

# EXHIBITOR PACKET



The 50th Annual Illinois Reading Council Conference  
*50 Years of Reading Excellence*

October 5-7, 2017

Peoria, Illinois

Sponsored by the



203 Landmark Drive, Suite B, Normal, Illinois 61761

Phone: (888) 454-1341

Email: [exhibits@illinoisreadingcouncil.org](mailto:exhibits@illinoisreadingcouncil.org)

Fax: (309) 454-3512

Website: [www.illinoisreadingcouncil.org](http://www.illinoisreadingcouncil.org)

# EXHIBIT INFORMATION

## CONFERENCE:

The IRC will hold its 50th Annual Conference, *50 Years of Reading Excellence*, from October 5-7, 2017 at the Peoria Civic Center and Peoria Marriott Pere Marquette in Peoria, Illinois. Close to 3,000 teachers, librarians, administrators, and other educators are expected to attend.

## EXHIBITORS:

Items exhibited range from textbooks to educational supplies, clothing to jewelry, and much more!

## EXHIBIT LOCATION:

Peoria Civic Center  
201 SW Jefferson Avenue  
Peoria, Illinois 61602

## HOUSING:

Hotel rooms are currently blocked for exhibitors at the Peoria Marriott Pere Marquette and other conference hotels. Reservations must be made directly with the hotels. An [email](#) with directions will be sent to you after your exhibitor registration form is received.

## SET-UP:

Wednesday, October 4.....5:00 p.m. to 9:00 p.m.

## EXHIBIT HOURS:

Thursday, October 5.....8:00 a.m. to 6:00 p.m.

Friday, October 6.....8:00 a.m. to 4:00 p.m.

***Incentives for next year's booth placement will be given to eligible exhibitors (excluding contractually obligated booths) who do not dismantle booths until after hall closes on Friday.***

## TEAR-DOWN:

Friday, October 6.....4:00 p.m. to 6:00 p.m.

## BOOTHS AVAILABLE:

All booth spaces will be assigned according to your listed preferences on a "first-come, first-served" basis. The Exhibit Map in this packet shows the floor plan for the booths in the exhibit hall. An update of open booth spaces is available at [www.illinoisreadingcouncil.org](http://www.illinoisreadingcouncil.org).

## BOOTH INCLUDES:

**Booth Size.....10' x 10'**

**Booth comes with: one undraped 6' x 2' table**

**two chairs**

**8' high back drapes**

**3' high side drapes**

**free Internet access**

*Exhibitors may furnish their own table draperies as long as they reach the floor. Additional tables and accessories can be rented from Excel Decorators, 3600 Winchester Road, Springfield, Illinois. Excel will [email](#) exhibitors a packet with rental details approximately 45 days prior to the show.*

## EXHIBIT FEES:

**Booth Fee.....\$350**

*Booth fee is \$400 if paid after August 1, 2017.*

**Sponsor a Presenter.....\$100**

*Exhibitors can sponsor a presenter at the IRC Conference. Presenters must submit a Program Proposal by March 1, 2017. Please see the [Call for Program Proposals](#) for more detailed information about the criteria for selection. If the proposal is [accepted](#) by the Program Committee, the exhibitor's company will be listed as a sponsor in the session description and on the acknowledgement page of the Program Book. Exhibitors also have the option of placing the company's logo at no extra cost. If not accepted, the presenter fee will be returned.*

**Advertising in Program Book.....\$125 and up**

*Exhibitors can publicize their company, booth, or presentation with an ad in the Program Book. Ads are available in a variety of sizes in both black/white and color. Please see the [Program Book Advertisement](#) form in this packet for a complete listing of rates and options. The option to purchase conferees information is not available.*

**Sponsor IRC E-Newsletter or an Event...\$500 and up**

*Exhibitors have many sponsorship opportunities. This is an excellent way to increase the visibility of your company to the conferees. Exhibitors can also place advertisements in the IRC E-Newsletter. For more information, please see the [Sponsorship Opportunities](#) form in this packet.*

## CANCELATION POLICY:

A full refund will be granted if a written request is received by August 1, 2017. If the request is received after August 1st but before September 1st, one half of the fee paid will be refunded. No refunds will be granted after September 1, 2017.

# EXHIBITOR REGISTRATION FORM

2017 Illinois Reading Council Conference  
50 Years of Reading Excellence

Exhibit Days – Thursday, October 5 and Friday, October 6, 2017

## EXHIBITOR INFORMATION

### PROGRAM BOOK INFORMATION: *(As it should be printed in the Final Program Book)*

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Representative(s) Attending: \_\_\_\_\_

Representative(s) Email Address: \_\_\_\_\_

Product Displayed/Sold: \_\_\_\_\_

### CONTACT INFORMATION: *(Used for future correspondence including email confirmations)*

Primary Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## BOOTH SELECTION

### BOOTH PREFERENCES:

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

Use the reference numbers on the Exhibit Map floor plan to select preferred booth location(s). All booth spaces will be assigned according to your listed preferences on a “first-come, first-served” basis. The Exhibit Map in this packet shows the exhibit hall floor plan. An update of open booth spaces is available at [www.illinoisreadingcouncil.org](http://www.illinoisreadingcouncil.org). The IRC reserves the right to change booth assignments if necessary.

# SPONSOR A PRESENTER

## PRESENTER(S) INFORMATION:

Name(s): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Exhibitors can sponsor a presenter at the IRC Conference. Presenters must submit a Program Proposal by March 1, 2017. Please see the [Call for Program Proposals](#) for more detailed information about the criteria for selection. If the proposal is accepted by the Program Committee, the exhibitor's company name will be listed as a sponsor in the session description and on the acknowledgement page of the Program Book. Exhibitors also have the option of placing the company's logo at no extra cost. Please submit your logo electronically as a PDF file by email to [ads@illinoisreadingcouncil.org](mailto:ads@illinoisreadingcouncil.org). Please include a hard copy with this form. If not accepted, the presenter fee will be returned.

## EXHIBIT FEES

### BOOTH FEES:

Before August 1, 2017.....\$350 x \_\_\_\_\_ = \$ \_\_\_\_\_

(# of booths)

After August 1, 2017..... \$400 x \_\_\_\_\_ = \$ \_\_\_\_\_

(# of booths)

Sponsoring a Presenter.....\$100 x \_\_\_\_\_ = \$ \_\_\_\_\_

(# of presenters)

**TOTAL DUE = \$ \_\_\_\_\_**

***PLEASE NOTE: Program Book Advertisement and Event Sponsorship Opportunities forms are due in the IRC Office by August 1, 2017.***

Make checks payable to IRC and return this form with payment to:

**Illinois Reading Council  
203 Landmark Drive, Suite B  
Normal, IL 61761  
or fax to: (309) 454-3512**

Method of Payment:  Check (Sorry, no P.O.'s accepted.)

Credit Card (Visa, MasterCard, Discover)

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Signature \_\_\_\_\_

Credit Card Expiration Date:

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Name of Cardholder: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

*Upon submitting this form, exhibitors agree to comply with the information provided in the exhibitor packet. IRC is not responsible for lost or stolen items.*

Office Use Only:

Request rec'd \_\_\_\_\_ Booth fee rec'd \_\_\_\_\_ Presenter fee rec'd \_\_\_\_\_ Booth #: \_\_\_\_\_

# PROGRAM BOOK ADVERTISEMENT

2017 Illinois Reading Council Conference

50 Years of Reading Excellence

October 5-7, 2017

## CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## AD SPECIFICATIONS

### BLACK & WHITE:

- \_\_\_\_\_ Inside Front or Outside Back Cover...\$1,000.00
- \_\_\_\_\_ 2 Page Center Spread.....\$1,250.00
- \_\_\_\_\_ 2 Page Spread.....\$1,000.00
- \_\_\_\_\_ Full Page.....\$500.00
- \_\_\_\_\_ 1/2 Page Vertical.....\$250.00
- \_\_\_\_\_ 1/2 Page Horizontal.....\$250.00
- \_\_\_\_\_ 1/4 Page.....\$125.00

### FOUR-COLOR:

- \_\_\_\_\_ Inside Front or Outside Back Cover...\$1,250.00
- \_\_\_\_\_ Tab - Full Page.....\$1,000.00

**TOTAL DUE:** \_\_\_\_\_

### DIMENSIONS (LIVE AREA):

- Full Page/Cover.....7 1/2" width x 9 1/2" height
- 1/2 Page Vertical.....3 1/2" width X 9 1/2" height
- 1/2 Page Horizontal.....7 1/4" width X 4 1/2" height
- 1/4 Page.....3 1/2" width X 4 1/2" height

***DUE AUGUST 1, 2017***

Send ads camera ready either on a disk with this form or by email to [ads@illinoisreadingcouncil.org](mailto:ads@illinoisreadingcouncil.org). Ads should be scanned or created at 300 dpi and submitted as a PDF file with all fonts and graphics correctly embedded. All ads will be non-bleed except Tab Page ads. Please include a hard copy of the ad with the submission of this form. IRC reserves the right to refuse any ad without assigning reason.

Make checks payable to IRC and return this form, ad and payment to:

**Illinois Reading Council**  
**203 Landmark Drive, Suite B**  
**Normal, IL 61761**  
**or fax to: (309) 454-3512**

Method of Payment:  
(Sorry, no P.O.'s accepted.)

- Check (payable to IRC)     Credit Card (Visa, MasterCard, Discover)

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Signature \_\_\_\_\_

Credit Card Expiration Date:    Mo    Yr.  
      

Name of Cardholder: \_\_\_\_\_

Address: \_\_\_\_\_

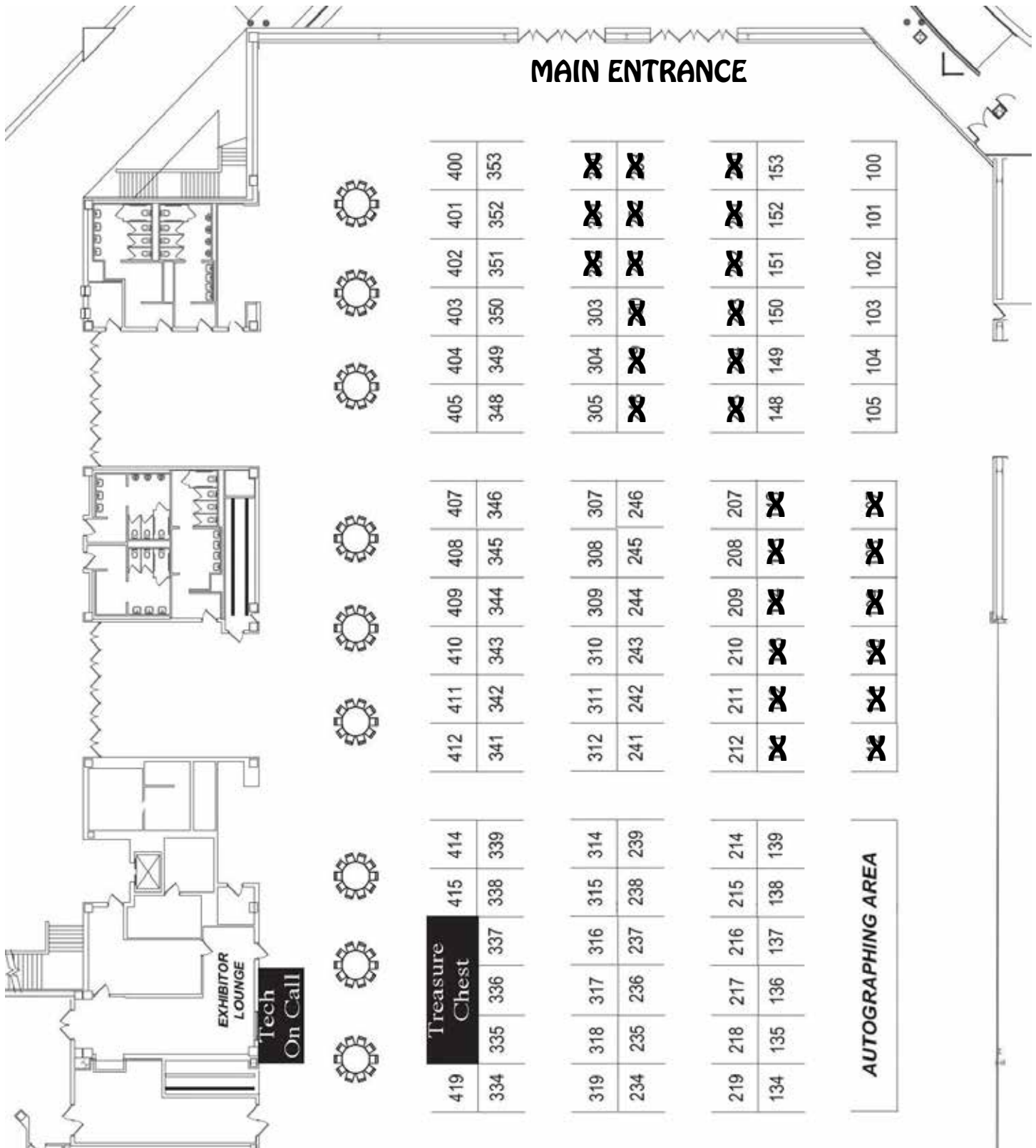
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_





# EXHIBIT MAP

## PEORIA CIVIC CENTER EXHIBIT HALLS A, B, C



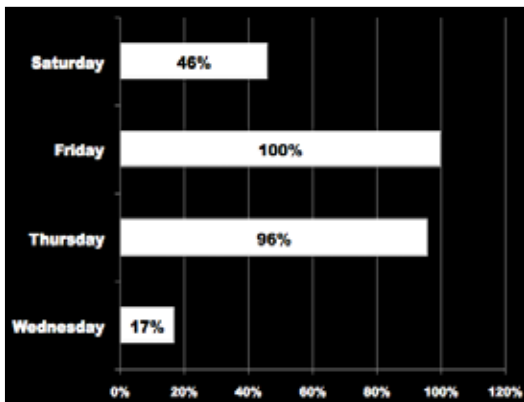
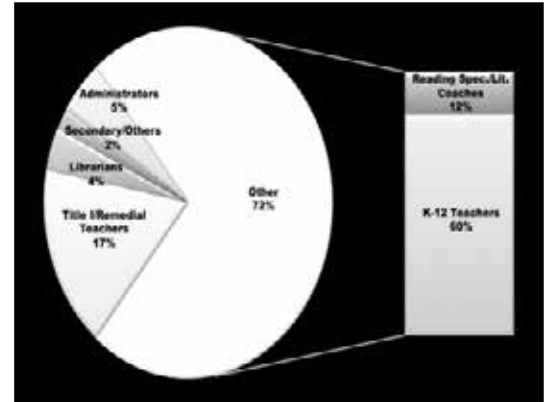
X = Reserved as of September 28, 2016

# CONFEREE PROFILE

Over **2,500** educators attended the 2016 IRC Conference. Please take a moment to review data collected from the past conference:

## WHO ATTENDS IRC CONFERENCES?

- 60% are K-12 Teachers (*K-3, 23%; 4-5, 18%; 6-9, 15%; and Secondary, 4%*)
- 17% are Title I/Remedial Teachers
- 12% are Reading Specialists/Literacy Coaches
- 4% are Librarians
- 5% are Administrators
- 2% are Post Secondary/Other Educators

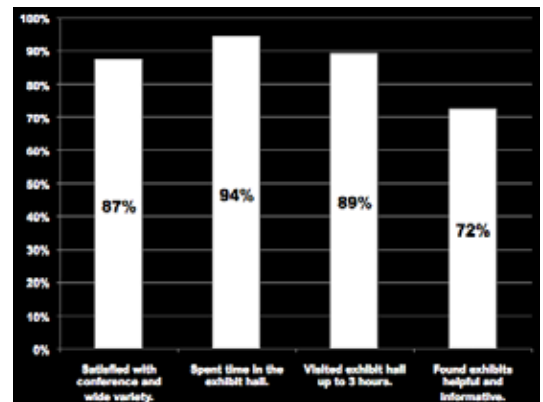


## DAYS ATTENDED THE CONFERENCE?

- 17% on Wednesday
- 96% on Thursday
- 100% attended on Friday
- 46% attended on Saturday

## RESPONSE TO PAST CONFERENCE?

- 87% – Satisfied with conference and wide variety.
- 94% – Spent time in the exhibit hall.
- 89% – Visited the exhibit hall up to 3 hours.
- 72% – Found exhibits helpful and informative.



# FOR MORE INFORMATION

### CONTACT:

**Karen Kortkamp**  
Exhibits Coordinator  
Phone: (888) 454-1341  
Fax: (309) 454-3512  
Email: [exhibits@illinoisreadingcouncil.org](mailto:exhibits@illinoisreadingcouncil.org)  
Web: [www.illinoisreadingcouncil.org](http://www.illinoisreadingcouncil.org)