injury or damages whatsoever suffered by Management as a result of the Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Exhibitor's participation in the show including without limitation, any third party claim against Management with respect to loss, injury or damage sustained or suffered by any other exhibitors, the owner of the building, attendees of the show, and their respective directors, officers, agents and employees.
6. This contract may be canceled by either party provided written notice is received by the other no later than September 30, 2010, in which case all monies paid by the Exhibitors will be refunded less an administration fee of \$300 per booth. If the Exhibitor cancels after such date it will be responsible for the full contract price.
7. Management reserves the right at any time to alter or remove exhibits or any part thereof including printed material, products, signs, lights or sound and to expel exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to Management or to other show participants.
8. Exhibitor's display must comply with all requirements of Management and of the owner of the building including maximum height requirements. All Exhibitors must abide by the rules and regulations laid out in the Exhibitor Manual.
9. The Exhibitor must provide at least one staff per booth to maintain display during show hours. The Exhibitor agrees to confine its presentation to the contracted space only.
10. All goods shipped to the show must be clearly marked with the name of the Exhibitor and the number of the display space. Goods must not be shipped to the show with any shipping charges to be paid on arrival and any such goods will not be accepted by Management. Management assumes no responsibility for loss or damage to the Exhibitor's goods or property either before, during or after the show. Management assumes no responsibility in arranging the receiving or return shipment of the Exhibitor's materials.
11. In consideration of the Exhibitor's participation in the show, the Exhibitor hereby releases Management, its directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with its participation in the show including without limitation any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of Management or otherwise.
12. The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Exhibitor shall carry liability insurance of \$2 million as well as such additional insurance as may be required by Management. The Exhibitor agrees to furnish immediately to Management, upon request, certificates of insurance pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to Management at law or under this contract, Management shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor will be held liable for the full contract price for the said space.
13. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the show. The Exhibitor agrees to remove the exhibit, equipment and appurtenances from the show building by the final move-out time. In the event of failure to do so the Exhibitor agrees to pay for such additional costs as may be incurred by Management.
14. The Exhibitor will comply with the rules and regulations of any unionized contractors which may be selected by Management to service the exhibitors. Any dispute between the Exhibitor and any such contractor or union representative will be referred to Management for resolution whose decision shall be final and binding on all parties.
15. Management reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor there from if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulations, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting Management's other rights and remedies at law under this contract as a result of such failure to comply.
16. Processing of payment by Management does not in itself constitute acceptance into the trade show.



TESL ONTARIO 2010 EXHIBIT REGISTRATION FORM

EXHIBITOR INFORMATION

FIRST NAME		LAST NAME	
TITLE		COMPANY	
ADDRESS			
CITY	PROVINCE	POSTAL CODE	
TELEPHONE	EMAIL	WEBSITE	

CUSTOMIZE YOUR PACKAGE

Tables: _____ X \$600.00 (10% discount 2 or more tables)	Exhibit Tables	
Conference Bag Insert: \$400	Less 10% for 2 or more tables	
Advertising: (<i>electronic</i> distribution of conference brochure only) Half Page - \$275 Full Page - \$375 Inside Cover - \$425 Outside Cover - \$475	Plus Conference Bag Insert	
	Plus Advertising	
	SUB-TOTAL	
GST (#R126198043)	Plus 13% HST*	
<i>* As of May 1st, companies must begin to collect the HST on services to be provided after July 1st.</i>	TOTAL ENCLOSED	

Preferred table location: 1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____

If this application is accepted, the Exhibitor agrees to be bound by the Terms and Conditions set forth in the Exhibitor Prospectus and Exhibitor Manual. The undersigned is fully authorized to commit the Exhibitor to the terms of this contract.	SIGNATURE	DATE

PAYMENT

Cheque (payable to TESL Ontario) Visa Invoice

CARD NUMBER	NAME ON CARD
EXPIRY	CARDHOLDER SIGNATURE



To register, please complete form and send to:
Toll Free Phone/Fax: 1-866-860-0666
conference@teslontario.org