



# Wisconsin TESOL 2018 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 Sister Joel Read Center of Alverno College (3400 S. 43<sup>rd</sup> Street) in Milwaukee on October 27, 2018 and the theme is **Stand Up, Speak Out: Standing with Our Students**.

Our keynote speaker is **John Segota**, Associate Executive Director for Public Policy and Professional Relations at TESOL International Association. We are also excited to have **Tim Boals**, founder and director of WIDA as a closing plenary speaker. 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>		
Single commercial presentation (only three available)	\$150	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.
<b>Customized Options</b>		
Other	STBD	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 2018  
Commercial Partnership (CP) Application

Company Name:	
Street:	
City, State, ZIP:	
Primary Contact Person:	
Tel:	
Email:	

**How would you like to participate in the WITESOL 2018 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 **September 22, 2018** 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 **September 22, 2018** 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:

**WITESOL 2018 FALL  
CONFERENCE**

**STAND UP,  
SPEAK OUT:  
STANDING WITH  
OUR STUDENTS**



**JOHN SEGOTA**  
TESOL INTERNATIONAL  
OPENING PLENARY



**TIM BOALS**  
WIDA  
CLOSING PLENARY

**10.27.2018**

**ALVERNO COLLEGE  
SISTER JOEL READ  
CONFERENCE CENTER  
MILWAUKEE, WISCONSIN**



**WITESOL.COM  
#WITESOL18**



# Opening Plenary

WITESOL is excited to have John Segota, the Associate Executive Director for Public Policy & Professional Relations at TESOL International Association (TESOL), as our opening plenary speaker!



**John Segota**, MPS, CAE, is Associate Executive Director for Public Policy & Professional Relations at TESOL International Association (TESOL). John's responsibilities at TESOL include government relations, policy analysis, media relations and communications, oversight of standards development, and management of TESOL's advocacy activities. John works closely with TESOL's senior leadership on policy management, strategic planning, public relations, and governance issues.

John has presented both nationally and internationally on public policy as it relates to English language education, and has written extensively on issues of education policy. John has a BA in Political Science with a concentration in International Studies from the College of the Holy Cross in Worcester, MA, a Master's of Professional Studies in Public Leadership from The George Washington University in Washington, DC, and has earned the Certified Association Executive (CAE) designation from the American Society of Association Executives (ASAE).

# Closing Plenary

WITESOL is excited to have Tim Boals, the founder and director of WIDA, as our closing plenary speaker!

## Teaching "English" in Contentious Times

It's a difficult time to be an educator, but even more so when the students and families we serve are multilingual learners, culturally diverse and often recent immigrants. While we may have signed on to "teach English," we now see our job as so much more than that. What is our role in educating and advocating for our students? What knowledge and skills are required to be effective

advocates of multilingual learners? Who must we partner with in our efforts to advocate? And what will we do differently tomorrow to respond to our students' needs? We are tasked, not merely with teaching English, but with building bridges that lead to success for our students when too many around us seem intent on building walls.



**Tim Boals** is the founder and director of WIDA. He holds a Ph.D. in education from the University of Wisconsin-Madison with an emphasis in the education of multilingual learners. His background includes language education, curriculum and instruction, educational policy, and Spanish language and literature. At WIDA, Tim oversees the vision and operations, long range planning, research and development, and consortium outreach efforts.

Tim frequently presents at conferences in the USA and internationally on increasing the opportunity to learn for multilingual learners. WIDA projects he is particularly excited about include WIDA's Spanish Academic Language Standards and CAN DOs, WIDA's Early Years and International programs, a native Alaskan language proficiency assessment development grant project, and professional learning on formative assessment.