

Join Us in  
Celebrating  
**35 Years of**  
TASS!

# Teaching Academic Survival & Success

March 23-26, 2025 | Fort Lauderdale, Florida



# WELCOME!

## TASS -Teaching Academic Survival and

**Success** will be holding its 35<sup>th</sup> Annual Conference – The TASS Conference is a forum for faculty, student support personnel, administrators and other practitioners who are passionate about helping students, especially those who are underprepared and underrepresented, to survive and thrive in college and beyond. The **TASS** conference will be held March 23-26, 2025, at the Embassy Suites in Fort Lauderdale, Florida. We would love for you to participate at this year's event as a sponsor, exhibitor, or both!

## Who will you Meet?

TASS is a professional organization for higher education professionals in the fields of reading, developmental education, coaching, learning assistance, tutoring, and mentoring at the college/adult level. Our members are from across the United States, Canada and several other countries. Conference attendees include college instructors, counselors, advisors, learning assistance program directors, teacher education professors, orientation program directors, first-year experience staff, and adult literacy professionals. TASS members work in universities, colleges, community colleges, high school and technical colleges.

## Sponsorship & Exhibiting Benefits

The 35<sup>th</sup> annual TASS conference will feature scheduled “meet the exhibitor” activities throughout the conference to ensure attendees have a chance to learn about each exhibitor. In addition, each day, attendees will enjoy scheduled breaks with refreshments set up in the exhibiting area. This will give exhibitors the opportunity to meet attendees who are interested in learning about your products and services. In doing so, this raises awareness of your brand and draws your target marketing to you in one place at one time. Exhibiting at TASS can build your customer base and provide face-to-face time to answer questions. In addition to exhibiting, we offer some advertising and sponsorship opportunities, so keep reading to learn more.

For more information on this year's event visit our [conference website](#).

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## Thank You to our 2024 Sponsors & Exhibitors

### Sponsors

- Northern Essex-Community College
- Broward College

### Exhibitors

- Doctor of Community College Leadership-Ferris State University
- Center for Teaching Excellence -Drexel University
- Dr. Joy's Coaching
- ETE, Empowerment through Education Consulting
- Journal of College Literacy and Learning, CLL
- Le Bow -College of Business – Drexel University
- Townsend Press

# Hotel & Travel Information

All meeting sessions will take place at the Embassy Suites Conference Center. This hotel features a large indoor conference center with indoor dining and a beautiful pool that is the ideal destination to relax.

## Hotel

Hotel Embassy Suites by Hilton  
1100 SE 17th Street  
Fort Lauderdale, FL 33316

### Reservations:

Call for reservations.

**Phone Reservations:** 954-527-2700 and reference **TASS**  
TASS rate is \$225.00 per night plus 13% tax. Reservations must be made by February 15, 2025 to receive this rate.

However, availability is limited; therefore, we recommend you make your reservations early.

**Complimentary breakfast is included in room rate.**

## Parking & Transportation

The hotel provides parking. Yellow Cab taxis are available on demand around the clock at the Airport. Please check in at the Transportation Podium located outside the baggage area on the lower level at the curb of each terminal. Rate comparison charts are posted at each podium. Cabs may accept up to four people for the fare stated on the taxi's meters. Cab fare from the Ft. Lauderdale International Airport to the Embassy Suites Hotel is approximately \$11.00-\$14.00 each way. FLL airport is 3 miles from the hotel.



# Sponsorship Levels

Benefits Included	Benefactor Sponsor \$350.00	Spotlight Sponsor \$750.00	Premier Sponsor \$1,250.00
<b>Virtual Exhibitor Logo (Featured on TASS's Exhibitor/Sponsor Website Page)</b>	X	X	X
<b>Digital Program Guide Recognition</b>	X	X	X
<b>Booth/ Table – Near Registration Area</b>	X	X	X
<b>Conference Give-Away Item with Company Logo (i.e. lanyard, flash-drive, tote-bag, pens, etc.)</b>	X	X	X
<b>Attendee Mailing and E-mail List</b>		X	X
<b>Verbal Recognition and Acknowledgement at Welcome Reception</b>		X	X
<b>Full Conference Registration</b>		One Person	Two People
<b>Recognition in the Wrap-Up Conference Newsletter – over 3,000 National and International</b>		X	X
<b>Guaranteed Conference Session (30-45 min.) or Lunch Pre-Recorded Video Presentation at the General Session (up to 10 minutes)</b>			X
For questions, please contact Kristin Conley at <a href="mailto:KristinConley@ferris.edu">KristinConley@ferris.edu</a> or 231.408.8905			

# Promotional Opportunities

TASS is excited to introduce our 2025 sponsorship opportunities that will complement your company's marketing plan by connecting you with your target market as an official TASS sponsor. TASS sponsorships increase your visibility and help your company stand out from the crowd. Company logos or branding material must be emailed to Kristin Conley at [KristinConley@ferris.edu](mailto:KristinConley@ferris.edu).

*Content and creative is due **December 31, 2024**. If deadlines are missed, TASS may not be able to fulfill your sponsorship and will not provide a refund. TASS will contact you well in advance to provide reminders and will work with you to hit the outlined due date.*

## Promotional

### Registration Bags | \$700

See your company name on each attendee's arm as they carry meeting essentials throughout the conference.

**Benefits Include:**

- Your company logo co-branded with the TASS logo
- One complimentary conference registration

### Lanyards | \$500

Lanyards are essential for nametags at a conference. See your company name around the neck of each participant as they meet and greet people throughout the conference.

**Benefits Include:**

- Your company logo co-branded with the TASS logo
- One complimentary conference registration

### Name Tags | \$350

Nametags are essential at a conference. See your company name on each attendee's nametag as they meet and greet people throughout the conference.

**Benefits Include:**

- Your company logo co-branded with the TASS logo

### Pens | \$250

Pens are essential at a conference. See your company name in each participant's hand as they take notes throughout the conference.

**Benefits Include:**

- Your company logo visible in every attendee's hand.

# Exhibit Information

The TASS Annual Conference is the perfect place to meet hundreds of higher education professionals in the fields of reading, developmental education, learning assistance, coaching, tutoring, and mentoring. Our conference attendees are looking for products and services that will help them serve their students, and we will provide several opportunities for you to network with them at the event.

*Exhibits will be located on the main floor near the registration and help desk.*

## Exhibit Schedule

### Monday, March 24, 2025

Exhibits Open ..... 7:00 AM – 3:00 PM

### Tuesday, March 25, 2025

Exhibits Open ..... 7:00 AM – 3:00 PM

### Wednesday, March 26, 2025

Exhibits Open ..... 7:00 AM – 11:00 AM

Tear-Down and Move Out..... 11:00 AM – 12:00 PM

*\*Schedule subject to change.*

## Exhibit Table

### Benefits Include:

- Recognition in the conference website and mobile app
- Recognition at the conference's Welcome Reception
- Exhibit table that is 6'x 30" and includes:
  - Linen draped
  - Two chairs

Exhibit tables will be assigned on a first- come, first-served basis. TASS will make every attempt to assign exhibit tables and accommodate the requested needs and compatibility of each exhibitor.

**Exhibit tables must be reserved by February 15, 2025.** All individuals must register to attend the event. Additional conference registrations can be purchased.

## Shipping, Storage, & Material Handling

### The Embassy Suites in Fort Lauderdale

Shipping Instructions: Packages must be shipped as close to pick up date as possible, as there is limited space available.

### Please use the following format for your shipping labels:

TASS Conference  
Kristin Conley  
Attention to Sales Office  
1100 SE 17th Street,  
Fort Lauderdale, FL 33316

For post event shipping client must place pre-paid label and schedule pick up at the location with their preferred vendor.

Please Note: the hotel cannot accept pallet deliveries. Any pallets arriving to the property, will be refused delivery and returned at the senders expense. The following package handling charges will apply for all incoming and outgoing packages.

- (Per Item)
- 0-15 Lbs = \$3.00
  - 16-30 lbs = \$5.00
  - 31-50 lbs = \$10.00
  - 51-75 lbs = \$15
  - 76-100 lbs = \$20
  - Over 100 lbs - \$30.

# TASS Conference Contract

Completed forms may be emailed to Kristin Conley at [KristinConley@ferris.edu](mailto:KristinConley@ferris.edu), and must be paid for in full by **March 1, 2025**.

**Exact Company Name as it Should Appear in all Listings**

\_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_

**State/Prov.** \_\_\_\_\_ **Zip** \_\_\_\_\_

**On-Site Contact Name** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Company Website URL** \_\_\_\_\_

Sponsorship Levels	
<input type="checkbox"/> Benefactor	\$350
<input type="checkbox"/> Spotlight	\$750
<input type="checkbox"/> Premier	\$1,250

Sponsorship Opportunities	
<input type="checkbox"/> Registration Bags	\$700
<input type="checkbox"/> Lanyards	\$500
<input type="checkbox"/> Name Tags	\$350
<input type="checkbox"/> Pens	\$250

<b>SPONSORSHIP TOTAL:</b>	\$
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## Payment Options

☐ Check Enclosed or in Mail (payable to TASS)

☐ Visa   ☐ MasterCard   ☐ American Express   ☐ Discover

Date \_\_\_\_\_

Total Amount \$ \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Authorizing Signature \_\_\_\_\_

Print Name on Card \_\_\_\_\_

Make a copy for your records and send completed form with payment to: [KristinConley@ferris.edu](mailto:KristinConley@ferris.edu)

Or mail it to:

TASS Conference  
Attention: Kristin Conley  
820 Campus Drive, ASC 1027  
Big Rapids, MI 49307

Cancellations must be submitted via email to Kristin Conley at [KristinConley@ferris.edu](mailto:KristinConley@ferris.edu) by **December 1, 2024** to receive a full refund less a \$100 processing fee. **No refunds** will be provided for cancellation requests made after December 1, 2024.