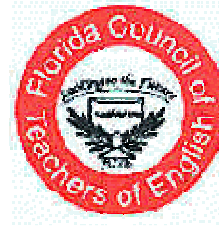


March 15, 2009



Dear FCTE Business Partners:

It is with great excitement that we invite you to join us at Florida Council of Teachers of English Professional Development Institute (PDI) to be held October 15-17, 2009, at the Renaissance Orlando Hotel Airport, 5445 Forbes Pl., Orlando, Florida. Our theme for the Institute, "Balancing Literature and Reading," presents a topic of vital importance to our members and promises to draw a large number of participants who seek to refine or even redefine their practices as the literacy needs of those we serve change.

We are very sensitive to the effect that the economy is having on our members and business partners alike. Schools have drastically scaled back or eliminated professional development funding, and teachers, who face the potential of pay cuts due to budget shortfalls, are also limited in how much of their own budgets can be allocated for their professional development. Rest assured the FCTE Board of Directors is doing everything possible to make the PDI a worthwhile and affordable learning and renewal opportunity for our members, offering the highest value for the smallest possible investment. Similarly, we know that your market development funds are also more limited than ever before, so we want to give you the best return on your investment in our PDI. To that end, we are offering you two new ways to maximize your marketing dollars:

1. We are offering a leveled sponsorship program which offers you a range of advertising and marketing options to fit your budget, offering you a "smorgasbord" of breakout session presentation slots, Florida English Journal and Professional Development Institute Program advertisements, display tables, and more from which to choose. Please refer to the enclosed brochure for the details of each of the levels ranging from the Platinum Sponsor to Display Tables Only.
2. We are offering a 10% discount to all business partners who commit to a sponsor level and submit payment by **May 1, 2009**.

Please review the brochure and send in your registration today. Meanwhile, if you have any questions, please feel free to contact me. We appreciate your sponsorship and continued support, and we look forward to an event that is mutually beneficial to all our stakeholders.

Sincerely,

Sandy Deakins
FCTE Professional Development Institute Vendors/Exhibits Chair
sdeakins49@aol.com (904) 824-8507

Diamond Level

\$2,000

(4 spots available at this level on first come, first serve basis)

Benefits:

- 2 exhibit tables
- One breakout session presentation slot
- English Journal full page ad (Inside cover to first 2 sponsors!)
- Pre-conference & Post-conference & website recognition
- Full page ad in PDI program
- Company information & booth number listed prominently in conference program
- Special invitation in attendee bags to stop by sponsor's table (Sponsor to provide materials)
- Company name & logo listed on tabletop advertising/PowerPoint during breakfasts
- Two free luncheon tickets & special recognition at opening session and all general sessions
- Company name listed on select event signage

Platinum Level

\$1,500

- 2 exhibit tables
- Pre-conference & Post-conference & Website recognition
- Half-page ad in PDI program
- English Journal Full Page Ad
- Company information & booth number listed prominently in conference program
- Special invitation in attendee bags to stop by sponsor's table (Sponsor to provide materials)
- Company name & logo listed on tabletop advertising/PowerPoint during breakfasts
- Two free luncheon tickets & special recognition at opening session and all general sessions
- Company name listed on select event signage

Gold

\$1000

- One exhibit table
- Half-page ad in Program
- Half-page ad in English Journal
- Company information & booth number listed prominently in conference program
- Special invitation in attendee bags to stop by sponsor's table
- Company name & logo listed on tabletop advertising/PowerPoint during breakfasts
- Luncheon ticket

Silver

\$500

- One exhibit table
- ¼ page ad in program
- Company information & booth number listed prominently in conference program
- Special invitation in attendee bags to stop by sponsor's table (Sponsor to provide materials.)
- Company name & logo listed on tabletop advertising/PowerPoint during luncheons

Booth only

\$350