



Exhibitor Confirmation Packet 2012



TEXAS DANCE EDUCATORS' ASSOCIATION

P.O. Box 420637, Houston, TX 77242

December 2011

Dear Exhibitor:

Convention is quickly approaching. We are pleased to have you as an exhibitor for the 2012 Convention. You may set up your booth on Wednesday, January 4th, from 6:00 pm-10:00pm and/or Thursday, January 5th between 8:00am and 12:00pm. Directors will be visiting your booth on Thursday from 1:00pm-5:00pm and Friday from 8:30am-1:00pm.

Please plan on attending the exhibitor social on Thursday evening from 8:00pm-9:00pm. This gives you an opportunity to visit with other exhibitors and board members as well as win exciting door prizes for your company. We will also provide coffee/tea/water on Thursday morning, lunch for all exhibitors, All-State members and directors on Friday afternoon from 11:30am-1:00pm.

The Executive Board would like to extend a thank you to all of you who are participating in the Exhibitor Recognition Program. This program is invaluable to our convention, and we sincerely appreciate all that you do for TDEA. There are still several items on the wish list that have not been donated. If you are interested in receiving more information, please call Holly Lyons (512-694-8191) or email Holly.Lyons@leanderisd.org at your convenience. In addition, please verify your recognition of platinum, gold, silver or bronze with Holly Lyons by December 20th. I've attached my working spreadsheet listing recognition levels based on your registration. PLEASE check it and get back with me if you would like to participate. With that, if you see anything else you would like corrected please let me know.

In your packet you will find:

- ✦ 2012 Exhibitor Schedule
- ✦ Convention Booth IMPORTANT information
- ✦ Exhibitor Recognition Program
- ✦ TDEA Scholarship Program
- ✦ TDEA Signature page with booth assignments
- ✦ 2012 Exhibit Hall Layout
- ✦ Freeman Organization Service Kit
- ✦ Lyons' Exhibitor check in spreadsheet

The electricity form from the Marriott and payment are to be mailed to the Marriott, NOT back to me. The Westchase Marriott address is: 2900 Briarpark Drive, Houston, TX 77042. For the complete exhibitor kit with the full set of exhibitor forms, please see the Freeman Organization Service Kit (in this confirmation). A website link will be available soon.

If you have any questions, please feel free to contact me. Again, thank you for your participation in the Texas Dance Educators' Association convention. We're looking forward to a great convention! If there is any way that I can help, please feel free to contact me.

Sincerely,

Holly Lyons

Second Vice President

512-694-8191

Holly.Lyons@Leanderisd.org



Convention Information

- ★ Location of the 2012 Texas Dance Educators' Association state convention will be at the Westchase Marriott Hotel located at 2900 Briar Park Drive, Houston, Texas. The dates for convention are January 4-6, 2011. Hotel reservation is online. Please go to www.tdea.org and a link will be provided for you. If you questions about the facilities and reservations, please contact the Westchase Marriott (1-800-436-2326) and ask for the TDEA Convention rate when booking your room.

- ★ Booth Logistics

Freeman Organization Service kit link is COMING SOON! (see attached Service Kit)

- Each booth measures 8x10 feet and is stylishly decorated with curtains by Freeman Organization Convention Services, Inc.
- Each booth is supplied with one table, two chairs, and one wastebasket. Additional items may be requested through Freeman Organization at an additional cost.
- In an effort to make sure that all exhibitors are able to be seen by our members, please remember that you must keep your exhibit items within your designated booth space. Exhibit backboards, clothing racks, and other display cases may not extend past the pre-set, delineated booth area set up by the Freeman Organization. We will be conducting a walk-through Thursday morning to make sure that all exhibitors are within their booth spaces.
- Booth check-in and set-up times will be in the Grand Foyer Wednesday, January 4th from 6:00 to 10:00 p.m. and Thursday, January 5th from 8:00 a.m. to 12:00 p.m.
- Booth break down begins Friday, January 6th at 1:30 p.m. Please be respectful of this time and do not break down any earlier.
- It is very important that everyone moves out quickly. The All-State Performance takes place in the Exhibit Hall due to the increase of members. If you are in the 1st 2 rows or in front of the 1st row of columns Freeman Company will be moving quickly to break your booth space down. All-State will be coming in at 4:00 pm to rehearse.



- ★ Exhibitor Responsibilities

- ★ PLEASE LET ME KNOW HOW MANY BADGES YOU WOULD LIKE FOR YOUR BOOTH!

- There will be approximately nine hours of exhibit time. **Exhibit hours will be Thursday from 1:00 to 5:00 p.m. and Friday from 8:30 a.m. to 1:00 p.m.**
- Each member will be asked to visit every booth and receive signatures in order to be eligible for the door prizes at our Entertainment Night. We recommend bringing a small personalized stamp to ensure authenticity.
- Like last year we will have a **PRIZE BOARD** set up by the registration booth outside of the hall for any prizes that you may be giving out at your booth. Announcements will **NOT** be made over the PA system this year. Membership will need to refer to the board to see if they have won.
- The TDEA Executive board maintains the following: Anyone entering the exhibit hall that is not registered for convention will be charged \$25.00 per day and will be issued a visitor's badge. This will apply to booster club parents, and non-registered participants. Security will be tightly enforced and *we ask that you and the people who work in your booth wear their badges at all times.*



Exhibitor Recognition Program:

- We have enclosed an updated wish list of items that the association would like to have donated for the Directors and All State members this year.
- If you choose to donate to this program, your booth will be designated as a VIP booth and a sign listing all contributions will be placed at the entrance of the exhibit hall. In order to have your company name listed on the board, your fees and documentation must be received by December 20, 2011. (Please Email enclosed form to Holly.Lyons@leanderisd.org)
- Exhibitors participating in this program will also receive recognition at the Recognition Dinner.

- Goody Bag Donations- If you are donating for the director goody bags, we would love to have those items as soon as you can provide them on Wednesday. We are going to stuff goody bags Wednesday afternoon. If you are unable to provide those on Wednesday afternoon, we would still love to have those items by 8:00 a.m. on Thursday morning so that it can still be included during registration.
- Door Prize Donations: If you are donating items for workshop door prizes please bring those to the Exhibitor check-in booth asap. We do have workshops going on Wednesday evening and we will like to give door prizes.
- After Hours Social- If you would like your donation to be specifically set aside for the “After Hours” social, please email me with that information as well as what you are donating towards the social. We want to ensure that all of the donations that you make are distributed during the workshops or events where you would like for them to be distributed.
- TDEA Scholarship Fund– (see included information) If you plan to contribute to the Scholarship Fund, please consider giving in loving memory of Marvin Levy. He was a longtime friend & supporter of TDEA. His company, Dance N Things, has exhibited at TDEA convention for many years.
- Merchandise may be shipped in advance to Freeman Organization or the hotel. You can find this information in the attached Service Kit or COMING SOON on the Freeman Organization website.



Exhibitor Schedule:

Date	Time	Event	Location
Wednesday, 1/04/11	6:00 p.m. -10:00 p.m.	Exhibitor Set-Up	Exhibit Hall
Thursday, 1/05/11	8:00 a.m. - 12:00 p.m.	Exhibitor Set-Up	Exhibit Hall
	12:00 p.m. - 1:00 p.m.	Lunch on Your Own	
	1:00 p.m. - 5:00 p.m.	Exhibit Hall Open	Exhibit Hall
	6:15 p.m. - 7:45 p.m.	Recognition Dinner (Ticket Required)	Salon A-E
	8:00 p.m. - 9:00 p.m.	Exhibitor Social	TBA
Friday, 1/06/11	8:00 a.m. - 8:30 a.m.	Exhibitor Breakfast	Grand Foyer
	8:30 a.m. - 1:00 p.m.	Exhibit Hall Open	Exhibit Hall
	11:30 p.m. – 1:00 p.m.	Lunch exhibitors, directors, and All-State	Grand Foyer
	1:30 p.m. – 3:30 p.m.	Exhibitor Tear Down	Exhibit Hall
	6:00 p.m. - 6:30 p.m.	All State Performance	Exhibit Hall
	7:00 p.m. – 9:30 p.m.	Banquet (Ticket Required)	Salon E - H
	9:45 p.m. - 12:30 a.m.	“After Hours” social (Ticket Required)	Grand Pavilion

EXHIBITOR RECOGNITION PROGRAM

Exhibitor Recognition Program Donations are those made in **addition** to Director Goody Bag items, Door Prizes under \$25, and Booth Giveaways.

Line of Platinum - \$500.00 or more in donations

Exhibitor receives: 2 Recognition Dinner Tickets, 2 Banquet Tickets, & 2 After Hours Social Tickets

Line of Gold- \$250- \$499 in donations

Exhibitor receives: 1 Recognition Dinner Ticket, 1 Banquet Ticket, & 1 After Hours Social Ticket

Line of Silver- \$150 - \$249 in donations

Exhibitor receives: 1 Banquet Ticket & 1 After Hours Ticket

Line of Bronze- \$75 - \$149 in donations

Exhibitor receives: 1 Banquet Ticket

Complimentary tickets received for donations can not be used as a credit toward Booth Reservation. **IF YOU WISH TO BE INCLUDED ON OUR EXHIBITOR RECOGNITION BOARD**, you must Email this donation form or email Holly Lyons at Holly.Lyons@Leanderisd.org no later than **December 20, 2010**. Anything received past that date will not be listed on the recognition board.

Please return this page completed with your information by **December 20** to participate in our Exhibitor Recognition Program. Remember to check the appropriate box on your registration form and on this page to indicate Line of Platinum, Line of Gold, Silver, or Bronze. Call Holly Lyons (512-694-8191) from 8am-3pm if you have questions regarding the program.

Company: _____

Contact Person: _____

Address: _____

Phone #: _____

Donation: _____

A "wish list" is provided below to assist you in your generosity and is not limited to the list.

Line of Platinum: _____

Line of Gold: _____

Line of Silver: _____

Line of Bronze: _____

Donation "Wish List" for Exhibitor Recognition Program

(Donations are not limited to the following)

Membership Donations

Director Tote Bags

Director Folders

Membership Pins

Convention T-shirts for Directors

All State Dance Team Donations

All State Performance Costume

All State Tote Bags

All State T-shirts

All State Patches

All State Workshop Presenters Travel

Contributions toward All State Scholarship Fund in memory of Marvin Levy.

Curriculum & Workshop Donations

Workshop Sponsorship/Presenter

Sound System Usage for Convention Workshops

Door Prizes (unlimited, \$50+)

Please see explanation of Exhibitor Recognition Program

Convention Donations

Floral Arrangements (3 @ \$50)

Contribution towards the new "After Hours" social.

Exhibitor Social

Exhibitors Continental Breakfast

Where would you like your donations to be distributed? _____

****Please note that we would love to receive items for director goody bags on Wednesday afternoon.**



Texas Dance Educator's Association

All State Scholarship

December 2011

Dear TDEA exhibitors,

I would like to take this opportunity to tell you about another way you can support TDEA at our convention this year. TDEA has a scholarship program where we reward our all state dancers for their years of hard work and dedication not only to their dance teams, but to their academics and community service while in high school. This is the 15th year for the scholarship program. TDEA provided over \$8,000 in scholarships for our 2011 recipients.

If you would like to contribute to the TDEA scholarship fund and help reward these outstanding dancers for the work they have done while in high school and to help them pursue their dreams as they become adult leaders in our society, please make note of that contribution on your vendor form. You will be able to use this for your line of recognition and you will receive acknowledgement of your contribution at convention.

Thank you ahead of time for your consideration. No amount is too small (or too large!).

Sincerely-

Ronnye Patterson

All State Scholarship Chairman

Dear exhibitors,

The TDEA family has lost a dear friend & long time Exhibitor. Marvin Levy co-owner of Dance N Things lost his battle with cancer on Oct. 31, 2011. Marvin loved dance team & all that it encompasses. Please consider making a contribution to the TDEA Scholarship Fund in Marvin's name to honor his memory. When you are selecting to donate, please notate "In memory of Marvin Levy" on your form.

Thank you,

Holly Lyons, 2nd VP TDEA