

EXHIBITOR PACKET



The 53rd Annual Illinois Reading Council Conference

Rockin' Through the Pages

October 19-20, 2021

Springfield, Illinois

Sponsored by the



203 Landmark Drive, Suite B, Normal, Illinois 61761

Phone: (309) 454-1341

Email: exhibits@illinoisreadingcouncil.org

Fax: (309) 454-3512

Website: www.illinoisreadingcouncil.org

EXHIBIT INFORMATION

CONFERENCE:

The Illinois Reading Council will hold its 53rd Annual Conference, *Rockin' Through the Pages*, from October 19-20, 2021 at the Bank of Springfield Center, President Abraham Lincoln Hotel, and Wyndham Hotel in Springfield, Illinois. Over 2,000 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:

Bank of Springfield Center
1 Convention Center Plaza
Springfield, Illinois 62701

HOUSING:

Hotel rooms are currently blocked for exhibitors at the President Abraham Lincoln Hotel, Wyndham Hotel, and other conference hotels. Reservations must be made directly with the hotels. Details will be sent after receiving your exhibitor registration form.

SET-UP:

Monday, October 18.....5:00 p.m. to 9:00 p.m.

EXHIBIT HOURS:

Tuesday, October 19.....8:00 a.m. to 6:00 p.m.
Wednesday, October 20.....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:

Wednesday, October 20.....4:00 p.m. to 6:00 p.m.

ADVERTISING:

If your company is interested in new and innovative advertising opportunities, please let us know by March 15. More information will be available soon.

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 15, 2021.

Sponsor a Presenter.....\$100
Exhibitors can sponsor a presenter at the IRC Conference. Presenters must submit a Program Proposal by March 1, 2021. 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.

CANCELATION POLICY:

A full refund will be granted if a written request is received by August 15, 2021. If the request is received after August 15th but before September 15th, one half of the fee paid will be refunded. No refunds will be granted after September 15, 2021.

EXHIBITOR REGISTRATION FORM

2021 Illinois Reading Council Conference

Rockin' Through the Pages

Exhibit Days – Tuesday, October 19 and Wednesday, October 20, 2021

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: _____

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EXHIBIT FEES

BOOTH FEES:

Before August 15, 2021.....\$350 x _____ = \$ _____

(# of booths)

After August 15, 2021..... \$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 15, 2021.

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:

(Sorry, no P.O.'s accepted.)

Check to IRC Visa Mastercard Discover American Express

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Cardholder's Name _____

Credit Card Expiration Date Mo. Yr.

Cardholder's Address _____ CVV Code _____

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 #: _____

SPONSORSHIP OPPORTUNITIES

2021 Illinois Reading Council Conference

Rockin' Through the Pages

October 19-20, 2021

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 Monday evening.
- _____ **Pizza Party for Preservice Teachers**.....\$1,000
All preservice teachers are invited to a special Pizza Party on Wednesday 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

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Method of Payment: Check to IRC Visa Mastercard Discover American Express
(Sorry, no P.O.'s accepted.)

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Cardholder's Name _____ Credit Card Expiration Date

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 Mo. Yr.
Cardholder's Address _____ CVV Code _____

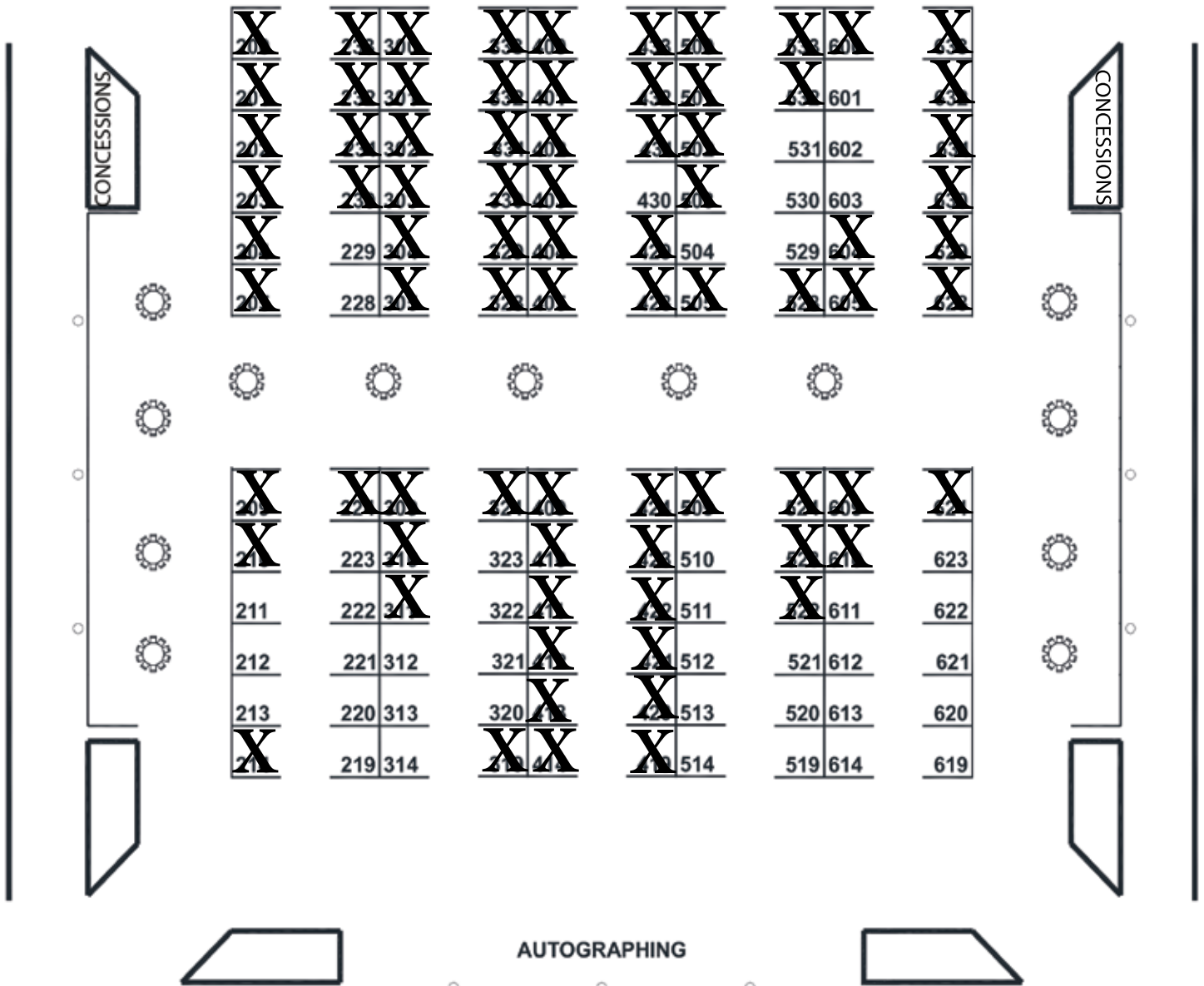
Name of Cardholder: _____

Address: _____

City: _____ State: _____ Zip: _____

EXHIBIT MAP

BANK OF SPRINGFIELD CENTER MAIN EXHIBIT HALL



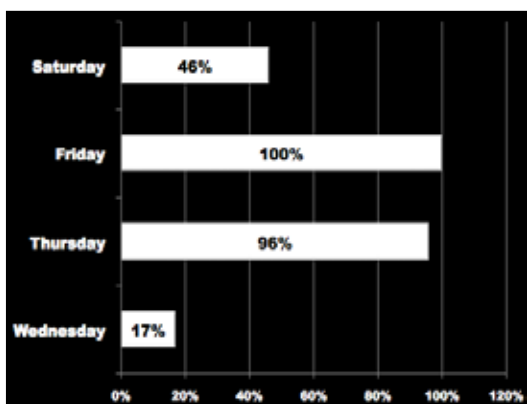
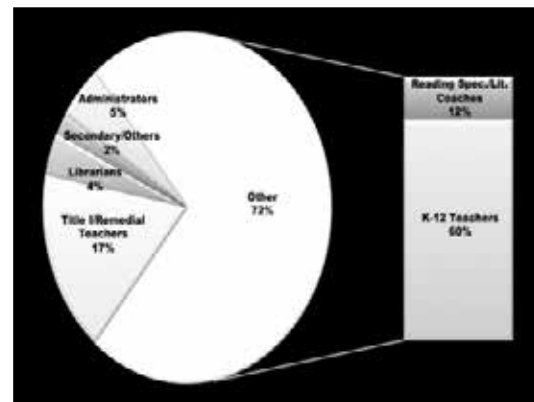
X = Reserved as of May 4, 2021

CONFEREE PROFILE

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

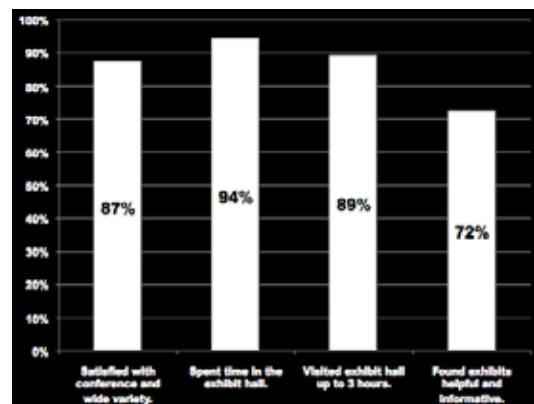


DAYS ATTENDED THE CONFERENCE?

- 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:

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Web: www.illinoisreadingcouncil.org