

# EXHIBITOR PACKET



## REVOLUTION

A CHANGE IS GONNA COME  
ILLINOIS READING COUNCIL

The 54th Annual Illinois Reading Council Conference  
March 9-10, 2023  
Springfield, Illinois

1100 Beech Street, Building 8, Suite 2, Normal, Illinois 61761  
Phone: (309) 454-1341 Email: [karen@illinoisreadingcouncil.org](mailto:karen@illinoisreadingcouncil.org)  
Fax: (309) 454-3512 Website: [www.illinoisreadingcouncil.org](http://www.illinoisreadingcouncil.org)

# EXHIBIT INFORMATION

## CONFERENCE:

The Illinois Reading Council will hold its 54th Annual Conference from March 9-10, 2023 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 8.....5:00 p.m. to 9:00 p.m.

## EXHIBIT HOURS:

Thursday, March 9.....8:00 a.m. to 5:00 p.m.  
Friday, March 10.....8:00 a.m. to 4:00 p.m.

## TEAR-DOWN:

Wednesday, March 10.....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 \$1,000. Camera ready artwork and the website link will be due by February 15th to the IRC Office. This artwork will also be placed in the online only PDF of the 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](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, 2023.*

**Sponsor a Presenter.....\$100**  
*Exhibitors can sponsor a presenter at the IRC Conference. Presenters must submit a Program Proposal by September 1, 2022. 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, 2023. 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, 2023.

# EXHIBITOR REGISTRATION FORM

*2023 Illinois Reading Council Conference*  
Exhibit Days – Thursday, March 9 and Friday, March 10, 2023

## 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](mailto: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](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, 2022. 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](mailto:irc@illinoisreadingcouncil.org). If not accepted, the presenter fee will be returned.

# EXHIBIT FEES

## BOOTH FEES:

Before January 15, 2023.....\$350 x \_\_\_\_\_ = \$ \_\_\_\_\_

(# of booths)

After January 15, 2023.....\$400 x \_\_\_\_\_ = \$ \_\_\_\_\_

(# of booths)

Sponsoring a Presenter.....\$100 x \_\_\_\_\_ = \$ \_\_\_\_\_

(# of presenters)

**TOTAL DUE = \$ \_\_\_\_\_**

***PLEASE NOTE: Conference Advertising and Sponsorship Opportunities are due to the IRC Office by January 15, 2023.***

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.
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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

2023 Illinois Reading Council Conference

Exhibit Days – Thursday, March 9 and Friday, March 10, 2023

**INCREASE YOUR VISIBILITY!**

**YOUR LOGO HERE** Click here to **DOWNLOAD FREE Resources**

**YOUR LOGO HERE** Visit Booth 209 for your **FREE Conference Bag!**

 Visit Booth 209 for **FREE Reads Book!**

Your COMPANY AD could be rotating with a link to your website at the top of the **CONFERENCE APP!**

**COST is \$1,000**

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

Send camera ready artwork and Website Link by February 15th to [irc@illinoisreadingcouncil.org](mailto: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

2023 Illinois Reading Council Conference

Exhibit Days – Thursday, March 9 and Friday, March 10, 2023

## 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 .....\$1,000
- \_\_\_\_\_ 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
- \_\_\_\_\_ Decals Ads on Elevators, Polls, and More.....\$2,000 & Up

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Cardholder's Address \_\_\_\_\_ CVV Code \_\_\_\_\_

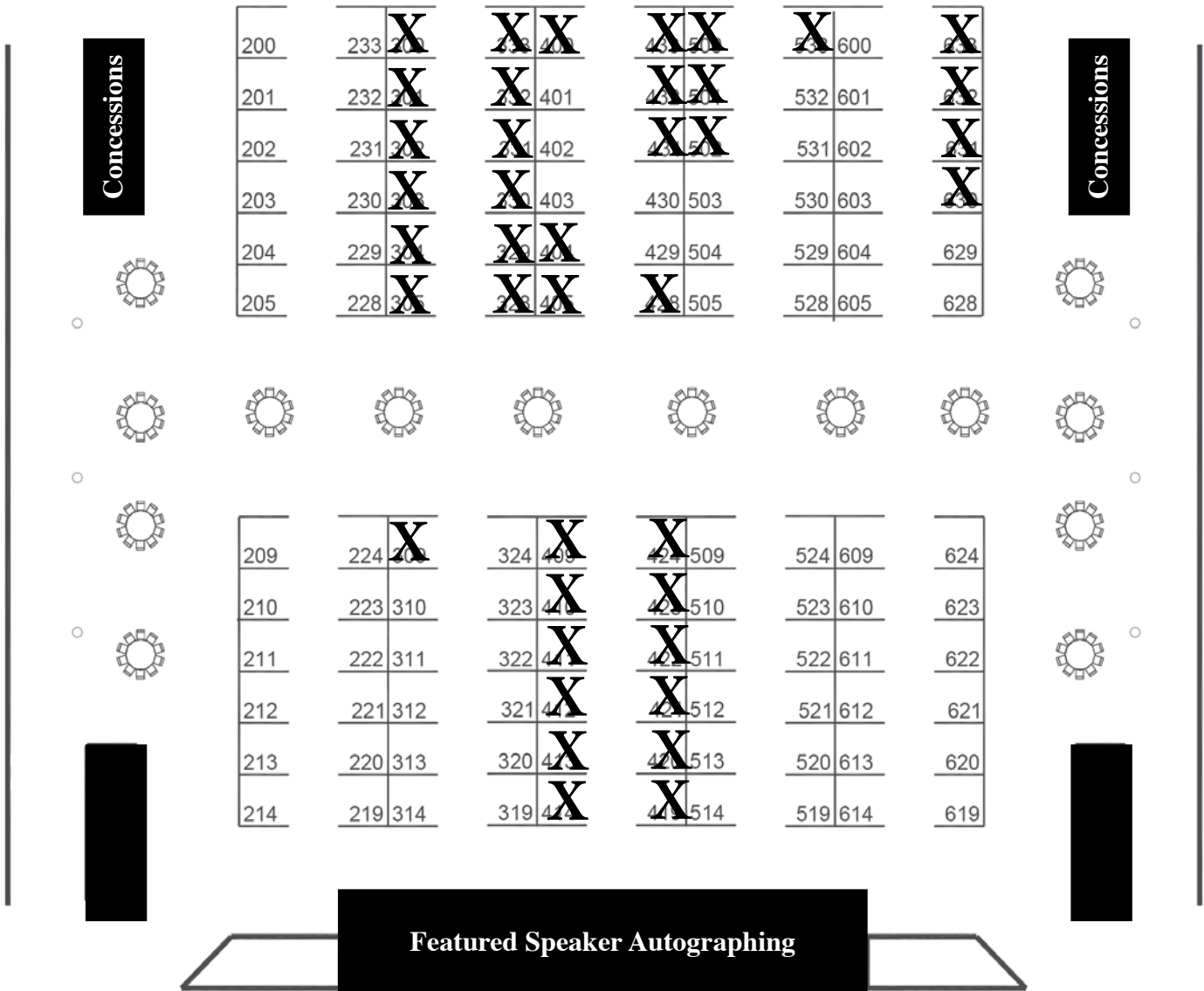
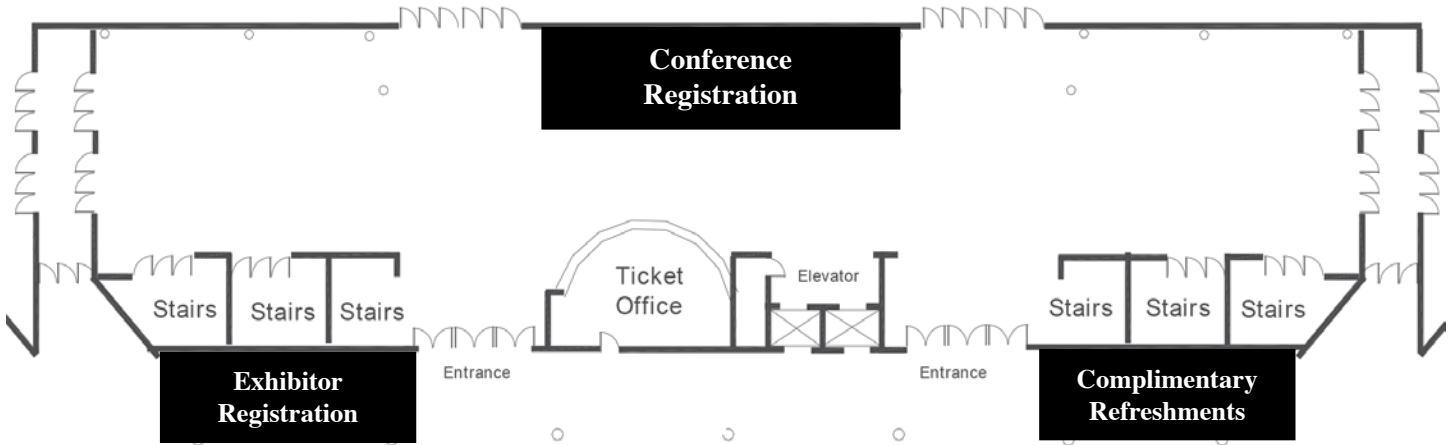
Name of Cardholder: \_\_\_\_\_

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

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

# EXHIBIT MAP

## BANK OF SPRINGFIELD CENTER MAIN EXHIBIT HALL



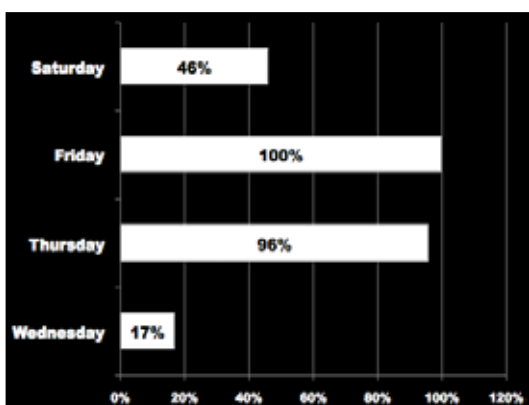
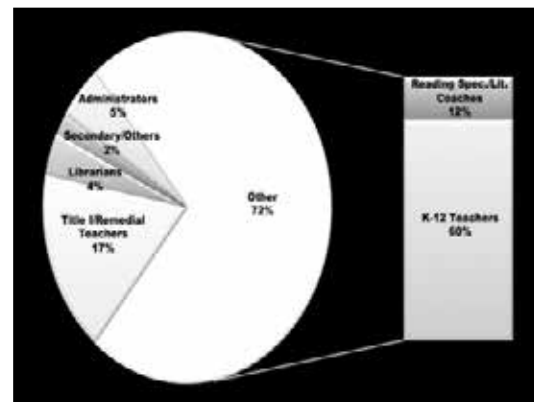
X = Reserved as of August 14, 2022

# 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

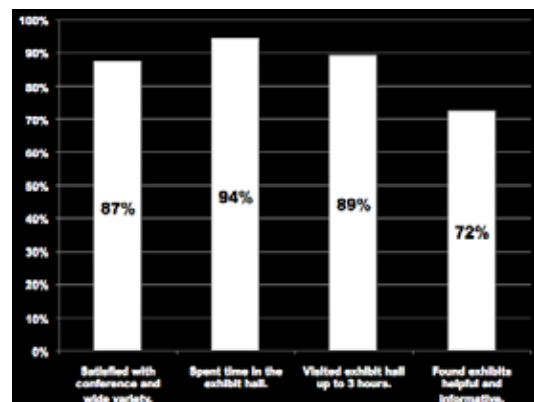


## DAYS ATTENDED THE CONFERENCE?

- 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

### CONTACT:

**Karen Kortkamp**  
Exhibits Coordinator  
Phone: (309) 454-1341  
Fax: (309) 454-3512  
Email: [karen@illinoisreadingcouncil.org](mailto:karen@illinoisreadingcouncil.org)  
Web: [www.illinoisreadingcouncil.org](http://www.illinoisreadingcouncil.org)