

Set your course for TCAT

To put some wind in your sales



**Textbook Coordinators' Association of Texas
19th Annual Conference
Dec. 6–8, 2010
Moody Gardens Hotel • Galveston**

19th Annual State Conference
Exhibit Dates: Dec. 6-8, 2010

Moody Gardens Hotel and Convention Center
 888-388-484 • 409-741-8484

Please type or print all information. LIST ALL PARTICIPANTS

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Telephone: _____ Fax#: _____

Contact Person: _____ Email: _____

Booth Personnel:

Name: _____ Position: _____

Name: _____ Position: _____

(Note: Additional charge for more than 2 participants)

Name: _____ Position: _____

Name: _____ Position: _____

See information in this packet for Vendor/Exhibitor Fee Schedule and Important Information
 Please complete this form and send it along with a check made payable to:

TCAT
 c/o Gilleland Creek Press
 P.O. Box 676
 Pflugerville, Texas 78691
 or FAX to 512-251-8152

BOOTH

STANDARD RATE.....	\$650.00.....	\$ _____
or SPOTLIGHT BOOTH (in high-traffic foyer).....	\$750.00.....	\$ _____
Additional skirted table.....	\$200.00.....	\$ _____
Additional Participants _____ x _____	\$175.00 (each/all 3 days)...	\$ _____
Additional Participants _____ x # of days _____ x	\$70.00 (each/per day).....	\$ _____
LESS \$100 DISCOUNT (Diamond, Platinum, Gold sponsors only).....		\$ _____
SPONSORSHIP.....		\$ _____
Diamond (≥\$3000); Platinum (\$2000)		
Gold (\$1000); Silver (\$500); Bronze (\$300)		
Total:		\$ _____

CHECK ENCLOSED BILL ME (Payment must be received by Dec. 1, 2010)

Booth reservations invalid until payment is received.

YES, I'd like to present a half-hour Exhibitor Forum Break-Out Session during the Conference
 (Booth-holders only. Note: Space is limited to 8 Exhibitor Forums).

The Moody Gardens Hotel has set a special room rate when you identify yourself as a participant in the TCAT Conference. Parking is available in the hotel parking lot or garage. Each participant is responsible for his or her own room reservation. Reservations should be made with the hotel, 888-388-3434, no later than Nov. 13, 2010.

Dear friend of TCAT:

You're invited to exhibit at TCAT's 19th Annual Conference. The Textbook Coordinators' Association is reaching out to more than 1,100 school districts and charter schools in Texas to participate this year.

Whether you're a publisher of instructional materials or digital content; if you are a supplier of instructional technology equipment; or a warehouse products firm; whether you sell support materials such as office supplies or storage hardware, you'll find potential customers from across Texas at the TCAT Conference, Dec. 6-8 at the Moody Gardens Hotel in Galveston.

Your company can also take advantage of many opportunities – sponsoring special events (such as refreshment breaks, luncheons or other activities). Please feel free to contact me (512-219-7906) or TCAT's Executive Director Cliff Avery (512-251-8101) to assist in making arrangements with Moody Gardens. Submit your registration form today.

See you in Galveston...!



Debbie Disler
Exhibitor Liaison Chair

TCAT 2010 Vendor/Exhibitor Fee Schedule

Standard Exhibitor Fee \$650 (LIMITED NUMBER AVAILABLE)

SPOTLIGHT BOOTH
(in high-traffic foyer) \$750

Booth registration includes: • (1) skirted table and (2) chairs
• Registration: (2) company representatives for all scheduled conference events

(Note: For each additional participant, there is an additional fee of \$175 per person for the entire conference or \$70 per additional person per day.)

Registration and Display Information

Exhibitor Move-In: 3-6 pm, Sunday, Dec. 5.

Registration:

7 am-5 pm Monday, December 6, 2010 Conference registration area

8 am-Noon Tuesday, December 7, 2010 Conference registration area

Vendor/Exhibitor Display:

8 am-5 pm Monday, December 6, 2010 Convention Center area

8 am-5 pm Tuesday, December 7, 2010 Convention Center area

Your company brochures, flyers or special event notices may be included in the registration packets. For information please contact Cliff Avery, executive director, 512-251-8101. By submission of application, Exhibitor agrees that The Textbook Coordinators' Association of Texas, Moody Gardens Hotel and Convention Center, or their agents are not responsible for loss or damage to Exhibitor's materials or displays or for injury to Exhibitor or its employees, contractors or agents in connection with the Conference.

Inquiries for vendor/exhibitor arrangements should be directed to:

• Cliff Avery – Gilleland Creek Press (512) 251-8101, fax (512) 251-8152, email: textbook@texas.net

• Debbie Disler – Hayes Software (512) 219-7906, fax (512) 219-7728, email: ddisler@hayessoft.com

Arrangements to sponsor refreshment breaks, special events, AV equipment, etc. should be directed to: Rebecca Quebe, 888-388-8484.

Exhibitor Guidelines

- Carts will not be provided unless you commission a guest service/bellman to assist with your loading/unloading.
- A skirted table with two chairs will be provided at no charge for your area. Please see the attached Moody Gardens order forms for any additional needs.
- There is absolutely no open flame, unsecured helium or other gasses allowed in the building.
- Please refrain from taping, tacking or otherwise adhering anything to the walls, curtains and windows. Banner hanging can be provided at a cost upon advance request.
- No music allowed.



**MOODY
GARDENS
HOTEL**

**SPA & CONVENTION CENTER
GALVESTON ISLAND**

Convention Service Order Form

Return to:

**Moody Gardens Convention Center
Seven Hope Blvd., Galveston, TX 77554**

Fax Number: 409-683-4928

Any Questions Call: 1-800-582-4673 Ext. 4241

QTY	REQUIREMENTS	UNIT PRICE	TOTAL
	Outlets to 1000 watt - 120 Volts - Single Phase	\$40.00	
	Outlets to 2000 watt - 120 Volts - Single Phase	\$60.00	
	Outlets to 3000 watt - 208 Volts - Single Phase	\$80.00	
	Outlets to 6000 watt - 208 Volts - Single Phase	\$90.00	
	Outlets to 6000 watt - 208 Volts - Three Phase	\$120.00	
	200 Amps - Three Phase	TBD	
	400 Amps - Three Phase	TBD	
	Extension Cord	\$15.00	
	Power Strip	\$10.00	
	Telephone Outlet (Local & Long Distance)	\$162.38 (Tax Incl.)	
	Analog Line (Credit Cards/Fax/Dial Up)	\$162.38 (Tax Incl.)	
	Speaker Phone (Phone Only)	\$ 81.19 (Tax Incl.)	
	High Speed Internet Service	\$162.38 (Tax Incl.)	
	DSL Line	\$487.13 (Tax Incl.)	
	Air (Per Day Usage)	\$40.00	
Rates quoted cover only the bringing of service to the booth & do not include connecting equipment or special wiring.		All wiring & electrical work on exhibitors display(s) will be charged on a time & material basis.	

Name of Exhibition or Show: _____ Booth #: _____

Company Name: _____ Date of Show: _____

Address: _____ City, State: _____

Ordered By: _____ Phone #: _____

Charge to Room #: _____ or CC #: _____ Exp. Date: _____

Name on Card: _____ Print Name: _____

Signature: _____ Date: _____

****Orders should be placed in advance within
30 days of service****

**"WE PREFER DRAYAGE TO BE HANDLED
BY THE DECORATOR"**



**MOODY
GARDENS
HOTEL**

**SPA & CONVENTION CENTER
GALVESTON ISLAND**

*Package Drayage Billing
(Receiving Charge)*

Ref#

Shipper		Ship To Ship To	
Tracking #	Service	Pkg Weight in lbs	# of pieces
Pkg Ref# Type 1		Pkg Ref# Type 2	
Shipment Ref.			

Name of Event: 0 booth#

Quantity	Requirements (Per Item)	Unit Price	Total
0	Orders under 10lbs	\$25.00	\$0.00
0	orders over 10lbs	\$35.00	\$0.00
0	orders requiring special handling	\$250.00	\$0.00
0	complimentary	\$0.00	\$0.00

Received Date:	Grand Total
----------------	--------------------

Drayage: Any item shipped to Moody Gardens less than 10 lbs. Will cost \$25.00 per item.

All other material over 10 lbs, that does not require additional handling or special handling will cost \$35.00
There will be a \$250.00 per item charge to deliver heavy equipment or anything that involves special handling

Charges must be guaranteed by a credit card.

We prefer drayage to be handled by the decorator

billing can be charged to Room

Will accept cash, check, MasterCard, Visa, American Express, Discover

CC# Exp. Date

Name on Card

Print Name Room

Signature Date:

Please call with any questions:
Fax:

1-800-582-4673 ext.4419
409-683-4928

Customer Copy

Textbook Coordinators'
Association of Texas
P.O. Box 676
Pflugerville, TX 78691

PRESORTED FIRST CLASS MAIL
U.S. POSTAGE
PAID
AUSTIN, TEXAS
PERMIT NO. 1

512-251-8101
www.tcat.org

**Your chance to reach the Texas textbook community
Dec. 6–8, 2010 • Moody Gardens Hotel, Galveston**

Opportunities to reach your customers...

As an exhibitor at TCAT's Annual Conference, you'll have plenty of ways to get your message out:

- Exhibitors can sign up to make presentations in an **Exhibitor Forum**, one of the break-out sessions offered during the Conference program. We especially encourage publishers to take advantage of this opportunity to present information critical to textbook coordinators including sample volumes and ancillary materials, information on physical dimensions and information about packaging of products. **Hurry! Space and time slots are limited and are only available on a first-come, first-served basis.**
- Some firms may wish to **host events** for all registrants at sites away from the hotel, and the many attractions of Moody Gardens offer plenty of ways to do just that. TCAT staff is available to help coordinate your event with the rest of the conference and make sure your contributions are recognized.
- ***With the 2010 election, there's tremendous interest in textbooks in Texas. That interest will be the focus of TCAT's ANNUAL CONFERENCE at the Moody Gardens Hotel in Galveston.***

**Call 512-251-8101 to reserve
your booth today!**

Sponsorships are available to provide or help underwrite refreshment breaks, luncheons or special events. Cash sponsorships at various levels — diamond (\$3,000 or more), platinum (\$2,000 or more), gold (\$1,000), silver (\$500) and bronze (\$300) — are also welcomed. These sponsors will be recognized by appropriate signage and by announcements throughout the event, because **TCAT is truly grateful to those who help those who get schoolbooks into the hands of Texas children.**

**IF YOU'RE A TCAT GOLD, PLATINUM
OR DIAMOND SPONSOR
YOU'RE ENTITLED TO A \$100 DISCOUNT
ON YOUR BOOTH FEE!**



On the cover: The featured photo is of the 1877 Barque *Elissa*, which is docked at the Texas Seaport Museum in Galveston. *Elissa* is not a replica but a restored, fully-functioning vessel that still sails annually around the Gulf of Mexico today.