



Connect with the most influential educators
in the world at **ILA 2018** in Austin!

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 78 countries. Visit ILA at literacyworldwide.org.

About the ILA 2018 Conference

Thousands of literacy educators, professionals, and leaders from around the world will attend the **ILA 2018 Conference July 20–23 in Austin, TX**. This premier destination for literacy professionals is the perfect opportunity for your organization to make an impact on influential educators and help boost literacy learning. ILA will work with you and your team to create a customized marketing package to maximize your exposure and exceed your goals.

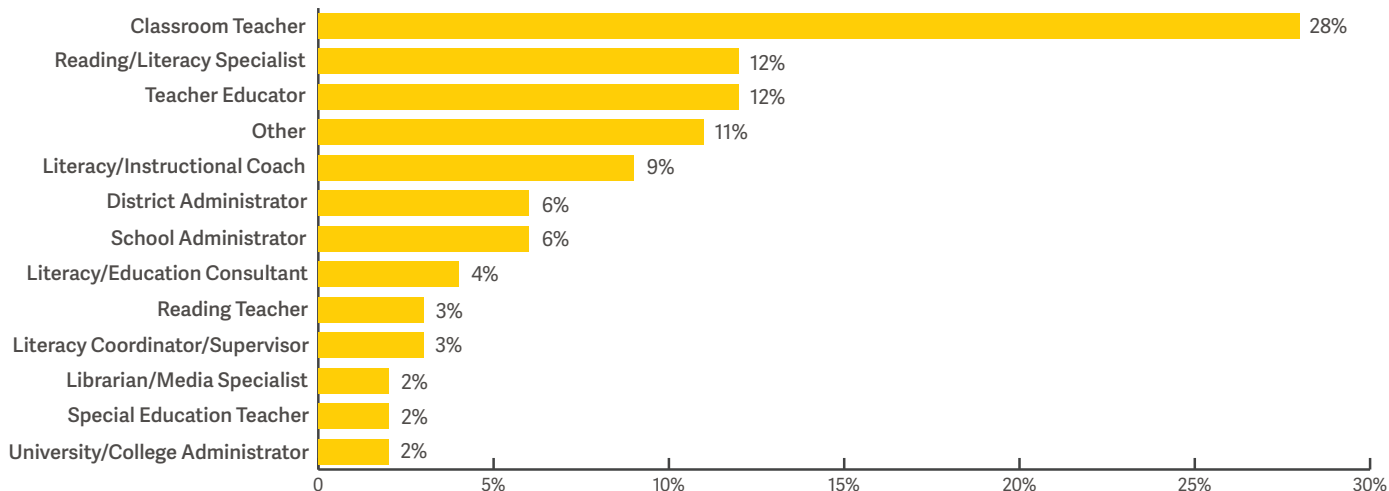
Read on to learn all the ways you can connect with and capture the attention of our engaged audience of educators.

We look forward to working with you!

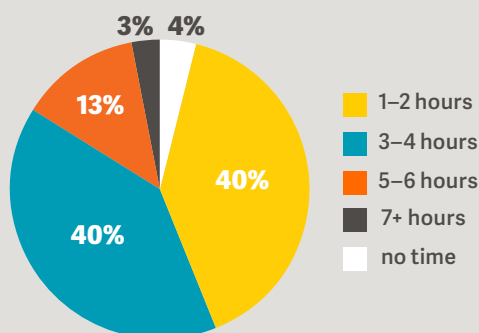
ilaconference.org

Who Attends the ILA Conference?

OCCUPATIONS



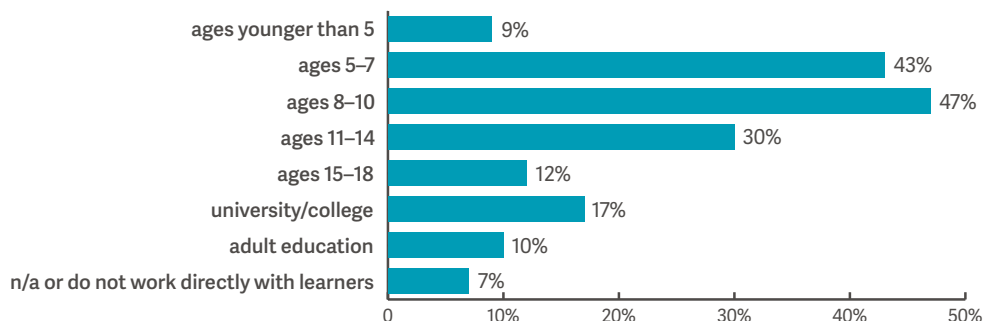
TIME SPENT IN THE EXHIBIT HALL



50% of attendees are **INFLUENTIAL** in purchasing products for their schools

An additional **20%** are purchasing **DECISION MAKERS**

LEARNER LEVELS TAUGHT*



*Respondents were able to choose more than one level so total percentages are greater than 100%

ILA 2018 Conference Sponsorship Opportunities



► Brand Visibility Opportunities

Each sponsorship package is designed to fit the needs of the individual sponsor. Your ILA 2018 Conference sponsorship package could include any or all of the following that will increase your brand's visibility before, during, and after the conference:

Online

- Logo with company link on the ILA 2018 website
- Logo on ILA 2018 marketing materials and e-blasts (*sent approximately every two weeks*)

ILA 2018 Conference app

- Listing in the sponsor section (*500,000 average total impressions*)
- Ad (*Attendees will see your ad during the conference and when they revisit the app to access information afterward.*)
- Daily push notifications (*Create your own message such as "Be sure to visit us at Booth 001" or "Stop by Booth 001 for a free book!" and ILA will send your notification to all attendees daily.*)

On-site

- Signage and recognition throughout the conference
- Logo on the thank you page of the ILA 2018 Conference Program (*distributed to every attendee at registration and referred to by attendees throughout the conference*)
- Advertising in ILA 2018 Conference Program
- Insert in attendee tote bags (*available to 10 sponsors*)
- Coupon in Conference Coupon Booklet (*which attendees refer to again and again for special deals and offers in the Exhibit Hall*)
- Verbal acknowledgment at the Opening General Session and ILA 2018 Literacy Leaders Awards

List rental

- Market to ILA 2018 attendees before the conference via postal or email distribution. (*Use this opportunity to identify your booth space, promote author signings, or send a special invite to attendees.*)

ILA 2018 Conference Sponsorship Opportunities

► Exhibit Opportunities

- Dedicated exhibit booth, which includes a 7" x 44" sign with your company name and booth number; company information in the ILA 2018 Conference Program, ILA 2018 Conference app, and online floor plan (*deadlines apply*); 24-hour perimeter security; and access to the Exhibitor Lounge
- Learning Labs: Reach 100+ attendees per session in these theater-style Exhibit Hall session rooms. (*Available in hourly increments. Black-out times apply.*)
- Ancillary space: Have your own private space for invite-only meetings, a presentation, or even a personal reception. (*Blackout times apply. Cobranding required. Request ancillary catalog for more details.*)
- Conference Plus VIP Lounge Sponsorship
Reach 500+ conference goers in this exclusive lounge area for attendees who have purchased Conference Plus registration. This space is available Friday through Sunday and can be personalized with promotional items such as fliers, brochures, coffee mugs, and more or include an à la carte charging station or internet café (details below). Sponsorship also includes signage with your company name and logo as well as light snacks and beverages.
- Conference Tote Bags
Showcase your brand to everyone who attends the conference with your logo printed on the official ILA 2018 Conference tote bags. These bags are carried every day by attendees and exhibitors throughout the duration of the conference and held onto for years after.



ILA 2018 Conference Sponsorship Opportunities



► Event Opportunities

■ **Equity in Education Program** (300+ attendees)

To provide an equitable education for our LGBTQ students, educators must consider ways they can be more inclusive with their curriculum, their practice, and their shared spaces. Eliza Byard, executive director of GLSEN, will lead a frank discussion with a cross-sector of educators and activists about literacy's role in long-term, systemic transformation. An accompanying panel of LGBTQ authors will be offered the following day. Receive prominent signage (including your company name and logo) and a 6' skirted table where you can supply fliers, brochures, pens, products, and more at both events. *(This opportunity will be underwritten by the sponsor, with ILA leading the charge.)*

■ **ILA 2018 Literacy Leaders Awards & Reception** (150–200 attendees)

Join an all-star cast of presenters as ILA recognizes the best and brightest in the field of literacy research, instruction, and advocacy. There will be a reception for special guests immediately following the awards ceremony.

As the sponsor of this prestigious after-hours reception honoring leaders in literacy, you'll be introduced by ILA's executive director and have a few minutes to introduce your organization to the event attendees. Sponsorship also includes prominent poster board signage with your company name and logo displayed at the event.

■ **First-Timers and New Members Welcome Event** (500 attendees)

Welcome new members and first-time conference attendees during this special breakfast event. This gathering is a great opportunity to display your company name and logo on prominent poster board signage and distribute your company information from a skirted table.

■ **Edcamp Literacy** (100 attendees)

Edcamp Literacy is a FREE "unconference" that will be held on Friday, July 20. At this interactive event for K–12 educators, the participants set the agenda. No lectures, no PowerPoints—just a room full of teachers who share with and learn from their colleagues in literacy. Receive prominent signage with your company name and logo and the option to place company pens, pads, or other materials on chairs at this event.

ILA 2018 Conference Sponsorship Opportunities

► Event Opportunities (Continued)

■ **Administrators Forum Reception** (100–150 attendees)

Host a one-hour reception for school and district administrators following the Administrators Forum—an event that will attract changemakers from across the United States who are eager to network with their peers and learn innovative responses to literacy challenges. The sponsor of this event will have the opportunity to listen in during the forum prior to the reception.

■ **Literacy Night** (600–800 attendees)

Join ILA 2018 attendees for a night of fun at Speakeasy, located in the heart of the Austin Warehouse District. This multilevel club offers something for everyone: a spacious dance floor with live music from a top Austin band, a karaoke room, a pool table, a vintage gaming loft (complete with bowling lanes, shuffleboard, darts, classic board games, and cards), and an elegant nightclub on the open-air rooftop terrace overlooking the city. Receive prominent signage (including your company name and logo) and a 6' table where you can supply fliers, brochures, pens, products, and more. Relax and have some fun with our attendees.

■ **Children's Literature Day** (560 attendees)

This full-day event, which will be bookended by opening and closing sessions, focused entirely on children's books and ILA 2018 authors. Children's Literature Day will feature four levels of Author Meetups (fast-paced, high-energy sessions that offer a chance to "speed date" seven established and up-and-coming authors), the Putting Books to Work series (a mashup between an author panel and a workshop), and limited additional programming. As the sponsor of a breakfast, lunch, cocktail reception, or midday break, you'll receive prominent signage throughout the event.



ILA 2018 Conference Sponsorship Opportunities



► À la Carte Opportunities

(may be part of a sponsorship package or purchased on their own)

- **ILA 2018 Conference Program** (5,000+ attendees and exhibitors)

The ILA 2018 Conference Program is a resource that is used by attendees at conference and long afterward. This helpful guide delivers invaluable branding and promotional opportunities. Based on your specific goals, ads could promote your special events taking place at the conference or drive traffic to your booth.

- **ILA Coupon Booklet** (5,000+ attendees and exhibitors)

The ILA Coupon Booklet is the perfect tool to inform ILA 2018 Conference-goers about deals and special offers in the Exhibit Hall. Capture the attention of all attendees—who will refer to this booklet again and again throughout the conference—with a cover ad or double-sided, perforated coupon to announce contests, giveaways, or discounts at your ILA 2018 booth!

- **Institute Day breakfast, coffee, or lunch break** (up to 2,000 attendees)

- **Edcamp Literacy afternoon coffee break** (100 attendees)

Host a coffee break during Edcamp Literacy and receive prominent poster board signage with your company name and logo at the break station. You will also be provided with a 6' skirted table where you can distribute fliers, brochures, pens, and other promotional items to attendees.

- **General Session Entertainment** (4,000+ attendees)

Pending ILA's approval, you will have the chance to provide 15 minutes of General Session entertainment. Prominent signage at the General Session will thank you for your contribution and display your company name and logo, and you will also receive verbal recognition.

- **Learning Labs** (100+ attendees per session)

Reach 100+ attendees per session in these theater-style Exhibit Hall session rooms. *(Available in hourly increments. Blackout times apply.)*

- **Ancillary space**

Have your own private space for invite-only meetings, a presentation, or even a personal reception. *(Blackout times apply. Cobranding required. Request ancillary catalog for more details.)*

ILA 2018 Conference Sponsorship Opportunities

► À la Carte Opportunities (Continued)

- **Tote bag inserts** (5,000+ attendees and exhibitors)
Provide marketing pieces to be placed in the tote bags that are given to all registered attendees.
- **Charging stations**
These stations will be located around the conference to let attendees charge phones, tablets, etc. Location choices are available on a first-come, first-served basis.
- **Internet Café** (350 attendees)
The Internet Café will be in the VIP Lounge, and your logo will be displayed on the screensavers of the computers available for VIP attendee use. You will also receive prominent poster board signage highlighting your company as the area sponsor.
- **ILA 2018 Conference App** (3,000+ attendees)
Reach conference attendees with an ad, daily push notifications, or listing in the sponsor section of the app.
- **Shuttles**
Advertise on one or more of the five shuttle buses that transport attendees between official ILA 2018 hotels and the convention center. Your branding will be seen not only by the attendees but also by the public! (Shuttle guide and pricing available upon request.)

