

November 10, 2010

Greetings:

The Southern Wisconsin Educational Inservice Organization will be holding its 120th annual convention on Friday, February 25, 2011 at Madison's Monona Terrace. More than 4,258 teachers, administrators, and other individuals interested in education belong to SWEIO.

We are inviting exhibitors to display materials of interest to educators of all grade levels. All exhibits will be in the Grand Terrace, Level Four of the Monona Terrace, One John Nolan Drive, Madison, Wisconsin. The cost of a booth is listed on the application form. Each booth will consist of an area 8' x 10', a chair, and a 2' x 8' x 30" table with no skirting. An electrical hook-up may be ordered on the application form. One additional table may be ordered for a booth. The charge for tables ordered the day of set up will be \$54.00. Prices are dictated by the Monona Terrace. Exhibitors are to use the east loading dock of the Monona Terrace.

Space is limited and will be assigned in the order in which requests are received. The entire convention will be on Level Four. If you are interested in reserving one or two booths, please fill out the Exhibit Application form and return it to the address at the bottom of the form. Hotel room reservations for the SWEIO Convention may be made with the Hilton Hotel, East Wilson Street, Madison, Wisconsin 53703, Phone: (608) 255-5100. A SWEIO rate is being offered. Reservations must be made by January 21, 2010.

The Monona Terrace Grand Terrace will be available on Thursday, February 24 at 1:00 p.m. for setting up. On Friday, February 25, exhibits will be open from 7:30 a.m. until the close of the convention about 2:30 p.m.

The key note presenters for the 2011 SWEIO Convention are Michael Wesch, U-tube Movies and their Effect; Jason Kontecki, There's an Adult in My Soup; and Jodee Blanco, Bullying.

The SWEIO Tax number is 39-1281478. If you have any further questions, please contact me at (920) 623-5145.

Sincerely,
Robert A. Ayer
SWEIO Treasurer