



# Wisconsin TESOL 2017 Commercial Partner Terms of Agreement

## 1. Aims of Wisconsin TESOL (WITESOL)

WITESOL is the professional organization for Wisconsin Teachers of English to Speakers of Other Languages. As an affiliate of TESOL International Association and an associate of IATEFL, it represents and provides professional development and other opportunities to educators of English Language Learners and bilingual students of all levels and ages around the State of Wisconsin.

## 2. General Principles

WITESOL aims to provide diverse marketing opportunities for commercial partners (CPs) to connect with educators and educational administrators within the State of Wisconsin. WITESOL understands that CPs have a limited marketing budget to invest in such connections and so provides a number of options to suit different budgets.

Our fall conference will be held at the Concourse Hotel in Madison on November 4th, 2017 and the theme is **Reflective Teaching, Teaching Reflection: Meeting the Needs of Language Learners**.

Our keynote speaker is **Dr. Thomas S.C. Farrell**, professor of Applied Linguistics at Brock University, Ontario, Canada whose interests are in reflective practice for language teachers. We are also excited to have Dr. **Tim Boals** and Dr. **Mariana Castro** of WIDA as closing plenary speakers. Throughout the day we will have a number of other concurrent sessions presented by Wisconsin-based thought leaders in the field of English language learning. A brief biography of each speaker, along with our conference flyer is attached to this document for your information.

## 3. Marketing opportunities and rates

On the following page you will find a full list of this year's offerings, which include:

- An exhibit area, with table(s)
- Conference program advertisements
- Commercial presentation options
- Customized options

If you have questions about these differing options, please contact Kathy Stamos at [stamos@ntc.edu](mailto:stamos@ntc.edu).

Opportunity	Cost per each	Notes
<b>Exhibit Areas</b>		
Half-size exhibit area with table	\$90	Non-profit organizations only. Includes conference registration for your representative.
Exhibit area w/ table	\$175	Includes conference registration for your representative.
Additional exhibit area w/ table	\$75	
<b>Conference Program Advertisements</b>		
Conference program advertisement (Back cover)	\$150	See note 4 below
Conference program advertisement (Inside front / back cover)	\$100	
Full page ad inside conference program	\$80	
½-page ad inside conference program	\$60	
¼-page ad inside conference program	\$40	
<b>Presentations</b>		
<del>Single commercial presentation (only two available)</del>	<del>\$150</del>	<del>One concurrent presentation during the conference. WITESOL will schedule a limited number of high quality commercial presentations. Includes conference registration for your representative. The room will be equipped with a screen and projector. All additional equipment must be provided by you.</del>
<b>Customized Options</b>		
Other	\$TBD	If you would like to provide something that is not on this list, please contact us to discuss options.

## **Notes:**

1. The total number of exhibit areas available at the conference is limited. Early reservations are recommended.
2. Two commercial presentations will be scheduled on a strictly first come, first served basis.
3. Commercial presentations may be used for presentations only during the time slots scheduled for concurrent sessions during the conference.
4. Requests for advertisements will be accepted on a strictly first come, first served basis until our conference program is full.
5. Please send us a print-quality image of your logo for print and website uses. We accept .jpg or .png files.
6. We also request that CPs help to advertise our conference through their own promotional activities.
7. The cost of your exhibit space or commercial presentation includes a commercial registration fee and lunch for your representative.

## **4. Additional Conditions and Stipulations of Agreement**

The following conditions apply to all WITESOL CPs. Failure to abide by them may result in termination of this agreement.

- Each display must remain within its designated exhibit area and designated location.
- The displays for the conference are expected to be staffed for the full length of the event – Saturday 8:30am through 3:15pm. Setup is from 8am to 9am on Saturday morning.

***WITESOL does not share, sell, or exchange personal data from our members.***

Wisconsin TESOL 2017  
Commercial Partnership (CP) Application

<b>Company Name:</b>	
Street:	
City, State, ZIP:	
Primary Contact Person:	
Tel:	
Email:	

**How would you like to participate in the WITESOL 2017 Fall Conference?**

Opportunity	Cost per each	Number
Half-size exhibit area with table (non-profit organizations only)	\$90	
Exhibit area w/ table	\$175	
Additional exhibit area w/ table	\$75	
Conference program advertisement (Back cover)	\$150	
Conference program advertisement (Inside front / back cover)	\$100	
Full page ad inside conference program	\$80	
½-page ad inside conference program	\$60	
¼-page ad inside conference program	\$40	
Single commercial presentation	\$150	
Other customized options	\$TBD	

Do you require an invoice for the above prior to making payment? YES / NO

**Payment**

Complete and email the above application form by **August 31, 2017** to Kathy Stamos: [stamos@ntc.edu](mailto:stamos@ntc.edu)

\*As there is limited display space for the conference, we encourage you to submit your application and remit payment as early as possible, before the **August 31, 2017** deadline. Date of receipt of payment will affect display area selection priority.

**Payment:**

Send a check, payable to WITESOL for the full amount to:  
Kathy Stamos, WITESOL Treasurer  
1319 Rose Marie St. #7  
Wausau, WI 54401

Please write below the information you wish to include on the name badge for your attending representative:

Sponsored by:



English as a Second Language  
UNIVERSITY OF WISCONSIN-MADISON



PRESENTS

# WITESOL FALL CONFERENCE

REFLECTIVE TEACHING, TEACHING REFLECTION:  
MEETING THE NEEDS OF LANGUAGE LEARNERS

Saturday, November 4th  
Concourse Hotel in Madison, Wisconsin

Opening Keynote Speaker:

Dr. Thomas S.C. Farrell  
Brock University



Closing Plenary Speaker:

Jon Nordmeyer  
WIDA



Plus Fabulous Concurrent Sessions

[witesol.com](http://witesol.com)  
[#WITESOL17](https://twitter.com/WITESOL17)

## Biographical Information

### Opening Keynote Speaker – Dr. Thomas S.C. Farrell



**Thomas S.C. Farrell** is Professor of Applied Linguistics at Brock University, Canada. His professional interests include reflective practice, and language teacher education and development. Professor Farrell has published widely in academic journals and has presented at major conferences worldwide on these topics. His latest books are *Promoting Teacher Reflection in Language Education: A Framework for TESOL Professionals* (Routledge, 2015), and *From Trainee to Teacher: Reflective Practice for Novice Teachers* (Equinox, 2016). His webpage is: [www.reflectiveinquiry.ca](http://www.reflectiveinquiry.ca)

### Closing Plenary Speaker – Jon Nordmeyer



**Jon Nordmeyer** is WIDA's International Programs Director. Jon guides the research, development and implementation of WIDA resources to support English language learners in international schools. He comes to WIDA with more than 25 years of experience teaching at international schools in China, Ecuador, The Netherlands, Taiwan, Turkey and Thailand. He has presented at AAIE, AASSA, ACAMIS, AISA, EARCOS, ECIS, ELLSA, Learning Forward, NFI NESAs and TESOL conferences and has taught graduate seminars at Harvard Graduate School of Education and Tibet University. He has published articles in the *Journal of Staff Development* and *International Schools Journal*. He is the co-editor of *Integrating Language and Content* (TESOL 2010).