**CONFERENCE:**
The Illinois Reading Council will hold its 53rd Annual Conference, *Literacy in Bloom: Growing Readers and Ideas*, from March 10-11, 2022 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:**
Wednesday, March 9.................5:00 p.m. to 9:00 p.m.

**EXHIBIT HOURS:**
Thursday, March 10...............8:00 a.m. to 6:00 p.m.  
Friday, March 11...................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, March 11..............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 January 15. More information will be available soon.

**BOOTH 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 January 15, 2022.
Sponsor a Presenter.........................$100
Exhibitors can sponsor a presenter at the IRC Conference. Presenters must submit a Program Proposal by September 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 name and logo will be listed as a sponsor in the Conference APP that will be provided to all conference attendees. 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 January 15, 2022. If the request is received after January 15th but before February 15th, one half of the fee paid will be refunded. No refunds will be granted after February 15, 2022.
EXHIBITOR REGISTRATION FORM
2022 Illinois Reading Council Conference
Literacy in Bloom: Growing Readers and Ideas
Exhibit Days – Thursday, March 10 and Friday, March 11, 2022

EXHIBITOR INFORMATION

PROGRAM BOOK INFORMATION: (As it should be shown in the Conference APP)
Company Name: ___________________________________________________________________
Company Address: __________________________________________________________________
City: ___________________________ State: ___________________ Zip: _____________
Phone: ___________________________ Fax: ___________________________
Website: ___________________________________________________________________________
Representative(s) Attending: ___________________________________________________________
___________________________________________________________________________________
Representative(s) Email Address: _____________________________________________________
PLease email your logo and a short description of company to be included in the conference app to irc@illinoisreadingcouncil.org.

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 September 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 name will be listed as a sponsor in the session description in the Conference APP. 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 irc@illinoisreadingcouncil.org. If not accepted, the presenter fee will be returned.

EXHIBIT FEES

BOOTH FEES:

Before January 15, 2022.......................$350     x     _________________     =     $ ________________

(# of booths)

After January 15, 2022..........................$400     x     _________________     =     $ ________________

(# of booths)

Sponsoring a Presenter.........................$100     x     _________________     =     $ ________________

(# of presenters)

TOTAL DUE      =     $ ________________

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

Name of Cardholder: __________________________________________________________________________________________

Address: ____________________________________________________________________________________________________

City: __________________________________________________________   State: _________________   Zip: ____________

Method of Payment: □ Check to IRC □ Visa □ Mastercard □ Discover □ American Express

Cardholder’s Name ________________________________   Credit Card Expiration Date: □ Mo. □ Yr.

Cardholder’s Address __________________________________   CVV Code: ________

PLEASE NOTE: Conference Advertisement and Event Sponsorship Opportunities are due to the IRC Office by January 15, 2022.

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
2022 Illinois Reading Council Conference
Literacy in Bloom: Growing Readers and Ideas
March 10-11, 2022

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

____ Decals Ads on Elevators, Polls, and More ........................................................................... $2,000 & Up

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

Name of Cardholder: ____________________________________________________________
Address: ________________________________________________________________________
City: __________________________________________ State: __________ Zip: __________

Method of Payment: ☐ Check to IRC ☐ Visa ☐ Mastercard ☐ Discover ☐ American Express
Cardholder’s Name ________________________________________________________________
Cardholder’s Address ________________________________________________________________
Credit Card Expiration Date Mo. Yr. ☐ CVV Code __________
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

**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.

**DAYS ATTENDED THE CONFERENCE?**
- 17% on Wednesday
- 96% on Thursday
- 100% attended on Friday
- 46% attended on Saturday

**FOR MORE INFORMATION**

**CONTACT:** Karen Kortkamp  
Exhibits Coordinator  
Phone: (309) 454-1341  
Fax: (309) 454-3512  
Email: karen@illinoisreadingcouncil.org  
Web: www.illinoisreadingcouncil.org