



Dear Potential Exhibitor/Sponsor:

FLENJ is so excited to announce this year's theme: **"Oh the Places We'll Go: Pathways to World Language Proficiency and Global Citizenship."** We are also excited to be in a new venue, the APA Woodbridge, conveniently located in Metro Park (Iselin, NJ). In order to avoid other conferences in the area, we have changed our dates to **March 31-April 1, 2017**. The Exhibit Hall is open on Saturday, April 1, 2017.

I am personally handling all exhibitors, sponsorships, and advertising. With this new leadership, we hope to bring several new possibilities for our exhibitors. What is most important to me is that FLENJ forge and maintain a relationship with you.

Every year, our conference attendees report how much they love visiting the exhibit hall. For exhibitors like you, we think that is a good thing! But year after year, our attendees report that we always have the same companies represented and they feel disappointed not to be able to experience new products and services. With this in mind, I am making it my personal mission to bring new life and energy to the FLENJ Annual Conference Exhibit Hall.

We have developed several new opportunities for exhibitors to engage with our conference attendees. We hope one of them is suited to your company.

New this year is the **Tech Garden**, which is a fair-style session (set up in the ballroom), which will have several tables featuring tech products by presenters. We feel this innovation will draw extra business to your space in the Exhibit Hall as it is located just next to the ballroom. This event is available for sponsorship. We will also give other sponsors the opportunity to provide interactive demonstrations of their tech products there.

We are also offering two sponsored **Coffee Breaks**, which will take place in the Exhibit Hall. We feel that by giving away coffee (a teacher's elixir!), we will draw more traffic to your exhibit table which will be located right next to the coffee area.

Also new this year is the opportunity to sponsor the **Seuss-Themed Selfie Station**. Research has proven that even middle aged teachers love to take selfies. What's best about this opportunity is that the selfies will be taken in front of a Step-and-Repeat that has your company logo and FLENJ's logo, together in partnership. The selfie-station will be located in the Exhibit Hall next to your complimentary exhibit table.

As someone who has attended other state conferences that have more nightlife, I feel like FLENJ needs to bring more fun to its conference. For this reason, we are offering a Friday afternoon **Cocktail Hour** following the sessions. You will be the exclusive exhibitor at this time, as no other exhibits take place on Friday. Also in

the realm of fun, we will have our first-ever **Salsa Dance Party** on Friday evening, including a lesson provided by a local expert. Again, you will be the sole exhibitor at this time on Friday evening.

Typical at most conferences, we are also offering the opportunity for you to advertise in our **conference program**, sponsor the **nametags and lanyards**, and **conference tote bags**. New to FLENJ this year is the opportunity to present an **Exhibit Session**, a one-hour workshop alongside our other great workshop offerings.

Please see the attached pages for all of these opportunities. I do hope that FLENJ can count on your support. The FLENJ board is entirely composed of volunteers who take it as their mission to provide quality professional development and networking opportunities for its members, so that students in our state can receive quality world language instruction.

I look forward to speaking to you further and will follow up with your interest.

Best,

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