

## EXHIBITOR PROSPECTUS

**Connect with the most influential educators in the world at the International Literacy Association 2020 Conference!**

### About the International Literacy Association (ILA)

ILA is a global advocacy and membership organization dedicated to advancing literacy for all through its network of more than 300,000 literacy educators, researchers, and experts across 146 countries. Visit ILA at [literacyworldwide.org](http://literacyworldwide.org).

### About the ILA 2020 Conference

Thousands of literacy educators, advocates, and leaders from around the world will attend the **ILA 2020 Conference, October 15–18, in Columbus, OH**. This premier destination for literacy professionals is the perfect opportunity for your organization to make an impact on influential educators and market products and services that help boost literacy learning.

**Reserve your booth and marketing opportunities on-site at ILA 2020 to take advantage of significant discounts on exhibit space, sponsorship, and advertising.** ILA will work with you and your team to create a customized package to maximize your exposure as an ILA 2020 exhibitor. Plus, you'll qualify for discounts on advertisements in ILA's member magazine, *Literacy Today*, as well as ILA's peer-reviewed journals.

Learn more about our engaged audience and ILA 2020 marketing opportunities in the following pages and schedule an appointment to meet with us on the ILA 2020 show floor to secure them.

**We look forward to working with you!**

**Megan Ferguson**

Sponsorship & Exhibits Specialist

302.731.3831 | [mferguson@reading.org](mailto:mferguson@reading.org)



**Your goals are our priority. By becoming an ILA 2020 sponsor, exhibitor, or advertiser, ILA can help you meet—and surpass—they!**

Let's work together to create a customized ILA 2020 sponsorship and marketing package that will allow you to

- Maximize your brand's visibility
- Increase awareness of your products and services within your target market
- Drive traffic to your exhibit booth
- Reach potential sales goals/targets and partners
- Position your organization as a leading supporter of education and literacy

## Exhibiting

Each year more than 100 education-focused organizations showcase their latest products and services to thousands of attendees at the ILA conference.

Exhibit Space	Show Rate Cost	Comp Registrations	Additional Registrations
10' × 10' Booth	\$20 per square foot	Five complimentary Core Conference badges (which include access to the Exhibit Hall and educational sessions on October 16–17) per 10' × 10' booth	Additional staff badges can be purchased at a discounted rate of \$75 per registration



## Exhibitor Benefits

- Access to the exhibitor lounge and exhibitor support
- Pipe and drape (8' back drape and 3' side railing drape)
- Identification sign (7" × 44") with company name and booth number
- Listing in the exhibitor directory and floor plan (deadlines apply)
- 24-hour perimeter security and daily aisle maintenance
- Ability to purchase exhibitor sessions and ancillary space

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**Visit the Exhibit Sales Office (Booth 1132 in the ILA 2019 Exhibit Hall) to reserve your exhibit space at ILA 2020.**



## Advertising

Advertise with ILA to generate qualified leads and get exposure throughout the year! ILA 2020 exhibitors get exclusive access to these conference advertising opportunities:

- Exhibitors Guide
- Tote inserts
- Conference app
- Ability to purchase attendee lists
- Discounts on ads in *Literacy Today* and ILA journals



## Sponsorship

Connect with your target customers through our exclusive promotional offerings, which include the following:

### Event Sponsorships

- Literacy Night
- Welcome Reception
- Member Mixer
- Children's Literature Day
- Institute Meals and Breaks
- Administrators Forum
- ILA 2020 Awards and Reception
- Edcamp Literacy

### Program Sponsorships

- Spotlight Subject Programs
- Institute Day
- Children's Literature Day
- General Session Presenters

### Branding Sponsorships

- Live Streaming
- Recorded Session Codes
- Registration
- Wi-Fi
- Hotel Key Cards
- Hotel Door Hangers

### Experiential Sponsorships

- Relaxation/Energizing Lounges
- Learning Salons
- Little Free Library
- Exhibitor Lounge
- Campus Park
- Meeting/Presenting Space
- Exhibitor Sessions
- Technology Pavilion
- Expo Suites

### Megan Ferguson

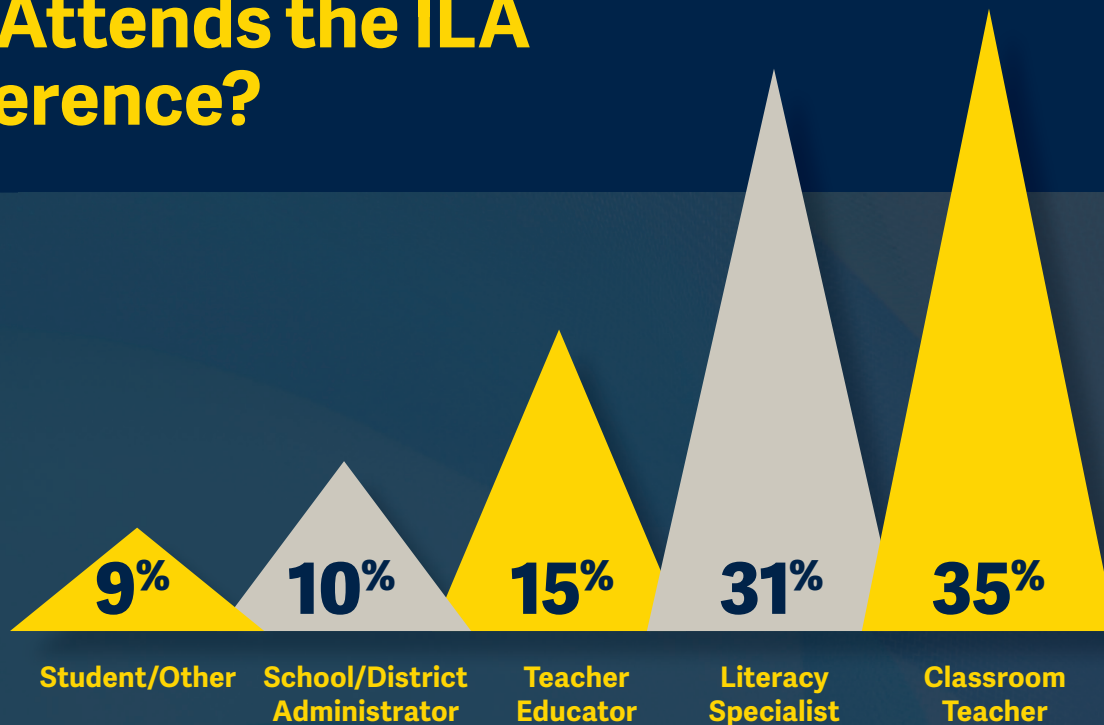
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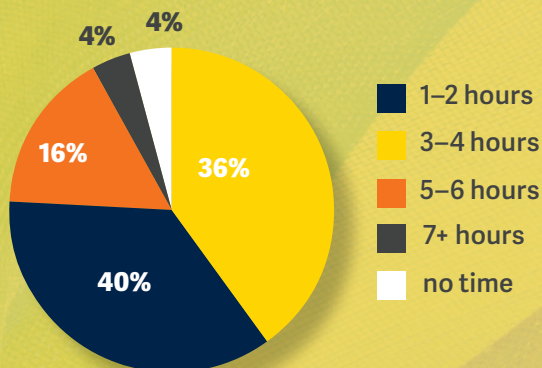


# Who Attends the ILA Conference?

## OCCUPATIONS

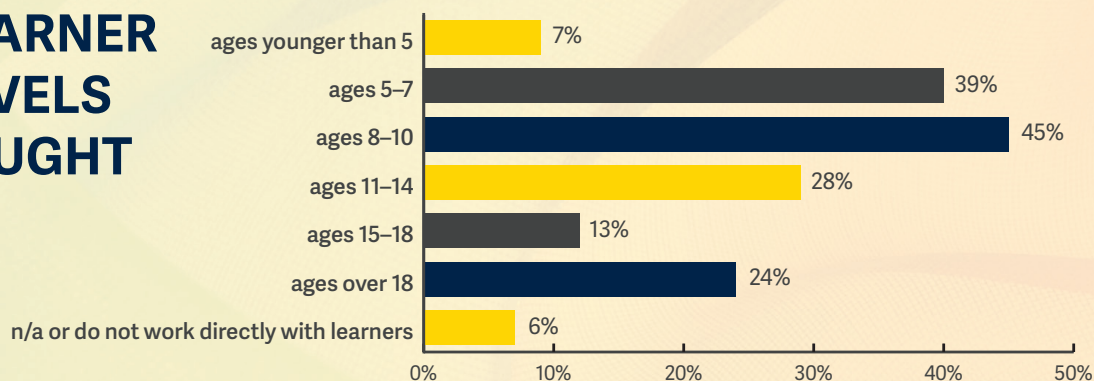


## TIME SPENT IN THE EXHIBIT HALL



of attendees would recommend the ILA conference to colleagues

## LEARNER LEVELS TAUGHT



[ilaconference.org](http://ilaconference.org)