EXHIBITOR PACKET

for the 58th Annual

2027 IRC Conference

March 11-12, 2027
Springfield, Illinois

1100 Beech Street, Building 8, Suite 2, Normal, Illinois 61761

Phone: (309) 454-1341
Fax: (309) 454-3512
Email: karen@illinoisreadingcouncil.org
Website: www.illinoisreadingcouncil.org

EXHIBIT INFORMATION

CONFERENCE:

The Illinois Reading Council will hold its 58th Annual Conference from March 11-12, 2027 at the Bank of Springfield Center and President Abraham Lincoln Hotel in Springfield, Illinois. Close to 1,250 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 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 10.....5:00 p.m. to 9:00 p.m.

EXHIBIT HOURS:

Thursday, March 11.....8:00 a.m. to 5:00 p.m.
Friday, March 12.....8:00 a.m. to 4:00 p.m.

TEAR-DOWN:

Friday, March 12.....4:00 p.m. to 6:00 p.m.

ADVERTISING:

The IRC Conference APP will have advertisements rotating at the top of the APP! Exhibitors can reserve a spot for their ad by January 15th as space is limited! The cost for ads is $500. Camera ready artwork and a website link will be needed by February 15th to the IRC Office. This camera ready advertisement will also be placed in the online Final Program Book as printed books will not be provided.

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 Valley Expo and Displays, 3600 Winchester Road, Springfield, Illinois. Valley Expo will email exhibitors a packet with rental details approximately 45 days prior to the show.

EXHIBIT FEES:

Booth Fee.....$400
Booth fee is $450 if paid after January 15, 2027.

Sponsor a Presenter.....$100
Exhibitors can sponsor a presenter at the IRC Conference. Presenters must submit a Program Proposal by September 1, 2026. 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, 2027. If the request is received after January 15th but before February 1st, one half of the fee paid will be refunded. No refunds will be granted after February 1, 2027.

EXHIBITOR REGISTRATION FORM

2027 Illinois Reading Council Conference

Exhibit Days – Thursday, March 11 and Friday, March 12, 2027

EXHIBITOR INFORMATION

PROGRAM BOOK INFORMATION: *(As it should be shown in the Conference APP)*

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____ Facebook: _____

Instagram: _____ Pinterest/X Links: _____

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 Exhibt 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, 2026. 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, 2027.....$400 x _____ (# of booths) = $ _____

After January 15, 2027.....$450 x _____ (# of booths) = $ _____

Sponsoring a Presenter.....$100 x _____ (# of presenters) = $ _____

PLEASE NOTE: Conference Advertising and Sponsorship Opportunities are due to the IRC Office by January 15, 2027.

TOTAL DUE = $ _____

Make checks payable to IRC and return this form with payment to:

Illinois Reading Council
1100 Beech Street, Building 8-2
Normal, IL 61761
or fax to: (309) 454-3512

Method of Payment: (If pay by CC, add $10 fee.) ☐ 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 #: _____

ADVERTISING OPPORTUNITIES

2027 Illinois Reading Council Conference

Exhibit Days – Thursday, March 11 and Friday, March 12, 2027

INCREASE YOUR VISIBILITY!

Your <u>COMPANY AD</u> could be rotating with a link to your website at the top of the CONFERENCE APP!

COST is $500

Reserve your spot by January 15th as space is limited!

Send <u>camera ready artwork</u> and <u>Website Link</u> by February 15th to irc@illinoisreadingcouncil.org. The ad must be 130 pixels high by 335 wide. This artwork will also be placed in the PDF copy of the Final Program Book as printed books will not be provided.

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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: _____

SPONSORSHIP OPPORTUNITIES

2027 Illinois Reading Council Conference

Exhibit Days – Thursday, March 11 and Friday, March 12, 2027

INCREASE YOUR VISIBILITY!

EVENTS AND OTHER OPPORTUNITIES:

_____ **Conference Tote Bags.....$3,000**

_____ **Refreshments in the Exhibit Hall.....$500**
Refreshments are served in the exhibit hall to encourage attendees to visit the exhibits.

_____ **Pizza Party for Preservice Teachers.....$750**
All preservice teachers are invited to a special Pizza Party on Friday evening for fun, games, and free prizes.

_____ **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.

_____ **Conference APP Ads $500**

_____ **Preservice Teachers Sponsorship.....$750**
Sponsor 10 to 12 students who assist the exhibitors in set-up and tear-down.

_____ **Meal Functions $1,000-3,000**
Sponsorship of a breakfast is $1,000, a lunch is $3,000, and a banquet is $2,000.

_____ **Featured Speakers.....$2,000-8,000**

_____ **Lanyards for Nametags.....$2,000**

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Cardholder's Name _____ Credit Card Expiration Date Mo. ☐☐ Yr. ☐☐

Cardholder's Address _____ CVV Code _____

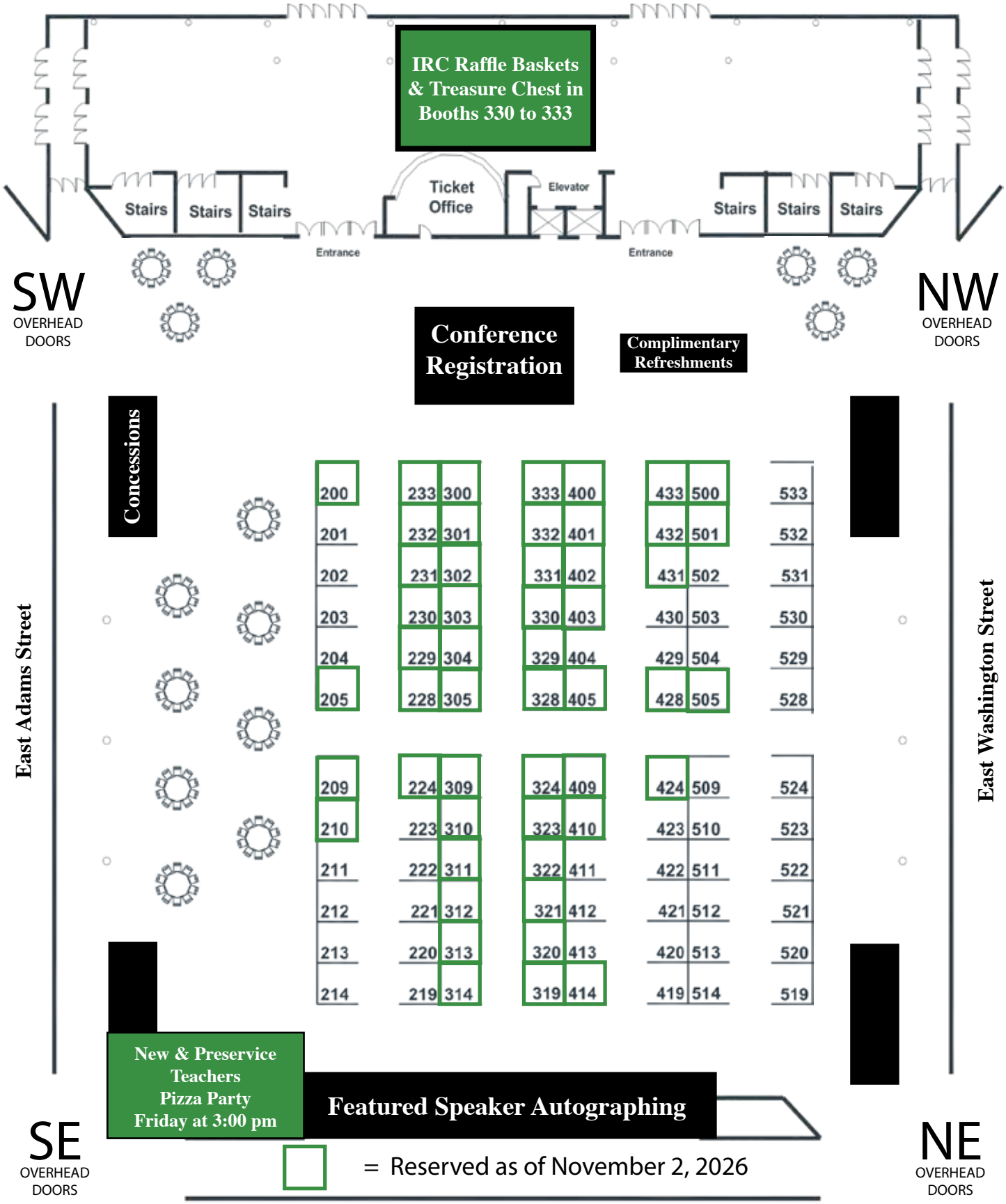
Name of Cardholder: _____

Address: _____

City: _____ State: _____ Zip: _____

EXHIBIT MAP

EXHIBIT HALL AT THE BANK OF SPRINGFIELD CENTER
1 Convention Center Plaza, Springfield, Illinois 62701

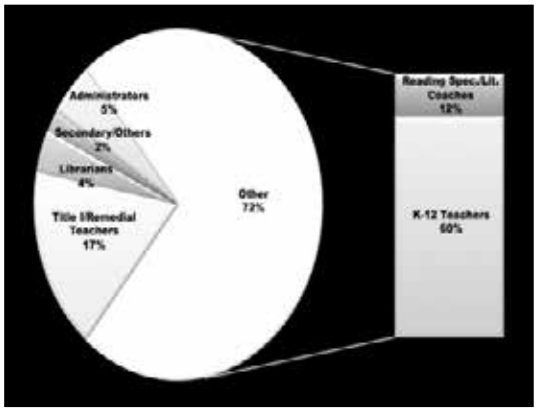


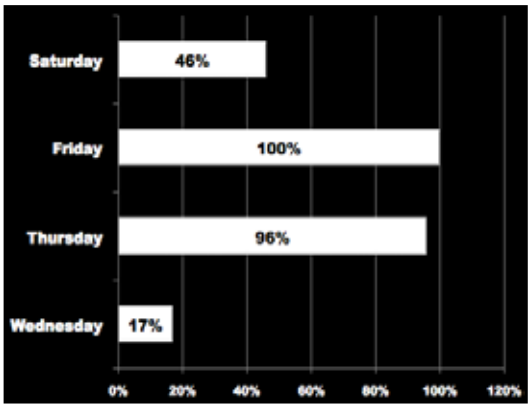
CONFEREE PROFILE

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



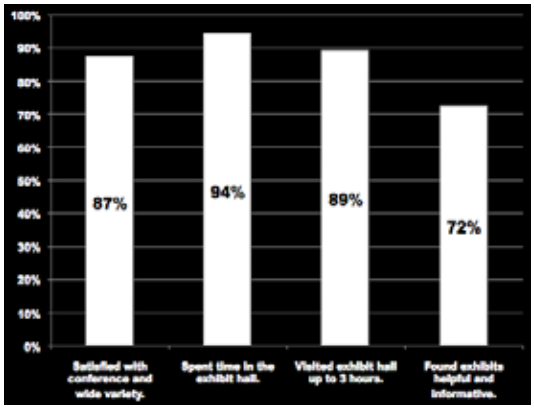


DAYS ATTENDED THE CONFERENCE?

- 17% on Wednesday
- 96% on Thursday
- 100% attended on Friday

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

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