

# EXHIBITOR PACKET



The 44th Annual Illinois Reading Council Conference  
*Literacy in the Land of Lincoln*  
March 15-17, 2012  
Springfield, 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 44th Annual Conference, *Literacy in the Land of Lincoln*, from March 15-17, 2012 at the President Abraham Lincoln Hotel, Hilton Springfield Hotel, and Prairie Capital Convention Center in Springfield, Illinois. Approximately 3,000 teachers, librarians, administrators, and other educators are expected to attend.

## EXHIBITORS:

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

## EXHIBIT LOCATION:

Prairie Capital Convention Center  
One Convention Center Plaza  
Springfield, Illinois 62701

## HOUSING:

Hotel rooms are currently blocked for exhibitors at the President Abraham Lincoln and Hilton Hotels. Housing reservations must be submitted online by September 1, 2011 to guarantee placement at these hotels. An email with directions will be sent to you after your exhibitor registration form is received.

## SET-UP:

Wednesday, March 14.....5:00 p.m. to 9:00 p.m.

## EXHIBIT HOURS:

Thursday, March 15.....8:00 a.m. to 5:00 p.m.

Friday, March 16.....8:00 a.m. to 4:00 p.m.

## TEAR-DOWN:

Friday, March 16.....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.....\$300**

*Booth fee is \$350 if paid after January 1, 2012.*

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

*Exhibitors can sponsor a presenter at the IRC Conference. Presenters must submit a Program Proposal by September 1, 2011. 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.*

**Sponsor the IRC Ning or an Event...\$100 and up**

*Exhibitors have sponsorship opportunities at the conference. This is an excellent way to increase the visibility of your company to the conferees. Exhibitors can also place a logo/ website link on the IRC Ning. Please see the Sponsorship Opportunities form in this packet for more information.*

## CANCELATION POLICY:

A full refund will be granted if a written request is received by February 1, 2012. If the request is received after February 1st but before March 1st, one half of the fee paid will be refunded. No refunds will be granted after March 1, 2012.



# EXHIBITOR REGISTRATION FORM

2012 Illinois Reading Council Conference

*Literacy in the Land of Lincoln*

Exhibit Days – Thursday, March 15 and Friday, March 16, 2012

## 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 September 1, 2011. 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 January 1, 2012.....\$300 x \_\_\_\_\_ = \$ \_\_\_\_\_

(# of booths)

After January 1, 2012..... \$350 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 December 1, 2011.**

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)

--	--	--	--	--

--	--	--	--	--

--	--	--	--	--

--	--	--	--	--

Signature \_\_\_\_\_

Credit Card Expiration Date:

Mo

--	--

Yr.

--	--

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

2012 Illinois Reading Council Conference

Literacy in the Land of Lincoln

March 15-17, 2012

## CONTACT INFORMATION

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

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

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

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

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

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

## AD SPECIFICATIONS

### BLACK & WHITE:

- \_\_\_\_\_ Inside Front or Outside Back Cover.....\$800.00
- \_\_\_\_\_ 2 Page Center Spread.....\$1,000.00
- \_\_\_\_\_ 2 Page Spread.....\$800.00
- \_\_\_\_\_ Full Page.....\$400.00
- \_\_\_\_\_ 1/2 Page Vertical.....\$250.00
- \_\_\_\_\_ 1/2 Page Horizontal.....\$250.00
- \_\_\_\_\_ 1/4 Page.....\$125.00

### 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 JANUARY 15, 2012***

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.

### FOUR-COLOR:

- \_\_\_\_\_ Inside Front or Outside Back Cover...\$1,000.00
- \_\_\_\_\_ Tab - Full Page.....\$800.00

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

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)

--	--	--	--

Signature \_\_\_\_\_

Credit Card Expiration Date: Mo Yr.

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

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

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



# SPONSORSHIP OPPORTUNITIES

2012 Illinois Reading Council Conference

Literacy in the Land of Lincoln

March 15-17, 2012

## INCREASE YOUR VISIBILITY!

### EVENTS AND OTHER OPPORTUNITIES:

- \_\_\_\_\_ **Welcome Reception**.....\$2,000  
*The Welcome Reception invites all conference attendees, presenters, and Illinois Legislators to the opening of the IRC Conference. This reception is held on Wednesday, March 14, 2012 from 6:30 p.m. to 8:30 p.m. in the Abraham Lincoln Ballroom.*
- \_\_\_\_\_ **Storytelling and Poetry Coffeehouse**.....\$400-500  
*Storytelling and Poetry Coffeehouse are events held on Friday, March 16, 2012 where conference attendees can share a story or poem. Storytelling is from 4:15 p.m. to 5:15 p.m. and the Poetry Coffeehouse is from 8:30 p.m. to 9:30 p.m. in the Hilton Pinnacle Club.*
- \_\_\_\_\_ **Pizza Party for Preservice Teachers**.....\$1,000  
*All preservice teachers are invited to a special Pizza Party on Friday, March 16, 2012 for fun, games, and free prizes. This event is held from 5:30 p.m. to 7:30 p.m. in the Abraham Lincoln Freeport Rooms.*
- \_\_\_\_\_ **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

## NING SPONSORSHIP

IRC has created a Ning that is a professional networking site for educators attending the 2012 IRC Conference. IRC is accepting sponsors for the IRC Ning and placing your company's logo on each page of the website at <http://illinoisreadingcouncil.ning.com/>. If interested in sponsoring the IRC Ning, please submit this form along with a JPG logo file. There is a file size limit of 250 KB.

- \_\_\_\_\_ **Place logo without link to website**.....\$100
  - \_\_\_\_\_ **Place logo with a link to website**.....\$200
- Link to following website: \_\_\_\_\_

Please submit your logo electronically as a JPG file by email to [ads@illinoisreadingcouncil.org](mailto: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.)

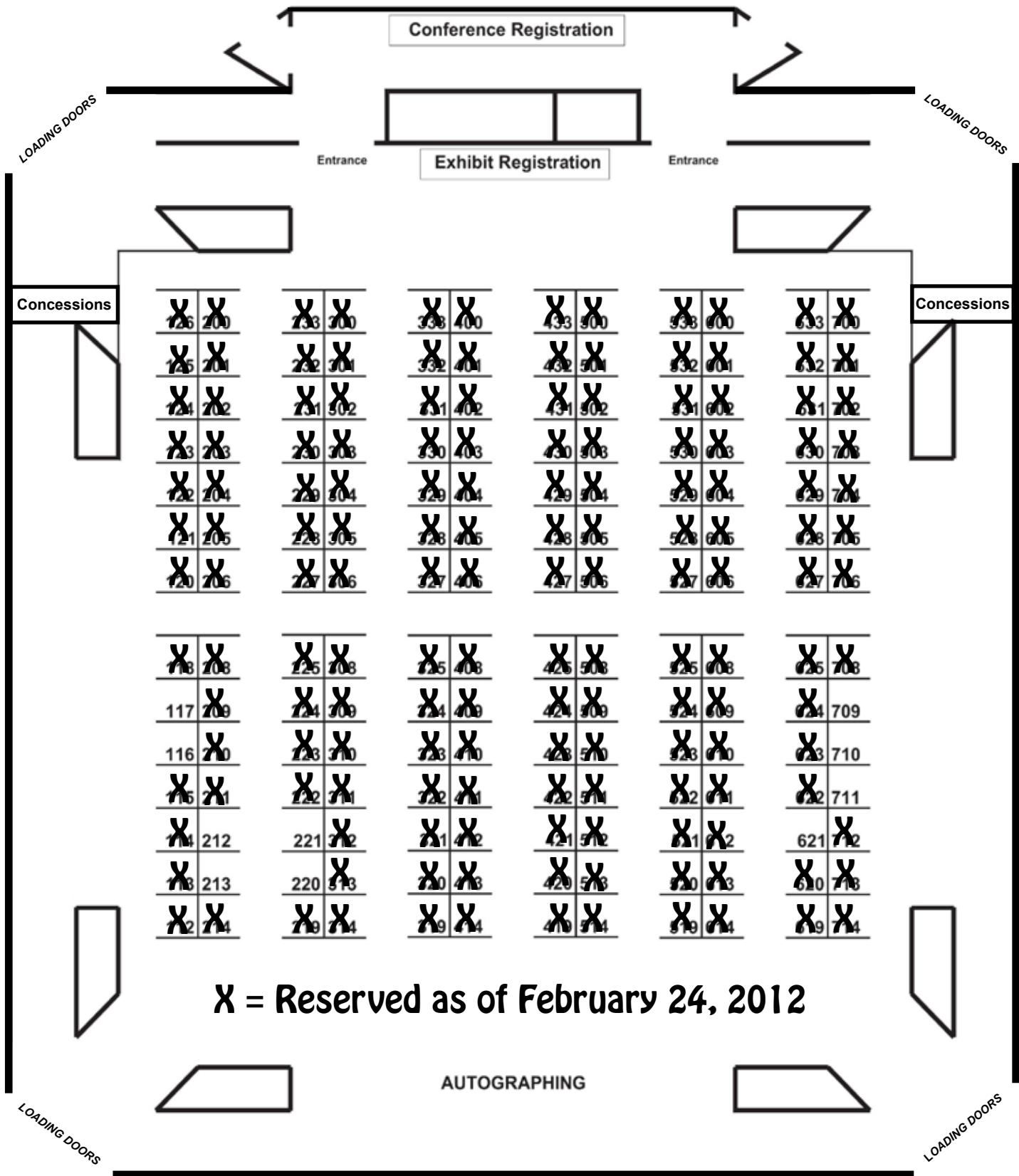
Check (payable to IRC)       Credit Card (Visa, MasterCard, Discover)

--	--	--	--	--	--	--	--

Signature \_\_\_\_\_      Credit Card Expiration Date: Mo   Yr.

Name of Cardholder: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

# EXHIBIT MAP



**X = Reserved as of February 24, 2012**

The Prairie Capital  
Convention Center  
Springfield, IL

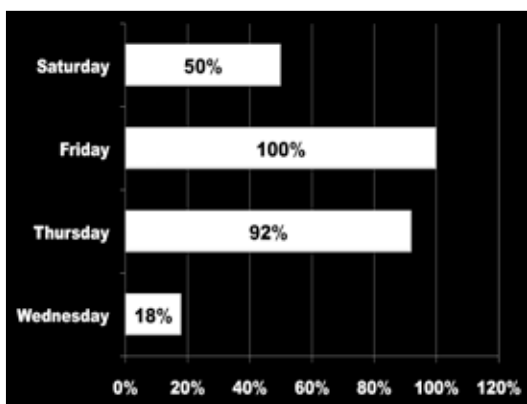
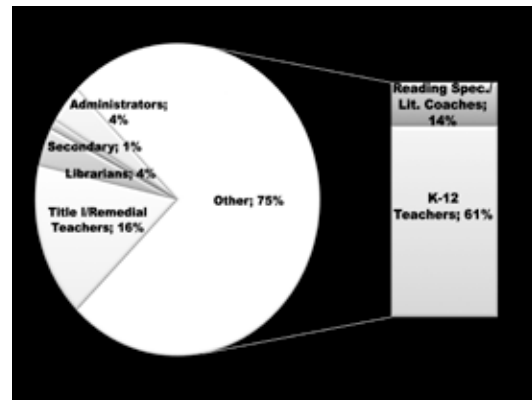


# CONFEREE PROFILE

Close to **3,000** educators attended the 2011 IRC Conference. Please take a moment to review data collected from the past conference:

## WHO ATTENDS IRC CONFERENCES?

- 61% are K-12 Teachers (*K-3, 32%; 4-5, 15%; 6-9, 11%; and Secondary, 3%*)
- 16% are Title I/Remedial Teachers
- 14% are Reading Specialists/Literacy Coaches
- 4% are Librarians
- 4% are Administrators
- 1% are Post Secondary/Other Educators

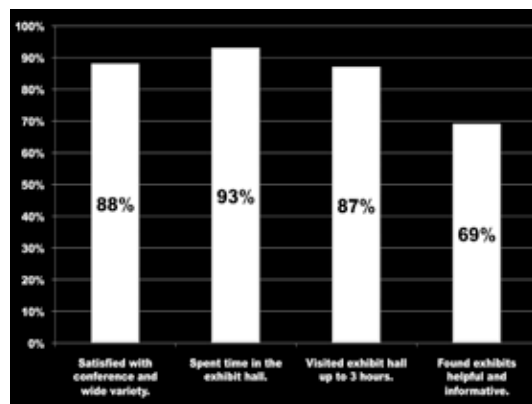


## DAYS ATTENDED THE CONFERENCE?

- 18% on Wednesday
- 92% on Thursday
- 100% attended on Friday
- 50% attended on Saturday

## RESPONSE TO PAST CONFERENCE?

- 88% – Satisfied with conference and wide variety.
- 93% – Spent time in the exhibit hall.
- 87% – Visited the exhibit hall up to 3 hours.
- 69% – Found exhibits helpful and informative.



# FOR MORE INFORMATION

## CONTACT:

Kendra Kornfeld  
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)