

## THE NATIONAL ASSOCIATION FOR MULTICULTURAL EDUCATION

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Dear Exhibitor:

You are cordially invited to participate as an exhibitor at the 20<sup>th</sup> Annual International NAME Conference. The National Association for Multicultural Education is holding its annual conference this year, in Las Vegas, November 4-6, 2010 at the Rio All-suites Hotel. This year's theme is "*Empowering Children & Youth: Equity, Multiculturally Responsive Teaching & Achievement Gaps.*" The NAME Conference is designed for educators at all levels, administrators, community activists, parents and others interested in advocating for equity, multicultural education and social justice. Since NAME is the only national organization whose primary focus is multicultural education, hundreds of educators and activists throughout the country attend our annual conference each year.

This year's conference has a slightly different format. Formal conference activities will begin on Thursday at lunch and continue with full conference activities through Saturday evening. To give our Exhibitor's more visibility, the Exhibit Area will be centrally located, amidst the conference activity. As our attendees go to and from general sessions they will pass through the Exhibit Area.

Exhibits will open in time for our Founder's opening luncheon, on Thursday. The reception celebration our 20<sup>th</sup> Annual Conference on Thursday evening will take place in the Exhibit Area, to give our attendees, plenty of time of time to browse and shop. Exhibits will be open daily on Thursday 12 noon until 9:30 (for the reception) and Friday from 8:45 a.m. to 6:00 p.m. and on Saturday from 8:00 a.m. to 3:00 p.m. (we are considering having our closing reception, on Saturday evening, from 6:45pm to 8:00pm, in the Exhibit Area, as well, if vendors would like the additional opportunity to promote the products/business.

To better serve our NAME Exhibitors, NAME is offering Booth Staffing Assistance this year. For our vendors who either need additional part time staffing, for their booths, or those who want to have NAME full staff their booth, we are happy to assist. If you need assistance, please indicate which option you are interested in on your Exhibitor Request Form, and a NAME representative will contact you to discuss your needs before billing you for the services. WE are hoping that this new service will be helpful to those vendors who can only send one rep to conference or who would like a booth, but cannot send the necessary staff.

This year we are also offering full or half page ads in the NAME Conference program, at a discounted rate, to all of our Exhibitors. If are interested in the discounted ads for our Exhibitors, please indicate on your Exhibitor Request Form. If you have questions about these new opportunities available to our vendors, please contact me at [HYPERLINK "mailto:Bette@NAMEorg.org" Bette@NAMEorg.org](mailto:Bette@NAMEorg.org) for more information.

We will be assigning booths in the next few weeks and will keep you informed as the program is finalized. We have gone to online billing and payment to streamline the process and expedite the Exhibitor registration process. After we receive your Exhibitor Space Request Form and payment, exhibit packets will be forwarded with additional instructions from our exhibit company (TBA). You will contact the company directly for any additional services needed.

Spaces will be available on a first come, first served basis and assigned in the order received, according to your requirements. If you have any suggestions or know of someone that would be interested in participating at the conference, please forward this information to them, send NAME an email or attach a note to your Exhibitor Request Form.

We hope that you will participate in the 2010 NAME Conference. We look forward to working together to make this year's NAME Exhibits a great success.

If you have any questions prior to our next correspondence, please feel free to contact CONTACT  
Con-3A1C12071 Bette Tate-Beaver at [HYPERLINK "mailto:Bette@NAMEorg.org" Bette@NAMEorg.org](mailto:Bette@NAMEorg.org)

Yours in NAME,  
CONTACT \_Con-3A1C12071 Bette Tate-Beaver  
NAME Managing Director