

2007 TAA

CONFERENCE

on Text and Academic Authoring

June 22-23, 2007

Hyatt Regency Buffalo
Buffalo, NY



*Sponsorship & Exhibit
Opportunities*

www.TAAonline.net



We welcome you to sponsor and exhibit at the 2007 TAA Conference on Text and Academic Authoring!

What is TAA?

The **Text and Academic Author's Association (TAA)** is a nonprofit professional membership association of more than 1,200 authors committed to the creation of quality educational and academic works. Originally founded in 1987 by textbook authors with needs different from the creators of other kinds of intellectual property, TAA has grown beyond this single interest and now serves text and academic authors at all stages of their career development.

Who Attends?

The TAA Conference attracts a variety of text and academic authors and industry professionals, including:

- Established and prospective textbook authors from K-12 to higher education
- Authors of other instructional materials such as websites, CD-ROMs, podcasts, etc.
- K-12 teachers
- College and university instructors and professors
- Graduate students
- Authors of academic books and journal articles
- Authors seeking to publish conference proceedings and dissertations
- Grant writers
- Publishers
- Publishing attorneys
- Literary agents
- Editors
- Indexers

For more information, contact

Kim Pawlak, TAA's Associate Executive Director at (608) 687-3106 or kmpawlak@centurytel.net

Visit the TAA Conference website at

<http://www.taaonline.net/TAAConference/>

Each year, TAA holds a national conference that provides educational and networking opportunities for textbook and academic authors.

This year's conference, which will be held at the **Hyatt Regency Buffalo in downtown Buffalo, New York, Friday, June 22 and Saturday, June 23, 2007**, will be the first to provide sponsorship opportunities and a **Resource Fair** that will allow companies to introduce their products to our attendees.

The **Resource Fair** will be held in the hallway outside of the conference's meeting rooms Friday, June 22 from 7:30 a.m. until 4p.m., and Saturday, June 23 from 7:30 a.m. to 12 p.m. Generous 30-minute breaks will be provided between sessions throughout the conference to allow attendees to visit the Resource Fair.

For the first time this year, the TAA Conference will offer two tracks, one for textbook authors and one for academic authors (authors of academic books, scholarly journal articles, published conference proceedings, grants, etc.). The Conference will also provide several networking opportunities, including a Friday Night Social Networking Event, a 3-hour charter dinner cruise aboard the Grand Lady; generous 30-minute breaks between sessions; interactive presentations; roundtable discussions; and more.

This year's TAA Conference is a terrific opportunity to network with authors and get your products and services in front of them. With only about 125 attendees, the TAA Conference offers an intimate and informal atmosphere that is more conducive to networking.

Whether you choose to sponsor, exhibit or advertise, the 2007 TAA Conference has opportunities that will fit any budget.

All sponsors and exhibitors are required to provide 50 promotional items for use in TAA's Early Registration Promotional Campaign. The first 50 conference registrants will receive Goody Bags containing a TAA logo coffee mug and items donated by sponsors, exhibitors and advertisers. These items will be listed on the TAA Conference website leading up to the Early Registration Deadline (April 1, 2007)



2007 TAA Conference on Text and Academic Authoring

Sponsorship Opportunities

Those who purchase the following sponsorships receive the following Basic benefits:

- Pre-conference (upon purchase of sponsorship) through post-conference (3 months) company logo with link to your company website on TAA Conference website
- Inclusion of logo or company name in pre-conference promotional campaign materials.
- Signage listing sponsors in the registration area with logo
- Special sponsor ribbons for personnel badges if also exhibiting at conference or attending conference.
- Company logo in the Conference Program
- Your literature placed on a table near the registration desk or inside the session meeting rooms.
- One Full TAA Conference Registration (see Application Form for details)

Welcome/Continental Breakfast (Fri. or Sat.)
\$2,000 Exclusive; \$500 Sponsor

All the Basic benefits plus verbal recognition as the Exclusive Sponsor or a Sponsor during the Welcome on both days.

Friday & Saturday Snack Breaks
\$600 Exclusive; \$300 Sponsor

All the Basic benefits plus verbal recognition as the Exclusive Sponsor or a Sponsor during the Welcome on both days.

Friday Awards Luncheon (Buffet)
\$3,000 Exclusive; \$750 Sponsor

This luncheon honors TAA's 2007 Textbook Excellence Award and McGuffey Longevity Award winners, as well as volunteers and staff who have gone above and beyond in their service to the association.

All the Basic benefits plus recognition as the Exclusive Sponsor or a Sponsor during the Welcome on both days.

Saturday Roundtable Discussions Luncheon (Buffet)
\$3,000 Exclusive; \$750 Sponsor

This luncheon features 6-10 roundtable discussions on various topics.

All the Basic benefits plus recognition as the Exclusive Sponsor or a Sponsor during the Welcome on both days and the opportunity to moderate a roundtable discussion on a topic of your choice (must be information-based).

Additional Sponsorship Opportunities

Those who purchase the following sponsorships receive all Basic sponsorship benefits except one full TAA Conference Registration:

Lanyards \$200

Provide 150 lanyards with your logo. Lanyards must be sent by May 1, 2007

Conference Evaluations \$100 exclusive; \$25 sponsor
Include your company logo on the printed conference evaluations distributed to attendees at the conference.

Conference Handouts on CD \$350

CDs will be included in conference materials and the contents will be placed on the TAA website after the conference. You can add a file containing information about your product or service.

Advertisement Opportunities

Conference Program

Full-page B&W Size: 8-1/2' by 11" \$150
Half-page B&W Size: 7" by 4-1/2" \$100

Submit high-resolution jpg of ad to kmpawlak@centurytel.net
Ad materials deadline: April 1, 2007

Registration Bag Inserts \$100

Inserts will be placed inside all conference bags.

Inserts must be no larger than 8-1/2' by 11"

Goody Bag Items

Cost: Just the goody

Attach a small card advertising your business to an item we can place in the Goody bags that early conference registrants will receive.

Literature Table \$50

Literature will be placed in the session meeting rooms.

Inserts, Goody Bag Items and Literature must be mailed to TAA, P.O. Box 76477, St. Petersburg, FL 33734-6477 by May 1, 2007.

See attached Sponsor/Exhibitor Registration Form



2007 TAA Conference on Text and Academic Authoring

Resource Fair

Information for Exhibitors

The 2007 TAA Conference will feature a **Resource Fair** in the hallway outside the meeting rooms on **Friday, June 22 from 8 a.m. to 4 p.m. and Saturday, June 23 from 8 a.m. to 4 p.m.**

Attendees will have plenty of opportunities to visit exhibitor's booths throughout the conference. The Registration Desk, Continental Breakfasts, Snack Breaks, and Luncheon Buffets on both days will be set up in the hallway, and several breaks, some 30-minutes, will allow even more opportunities for attendees to visit the Resource Fair.

Types of exhibitors include publishing houses, book producers, booksellers, software publishers/vendors, e-book publishers, as well as local wineries, artists and craftspeople.

Exhibit space is limited and will be offered on a first come, first served basis.

Exhibit Space Pricing

Exhibit Space & Conference Exhibitor Registration \$175

Includes:

- One six-foot table with a tablecloth and skirt
- Two chairs
- Number sign for booth
- Two badges with exhibitor ribbons
- One complimentary **Exhibitor Registration** per booth

Exhibitor Registration includes all conference sessions, including keynote and general sessions, Continental Breakfast on Friday and Saturday, one ticket to the 2007 TAA Awards Banquet Luncheon on Friday, one ticket to the Saturday Roundtable Sessions Luncheon, book bag with TAA logo, conference program and a one-year membership in TAA.

Exhibit Space Only \$50

Includes:

- One six-foot table with a tablecloth and skirt
- Two chairs
- Number sign for booth
- Two badges with exhibitor ribbons

See attached Sponsor/Exhibitor Registration Form

See Exhibit Space Map on next page

Resource Fair Schedule

Friday, June 22

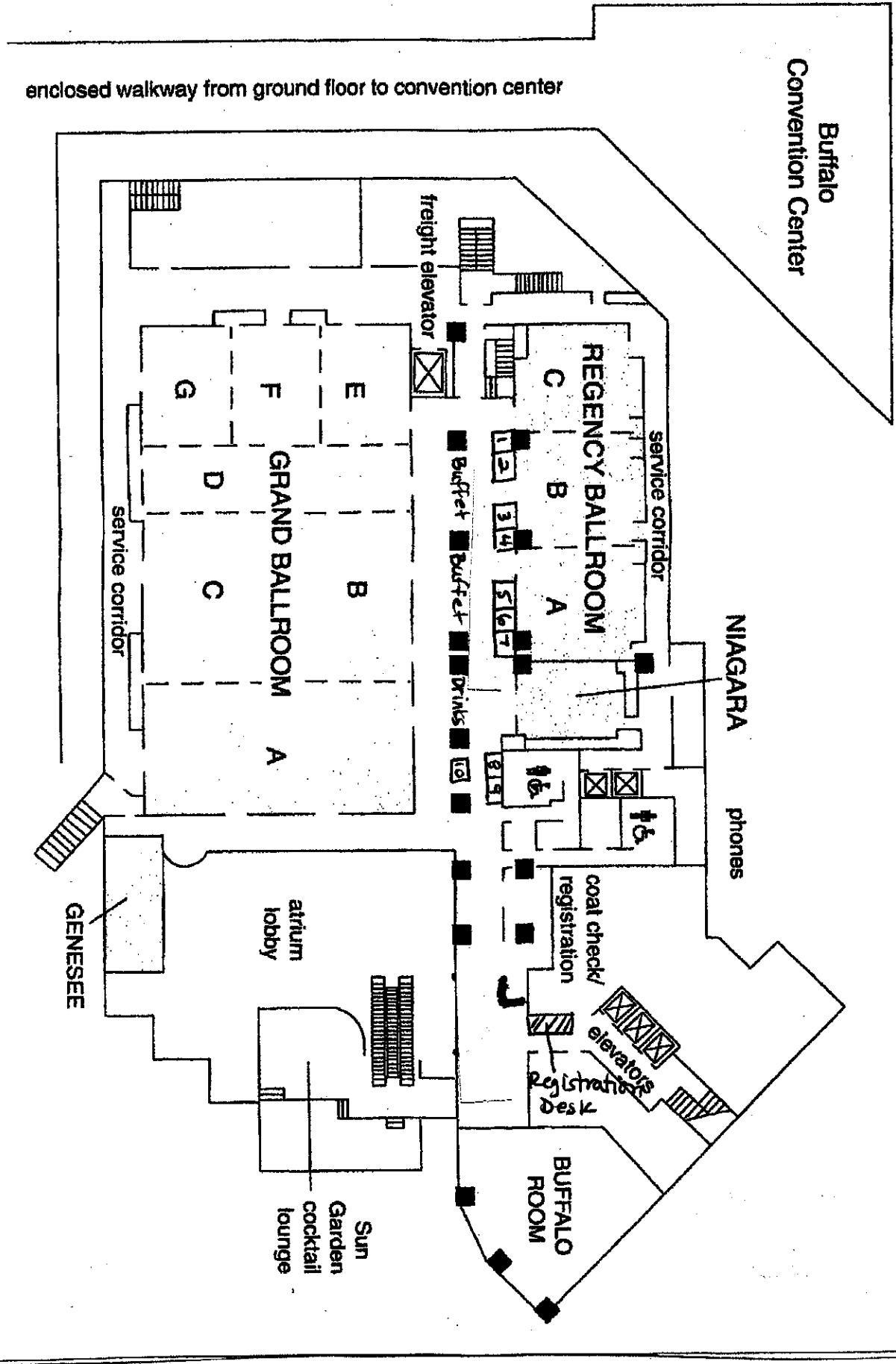
7:30 a.m. to 8 a.m. Exhibitor Set Up
8 a.m. to 4 p.m. Resource Fair

Saturday, June 23

7:30 a.m. to 8 a.m. Exhibitor Set Up
8 a.m. to 12 p.m. Resource Fair

All exhibitors must remove their items from the exhibit space by 12:30 p.m. on Saturday, June 23.

Exhibit Space Map



1-10 = Exhibit Tables

Exhibitor Rules and Regulations

Please sign and return with the Registration Form

This contract by and between TAA and the exhibiting company ("Exhibitor") hereby applies to the invoice for exhibit space at the 2007 TAA Conference on Text and Academic Authoring, June 22-23, 2007 at the Hyatt Regency Buffalo in Buffalo, NY.

The signing of this contract indicates agreement by the Exhibitor to comply with the conference regulations, instructions and conditions in the contract published below with all the conditions under which facilities at the Hyatt Regency Buffalo are provided to TAA.

1) **Conference Site and Time.** The Conference will be held on June 22-23, 2007 at the Hyatt Regency Buffalo. TAA reserves the right to make changes in the exhibit hours and dates; however, any such changes made will be made known as far in advance of the Conference as possible and exhibitors will be notified accordingly.

2) **Exhibit Space Rental Fee.** The exhibit space rental fee per booth unit is \$150 for exhibit space and one full conference registration; and \$50 for exhibit space only. The \$150 fee includes:

A six-foot table with a tablecloth and skirt; Two chairs; Number sign for booth; Two badges with exhibitor ribbons; One complimentary **Exhibitor Registration** per booth. **Exhibitor Registration** includes all conference sessions, including keynote and general sessions, Continental Breakfast on Friday and Saturday, one ticket to the 2007 TAA Awards Banquet Luncheon on Friday, one ticket to the Saturday Roundtable Sessions Luncheon, book bag with TAA logo, conference program and a one-year membership in TAA. The \$50 fee includes

A six-foot table with a tablecloth and skirt; Two chairs; Number sign for booth; Two badges with exhibitor ribbons.

3) **Payment.** Make all checks payable in U.S. Currency to TAA. Payment is due with exhibit application.

4) **Booth Allocation.** Booth space is on a first come, first served basis. If your application comes in after booth space has been filled, it will be returned with your payment in full.

5) **Contract for Space.** The Application and Contract for Exhibit Space shall be considered a binding contract between the two parties and subject to the rules and regulations as set forth by TAA in this contract when it is submitted with deposit of rental fee and accepted in writing by TAA. By submitting an application for exhibit space, the exhibitor releases TAA from any and all liabilities to exhibitor, its agents, licensees, or employees that may arise or be asserted as a result of submission of an application or of participation in this Conference.

6) **Arrangement of Exhibits.** The space provided will be as shown on the floor plan to the extent possible, but TAA reserves the right in its sole discretion to make changes in the location, size, and display limits of any booth.

7) **Conference Badges.** Exhibit personnel must wear TAA approved identification badges while on the exhibit floor.

8) **Liability and Insurance.** TAA will not be liable for damage or loss to any exhibitor's properties.

9) **Use of the TAA name.** Participation by an exhibitor in the TAA Conference does not entitle the exhibitor to use the name TAA or the Text and Academic Authors Association other than reference to the exhibitor's participation as an exhibitor in the event. Participation at the TAA Conference does not imply endorsement or approval by TAA of any product, service or participant and none shall be claimed by participant.

Signature of Exhibitor _____



2007 TAA Conference on Text and Academic Authoring
 Hyatt Regency Buffalo
 Buffalo, NY June 22-23
www.taaonline.net/TAAConference/index.html

Sponsor/Exhibitor Registration Form

Company Name _____
 Contact Name _____ Title _____
 Phone _____ E-mail _____
 Company Address _____ City _____
 State _____ Zip _____ Company Phone _____
 Website _____ Company E-mail _____
 How did you hear about the TAA Conference? _____

Sponsorships (please check all that apply)

- Welcome/Continental Breakfast Fri/Exclusive \$2,000
- Welcome/Continental Breakfast Sat/Exclusive \$2,000
- Welcome/Continental Breakfast/Sponsor \$500
- Fri & Sat Snack Breaks/Exclusive \$600
- Fri & Sat Snack Breaks/Sponsor \$300
- Friday Awards Luncheon /Exclusive \$3,000
- Friday Awards Luncheon /Sponsor \$750
- Sat. Roundtable Discussions Luncheon/Exclusive \$3,000
- Sat. Roundtable Discussions Luncheon/Sponsor \$750
- Lanyards \$200
- Conference Evaluations/Exclusive \$100
- Conference Evaluations/Sponsor \$25
- Conference Handouts on CD \$350

Advertisements (please check all that apply)

- Conference Program Full Page \$150
- Conference Program Half Page \$100
- Registration Bag Inserts \$100
- Goody Bag Item
- Describe _____
- _____
- Literature Table \$50

Inserts, Goody Bag items and Literature must be mailed to TAA,
 P.O. Box 76477, St. Petersburg, FL 33734-6477 by May 1, 2007

Exhibit Space

Exhibit Space & Conference Exhibitor Registration
 \$175 _____
 Guest Ticket for Fri. Awards Luncheon \$30 \$ _____
 Guest Ticket for Sat. Roundtable Luncheon \$30 \$ _____

Exhibit Space Only
 \$50 _____

Need electrical outlet _____ Yes _____ No

Booths will be assigned on first-come, first served basis.

Participate in Conference Events & Activities

See conference website for details

Grand Lady Cruise (Fri. night) \$45/person \$ _____

Prometheus Books Tour (Sat. night) # of people _____

Friday Field Trips

Waterfront Tour # of people _____

Karpeles Manuscript Museum and Library # of people _____

Saturday Field Trip

Niagara Falls \$30/adult \$25/child \$ _____

Hotel Accommodation

Hyatt Regency Buffalo
 Two Fountain Plaza, Buffalo, NY 14202
 Tel: (716) 856-1234

Special Conference Rate:

\$99 per night (single or double) plus applicable tax
 To make reservations, call 1-800-233-1234 or book online
 at www.TAAonline.net/TAAConference/register.html
 Group code: GTAAA
 Deadline for registering at the reduced conference registration
 rate is May 22, 2007

Questions? Contact Kim Pawlak, TAA's Associate Executive
 Director, at (608) 687-3106; cell (507) 459-1363 or
kmpawlak@centurytel.net