

EXHIBITOR PACKET



LITERACY IN BLOOM GROWING READERS AND IDEAS ILLINOIS READING COUNCIL

The 53rd Annual Illinois Reading Council Conference
Literacy in Bloom: Growing Readers and Ideas

March 10-11, 2022
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, *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.

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 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 = \$ _____

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

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 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: _____

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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Cardholder's Name _____ Credit Card Expiration Date

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Cardholder's Address _____ CVV Code _____

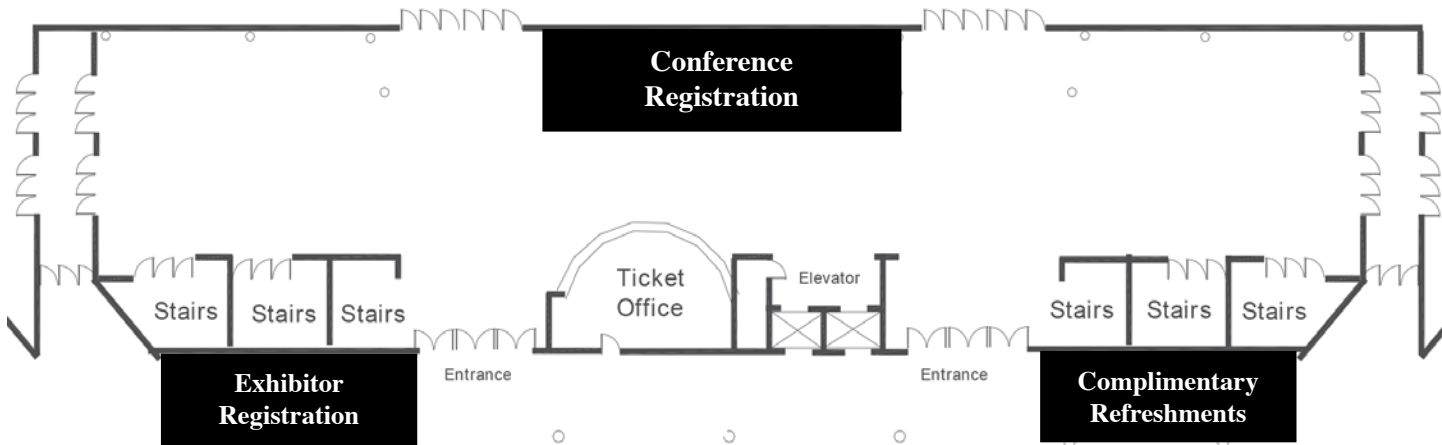
Name of Cardholder: _____

Address: _____

City: _____ State: _____ Zip: _____

EXHIBIT MAP

BANK OF SPRINGFIELD CENTER MAIN EXHIBIT HALL



Concessions	X	X X	X X	X X	X X	X	
	X	X X	X X	X X	X X	X	
	X	X X	X X	X X	531 602	X	
	X	X X	X X	X X	530 603	X	
	X	X X	X X	X 504	529 604	X	
	X	X X	X X	X X	X X	X	
First Aid	X	X X	X X	X X	X X	X	
	X	X X	X X	X X	X X	X	
	211	222 311	322 411	422 511	522 611	622	
	212	221 312	321 412	421 512	521 612	621	
	213	220 313	320 413	420 513	520 613	620	
	X	X X	X X	X X	X X	X	

Featured Speaker Autographing

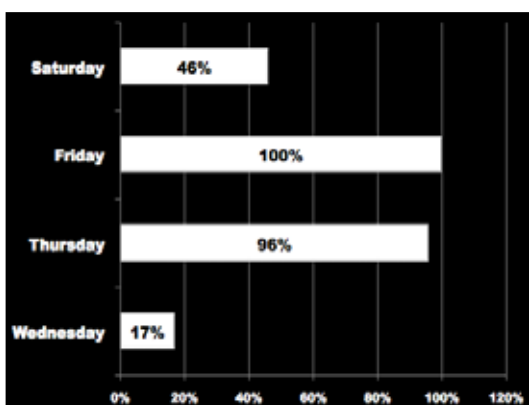
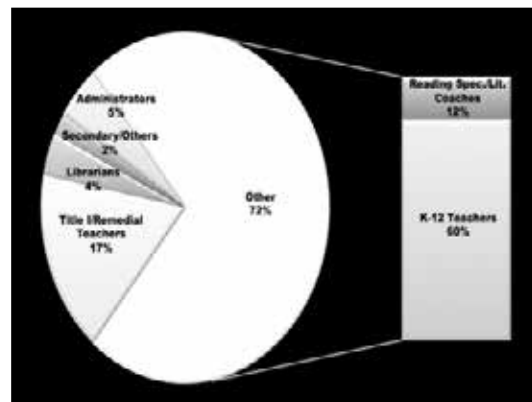
X = Reserved as of December 7, 2021

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

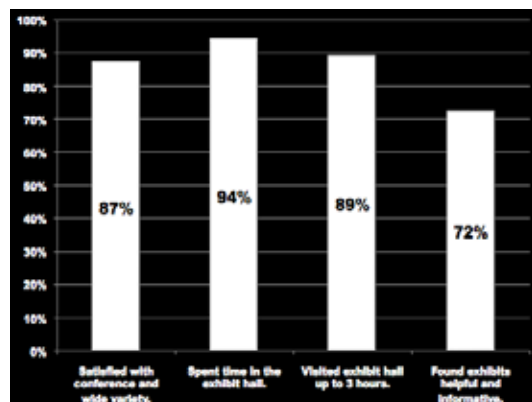


DAYS ATTENDED THE CONFERENCE?

- 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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