



Chinese Language Teachers Association, USA 美國中文教師學會

c/o Department of Modern Languages, Carnegie Mellon University
5000 Forbes Ave, Pittsburgh, PA 15213
Tel: 412-268-5949, Fax: 412-268-1328
Email: clta@andrew.cmu.edu; Web: www.clta-us.org

December 12, 2022

Dear 2023 CLTA Annual Conference Exhibitors,

Greetings from CLTA Headquarters! Hope this message finds you well.

We cordially invite you to be one of the exhibitors (sponsors) for the 2023 CLTA Annual Conference which will be held (fully in person) at the Hilton Hotel at Washington Dulles Airport on Friday March 31- Sunday April 2, 2023.

During the 2023 CLTA Annual Conference CLTA will hold its General Membership Meeting, and the 16 CLTA-affiliated Regional Associations and 13 CLTA SIGs (Special Interest Groups) will all actively participate. There will be plenary talks, exhibitions, roundtables, workshops, teaching demos, and paper presentations by K-16 teachers. We estimate that over 300 Chinese language teachers and researchers from all around the world will register for and attend the Conference.

The exhibition table reservation form is now available for Exhibitors to sign up online. CLTA cordially invites CFL-related institutions and companies to publicize your programs and/or exhibit your company's products during the 2023 CLTA Annual Conference. Following are highlights of the benefits and registration details of the 2023 CLTA Annual Conference Exhibitions (Sponsors):

Exhibition Preparation: Thursday, March 30, 2023 Exhibition Room (Colvin Run)
available for set up: 2:00PM-11PM

- Day 1: March 31, Friday, Exhibition: 1:00PM - 8:00 PM, Colvin Run
- Day 2: April 1, Saturday, Exhibition: 9:30 AM - 6:00 PM, Colvin Run
- Day 3: April 2, Sunday, Exhibition: 8:30 AM - 12:00 PM, Colvin Run
- ** April 2, Sunday, 8:30AM - 9:30AM: Specific Presentation Session for the Onsite Exhibition

In the reserved space for exhibitors, publications, programs, and products may be sold on site. To reserve exhibition tables, please go to (<http://clta-us.org/clta-annual-conference/>). In order to accommodate different sponsors' needs and interests, we have come up with two ways for participating as an Exhibitor:

(1) Virtual Exhibitors: The fee is **\$600** and includes **(a)** Inclusion on a sponsors list that will be widely promoted and distributed to CLTA members and communities through various channels including the CLTA conference website, listserv, 16 regional

associations, 13 CLTA-SIGs and their social media groups, and the CLTA general membership meeting (b) Exhibitor's promotional materials (e.g. name, logo, advertisement, website...etc.) will be posted on the 2023 CLTA Conference website (c) The list of Exhibitors will be recognized and thanked at the general membership meeting & dinner banquet (Saturday, 4/1) and the list will also be published and thanked in the CLTA Newsletter (May 2023 Issue).

(2) Onsite Exhibitors: The fee for one table is **\$1,200** and includes the benefits (a), (b), and (c) provided to virtual Exhibitors and described above, **PLUS (d)** one onsite display exhibition table (in the Calvin Run Room) & one conference registration. Each additional representative will need to register for the conference (conference registration: early bird rate through 12/31/2022, and advanced rate until 1/31/2023). All events, including meals, will take place in the same hotel, and the registration fee includes one dinner (Saturday banquet) and two lunches (Fri & Sat) (e) One time slot (30 min) at the Exhibition presentation session. The Exhibition presentation session time is specifically reserved for Exhibitions. That is, no other presentations are scheduled in that time so that participants will be able to go to the Exhibition presentation session. The Exhibition presentation session is scheduled to be held on April 2 (Sunday) 8:30AM-9:30AM. If you reserve two Exhibition tables, you will have two time slots (one hour) for your presentation. The exhibition presentation activities for your presentation time slot(s) are very flexible. You can decide how to use them. For example, you might want to have a short introduction of your company/organization, invite your book authors do a presentation or simply host a Q and A session with the audience. (f) You can reserve your hotel rooms at the group rate for conference participants at the website.

Register for an Exhibition Table(s) using the online form at the conference website: <https://clta-us.org/clta-annual-conference/>

This form will allow you to pay via **PayPal** (note: **Receipts** for the 2023 CLTA-USA conference Exhibition & registration fee can be downloaded from the transactions in your **PayPal** account.)

Please fill out the Exhibitor application form online and submit by February 15, 2023. If you have questions, please contact CLTA HQ at clta@andrew.cmu.edu.

Looking forward to seeing you at the 2023 CLTA Conference at Hilton Hotel at Washington Dulles Airport, March 31-April 2, 2023!

Sincerely,

2023 CLTA Annual Conference Exhibition Table Organizers:

Sue-mei Wu (吴素美), Teaching Professor of Chinese Studies, Carnegie Mellon University, CLTA Executive Director: E-mail: suemei@andrew.cmu.edu, Cell Phone: 412.708.8856

Gang Liu (刘刚), Associate Teaching Professor of Chinese Studies, Carnegie Mellon University, CLTA Board member and chair of the fundraising committee, E-mail: gangliu@andrew.cmu.edu, Cell Phone: 734.709.0594