

ADVERTISE

Advertising offers the opportunity to raise visibility with your customers.

Your investment in advertising demonstrates your support of the 2012 National Reading Recovery & K-6 Classroom Literacy Conference and extends the reach of your company's visibility long after the conference is over. Both four-color and black-and-white ads are available.

THREE ADVERTISING OPTIONS

1. Advertise in the conference preview booklet AND the on-site conference program and SAVE 10% ON EACH AD.
2. Advertise in the conference preview only.
3. Advertise in the conference program only.

CONFERENCE PREVIEW BOOKLET

- ❖ Over 40,000 copies mailed September through November to K-6 educators and school administrators in the U.S.
- ❖ Your company's early introduction to prospective conference attendees

ON-SITE CONFERENCE PROGRAM

- ❖ Reach approximately 2,500 conference participants, many of whom are the decision makers within their schools and districts and who can purchase your products on site as well as at home.
- ❖ Attendees use the conference program to locate exhibitors and build their conference schedules.
- ❖ Attendees take the conference program home to share with colleagues and use as a guide for purchasing decisions throughout the year.
- ❖ Drive more traffic to your booth — increasing your opportunities for sales and for maintaining or developing new customer relationships.
- ❖ For non-exhibitors, advertising in the conference program increases your visibility in the K-6 literacy education market.



Nonprofit Org.
U.S. Postage
PAID
Columbus, Ohio
Permit No. 8562

OPPORTUNITY

The 2012 National Reading Recovery & K-6 Classroom Literacy Conference provides outstanding opportunities!

- ❖ Reach 2,500 K-6 literacy educators with purchasing power.
- ❖ Establish contacts to help drive your business.
- ❖ Increase your company's name and product recognition.
- ❖ Introduce new products and services.
- ❖ Transact sales on site in the Exhibit Hall.

This year's conference will feature 120 specialized sessions targeted to the needs of educators, curriculum specialists, school administrators, and university professors.

**2012 National Reading Recovery
& K-6 Classroom Literacy Conference**
February 4-7, 2012
Greater Columbus Convention Center
Columbus, Ohio

SPONSORED BY THE READING RECOVERY COUNCIL
OF NORTH AMERICA (RRCNA)
www.readingrecovery.org



Reading Recovery Council
of North America

500 W. Wilson Bridge Road, Suite 250
Worthington, Ohio 43085

**Early Registration
Deadline August 1, 2011**

YOUR INVITATION TO
❖ EXHIBIT
❖ SPONSOR
❖ ADVERTISE
❖ MAXIMIZE
YOUR INVESTMENT

Look inside for outstanding opportunities at the 2012 National Reading Recovery & K-6 Classroom Literacy Conference



2012 National Reading Recovery & K-6 Classroom Literacy Conference

FEBRUARY 4-7, 2012
Greater Columbus Convention Center
Columbus, Ohio

*The nation's premiere
event to showcase your
products and services to
K-6 literacy educators*

Your invitation to

- ❖ **Exhibit**
- ❖ **Sponsor**
- ❖ **Advertise**
- ❖ **Meet dedicated literacy experts
from across the country**

EXHIBIT

Create a foundation for current and future business and get a great return on your investment.

- ❖ It is the largest K–6 national conference of its kind. Talk directly with the people who use your literacy teaching and learning products.
- ❖ Attendees are directly involved in purchasing education materials for their schools.
- ❖ Educators do business with people they know. Establish relationships with literacy educators and school administrators who will purchase your products year after year. Exhibitors are welcome to attend the three general sessions.
- ❖ Get the most exposure for your exhibiting dollar. Benefit from our expertise in directing conference attendees into the exhibit area before and after sessions and during breaks and lunches. The Exhibit Hall is conveniently located directly across from registration at the center of conference activity — encouraging more frequent visits.
- ❖ Conference attendees include:
 - K–6 educators • Early literacy and curriculum specialists
 - Classroom teachers and Title I teachers • School administrators
 - University professors • Reading Recovery professionals*

* Each Reading Recovery teacher dedicates half of the school day to Reading Recovery and the other half to other responsibilities. Many serve as reading specialists, classroom teachers, or literacy coaches or coordinators.

CONSIDER WHAT WE OFFER YOU

- ❖ An affordable 10x10 space including carpeting, standard booth drapery of the show colors and a 7x44-inch sign, with each space defined by an 8-foot backdrop and two 3-foot siderails. Multiple booth space also available!
 - ❖ Ample hours for exhibiting from Saturday, Feb. 4 through Monday, Feb. 6, including over 7 hours of exclusive exhibit viewing time.
- EXHIBIT HALL HOURS (hours finalized in October)**
- | | | |
|----------------------|-------------|------------------|
| Installation/set-up: | Sat. Feb. 4 | 8:00 am–2:30 pm |
| Exhibit Hall hours: | Sat. Feb. 4 | 3:00 pm–6:00 pm |
| | Sun. Feb. 5 | 8:30 am–5:30 pm |
| | Mon. Feb. 6 | 8:00 am–5:00 pm |
| Dismantle/tear-down: | Mon. Feb. 6 | 5:00 pm–10:00 pm |
- ❖ Consistent pricing: Booth space pricing has not increased in over 6 years.
 - ❖ Additional savings: Discounted hotel rooms and complimentary exhibitor lounge with refreshments.

SPONSOR

Our sponsorship packages offer a variety of options and tremendous recognition.

BENEFIT	LEAD	GOLD	SILVER	BRONZE	FRIEND
Podium introduction and brief presentation by corporate executive during a keynote	X				
Prominent placement of complimentary exhibit booth	X				
Program cover recognition	X	X			
Link to your website from the RRCNA website	X	X			
Free 1/4 page ad in conference preview/registration booklet	X	X			
Complimentary use of premium reception/meeting space	X	X			
Guaranteed availability of up to two guest rooms in headquarters hotel	X	X			
Conference registration for one company representative	X	X			
Electronic board recognition and conference entry display	X	X			
Free prominent ad placement in conference program	full	full	half	quarter	NA
Named co-sponsor of choice of event (at level)	X	X	X	X	
Prominent placement of exhibit booths (available at regular booth prices)	X	X	X	X	X
Special recognition as a sponsor in Exhibitor listings	X	X	X	X	X
Invitation to Scholars Luncheon	X	X	X	X	X
Complimentary lunch (one per booth)	X	X	X	X	X
Podium and general session slide recognition	X	X	X	X	X
Recognition signage for booth and sponsor ribbon	X	X	X	X	X
Listing in registration and program books and on website	X	X	X	X	X
Recognition in spring issue of <i>The Journal of Reading Recovery</i>	X	X	X	X	X
Logo placement (see reservation form)			X	X	X

RESERVATION FORM

Please complete and return this form to reserve your exhibit booth, sponsorship, and advertisement for the 2012 National Conference, February 4–7 in Columbus, Ohio. Requests will be processed in the order they are received. You will be sent a customized registration packet based on the selections you have indicated below. Exhibitor packets will include an opportunity to suggest your exhibit space location.

EARLY DEADLINE FOR RESERVATIONS IS AUGUST 1, 2011
Secures listing and ad in conference preview/registration booklet and conference program
Final deadline Nov. 30, 2011 — Secures listing and ad in conference program only

Mail this form to: National Conference Exhibitor Registration / RRCNA
 500 W. Wilson Bridge Road, Suite 250
 Worthington, Ohio 43085

OR fax to 614-310-7342, ATTN: Ted Phillips
QUESTIONS? Call: 614-310-7337

Company name _____
 Contact name and title _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____ E-mail _____

EXHIBITOR OPPORTUNITIES Single booth is 10x10 and includes carpeting, draping, and booth sign.
 ___ Standard (10x10) – \$1,350 each ___ Island (20x20 front 1/2 of hall) – \$6,400 each
 ___ Corner (10x10) – \$1,500 each ___ Island (20x30 front 1/2 of hall) – \$9,600 each

SPONSOR OPPORTUNITIES — LEAD SPONSOR \$20,000

Gold Level – \$10,000 (CHOOSE ONE)	Silver Level – \$5,000 (CHOOSE ONE)	Bronze Level – \$3,000 (CHOOSE ONE)	Friend Level – \$1,000 Logo on (CHOOSE ONE)
___ Logo on tote bag	___ Tuesday breakfast	___ Sunday break	___ Local information sheet
___ Logo on nametag	___ 4 logo placements in program	___ Monday break	___ General information page
___ Sunday luncheon	___ Member reception	___ Logo on schedule	___ Program restaurant page
___ Monday luncheon	___ Preconference luncheon	___ Logo on room maps	___ Speaker index page

ADVERTISING OPPORTUNITIES

AD SIZE	PROGRAM ONLY		WITH AD IN PREVIEW	
	B/W	4/C	B/W	4/C
___ Inside back cover (4/C)	N/A	\$3,000	N/A	N/A
___ Inside front cover (4/C)	N/A	\$2,500	N/A	N/A
___ Full page inside	\$1,500	\$1,750	\$1,350	\$1,575
___ Half page inside	\$900	\$1,150	\$810	\$1,035
___ Quarter page inside	\$500	\$750	\$450	\$675
___ Coupon page space	\$250	N/A	N/A	N/A

MAY MIX AD SIZES. PLEASE INDICATE AD SIZE AND CIRCLE B/W OR 4/C PRICE FOR EACH.

FOR COUNCIL USE ONLY	
<input type="checkbox"/> Exhibitor	PROCESSED BY
<input type="checkbox"/> Sponsor	
<input type="checkbox"/> Advertiser	PACKET SENT
DATE RECEIVED	SENT BY