

INVITATION TO EXHIBIT  
T.C.B.'S ANNUAL SPRING CONFERENCE  
February 26, 2022

Change to Virtual  
Conference!  
January 12, 2022



Dear Friend of Literacy,

We are so delighted that you are considering joining us at TCB's annual spring conference, our 42<sup>nd</sup> great literacy conference in Southern California. The conference will be held on Saturday February 26, 2022. This conference is titled, *Sonnets and Science: Literacy and the Reading Brain*. Our keynote speaker will be Dr. Maryanne Wolf and the title of her talk is *The Reading Brain: Where Poetry Meets Science of ALL our Children*. It will be followed by speakers reviewing *Structured Literacy*.

We are now changing the conference to a full virtual conference - this will be following the CDC guidelines. After all, we are concerned for the safety of all our participants.

We will no longer be having an exhibit "area". You will be able to communicate with the participants via the materials that you write for us to send them. Be sure to include links in those so that they can access more information.

- One to three pages in length would be good.
- If you wish to do a short video, you may do so and include a link to this video in your digital flyer.
- We encourage you to also include your email or other contact information so that the attendees can ask you questions that you can respond to. You might want to exhibit your email and encourage the attendees to ask specific questions.

Our target population includes parents, early childhood caregivers, public or private school teachers, speech/language therapists, physicians, and psychologists. Our participants greatly appreciate exploring and purchasing educationally related materials. Schools and clinics often rely on conference recommendations in selecting materials. Individual teachers seek materials to use with students, to facilitate their own teaching, and to share with parents. Parents seek materials to use at home with their own children. Our Keynote speaker is Dr. Maryanne Wolf.

Thank you so much for your willingness to join our conference and for your flexibility with our change to virtual. We greatly appreciate your attendance.

Please feel free to contact me if you have any questions. My direct email is [tcb.info@dyslexia-ca.org](mailto:tcb.info@dyslexia-ca.org).

Sincerely,

A handwritten signature in cursive script that reads "Regina G. Richards".

Regina G. Richards, TCB Conference Co-Chair  
Karin Westerline, TCB Conference Co-Chair

**CRITICAL INFORMATION for EXHIBITORS:**

Specific Times: Saturday 12:00 pm and 3:30 pm during break time  
We will keep the exhibit stuff available for extra days if you desire.