

Style Sheet for ILA 2020

Updated 3.30.20

Please note: Highlighted items are subject to change. Please reach out to [Christina](#) before using a highlighted word or term.

65th Annual, 65th Anniversary

AVOID USING ENTIRELY. Instead, refer to "**conference name—capitalization and usage**" below; "**annual**," "**annually**," and "**yearly**" may be used to describe conference occurrence, but are not part of the official conference name.

Administrators Forum

Friday, October 16, 11:00 AM–12:00 PM

Advanced rate (for marketing copy), **Advanced Registration**, **Advanced Registration rate** (see Registration categories for more details); replacing Early Bird rate

à la carte, À la carte, À La Carte

ampersand (&)

Ampersands will be used in place of "and" in all event titles throughout all types of copy. (ILA 2020 Awards & Reception)
Do not use a serial (Oxford) comma before an ampersand.
Do not use ampersands in session titles.

app: ILA 2020 Conference app

a in app should be lowercase unless used in headlines or other areas where title-style caps are required

attendee (preferred over registrant)

Author Meetup (one session); **Author Meetups** (multiple sessions)

Saturday, October 17, 3:30 PM–5:00 PM

categories and age levels: Beginning Readers (ages 5–8), Young Readers (ages 8–10), Middle Grade (ages 10–12), and Young Adult (ages 12+). Categories should not be used in the names of Meetups but may be used in running text to help attendees understand the age levels.

In headlines and subheads: Author Meetup: Beginning Readers, Author Meetup: Young Readers, Author Meetup: Middle Grade, Author Meetup: Young Adult

When appropriate, can refer to the categories by themselves in body copy, i.e. Beginning Readers Author Meetup

Author Meetup Authors:

TK

Aventri: conference registration website, managed by Executivevents

badge holder

Booth 219 (no “#” or “No.”)

anceled, canceling, cancellation

capitalization

We follow ILA Style (which is consistent with APA, Chicago, and AP) for capitalization of session names, etc.: “In titles of works (books, chapters, stories, essays, tests, works of art, music, film, etc.), capitalize the first word, the first word after a colon or a dash, the last word, the last word preceding a colon, all nouns, pronouns, verbs, adverbs, and most adjectives. When a capitalized word is a hyphenated compound, capitalize both parts. Articles (a, an, the), coordinating conjunctions (and, or, but) and prepositions of three letters or fewer should be lowercase; all other prepositions are capitalized.”

For individual terms (like attendee vs. Attendee), please refer to the style sheet.

Chapter Leader Management Training Workshop

Thursday, October 15, 8:30 AM–3:00 PM

Children’s Literature Intensive

Programming on Sunday, October 18, 7:30 AM–12:30 PM, includes **ILA 2020 Children’s & Young Adults’ Book Awards Breakfast**.

Children’s Literature Intensive keynote speakers:

- Nic Stone

co (prefix)

Use without hyphen (aligned with ILA Style), i.e., cochair, cochairing, cohost

Code of Conduct for Participants of ILA Meetings & Events

Conference & Exhibits will now be **Core Conference**.

We no longer use the term “Conference & Exhibits.”

conference marketing copy

Please use the following hierarchy of information to include (as space permits) in short marketing copy:

1. conference name (see **capitalization and usage** below)
2. Columbus, OH
3. October (no specific dates unless space permits)
4. October 15–18 (use en-dash in numerical ranges)

conference name—capitalization and usage

Please use the following hierarchy of information:

1. On first reference: the **International Literacy Association 2020 Conference** (even if the ILA 2020 logo is above it)
2. After: the **ILA 2020 Conference** (preferred thereafter unless space prohibits)
3. Third choice: **ILA 2020**

On top-level or first-level web pages, include the full conference name. However, if the full name is at the top of the header, it does not need to be included.

Only capitalized when used as part of the proper name: "I can't wait to attend the ILA 2020 Conference; I always come to ILA's conference."

"**annual**," "**annually**," and "**yearly**" may be used to describe conference occurrence but are not part of the official conference name.

conference program (print publication) will now be the **ILA 2020 Conference Program**.

conference program (speaker lineup, sessions, etc.) will be **program** or **programming**.

conferenceproposals@reading.org

Core Conference

Core Conference registration includes the ILA General Session, workshops, panels, poster sessions, featured sessions, and access to the Exhibit Hall on Friday, October 16, and Saturday, October 17.

Core Conference Single Day—Friday

Core Conference Single Day—Friday registration includes the ILA General Session, workshops, panels, poster sessions, and featured sessions that take place on Friday, October 16, and access to the Exhibit Hall on Friday only.

Core Conference Single Day—Saturday

Core Conference Single Day—Saturday registration includes workshops, panels, poster sessions, and featured sessions that take place on Saturday, October 17, and access to the Exhibit Hall on Saturday only.

dates

October 15–18, 2020

degrees and titles

We do not use speakers' degrees (PhD, M. Ed, etc.) and titles (Mr., Mrs., Ms.).

Early Bird rate is now **Advanced rate**.

Edcamp Literacy (never capitalize the c in Edcamp)

Attendee-led event on Thursday, October 15, 1:00 PM–4:00 PM

email (no hyphen)

em dash and **en dash**

We follow ILA Style (with one exception; please see below). Most commonly, an en dash is used like the word *to*, between numerals, dates, grades, pages, etc.: Grades

K–8, May 13–17. Further, an en dash is used in place of a hyphen (a) in a compound adjective when one of its elements consists of an open compound or (b) when both elements consist of hyphenated compounds or (c) to join a prefix to an open compound: e.g., pre–Civil War, non–Roman Catholic, Newbery Medal–winning author

Like a pair of commas or a pair of parentheses, a pair of em dashes* can be used to set off an interrupting element in a sentence: Stephen Crane—a man who never saw combat—is credited with writing one of the most powerful of all war stories, *The Red Badge of Courage*.

Exception: **Exhibit Hall-only hours** uses a hyphen instead of an en dash.

Executive events: company managing conference registration and hotel reservations; contact info: ILARegistration@executiveevents.com and ILALodging@executiveevents.com

Exhibit Hall, located in Hall B

Exhibit Hall-only (we’re changing this back to Exhibit Hall-only this year and keeping it the same in future years for consistency); the o in only is only capped in headings

exhibitor

FAQ = frequently asked question(s); not FAQs

featured speakers will now be **featured sessions**.

featured sessions

Capitalized in headings but treated like “featured sessions” in running text.

Featured sessions:

- Sonia Q. Cabell
- Marcelle Haddix
- Molly Ness panel will include Susan Neuman, Allister Chang, and Karlos Marshall

Fees & Deadlines will be **Rates & Deadlines** (rates, deadlines). We no longer use “Fees & Deadlines.”

first-come, first-served basis

Field Trip: Columbus Metropolitan Library

Thursday, October 15, 12:00 PM–4:00 PM

May be described as an excursion; lower case on second reference (field trip)

First-Timers Event

Friday, October 16, 7:00 AM–7:45 AM

General Information

Greater Columbus Convention Center

Where applicable, use the full name of the facility, otherwise, refer to as the convention center.

Hashtags:

#ILA2020
#ILAEquity
#ILAresearch
#RightsToRead

hotel

We no longer use the term “housing” to describe hotel reservations.

hotel names

Do not use hyphens in hotel names.

housing will be **hotel**. We no longer use the term “housing” to describe hotel reservations.

ILA 2020 Awards & Reception

This event, which is held at 7:00 PM on Saturday, October 17, at the Hyatt Regency Columbus, honors literacy leaders and researchers.

Categories of awards and types of recognition given at this event:

- ILA Literacy Leaders Awards
- ILA Chapter Awards
- ILA Research Awards

ILA 2020 Conference app

a in app should be lowercase unless used in headlines or other areas where title-style caps are required

ILA 2020 Conference Program (print publication)

ILA 2020 Live (livestream which allows participants to attend professional development sessions on their device of choice)

ILA 2020 Live sessions:
TK

ILA Central

ilaconference.org/iplanner

ILA General Session (may also be referred to as **General Session**)

Friday, October 16, 8:00 AM–9:30 AM in Hall C

Use ILA 2020 before General Session to give context when needed.

ILA General Session speakers:

Allister Chang

Nell K. Duke
Stephen G. Peters
Jasmyn Wright

ILA members

Use a lowercase *m* in ILA member / ILA membership except when describing specific membership categories or membership types or when employing title style in headlines or other copy.

Membership products retain capital *M* as part of a proper name:

- **Regular Member or Regular Membership**
- **Online Member or Online Membership**
- **Student Member or Student Membership**
- **Retired Member or Retired Membership**

Examples of title-style caps for headlines or envelope copy: Renew Your ILA Membership Now! / Spotlight on ILA Members

ILA National Recognition Symposium

Free symposium on Thursday, October 15, 9:00 AM–4:00 PM

ILA Resource Lounge (includes membership)

Information Booth (not Info Booth)

Institute Day

Formerly Preconference Institutes, held on Thursday, October 15, 8:00 AM–4:00 PM

Sessions may be described as **courses**.

Suggested formatting for Institute Day course titles:

One line:

Institute 01: The ILA 2020 Research Institute

Two lines (used on website):

Institute 01

The ILA 2020 Research Institute

in print: formatting (bold, italics, etc.) will be left up to design.

institutes is always lower-case; Institute Day is always upper case;
formal titles of institute courses are capitalized.

Intensives Day

Programming on Sunday, October 18, 7:30 AM–12:30 PM; includes the Children's Literature Intensive and Research Intensive (attendees may select one).

iPlanner

Letter of Attendance

LGBTQ

lineup

Literacy Night at COSI

Ticketed event at the Center of Science and Industry on Thursday, October 15, 6:00 PM–10:00 PM. The first time it is mentioned in body copy, follow “Center of Science and Industry” with “(COSI).”

middle initials

We use middle initials when provided.

minisession

nonmember

nonticketed

numbers and numerals

We follow ILA Style for the use of numbers.

Use numerals to express numbers 10 and above. Spell out numbers below 10. Spell out numbers below 10 that appear with units of time. (This is a departure from earlier ILA style). Examples: two months, four years, three hours, 64 years, 21 months. Also, ninth century, 14th century, ninth grade, 11th grade.

Use numerals for numbers under 10 that are grouped or compared with numbers over 10 (and appear in the same paragraph): members receive 9 to 12 new publications each year; a list of 7 nouns and 14 verbs; of 26 students in the sample, only 3 failed to qualify.

official hotel list (formerly Hotel List, Map & Amenities)

OH

on-site

(Merriam-Webster hyphenates on-site, which is why we’re making this change and using it for future conferences.)

On-site rate is now **Standard rate**.

On-Site Registration (registration which takes place at the conference; attendees will pay the Standard rate on-site)

Opening General Session will now be **ILA General Session** or **General Session**.

Use ILA 2020 before General Session to give context when needed.

Passkey: hotel reservation website, managed by Executivevents

phone numbers

We will be using the following style for phone numbers: 302.731.1600. We will NOT add the 1 in front of the number. Care must always be taken to provide numbers for use outside of the U.S. and Canada.

Multiple numbers given should be separated by the vertical bar (pipe) that looks like this: |

Ex. 800.336.7323 (U.S. and Canada) | 302.731.1600 (all other countries)

program, programming (speaker lineup, sessions, etc.)

publishers:

TK

Rates & Deadlines (rates, deadlines)

reading wars

registrant (attendee is preferred)

Registration (for the on-site booth location), registration (n.); on-site booth location is TK

Registration badge types: **Institute Day** (Thursday attendance at one institute only), **Core Conference** (two-day conference attendance on Friday and Saturday; does not include ticketed events), **Core Conference Single Day** (Friday or Saturday attendance), **Exhibitor** (includes all nonticketed events), **Exhibit Hall-Only** (usually purchased by attendees on-site), **Children's Literature Intensive** (Sunday attendance only), **Research Intensive** (Sunday attendance only)

Research Address & Roundtable (programming will be listed on Featured Sessions webpage, but "Featured" is not part of the official title of event)

Registration categories: **Advanced** (available February 25–September 16) and **Standard** (available September 17–October 18)

Research Intensive

Programming on Sunday, October 18, 7:30 AM–12:30 PM

Research Into Practice sessions

Room 219 (no #)

Schedule at a Glance

science of reading

sessions

If the word “sessions” is part of the title, it should be capitalized, but if it’s not, it should be lowercase. If you are referring to a potential for plural sessions, you should format this as session(s).

Single Day is now **Core Conference Single Day**.

If mentioning it with a specific day, it should be **Core Conference Single Day–Friday** or **Core Conference Single Day–Saturday**.

speaker affiliations

When appropriate, we include speakers’ school affiliations, but not their specific departments. We include the publisher information for authors as submitted by the publisher. We are investigating when to list the parent publisher or the imprint. Any changes to publisher listings should be discussed on a case-by-case basis.

special assistance badge (formerly guest badge)

Capitalized only when in a heading but otherwise lowercased.

Standard rate (for marketing copy), **Standard Registration**, **Standard Registration rate** (see Registration categories for more details); replacing on-site rate

Terms & Conditions will be **General Information**. We no longer use “Terms & Conditions” for registration documents, but we still use it for exhibitor documents.

Theme of ILA 2020: Shaping the Future of Literacy: 2020 Vision

Join us in defining how the field of literacy education will look 10 years from now.

times

12:00 PM ET

8:00 AM–7:30 PM (always use en-dash in numerical ranges; this is our preferred method of denoting session/event times)

Make sure to use commas around the numerical range, e.g., “this event on Friday, October 16, 8:00 AM–7:30 PM,”

Try to avoid using “to...from” in numerical ranges, e.g., “this event on Friday, October 16, from 7:00 AM to 8:00 PM.”

travel, traveling, traveled

Website: ilaconference.org

Do not use <http://www>.

Welcome Event

Event in the Exhibit Hall on Thursday, October 15, 4:00 PM–6:00 PM

Wi-Fi