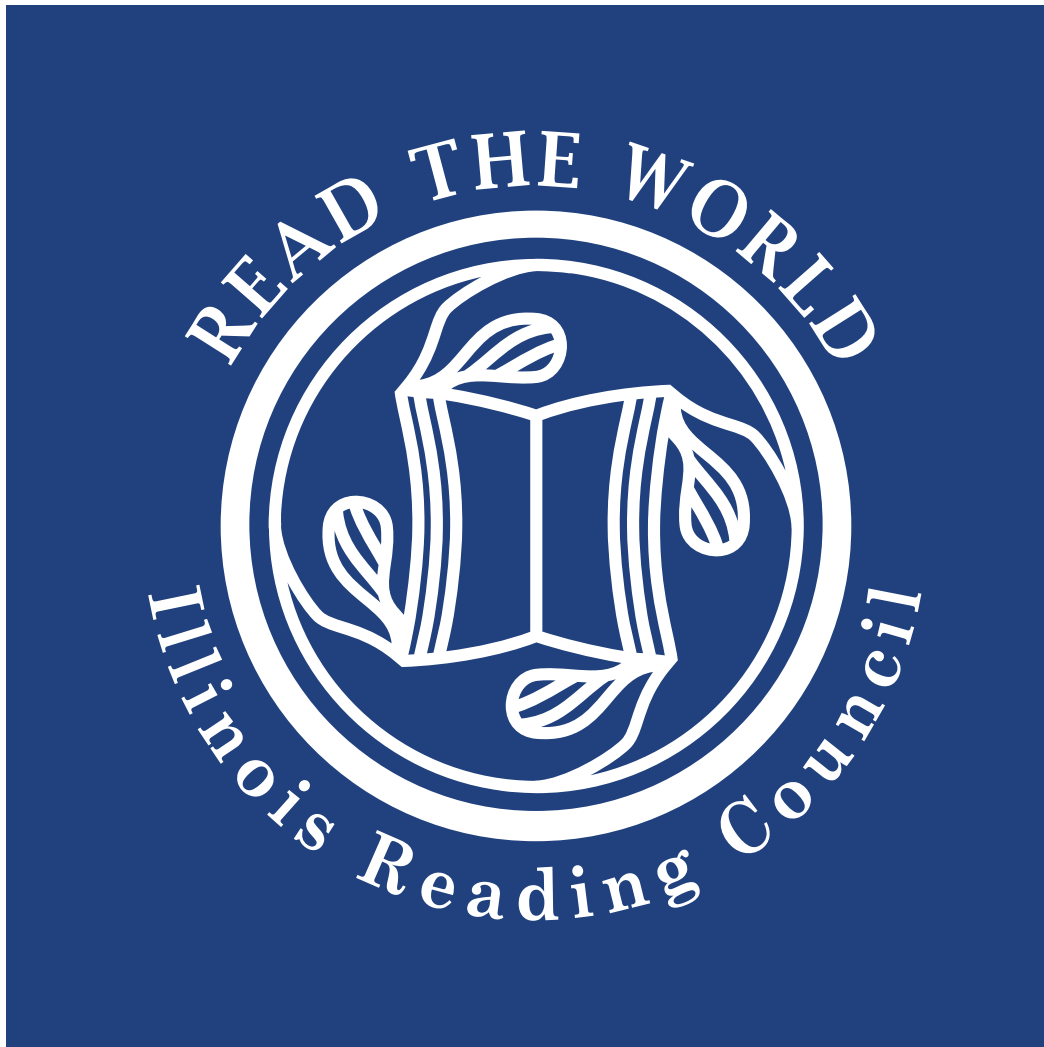


EXHIBITOR PACKET



The 51st Annual Illinois Reading Council Conference

READ THE WORLD

October 4-6, 2018

Peoria, Illinois

Sponsored by the



203 Landmark Drive, Suite B, Normal, Illinois 61761

Phone: (888) 454-1341

Email: exhibits@illinoisreadingcouncil.org

Fax: (309) 454-3512

Website: www.illinoisreadingcouncil.org

EXHIBIT INFORMATION

CONFERENCE:

IRC will hold its 51st Annual Conference, *READ THE WORLD*, from October 4-6, 2018 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 3.....5:00 p.m. to 9:00 p.m.

EXHIBIT HOURS:

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

Friday, October 5.....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 5.....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.

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, 2018.

Sponsor a Presenter.....\$100

Exhibitors can sponsor a presenter at the IRC Conference. Presenters must submit a Program Proposal by March 1, 2018. 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, 2018. 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, 2018.

EXHIBITOR REGISTRATION FORM

2018 Illinois Reading Council Conference
READ THE WORLD

Exhibit Days – Thursday, October 4 and Friday, October 5, 2018

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. 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, 2018. 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. Please include a hard copy with this form. If not accepted, the presenter fee will be returned.

EXHIBIT FEES

BOOTH FEES:

Before August 1, 2018.....\$350 x _____ = \$ _____

(# of booths)

After August 1, 2018..... \$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, 2018.

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.)

Check (payable to IRC)

Credit Card (Visa, MasterCard, Discover)

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Signature _____

Credit Card Expiration Date:

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Yr.

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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

2018 Illinois Reading Council Conference

READ THE WORLD

October 4-6, 2018

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, 2018

Send ads camera ready either on a disk with this form or by email to 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: _____

SPONSORSHIP OPPORTUNITIES

2018 Illinois Reading Council Conference

READ THE WORLD

October 4-6, 2018

INCREASE YOUR VISIBILITY!

EVENTS AND OTHER OPPORTUNITIES:

- _____ **Welcome Reception**.....\$2,000
The Welcome Reception invites all conference attendees and presenters to the opening of the IRC Conference. This reception is held on Wednesday evening.
- _____ **Pizza Party for Preservice Teachers**.....\$1,000
All preservice teachers are invited to a special Pizza Party on Friday evening for fun, games, and free prizes.
- _____ **Technology Hub**.....\$1,000
Sponsor a booth in the exhibit hall that will provide Tech Help to conference attendees.
- _____ **Preservice Teachers Sponsorship**.....\$500-600
Sponsor 10 to 12 students who assist the exhibitors in set-up and tear-down.
- _____ **Refreshments in the Exhibit Hall**.....\$500-1,000
Refreshments are served in the exhibit hall to encourage attendees to visit the exhibits.
- _____ **Meal Functions**\$1,000-3,000
Sponsorship of a breakfast is \$1,000, a lunch is \$3,000, and a banquet is \$2,000.
- _____ **Conference Tote Bags**.....\$10,000-15,000
- _____ **Featured Speakers**.....\$2,000-8,000
- _____ **Lanyards for Nametags**.....\$3,000-4,000

IRC E-NEWSLETTER

IRC is accepting sponsors for the monthly e-newsletter that is sent to the 5,000+ members and conference attendees. As a sponsor, two (2) ads can be placed in the e-newsletter. On the **SIDE MENU**, a 1.5" width by 3" height ad. At the **BOTTOM** of the newsletter, a 4" width by 2.5" height ad. Each ad will also be a hot link to the sponsor's website. Past issues can be viewed at <http://www.illinoisreadingcouncil.org/publicationsservices/icomunicate.html>. Placement is based on a "first-come, first-served" basis. An additional option to include a literacy topic article is also available. Send inquiries and camera ready ads to ads@illinoisreadingcouncil.org.

_____ **Advertise in the IRC E-Newsletter**\$500

Please submit your ads electronically as a JPG file by email to ads@illinoisreadingcouncil.org.

TOTAL DUE = \$ _____

Make checks payable to IRC and return this form 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.

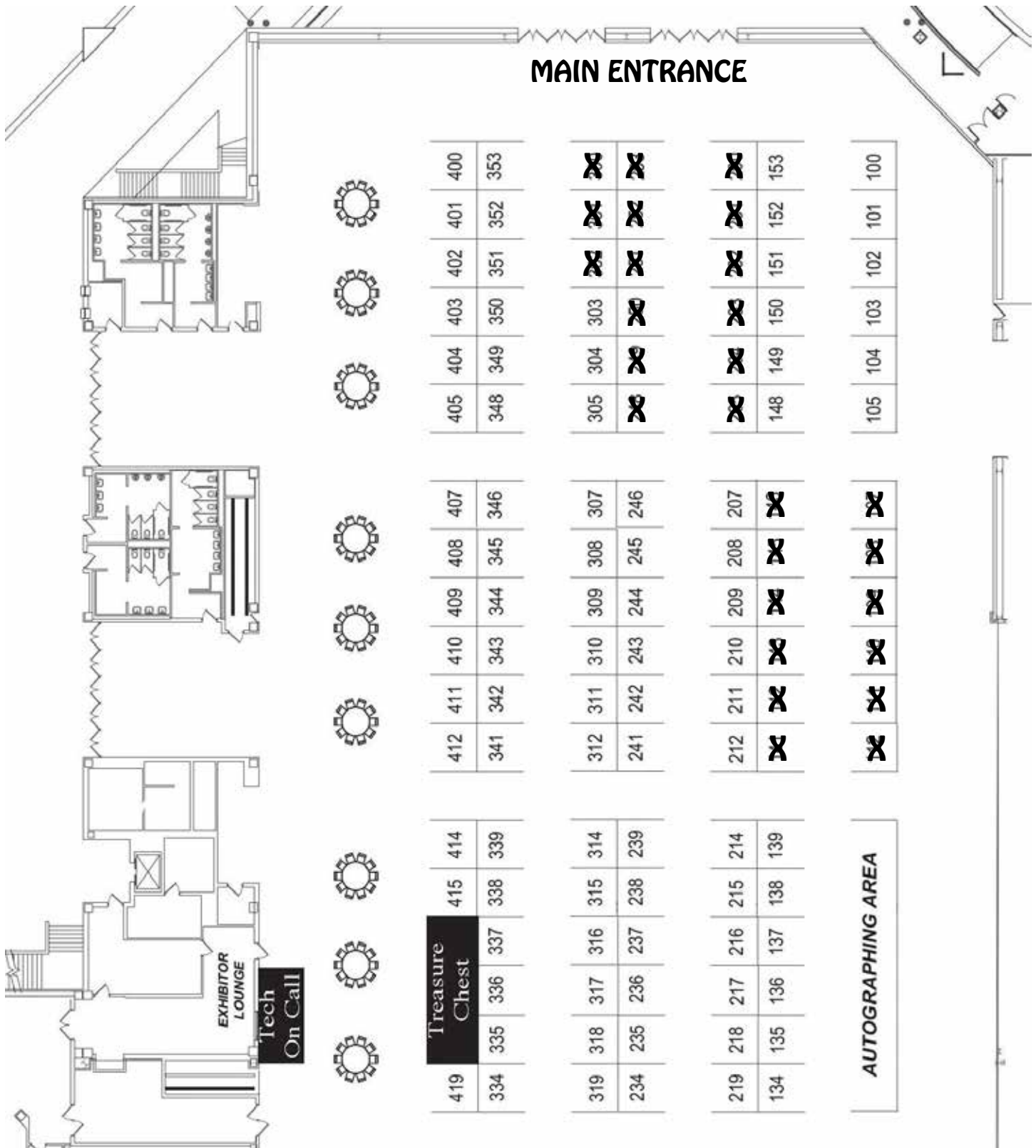
Name of Cardholder: _____

Address: _____

City: _____ State: _____ Zip: _____

EXHIBIT MAP

PEORIA CIVIC CENTER EXHIBIT HALLS A, B, C



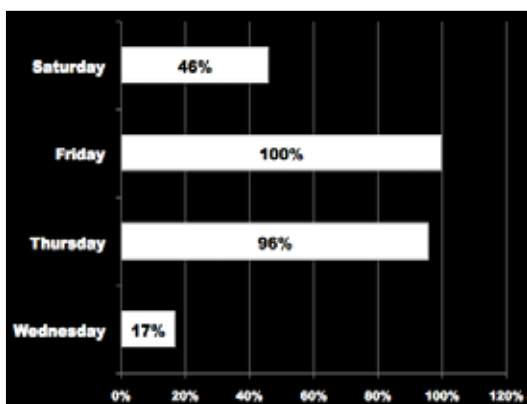
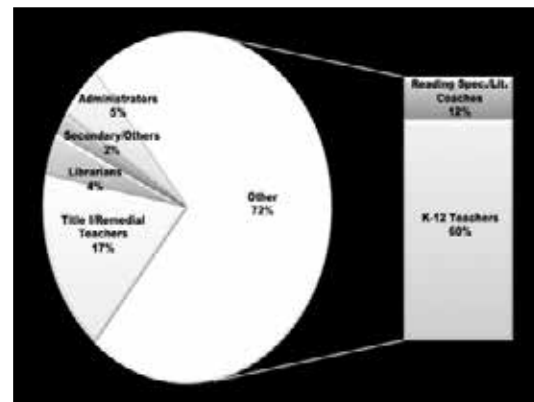
X = Reserved as of October 4, 2017

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

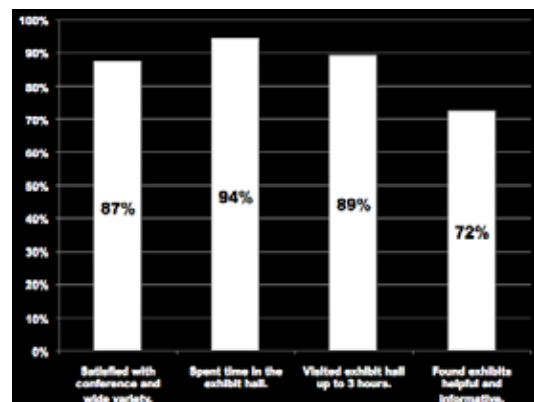


DAYS ATTENDED THE CONFERENCE?

- 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
Web: www.illinoisreadingcouncil.org