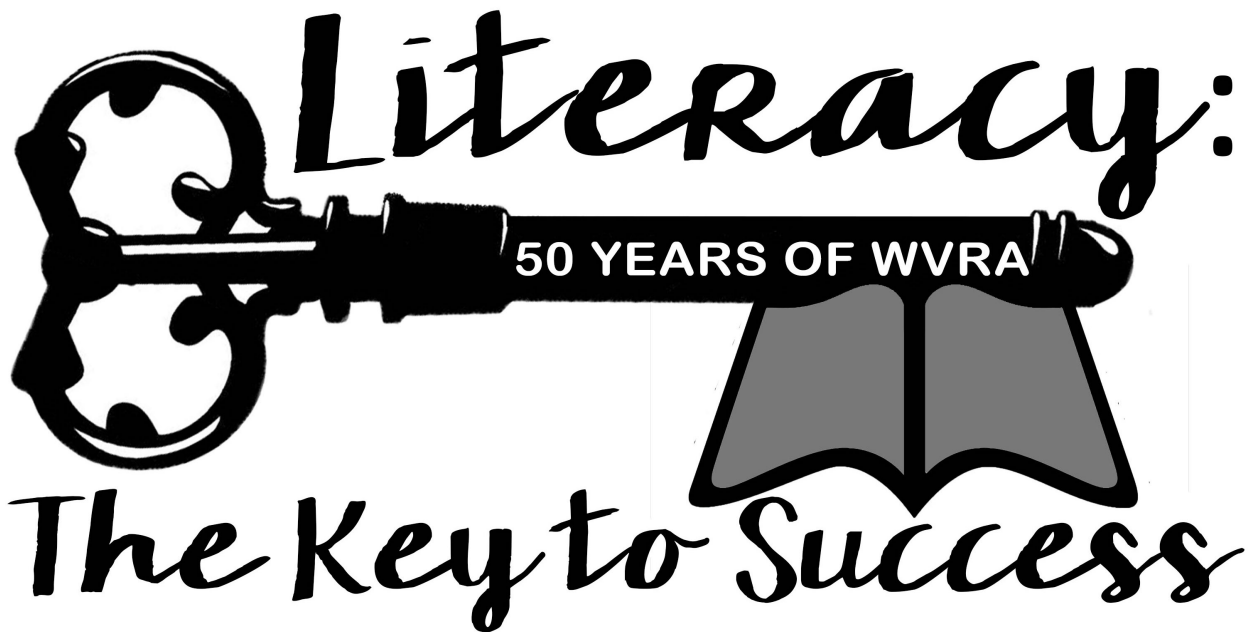


*A Call for Conference Exhibitors for the
50th Anniversary Celebration of the*



with the theme of



WVRA 63rd Conference

November 15 and 16, 2018

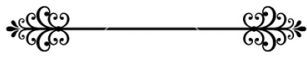
At the Greenbrier
White Sulphur Springs, West Virginia 24986

Exhibitor Registration Deadline-October 23, 2018

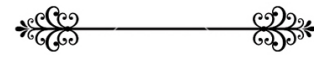


Reasons to Purchase Exhibit Space

- ❖ The West Virginia Reading Association, (WVRA), is the oldest professional organization in West Virginia committed to literacy instruction in the Mountain State.
- ❖ During the annual WVRA Conference, over 500 educators from all over West Virginia and several surrounding states will go through the Exhibit Hall.
- ❖ This conference provides an opportunity for vendors to showcase some of their new and exciting materials.
- ❖ Conference attendees say they learn valuable information in the Exhibit Hall to improve instruction in their classroom because they are provided the opportunity to see and learn about the latest instructional materials, technology and services from the vendors. As a result, some conference attendees will purchase items to use in their classrooms during the conference.
- ❖ Higher Education vendors have an opportunity to recruit educators for undergraduate or graduate degree programs.



Conference Overview



Literacy: The Key to Success is the 63rd Conference Theme.

The West Virginia Reading Association (WVRA) began fifty years ago. Now in 2018, the Association will celebrate its 50th Anniversary as the oldest professional organization in West Virginia committed to eradicating illiteracy in the Mountain State. In 1968, WVRA's key focus was improving reading instruction for all students. During these fifty years, since its founding, WVRA has evolved and made great strides to recognize student achievement in reading and provide professional development for all educators in reading. There are no longer "black and white" approaches to reading, but there are hints of grey that indicate a blending of these "black and white" approaches to reading. However, the conference committee will retain the black and white color scheme to promote the elegance of this 50th anniversary celebration.

WVRA recognizes that students require more than the ability to read. Students require literacy skills that include: not only the ability to read, but also the ability to write, speak, listen, comprehend and enjoy reading. All educators are responsible for providing students with this **Key of Literacy** through books to promote and ensure future **success**. The Key of Literacy and the book are the two elements of this 2018 conference logo. Literacy is an essential component of everyday life and is embedded in all social interactions, activities and relationships. This rationale forms the basis for the key questions that the conference committee is seeking to answer for conference participants through concurrent sessions and exhibits in the Exhibit Hall.

- ❖ Who should be involved in the literacy development of all students?
- ❖ What are some of the key strategies to develop literacy?
- ❖ When is it developmentally appropriate to introduce these key strategies?
- ❖ Where can educators go to find resources to deliver these key strategies for literacy?
- ❖ Why is it necessary to integrate literacy throughout the curriculum?
- ❖ How can all educators deliver these key strategies effectively?





Exhibit Registration Form
November 15 and 16, 2018
The Greenbrier, 300 W. Main Street
 White Sulphur Springs, WV 24986



WVRA Tax Exempt Number: 556028358

Company Name and Address: _____

Representative's Name/Address _____

Phone _____ Fax _____

E-Mail _____

Number of tables at \$250.00 per table _____ Amount enclosed: \$ _____
 Online registration will be available to pay via credit card at the rate of \$275 per table at
 regonline.com.

Electricity needed: Yes _____ No _____

Phone/Internet: **Arranged through The Greenbrier Sales Office by the vendor.**

Special Needs: _____

Door prize donation to WVRA: Yes _____ No _____

Description (optional): _____

Names for nametags: _____

If you are willing to sponsor an author luncheon, keynote or conference dining experience,
 please contact Tila Boyce at tboyce.wvra@gmail.com, tboyce@k12.wv.us, or 304-644-7064.

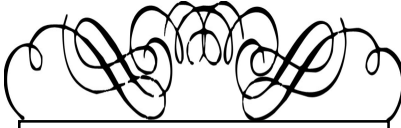
Please Note:

To guarantee exhibiting space, all fees must be paid to the West Virginia Reading Association on or before October 23, 2018. Exhibiting space will not be guaranteed until table fees are paid in full.

Return this form and check made payable to: **WVRA to:**

Frances Horton
 6019 Pullen Ct.
 Barboursville, WV 25504

FAX: 304-736-3297
 E-mail: franread@aol.com
 Phone: 304-736-5839



Please indicate below
 the number of years
 your company has
 exhibited at the WVRA
 Conference.

_____ years.




Table fee: \$250.00 per table for Thursday and Friday.



GENERAL VENDOR INFORMATION



Conference Date: November 15-16, 2018

Place: *The Greenbrier* – Exhibit Hall

Tables: 8' x 30" (Electricity By Request)

Technical Needs: Phone/internet must be arranged by vendor through *The Greenbrier* sales office at (304-536-7837)
WVRA is not responsible for this additional service.

*Exhibit Set Up: 2:00 p.m. - 5:00 p.m., Wednesday, Nov. 14

*Exhibit Hall Schedule 8:00 a.m. - 5:00 p.m., Thursday, Nov. 15

7:00 a.m. - 2:30 p.m., Friday, Nov. 16

*Exhibits Dismantled: By 5:00 p.m. on Friday Nov. 16

*** Times listed are tentative – check nearer to conference date**

Check at the Service Entrance of the Greenbrier Hotel for directions to Exhibit Hall loading and unloading area.

Tables will be labeled with company names.

Door prizes are to be given out by exhibitors at their table or given to Hospitality Chair: Teresa Brown for distribution at the closing session.

Exhibit fees cannot be returned after October 24, 2018.

MERCHANDISE FORWARDING:

All packages should be mailed to:

**Guest Name & Company, WVRA Exhibits
Attention: Bibbs Tolley, Porter
300 West Main Street
White Sulphur Springs, WV 24986**

