SPONSORSHIPS & PROMOTIONS

2014

Be bold—go beyond the booth at IRA 2014.

Contact us today!
SPONSORSHIP OPPORTUNITIES AT IRA 2014

IRA’S ANNUAL CONFERENCE offers a dynamic platform for your brand and your participation in the show communicates your support of IRA’s mission. IRA will collaborate with your team to create custom solutions that showcase your products, position your marketing messaging, and achieve your targeted objectives effectively.

TOTE BAGS

Distributed at registration, IRA attendee tote bags deliver an unparalleled (not to mention prominent!) sponsorship opportunity. The durable tote ensures professional and private use after the conference to extend your branding further!

BADGE HOLDERS

Attendee badge holders, distributed at registration, function as a walking advertisement throughout conference.

SHUTTLE SPONSORSHIP

Shuttles are one of the most used and appreciated attendee amenity! The sponsoring company has the option to name each route with company or product names. There will be seven routes servicing 23 hotels in IRA’s hotel block (two shuttles per route). Further recognition is acknowledged through signage in the shuttle window as well as stops at the Ernest N. Morial Convention Center and all route stop hotels.

REACH:
7,500+ Annual Conference Attendees

“'I had an amazing time and was so inspired! It’s all I’ve been talking about!!! Loved it!”

From 2013 IRA Attendee Survey
TECHNOLOGY SUPPORTER

Attendees benefit from your generous support of IRA’s technology services. Whether exclusive or a partial sponsorship, these opportunities will brand your corporation as an innovator at IRA 2014.

WI-FI NEW!

Looking for a sure-fire way to build more brand awareness? Go Wi-Fi—the No. 1 most requested amenity from IRA 2013 attendees. Sponsorship will be heavily promoted and acknowledged throughout the conference space, including signage featuring your corporate logo announcing where Wi-Fi is available. Wireless service acknowledgement will also be noted in IRA pre-conference promotional bulletins and on social media. Wireless Internet service will cover the 2nd & 3rd floor skylight areas, balcony areas outside La Nouvelle Orleans Ballroom, and the food service areas in the lobbies as well as all of IRA session classrooms. Please note: Ernest N. Morial Convention Center does not offer Wi-Fi in the Exhibit Hall as part of this service.

MOBILE APPLICATION HOT!

The newest addition to IRA’s sponsorship puts you in the palm of all attendees with a smart device. The IRA mobile app will keep attendees on time and updated with the latest schedule of events while communicating your commitment to furthering technology at IRA 2014. Your corporate logo will receive prominent placement on our newest amenity, which was one of the most requested by the 2013 attendees surveyed.

CHARGING STATION NEW!

Provide a most appreciated attendee service. Your logo, campaign, or promotional message can brand a welcoming electronic oasis for those in need of some juice!

Did you know 20% of event attendees use charging stations for an average of 7–12 minutes?

Contact Megan Ferguson • mferguson@reading.org • Phone: 302-731-3831

SPONSORSHIPS & PROMOTIONS IRA 2014 CONFERENCE
SPEAKER SUPPORT

Support General Session or luncheon speakers to help ensure that conference attendees have the opportunity to see literacy leaders provide an inspiring, educational message in a dynamic setting. Sponsorship covers speaker honorarium, travel, and expenses.

SPEAKER READY ROOM

The Speaker Ready Room is the hub where IRA’s most influential members meet to finalize their presentations for the conference education sessions. Reach the movers and shakers of IRA with a thoughtful amenity to make their professional experience more comfortable. The Speaker Ready Room is accessible Friday through Monday during session times. A sign displayed at the entrance acknowledging support is a constant reminder of your kind generosity.

ATTENDEE LOUNGE

Create a customized haven for weary attendees. This dedicated space will provide a place for conference goers to kick back, connect with colleagues, or catch up with work. Want to attract the tech-savvy educator? Host a tweetup in your lounge. The opportunities to align the area with your product or corporate brand are limitless!

CONFERENCE PROGRAM

The conference program is the comprehensive guide attendees turn to during conference and long after. Tab pages offer a highly prominent ad placement on heavy card stock and divide the publication in chronological order. Strategically place your campaign into the section most beneficial to promote your company’s activities. Distributed to all attendees at registration.

“Thanks for some incredible speakers and workshop sessions! I am using some new ideas already!”

From 2013 Attendee Survey

Learning new teaching methods is the top reason for attendees to come to IRA!
STAFF SHIRTS

Identify your support of the IRA team that services attendees with a smile! Staff shirts are an attractive way to create awareness of your support of the conference. Your corporate logo or company name strategically placed on the sleeve will brand and acknowledge your generosity.

EXPOSUITE

This multipurpose room, only steps away from your booth, provides the perfect space for presenting intimate educational sessions, entertaining guests, engaging prospects with private meetings, or pumping up your sales staff each morning on the exhibit floor.

EDUCATIONAL BREAKFAST SESSIONS  NEW!

Reach the masses with a wonderful start to attendees’ day by sponsoring an educational breakfast session! IRA will secure a convention center meeting space, coordinate your room layout and AV, and promote your session as part of the sponsorship package.

PUBLICATIONS RECEPTION

Always popular and well-attended, the publications reception attracts the who’s who in literacy education. Network with the movers and shakers in a relaxed, social setting. Your generous support will be acknowledged with signage and invitations.

“It was wonderful to attend stimulating sessions and be with enthusiastic professionals.”

From 2013 Attendee Survey

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COMPANIES who reach sponsorship levels on opportunities presented in the previous pages are eligible for valuable benefits:

<table>
<thead>
<tr>
<th>IRA Sponsorship Levels &amp; Benefits</th>
<th>Cum Laude ($20K–$49,999)</th>
<th>Magna Cum Laude ($50K–$74,999)</th>
<th>Summa Cum Laude ($75K–$99,999)</th>
<th>Egregia Cum Laude ($100K+)</th>
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</thead>
<tbody>
<tr>
<td>Sponsor Badge Ribbons</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
</tr>
<tr>
<td>Acknowledgement of sponsor level (with corporate logo) in electronic IRA conference e-newsletter (Reach: 215,000—14% open rate on average)</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
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<tr>
<td>Acknowledgement ad of IRA sponsor level in conference program</td>
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<td>✔</td>
<td>✔</td>
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</tr>
<tr>
<td>Press Lounge access—automatic acceptance to register staff for press passes</td>
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<td>3</td>
<td>5</td>
<td>10</td>
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<tr>
<td>Acknowledgement on conference signage in common area at conference</td>
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<td>✔</td>
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<tr>
<td>IRA social media “shout outs”</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>10</td>
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<tr>
<td>Table top sign in exhibitor booth</td>
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<td>Full page ad in the conference program</td>
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<td>2</td>
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<td>Complimentary preregistration list of attendees (one-time use only—street addresses)</td>
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<td>3</td>
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<td>Acknowledgement of sponsor level in IRA preconference e-blast—section of bulletin reserved for text content submitted by sponsor for review. (Reach: 215,000—14% open rate on average)</td>
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<td>Corporate logo on IRA conference site</td>
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<td>Complimentary post registration list of attendees (one-time use only—street addresses)</td>
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<td>Complimentary membership list of attendees (one-time use only—street addresses)</td>
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<td>Acknowledgement of sponsor level at General Session</td>
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<td>Guaranteed acceptance for an exhibitor session</td>
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<td>N/A</td>
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Note: Benefits applicable for Sponsorship Opportunities only.
MAXIMIZE YOUR IMPACT at IRA 2014 with a comprehensive mix of repeated impressions during the conference.

COUPON BOOKLET

Although the IRA coupon booklet is small, it packs a powerful punch! Sized to fit perfectly into the attendee badge holder, the IRA coupon booklet is always within reach, enticing attendees to your booth. Double-sided coupons successfully announce your drawing, giveaways, or discounts and are conveniently perforated for easy removal and redemption. Distributed to all attendees at registration.

GUIDE TO THE STARS

The Guide to the Stars points attendees toward their favorite authors and exhibitor sessions. Promote and draw traffic to your booth with a prominent campaign highlighting your authors, activities, and/or exhibitor sessions. Distributed to all attendees at registration.

TOTE INSERTS

Looking for another way to drive traffic to your booth and create awareness of your booth activities? Reach an anticipated 7,500 attendees on site with an attendee tote bag insert. Sponsorship is limited to 15 exhibiting companies.

AISLE SIGNS

Exhibit Hall aisle signs have a constant presence while helping attendees navigate the hall. Sponsorship includes double-sided (2’ high by 4’ wide) signs on the main horizontal aisle.
BANNERS
Catch the eye of every attendee with beautiful four-color graphics, displayed on a single-sided, highly visible banner in common areas.

CARPET GRAPHICS
Welcome attendees as they enter the Exhibit Hall with a beautiful four-color carpet graphic that displays your logo or product campaign. Invite them to visit by including your booth number!

CONFERENCE CENTER LOBBY MONITORS
Entice attendees to visit your booth via prominent lobby monitors. Create an exciting message highlighting your booth activities and presentations to boost traffic throughout the conference.

ESCALATOR GRAPHICS
Reach attendees with colorful graphics placed strategically between the escalators for high visual impact. Your graphics will run between the up and down escalators carrying attendees to session, registration, and Exhibit Hall.

ESCALATOR MATS
Greet attendees as they step onto the landing from the escalator. A graphic message can remind riders to step carefully (and into your booth!) or can be branded simply with a logo or tagline with your booth number.
EXHIBITOR LOCATOR

This helpful prominently placed map will be used throughout the conference by attendees. Your branded campaign will catch the eyes of passersby, and your highlighted booth will stand out from all others on the exhibitor locator.

NOTEBOOKS

All attendees need note paper. This handy little amenity will be used throughout the conference and as reference later. The front cover will proudly display your promotional four-color ad, giving you a big bang for your marketing dollar.

LIGHT BOXES

Light boxes are strategically placed in high traffic areas of the conference center to catch the attention of attendees as they walk between sessions and the exhibit floor. Double-sided panels ensure high impact to passersby. (36 15/16" wide × 84 13/16" high)

SPOT MARKETING

Location, location, location! Spot Marketing is an innovative new opportunity on the main vertical aisle of the exhibit hall. Rent a 10’ × 10’ temporary space for a WOW experience to enhance and draw traffic to your booth. Create excitement announcing the launch of your new products, entice attendees to your booth with an animated character, or deliver a promotional message/giveaway. Your ingenuity will engage attendees in the most prominent face-to-face opportunity in the exhibit hall!

TABLE GRAPHICS

Occupy the minds of attendees as they break for lunch. Entice them to visit your booth over a relaxing lunch with friends!

WINDOW OR RESTROOM MIRROR CLINGS

A clever and gentle reminder while entering the building or washing up! Window clings and mirror clings in the restrooms grab the attention of attendees in beautiful four-color graphics. Brand several areas to maximize your sponsorship dollar with a multiple-ad campaign. Please call to confirm branding locations.
WHAT IS IRA DOING TO ATTRACT ATTENDEES/BUYERS TO CONFERENCE?

- Direct mail efforts that began with a “Save the Date” promotion onsite and following the 2013 conference
- E-newsletter with conference updates and direct links to registration, educational sessions, and exhibitor news distributed to 215,000 prospects monthly through December 2013 and weekly January 2014 to May 2014
- More than 550,000 direct mail pieces throughout the year, with specialty direct mail promotions targeting educators in Louisiana and its surrounding states
- Personalized outreach to school leadership in Louisiana and its surrounding states
- Monthly ads and articles in IRA publications: *The Reading Teacher, Journal of Adolescent & Adult Literacy, Reading Research Quarterly*, and *Reading Today* (print and online editions)
- Free registration and VIP Experience promotions distributed to various print and online outlets
- A comprehensive schedule of print and online advertising in relevant publications, websites, and e-newsletters such as *Education Week, SEEN Magazine, ASCD and NCLE SmartBriefs, Edutopia, ReadWriteThink.org, and Learning Magazine*
- Print and online advertising through select state and local council websites and event programs
- Interactive conference website redesigned for easier navigation with up-to-the-minute program additions, online registrations, online-scheduling tools, and Twitter feed
- Social Media campaigns on Facebook, Twitter, Pinterest, LinkedIn, Google+, and Instagram
- Heavy content marketing through *Reading Today* (print and online editions), including an entire issue dedicated to the conference (circulation: 55,000+)