Dear Colleagues:

This year, the CoTESOL convention will be held at the Radisson Hotel Denver Southeast and Convention Center November 3-4, 2017. This is a well-attended convention with participants from all over Colorado and the Rocky Mountain region. For the last three years we have had a turnout of over 800 participants, and expect a similar number this year. As the Publisher Liaison for CoTESOL, I am writing this letter to summarize the major activities of the convention and to alert you to the opportunities available to publishers.

EXHIBIT SPACE

Exhibitors (publishers/institutions/vendors/government agencies) are invited to display their promotional materials. The convention will bring together teachers, supervisors, professors, administrators, and graduate students from school districts, adult education programs, and college/university intensive English centers to discuss a wide range of professional issues.

A secure ballroom with 6-foot tables for displays will be set up in the heart of the convention area. A limited number of spaces are also available in the high-traffic lobby area on a first-come first-served basis. The display area will be open Thursday evening beginning at 5:00 p.m. for setup. The display area will be open to convention participants from 8:00 a.m. to 6:00 p.m. on Friday and from 8:00 a.m. to 12:00 p.m. on Saturday. Vendors will have until 3:00 p.m. on Saturday for packing up. Because many convention participants attend only on Saturday, we encourage exhibitors to stay until noon on that day. Numerous browsing breaks are scheduled into the program. Complimentary coffee/tea and muffins will be available in the display area until noon each day, so this is a good time for you to arrange special events such as video showings and book signings by authors. In addition, there is a reception and book raffle on Friday afternoon in the exhibit area. During this time, we will encourage convention-goers to browse through the displays, and this is a good time for you to arrange special activities at your area.

Cost of Exhibiting

We are able to provide very reasonable prices for exhibitors’ tables. This is an economical way for you to display your materials to a wide audience of educators who make decisions regarding books and materials. Rental fees are $500 for one six-foot table and $450 for each additional table.
Exhibitors receive up to two complimentary convention registrations for the first table rented to work in the vendor area, and one complimentary registration for each additional table.

An open bar and light snacks will be provided for exhibitors during the Thursday evening setup (5:00 to 7:00 p.m.).

At Friday lunch, exhibitors receive up to two complimentary boxed lunches for the first table rented, and one complimentary boxed lunch for each additional table.

Refreshments will be provided for exhibitors during the Friday evening raffle.

Exhibitors receive up to two complimentary dinner invitations to the Friday dinner for the first table rented, and one complimentary dinner invitation for each additional table.

**Deadline to reserve exhibit space: September 16, 2017**

Please note that our space is limited, and tables will be assigned on a first-come, first-served basis.

To pay by check, complete the application form and include a check made out to CoTESOL


To pay by credit card, go to http://www.regonline.com/CoTESOL2017pub

**EXHIBITOR Sessions**

Exhibitors are also invited to participate at the convention by presenting at special Exhibitor Sessions or by arranging for their representatives to do so. Requests for Exhibitor Sessions will be handled on a first-come, first-served basis. *Requests for exhibitor sessions must be submitted by June 23, 2017.* These sessions will be identified in the program as Exhibitor Sessions and are to be distinguished from Academic Sessions, in which authors or publishers do not promote their own publications.

**NEW THIS YEAR: All sessions must be submitted on-line.** Click on the link below to submit your presentation proposal:

https://www.regonline.com/registration/login.aspx?eventlD=1981731&MethodId=0&EventsessionId=

**Deadline for Requests for Publishers’ Sessions: June 23, 2017**

**ADVERTISEMENTS for the Convention Program BOOKLET**

We can accommodate a limited number of advertisements in the convention program booklet. We will honor the requests for ad space on a first-come, first-served basis. See the attached request form and price list.

To pay by check, complete the application form for advertising space and include a check made out to CoTESOL.


To pay by credit card, go to http://www.regonline.com/CoTESOL2017pub

**Deadline for receipt of .pdf ad copy: September 15, 2017**

**Promotional Items**

We encourage you to donate books or other materials of special interest to the CoTESOL membership for the raffle to be held in the exhibit area on Friday evening during the cash bar reception. Winners must be present to win, so this is a good time for convention-goers to look at exhibits and for vendors to arrange special viewings or demonstrations of your materials. Any books or materials you wish to donate for this raffle may be given to us at the convention. Of particular interest would be materials by your Rocky Mountain authors.

**TO BOOK YOUR HOTEL ROOM**
To reserve your hotel room at the Radisson Hotel Denver Southeast, call (720) 857-9000 and mention "CoTESOL" to receive the special $103 discount rate. This special rate includes breakfast buffet for two. The hotel provides free airport shuttle. Call the hotel at (720) 857-9000 for pickup location and schedule of the shuttle.

We welcome your participation in this exciting yearly event. Convention goers are always happy to see the materials you offer, and the exhibit area has become both an integral part of our convention and a valuable resource for instructors and administrators. Please contact me if you need details or more information, or visit our web site at www.cotesol.org. We look forward to hearing from you.

Sincerely,

Bruce Rogers

CoTESOL Publisher Liaison

E-mail publiaison@cotesol.org